



# The Billboard

SEPTEMBER 15, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (RSP) PRICE: 25 CENTS

## Radio Fears New Rate Cuts As Advertisers Blast Again

### Report Blasts Hopes of Early Peace Confab

**Affiliates Group Nixes Meeting in Hostile "Climate"**

NEW YORK, Sept. 8.—Among other effects of the release of the third study of the Association of National Advertisers on the impact of television on radio listening this week was this: It blew sky-high, at least temporarily, a scheduled meeting between the Affiliates' Committee, headed by WTIC's (Hartford) Fritz Morency, and the advertisers' group.

Shortly after the AC swung into action last July, a meeting for sometime right after Labor Day was scheduled between committee brass and ANA execs. The meeting was to be for the purpose of exploring common problems involved in the whole matter of radio rates. At no time during the planning of the meetings did the ANA give the AC any idea that a third TV impact study was in the works.

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### Toronto Gate Hits Hi Peak

TORONTO, Sept. 8.—An all-time single day record gate of 294,500 Saturday (1) and a peak 283,500 Labor Day turnout at the Canadian National Exhibition here has officials of the world's largest exhibition mulling ways and means of letting out the CNE's seams to permit even higher attendance in the future.

Going into the 13th day of the 14-day run, execs Friday (7) con-

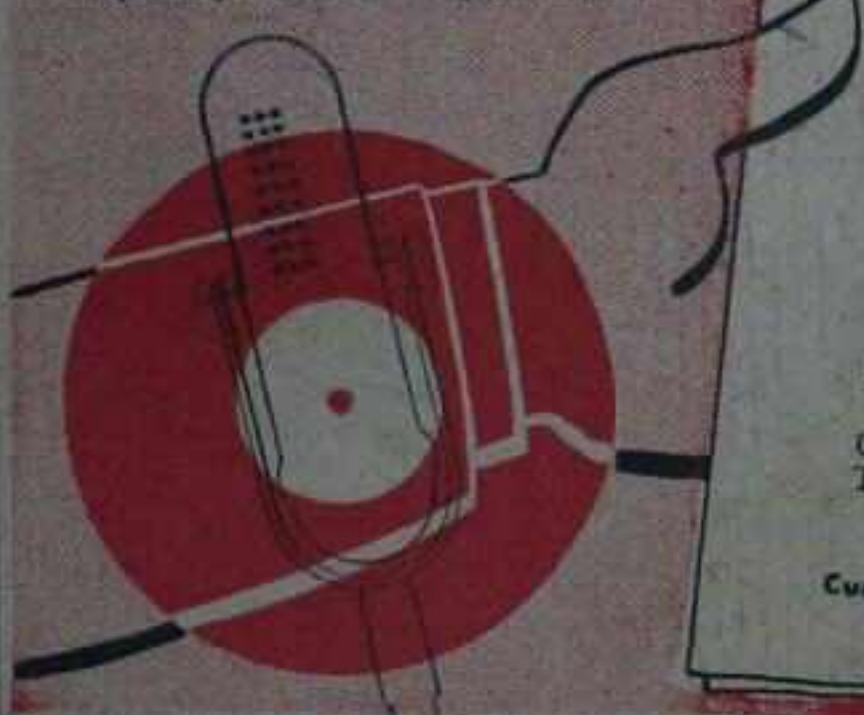
(Continued on page 108)

### BERLE "SLIPS" TO MERE 104G

CHICAGO, Sept. 8.—Milton Berle placed second this week to Martin and Lewis in the current Chicago Theater gross sweepstakes, when he tacked up a \$104,000 week at the B&K flagship house. With duets in the 4,200-seat house going at an increased 98 cents to \$1.25 each, Berle ran into two days of inconsistent weather, but had the added advantage of Labor Day week-end. Martin and Lewis did \$120,000 during their seven-day stint here late in July.

### The Billboard Annual MUSIC-RECORD PROGRAMING GUIDE

...featuring the 1951 Disk Jockey Popularity and Trade Aspects Survey



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## More, Better Distributors Needed by Record Industry

NEW YORK, Sept. 8.—The age-old problem of finding and keeping good distributors continues to plague the record industry, despite signs of a big fall season.

Situations such as major diskeries switching distributors as the fall season gets under way, territories in which manufacturers have been unable to find any responsible distribs, and the availability of many key franchises in big cities all highlight the continuing difficulty of maintaining good distribution even in a sellers' market.

Most traders are of the opin-

### RCA on Hand as TV Sets Danish Preem

COPENHAGEN, Sept. 8.—Two important television events have been given considerable space in local papers the past week. First was the announcement last week by the government-operated State radio and television department that television broadcasts would get under way here on October 1, with sales of receiving sets starting immediately. Second was the arrival of Chester Davis, technical director of Radio Corporation of America, with video cameras, sending apparatus and video receiving sets. Events were not inter-related, but timing, entirely a coincidence, was uncanny.

Davis and his assistants are here primarily to demonstrate the RCA video-medico units and the RCA electronic microscope at the international gathering, in Copenhagen, of doctors, scientists and others interested in combating polio.

ion that the ever-present distribution problem will not be eased in the foreseeable future. The fact is, there are many who expect to see the situation grow worse under the pressures of the spread of TV markets, higher taxes, a subsequent tightening of investment money and the continued flood of

### Piped Theater TV Discussed By Union, Ops

NEW YORK, Sept. 8.—Vaude formats for closed circuit theater television took another step closer to reality last week after the first of a series of meetings between chain theater ops and the American Guild of Variety Artists.

The purpose of the confabs was to determine what AGVA would require of theaters who would use live acts in a pilot theater which would in turn pipe the show out to additional theaters on a regularly scheduled basis.

The meeting was attended by St. Fabian, of Fabian Theaters; Fred Schwartz, of Century Theaters; Sam Pinanski, owner of a Boston theater chain, and Henry Dunn, AGVA exec. Latter said that theater ops had a plan of starting a variety show in October or November on an experimental basis, using two or three houses to be-

(Continued on page 20)

new releases requiring large inventories.

Within the last few weeks, Columbia changed distributors in Buffalo by naming Ben Kulic, the Admiral jobber, in place of Western Merchandising; Mercury switched in Detroit by opening a branch office, and Capitol appointed Glenn Allen in Memphis, who gave up a batch of labels for Cap, thus leaving many without representation in that territory. It is generally conceded, too, that several diskeries with branches are more than ready to unload the company-owned operations. In addition, such areas as Denver, Omaha, Birmingham, Salt Lake City, Miami and the entire Southwest have so few "good" distributors that those which are in operation often carry as many as 30 lines, including more than one top indie label.

Most distributors complain that

(Continued on page 12)

### Judy Garland Album On Way

NEW YORK, Sept. 8.—MGM Records will issue a Judy Garland album to coincide with her reopening of the Palace Theater's two-a-day vaude policy October 16.

The diskery, an affiliate of Loew's, Inc., has worked out a tie-in promotion on the album with the RKO Theater publicity office, which handles the Palace. The contents of the album will be drawn from previously released Garland diskings, several of which will come from sound track recordings.

### Spenders Say TV Cuts Down Night Listening

**5% to 71% Dips On Some Stations, As Video Tuning Rises**

By JOE CSIDA

NEW YORK, Sept. 8.—The nation's top advertisers released their third polite, but nonetheless meaningful, blast in the battle to chop radio advertising rates this week. The latest volley came in the form of the third report of the Radio and Television Committee of the Association of National Advertisers to the members of the ANA Radio and Television group.

See editorial, "2 Letters on 3d" in the Radio-TV Department.

The report, dated August, 1951, in the ANA's words "brings forward to October 1, 1951, estimates of the impact of television on evening radio listening." It follows the ANA studies of July, 1950, and March, 1951, which are recognized

(Continued on page 4)

### Big Kan. Fair Defeats Flood

TOPEKA, Kan., Sept. 8.—Flood waters leaped at South Topeka and course thru wide sections of Kansas today as Topeka's big annual event—the Kansas Free Fair—opened, but execs hoped that the flood and its predecessor of July would not put a substantial dent in attendance.

Officials were jubilant over the fact that even tho some bridges

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### GUY LOMBARDO KID STAR NOW

NEW YORK, Sept. 8.—Guy Lombardo for the first time has cut wax designed for the children's market. Previous to this effort, Lombardo rarely deviated from his standard dance-style offerings and has never before made anything designed for a market other than the dance market.

The Lombardo kidisk, which will be shipped by Decca in the early part of October, consists of a coupling of four-song medleys of familiar kid ditties and jingles. Disking will be made available in special packages on two speeds, 78 and 45.

# Billboard Backstage

By JOE CSIDA

Frank Sinatra's career, from the days when he was singing with the Harry James and Tommy Dorsey bands, right up to the present, has always fascinated me, as I'm sure it has many other show business observers. A certain mercurial quality seems to be characteristic of many, if not most, top-ranking performers, and Sinatra has this quality in abundance. I don't know the guy nearly as well as I know scores of other artists, but my own limited experience with him over the more than 10 years he's been around, thoroughly convinces me of that.

Early in his career, right after he became hotter than summer in the Sahara, the Columbia Broadcasting System tossed a cocktail party for him at Shor's. The shindig was heavily attended, and by big writers for mass-circulation newspapers and magazines, plus network brass and other important characters. I didn't particularly seek him out, and certainly made no effort to monopolize his time. Yet he and I got so engrossed in a two-guy conversation, that one of the CBS press agents later asked me if we'd grown up together.

Not more than a few months later he was playing a smash return engagement at the Paramount. The kids were creating traffic problems on Broadway in front of the house, and around the corner at the backstage door. I make what amounts to a religion of leaving performers strictly alone at such peak points in their affairs for the simple reason that I understand they're under considerable tension and are shamefully crowded for time.

But during this date, the late George Evans, a good friend of mine and Sinatra's press agent, prevailed on me to visit Frankie at the theater. I fought my way thru the yowling kids at the stage door, and went upstairs to his dressing room. The door was open, and he was lying on a cot, reading a newspaper. The floor around the cot was littered with other papers. All of them contained stories about Sinatra's sensational Paramount job. I knocked on the door and he turned his head.

"Hi," he said in a most lukewarm tone, and turned back to his newspaper. So I left.

### Pal or Pest

On a half-dozen other occasions over the years I have alternately been greeted like a long lost pal and a get-lost pest by Sinatra. Understanding performers as well as I do, and having been brushed off as well as romanced by same, both bigger and smaller than Frank, none of this ever bothered me.

But in his treatment of and attitude toward other people, I have found Sinatra displaying the same hypermercurial quality. On a train, coming back from Chicago one evening, I ran into Sinatra with his childhood friend and manager-of-sorts, Hank Sanicola, and a couple of other people. We went down to Frank's drawing room where they were playing gin. When they got up to go into the diner, Hank picked up Frank's coat and held it for him. Sinatra let him do it as tho it were the most natural thing in the world. A small item? Sure, but you just don't take that kind of service

from a guy you grew up with, no matter how willing he may be to perform it.

Frank also on more than one occasion phoned from California to George Evans in New York and said: "Get out here right away." And if Evans protested that he couldn't get a plane or train reservations (as he necessarily did once in a while during the war) Frank would say: "Well get on a pogo stick. I don't care how you do it, just get out here."

### Another Facet

Still the last time Sinatra played the Copacabana here in New York he pulled a caper quite contrary to the Sanicola-Evans episodes. The night I dropped in he was under a doc's treatment for a throat ailment. He was working virtually sans voice, and obviously running the risk of doing permanent injury to his vocal chords. But he didn't beg off. And not only didn't he beg off, but he insisted on singing belt-out items like *O! Man River*, instead of soft ballads on which he could easily have faked his way thru. Nobody was breaking down his dressing room door after the show, so I went back to say hello.

This was one of the times the greeting was extremely friendly. We sat around for a few minutes chewing the fat, and then Frank had to leave. He was rushing out to do a benefit for a blind group, between shows, sore throat and all. And no press agents were handing out releases to newspaper guys about it either. Funny people, some performers.

# Sked Hearing On Benton Plan To Probe 'Voice'

WASHINGTON, Sept. 8.—State Department's Voice of America, which has been a storm center during the current session of Congress, will be in the spotlight of another congressional hearing this month when the Senate Foreign Relations Committee examines proposed legislation to probe the Voice operations and determine whether a transfer from the State Department is feasible.

The Senate Foreign Relations Committee is planning to schedule a hearing within two weeks on Sen. William Benton's (D., Conn.) proposal for a thoro re-examination of the Voice and consideration of the question of transferring the agency from State Department to an independent agency. Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, on his return from a trip abroad recently supported such a transfer.

Meanwhile, Under Secretary of State James E. Webb disclosed

(Continued on page 106)

### JUKE BAIT

## Shortage In Pennies And Nickels

WASHINGTON, Sept. 8.—The juke box industry faces a growing problem of serious shortages of nickels for the machines, it was disclosed late yesterday in a report by Mint Director Nellie Taylor Ross. The shortages are even more severe in pennies, a situation having wide implications for coin-operated vending devices.

The director of the Mint reported that the government is literally running out of nickels and pennies. Mrs. Ross said that a growing copper shortage has crippled the government's attempts to replenish supplies of nickels and pennies on anywhere near a normal basis.

Nickels contain 75 per cent copper, while pennies are made of 95 per cent copper and five per cent zinc. To manufacture a million pennies, three and a quarter tons of copper are used, said the Mint director. She said consideration is not being given presently by the treasury to making zinc-coated steel pennies, such as those made in 1943 to ease the copper shortage.

## MR. LANZA TAKE WARNING!

NEW YORK, Sept. 8.—Andrew Poniare, erudite half of Gus and Andy's, 47th Street bistro and hangout for show-folks, is taking voice lessons under the G.I. Bill of Rights. The ex-sergeant, who hasn't revealed his plans for the future or, for that matter, his study of voice culture, hasn't even got an agent, so far as is known. Reported not included in the curriculum are imitations and bird calls.

# London Dispatch

By LEIGH VANCE

LONDON, Sept. 8.—The president of the Board of Trade, Sir Hartley Shawcross, said here that the National Film Finance Board—sponsored by the government to help the motion picture industry and given \$16,800,000 to help it do the job—would receive another \$5,800,000.

Credit followed a demand by Tom O'Brien, member of Parliament and general secretary of the National Association of Theatrical and Kine Employees, claiming that if something wasn't done quickly there would be serious studio unemployment.

### "ITMA" Man Does New Feature—N.S.G. . . .

Ted Kavanagh, who wrote that best listening radio hit *ITMA (It's That Man Again)*, took himself off on a slimming diet after the show's star Tommy Handley died of a stroke. Since then he has had absolutely no luck at all with his radio and TV commitments. Latest to get air time is a sad little series called *Dear Me*, featuring comedian Michael Howard.

Punctuated with periods of *ITMA* class humor, the plot seems too thin to support a series. And Mr. Howard is not Mr. Handley.

It's a pity. Ted is a great showman. Radio needs his fertile mind. It's only a question of his hitting form again.

### TV Does Fadeout in Old Hyde Park . . .

TV moves more and more into the Briton's life. We've just had the first deserted wife peering into the screen during the showing of a cricket match for her vanished husband (she didn't spot him). Now the screen was blacked out during an outside broadcast from that safety valve of the Empire, the Speakers Corner in Hyde Park, where men with chips on their shoulders hump them on to those of the crowd come to watch.

TV men asked members of the crowd their views on superstition. Up spoke a woman who began, "I am a Communist and we do not believe in superstition. If you have a boy in Korea . . ." Then she was faded out.

# Paris Peek

By ANNE MICHAELS

PARIS, Sept. 8.—Arrangements have been completed for the National Broadcasting Company *Double Or Nothing* radio show, heard in the U. S. five times weekly, to tape four programs in and near Paris for release in America. The show has just finished a tour of American military installations in Germany and Austria.

Its first broadcast, September 3, was done at the air base squadron near Orly. The next two were at the Casino Theater and for the first time *SHAPE* has given permission for an American radio show to originate within headquarters using *SHAPE* personnel. Final program was dedicated to Economic Co-Operation Administration and taped from the American embassy with civilians employed by the U. S. government on hand for the show.

Another radio broadcast from Paris will be given September 24 at the Empire Theater when Tallulah Bankhead comes to town to record a 90-minute program for *The Big Show*. Miss Bankhead is bringing over with her Fred Allen, Portland Hoffa, Meredith Willson and Jack Carson, and will have as guest stars some of the biggest French entertainers.

### Nitery Crowds Enjoy New Laugh Sensation . . .

The latest laugh sensation in Paris, at the "Ringside," bills himself as the "Reverend" Carl Davis. His act, that of a Negro preacher, has them in the aisles. There is talk of launching a radio program around him. If so, the local comedians better watch out. . . . Dauville song contest prize of 500,000 francs (\$1,500) to Ibas and Legay for their *Le Marin Gales*.

(Continued on page 106)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 8.—The Commerce Department this week gave support to its recent forecast of unprecedented coin available for amusement spending. The agency's latest box-score on personal income and employment is higher, despite record highs for the month before. Personal income is booming at an annual rate of \$251.6 billion in the nation. That's \$600 million above the previous month. Latest employment count reached 62,630,000 at mid-August. That's a hair's-breadth over the previous month's figure. Commerce experts continue to look for a leveling off. Chances are that annual rate of personal income will sift down to \$248 billion. That was the average for the first seven months this year. Incidentally, that was a postwar high.

### Some Are Bound to Fail In Big Race for TV . . .

Take it from Sen. Homer Capehart (R., Ind.), there's going to be plenty of excitement when the Federal Communications Commission lifts the TV freeze. The senator got musing about it during this week's Senate Interstate and Foreign Commerce Sub-Committee

hearing on legislation for a radio-TV advisory council. The Indianan said the coming race for 3,000 TV licenses reminds him of how his father went to Oklahoma "to get into one of those races where they had some homesteads."

"They had more than a thousand folks lined up," continued the senator amid laughter, "and a gun was shot and they all ran and the fellow who got there first was the one to get the 160 acres. Evidently my father wasn't a very good runner."

### Atlanta Lady Lawyer Boomed for FCC . . .

Latest prospect to succeed Commissioner Frieda B. Hennock, of Federal Communications Commission, is Mrs. Helen Douglas Mankin, Atlanta lawyer and former member of Congress. Mrs. Mankin's candidacy is being pushed forcefully but quietly at the White House by Mrs. India Edwards, vice-chairman of the Democratic National Committee. Mrs. Edwards, who ranks among President Truman's most influential stalwarts, is insisting that the commission should stay on the distaff side. Insiders say that, unless

Mrs. Edwards wins her drive, the appointment will go to Robert T. Barkley, Speaker Sam Rayburn's righthand man. Meanwhile, the Senate Judiciary Committee, which recently postponed a hearing on Miss Hennock's nomination to a federal judgeship, is readying to schedule another. Return of Committee Chairman Pat McCarran (D., Nev.) to D. C. next week will pave the way for setting a new date.

### Britain's Video Seen Progressing Rapidly . . .

Commerce Department's observation post in Britain reports successful operation of the world's most powerful TV transmitter, near Huddersfield, England. The new 35-kw. transmitter makes video available to 13 million people. Construction of a comprehensive network by underground cable and radio link is in the works. New network may bring TV to at least 75 per cent of Britain's population by next year, and to 90 per cent by 1954, says Commerce. First stage of the TV network, from London to Birmingham, is complete.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 8.—If *The Blue Veil* is a promise of the type of pictures to come from the Jerry Wald-Norman Krasna combine in its multi-million-dollar production deal with RKO, you can forget about industry slogans and campaigns. The pictures will do the job of filling the theaters. We saw *The Blue Veil* last week, first of the W-K films for RKO, and left thoroughly convinced that with product like this in the hopper, there's little to worry about the film box-office future.

The story (by Francois Campaux with screen play by Norman Corwin) plotwise is simple, but by its simplicity it searches deep into human experience to relate an everyday tale that moves its audience to tears and laughter. Briefly, it tells of a World War I widow who becomes a governess to be close to children after her own baby dies. It shows devotion to the children and the heartbreak she feels as she moves from one family to the next, during the period spanning the two world wars. At the outbreak of World

War II, the wife of an RAF flyer leaves her child in her care, disappearing for eight years. During this period, governess and child are as mother and son, until the child's mother returns to claim him. Rebellious against having to surrender the child, the aged governess attempts to flee with the boy, but is picked up on a kidnapping charge. Penniless, too old to get another child-tending job, she becomes a janitoress to be near to children. But it all has a happy ending when failing eyesight brings her to a clinic oculist who turns out to be one of the children she had once tended. She's immediately hired to serve as governess of his own children after the good doctor stages a reunion of all the kids, now adults, she had once tended.

### Jane Wyman Makes New Academy Bid . . .

It's a five-towel picture, the kind that'll leave the gals in the audience sniffing but loving it. Despite its sentimental lines, it

escapes being a tear-jerker, thanks to Norman Corwin's fine writing and the masterful, restrained direction of Curtis Bernhardt.

Jane Wyman, in the lead as the governess, turns in one of the greatest performances of her career, equalling that of her Academy Award-winning portrayal in *Johnny Belinda*, and one which assuredly puts her in line again as an Oscar nominee. She creates a warm and loving person whose kindness and understanding touches the heart. She convincingly ages, thanks to her own acting ability and the make-up skill of Perc Westmore.

Wald and Krasna surround Miss Wyman with a galaxy of players destined to make *The Blue Veil* one of the best cast films of the year. Cast includes Charles Laughton as a kindly, humorous corset manufacturer, first to hire the governess; Joan Blondell, as a fading Broadway perennial who hires Miss Wyman to look after her daughter while she fights for parts. Agnes Moorehead is an-

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# TEXAS FAIR MUSICALS TOP GREATEST GROSSES

DALLAS, Sept. 8. —State Fair Musical, summer operation of the State Fair of Texas, closed its 12-week season Sunday (2) with the biggest gross in its 10-year history. Gross totaled approximately \$351,000, topping previous record set in 1947 of \$326,000. Last year's take was \$219,000. Attendance this year dropped to about 195,300 from last year's 211,000. Upped gross resulted from higher price structure. Top grosser of season was *Texas Lt. Darlin'*, which set new record for both money and attendance. Following in order were *Merry Widow* and *Song of Norway* (about on a par), *I Married an Angel*, *Miss Liberty* and *Where's Charley?* The shows were moved indoors this year to a 4,300-seat air-con-

ditioned State Fair Auditorium, and operated with a \$3 top as against \$2.40 in previous years. Name was changed from Starlight Operetta to State Fair Musicals.

## Tokyo Mushi Mushi

By RALPH KRZYZAK

(This column appears in the second issue of each month)

TOKYO, Sept. 8.—Lt. Stewart N. Powell, composer of *Rotation Blues*, top tune on Armed Forces Radio here and in Korea, says he composed the hit sitting in a jeep waiting for a mined road to be cleared ahead of him. The "A frame" referred to in the lyrics is a wooden frame which, when placed on a person's back, enables him to carry heavy loads. The song was published recently by Tantom in Hollywood, and was recorded for Victor by Elton Britt.

### Menuhin Set for 20 Concerts in Japan . . .

Violinist Yehudi Menuhin is set to do five recitals in Tokyo City Hall later this month, plus 15 concerts elsewhere in Japan. Four hours after advance sale, began last week 13,000 tickets had been sold for his concerts here. This will be Menuhin's first appearance in Japan, and he is the first top concert artist here since the war. Price per ducat was set at an all-time high of \$4.50; black market prices will probably double that. Concert tickets here usually run from \$1.50 to \$2.00.

### Breakstone Shoots 2nd Jap-American Film . . .

George Breakstone is shooting his second Japanese-American film here. Entitled "Geisha Girls," it concerns two GI's from the Korean front on a five-day pass in Japan. Americans in the cast are *Martha Hyer*, *Archer McDonald* and *Bill Andrews* (Dana's brother). Japanese leads are *Teddy Nakamura* and *Naoki Michiyo*. Shooting is skedded to finish October 1, with release sometime in December. For his next project, Breakstone is planning "Sword of Arima" starring *Vincent Price*. His first film here was "Tokyo File 212."

Meanwhile, *Takejiro Otani* president of Shochiku Company, major picture firm here, announced recently that plans were being made with Allied Artists Productions of U. S. for joint production of a Technicolor feature film. Details are still to be worked out. Recently returned from the U. S., Otani said, "I have always felt that Japan should seek a world market for its movies. We are leading the Japanese movie firms in attempting to make a film that will be marketable thruout the world. If we succeed," he went on, "it sure would mean acquisition of considerable foreign currency, and I'm sure other Japanese movie makers would follow our suit."

## TRUMAN TALK HITS 51.9 IN L. A.

NEW YORK, Sept. 8.—President Truman, making his address to the Japanese Peace Treaty Conference in San Francisco, scored heavily with viewers according to special TV-Home Hooperatings taken in the conference city, New York and Los Angeles. Ratings for the three towns were: 51.6, 44.6 and 51.9 respectively.

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# Highlight Reviews

## TV SPECIAL EVENT

### Going Transcontinental, Video's Job Is Slightly Transcendental

By JOE CSIDA

Beginning at 10:30 p.m., EDT, Tuesday, September 4, and running at least thru Saturday (8), the radio and television industries once again did themselves proud. At considerable cost (which at this writing could not properly be estimated) in canceled commercial programs, production and technical pay roll, and innumerable assorted items, the webs, both in AM and TV, their affiliated stations, and hundreds of independents gave the kind of coverage to the historic Japanese Peace Treaty Conference in San Francisco which only this nation's broadcasters could give. Of course, radio was completely shunted out of the spotlight by the warranted hallelaloo attendant upon the opening of the transcontinental television relay, via coaxial and microwave, making President Truman's opening address at the conference the first live coast to coast telecast in the

nation's history. Radio, nevertheless, did an outstanding public service job, right along with its more glamorous sister. Looking for perfection in the televising of so historically and internationally important an event as a peace treaty conference—particularly the first time around—to this reporter is just short of assiniuity. Consequently such failings in direction, commentating, production, et al., as were demonstrated by an occasional TV reporter popping in with opinion or explanation, just as one of the conference delegates, Acheson or some other participant was getting off some particularly interesting remarks . . . or poor control of the audio balance between foreign language speakers and their interpreters . . . or a dozen other minor inadequacies from the show standpoint—are unimportant and invalid at this point.

What is important is the fact that, over-all, the television networks, in a pooled arrangement, brought viewers from coast to coast an excellent, clear picture of what takes place when 52 nations sit down to work out a peace treaty. No written word, no radio broadcast for that matter, could conceivably demonstrate so graphically to the people the techniques which Andrei Gromyko and his Czech and Polish stooges use to hamper the world's efforts to achieve a real peace.

In spite of the necessity for keeping the shows on an unspectacular and ultra-dignified level, occasional brilliant directorial touches were in evidence. As when the camera, panning the seated delegates during Wednesday night's session, peered over the shoulder of a Negro delegate reading a newspaper. Clear as  
*(Continued on page 104)*

## Movie Fightcast Ducats Now \$2

CHICAGO, Sept. 8.—With more than 10,000 seats available here for the theater-telecast of the Turpin-Robinson fight, Balaban & Katz made several changes in admission policy. For the first time since they started football and boxing telecasts, prices were upped. The admission will be \$2 at the State-Lake, Tivoli and the 4,000 seat Uptown, which will be using its new RCA installation for the first time. The breakdown on the admission is 75 cents to the International Boxing Club and the fighters; 30 cents for local and long distance line charges; 38 cents federal and local taxes, and 57 cents net for the theater. This compares with a normal net at the theaters of \$1 at the State-Lake and 82 cents at the two big neighborhood houses. The box offices will close about 3:30, and the houses will be cleared at the end of the afternoon features. Box offices will open at 5:30, on a first come, first served basis. There is no advance sale. The last few fights shown at the State-Lake and Tivoli have been sellouts, and the theaters expected s.r.o. for this fight in spite of the hiked admission.

## RCA Declares Quarterly Dividend

NEW YORK, Sept. 8. — Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, this week announced that the firm's board of directors had declared a dividend of 87½ cents a share on the company's outstanding \$3.50 cumulative first preferred stock. The dividend covers the period from July 1 to September 30, 1951, and is payable on October 1.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson Publishers

Roger Littleford Jr.  
William D. Littleford

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## LEGITIMATE

### Somewhat Frayed by U.S. Standards, British "Petticoat" Opens Season

By BOB FRANCIS

The fall legit season has been made official with the importation by Herman Shumlin of a sentimental comedy of morals and manners called *Lace on Her Petticoat*. *Petticoat* enjoyed a six-month run in London last year. It would be a pleasure to report the likelihood of a similar or longer stay here at the Booth.

However, *Petticoat's* premise, while it may be clearly acceptable from a British point of view, is not one to cause more than a ripple of excitement over here. Aimee Stuart's little tragic-comedy concerns itself with caste and snobbery in Scotland (circa 1890). Its chief protagonists are two youngsters, one the daughter of the manor, the other the daughter of a widowed milliner. The children conceive a violent affection for one another despite the conviction of the widow and a dour grandmother that no good can come of it. It doesn't. In the final analysis, caste rears its ugly head, and the result is near tragedy. The little villager discovers that lace on her petticoat is no ticket of admission to the halls of the mighty.

#### Something Accomplished

However, the childish tragedy accomplishes something, for according to Mrs. Stuart's text, class distinction (circa 1890) held all the

way down the line. The handsome young widow and her mother look askance at the courtship of a young, liberal-minded dock-worker, who drinks tea with his spoon in his cup, nor do they want their daughter to play with his niece, because the latter has dirty hair. But the near-tragedy causes an all-round change of heart, and at curtain-fall the liberal lad is carrying them all off to Canada, where presumably everybody gets an even social break.

Mrs. Stuart is a writer of perception, with a Barrie-esque touch for making little things sensitively important. While a play of this type is necessarily static and talky, many of the scenes between the youngsters are delightful, and Scottish humor does much to lighten the sentimental little tale via the adults.

#### Splendid Cast-Wise

Cast-wise, Shumlin's selections are splendid. The children—and *Petticoat* is primarily their show—are excellently played by Perliita Neilson and Patsy Bruder. Little Miss Neilson, who played the young lady of the castle in the British version, repeats here as tho to the manner born. She has all the makings of an exceptional young actress. Muriel Aked, likewise of the West End troupe, adds

helpfully as the stiff-necked grandmother. Neva Patterson and Jeff Morrow pair off successfully as the widow and her ubiquitous suitor, and there are good character contributions from Jean Cameron and Jock MacGregor.

Shumlin's direction is sound, bringing the over-talky first two acts to a really dynamic climax in the third. Samuel Leve's set of a Scottish living-room kitchen provides a properly respectable, middle-class background.

In sum, there are lovely, tender things about *Petticoat*. At moment it is a heart breaking Cinderella story in reverse. Unfortunately, its basic concept is completely removed from our way of thinking. What comes out of it is little more than a wry fairy tale.

"Lace on Her Petticoat."  
Opened Tuesday, September 4, at the Booth Theater, New York.

A comedy-drama by Aimee Stuart. Staged by Herman Shumlin. Setting by Samuel Leve. Costumes by Hazel Roy. Business manager, Lee Sabinoon. Stage manager, James Grell. Press representatives, Bernard Simon and Robert Ganahaw. Presented by Herman Shumlin.  
Mrs. Cahoon . . . . . Jean Cameron  
Mrs. Oliphant . . . . . Muriel Aked  
Elsbeth McNairn . . . . . Patsy Bruder  
Alexandra Carmichael . . . . . Perliita Neilson  
Paith McNairn . . . . . Neva Patterson  
Hamish Cahoon . . . . . Jeff Morrow  
Mac . . . . . Jack MacGregor

## TV: DOCUMENTARY

### Technique Skillful, Casting N.S.G. As "Time" Traces "Stake in Japan"

By BILL SMITH

This was one of Time, Inc.'s most ambitious efforts to explain Japan and the Japanese treaty to the American people. And in pursuance of this it utilized all camera tricks and dramatic devices. Show emphasized that the real menace to peace was the Communist horde which was slowly but surely engulfing the free world.

Using newsreel film clips of Pearl Harbor, Nagasaki, and F.D.R. addressing Congress right after Pearl Harbor, show neatly wove these into a sympathetic skein detailing the story of a Japanese family that had passed thru the recent war and was now trying to rebuild and live in peace in the postwar world.

Frances Fuller, a Japanese matriarch; Alan Devitt, her husband, and Margaret Phillips, their daughter-in-law, whose husband was killed in the war, read their lines with a saccharinity which

eliminated what plausibility there may have been in the scene of a Japanese family home of a Sunday morning in post A-bombed Nagasaki.

There was a bespectacled young man who mouthed phrases about Japan's ultra-nationality; a type-cast fiery heavy. There was an American officer who played the benign conqueror. Oddly enough, the most believable character was a Japanese soldier, a returned prisoner who didn't like the new Japan and boasted he was a Communist. There was obviously some effort to show a conflict, but it never came off.

The newsreel clips were tied into the live portions of the show with considerable skill. It showed how the war began, the current friction between the Russians and the free world; the creeping menace of a growing Red army. And countered with newsreels showing

our own rearmament. A series of flashbacks gave the show considerable interest and vitality, at times even excitement.

The editors of *Time* did a masterful job of research and incidentally a solid selling job for *Time*, Inc., for a copy of a two-color map showing Japan as it is today and its place in the economy of the free world. With it, the announcer said, *Time*, Inc. would send a reprint of all articles appearing in that magazine relating to Japan in the past 10 years.

TELEVISION — Reviewed Friday (7) 10-11 p.m. EDT. Sponsored by Time, Inc., via American Broadcasting Company, originating via Columbia Broadcasting System studios on a leased line. Producer Nick Samstag. Director, Paul Nickell. Cast: Margaret Phillips, Frances Fuller, Alan Devitt.

## RADIO FEARS NEW CUTS AS ADMEN BLAST AGAIN

### "Near Elimination" of Evening Listening Noted in Some TV Marts

• Continued from page 1

in the trade as having been substantially responsible for the Columbia Broadcasting System's 10 per cent rate cut and general web slashes which followed.

The present study is couched in the most judicial and unimpassioned terms. Paul West, ANA president, in referring to it and the preceding studies, said: "Today advertisers and the radio medium owners have the responsibility of studying the changing of evening radio listening, caused by the growth of television. The sole purpose (of the studies) is to help get established basic facts to enable all concerned to better evaluate the medium."

The direction in which the ANA evaluation is heading, however, is made crystal clear in the report itself, even more strongly than it was made in the two previous studies. The key sentence, repeated numerous times in the report, sums it up neatly. This sentence, which appears in paragraph 3 of the opening summary says: "... It is assumed in this report that radio listening in television homes continues to approach near elimination during the evening hours."

Full summary of the report follows:

#### 1. Audience Ratings

Without direct statistical evidence from the A. C. Nielsen Company of what has occurred since October-November, 1950, it is not possible to say whether the decline of about 1½ per cent per month in the audience ratings of evening programs, as analyzed in the two previous reports, has continued thru the balance of the two-year period ending March-April 1951. The rate of decline, however necessarily is associated with the increase in the number of television sets owned, and the tabulation shows that the expansion in television set ownership between October 1, 1950, and April 1, 1951, was much larger than in any previous six-month period.

#### 2. Radio Sets-in-Use

It had been hoped to present a two-year comparison showing the decline in "homes using radio" between March, 1949, and March, 1951. In the absence of up-to-date Nielsen data for that purpose members are referred to the similar tabulation presented on the enclosed page 6 of the July 14 issue of *The Billboard*. This table covers the even larger span of three years, starting at a time when the influence of television on radio listening was very minor.

#### 3. Sets-in-Use—TV vs. Non-TV Homes

The two previous reports in this series, using Nielsen data for December, 1949, and November, 1950, indicated that there was about 82

## Report Blasts Affils' Group Meet With ANA

• Continued from page 1

When the study was released, the AC told the ANA that they saw little point in holding a meeting, since the "climate" for a mutually profitable meeting had been destroyed by the issuance of the third report.

The Affiliates' Committee, of course, finds itself in the unhappy position of being at virtual swords' points with a group of its most important customers. It is probable that, after the shock effects of the issuance of the study at this time passes, and the AC leaders have an opportunity to consult calmly with the committee's membership, a meeting with the ANA people may still be arranged.

per cent less radio listening in television homes than in non-television homes between 7 and 11 p.m. In the absence of a comparable figure for a more recent month, it is assumed in this report that radio listening in television homes continues to approach near elimination during the evening hours.

#### 4. Sets in Use and TV's Share of Total Broadcast Audience by Localities

It has been noted in previous reports that television audience is obtained partly from additions to the total broadcast audience, as well as from diversion of former radio listeners. This is shown by the data on sets in use in evening hours in March-April, 1948, 1950

## GRIM FACTS COST A BUCK AND WORTH IT

NEW YORK, Sept. 8.—Broadcasting got a rather grim chuckle out of the Acknowledgements in the third Association of National Advertisers study, *Impact of Television on Radio Listening*. Notwithstanding the fact that the ANA intends the report as a serious study to guide country's largest advertisers in their spending of literally millions of dollars in radio, TV and other media, the Acknowledgement indicates that the ANA spent about \$1 on statistical research for the study.

It says: "... Grateful acknowledgement is hereby accorded to C. E. Hooper, who has been very generous in providing, as a dollar-a-year consultant, copyrighted data showing share of audience in TV cities." It further states: "... Nielsen's offer to permit publication of up-to-date information in this report, was on a financial basis which precluded its acceptance."

*The Billboard*-Nielsen story on rating, which formed a major part of the study, didn't cost the ANA a dime either.

## Upped Agency % Real Threat

NEW YORK, Sept. 8.—While it has been largely ignored by the broadcasting industry, some radio men feel that another economic pinch may soon face them in the plans currently being considered by a special committee of the American Association of Advertising Agencies to request all media to raise agency commissions to 17.5 per cent from the long-standing 15 per cent.

While the 2.5 per cent increase seems rather small, broadcasters feel that such an additional bite into their net via agency commissions would simply make the job of showing a net profit, with rising costs and lower gross income, just that much more difficult.

## CBS Lines Up Top Team to Buck Berle

NEW YORK, Sept. 8.—With the signing of veteran Broadway producer Max Gordon to produce the Frank Sinatra video show, the Columbia Broadcasting System this week tacitly gave Milton Berle, the *Texaco Star Theater*, and the National Broadcasting Company notice that it would marshal the biggest possible guns in an effort to dent the comic's TV rating supremacy. Sinatra has been slotted opposite Berle this season.

Gordon, rated among the top

and 1951, in the 36 TV cities for which comparative Hooper figures are available. In every one of these cities television's share of the total evening broadcast audience continued to increase markedly thru March-April, 1951, at which time TV accounted for over half the total in 24 of the 36 cities, ranging from a low of 25 per cent in one city to a high of almost 75 per cent in another.

#### 5. Impact of TV on Radio Listening

Cost data like those in the two previous reports are not shown in this one because recent cost adjustments make the same type of computation impractical. Otherwise the same method is followed for estimating declines in evening radio listening—using for illustrative purposes the stations in TV cities affiliated with NBC and CBS. The estimates in this case are as of October 1, 1951.

For the individual stations affected by television competition, the decline when measured in this way runs from 5 per cent to 71 per cent. Composite figures for networks like those given previously are not practicable in this report.

## ANA Target Is Evening Time, Mutual Is Okay

NEW YORK, Sept. 8.—While many broadcasters believe that the new Association of National Advertisers study, "Impact of Television on Radio Listening," is an indication that all radio rates are again in jeopardy, most observers feel that the big rate cut threat exists specifically in connection with prime evening time—and that primarily in major markets where TV has had, and figures to continue to have, its most rapid growth.

The networks are studying the new ANA report, and the probability is that all of them are hastening plans to readjust future

(Continued on page 104)

## BAB Prexy in Quick Retort Blast Study

NEW YORK, Sept. 8.—Bill Ryan, president of the Broadcast Advertising Bureau, lost no time in commenting on the third Association of National Advertisers' study on the impact of television on radio listening issued this week. Within hours after the ANA study had been released, Ryan blasted it as an "incomplete or superficial study of media problems."

"The BAB," said Ryan, "has consistently and publicly offered its

(Continued on page 104)

Stem legit showmen for his long-time commercial success (*Born Yesterday, My Sister Eileen*, etc.) will take over complete command of the Sinatra operation. Bulwarking him will be a trio of ace scripters headed by Hollywood writer Harry Kurnitz, whose list of film credits include *Bob Hope They Got Me Covered* and the *Dr. Kildare* series. The other two writers will be Arnold Auerbach and Al Schwartz. Auerbach, one of the few situation specialists,

(Continued on page 104)

### EDITORIAL

## 2 Letters Re 3d Study

Open Letter No. 1—To top-level executives of all firms that are members of the Association of National Advertisers: It probably shouldn't have, but the third ANA study on the impact of television on radio listening came as something of a shock to many broadcasters. It came as something of a shock to us, too. In this open letter to you gentlemen who run the organizations which are to a great degree the backbone of American industry, and certainly the heart and guts of the ANA—to you board chairmen, presidents, general sales managers, et al., we would like to address a few questions concerning the ANA's recent activities, and particularly its soon-to-be notorious third study.

With the manifold, time-and-mind-consuming responsibilities you carry, are you quite aware of just what some of your fairly high-level hired hands, thru the ANA and otherwise, are doing? Do you fully understand the underlying motives and reasoning behind the series of three studies issued by the organization on the impact of TV on radio listening? Do you know why, in spite of the fact that ANA is supposedly at least as much concerned with the advertisers' welfare and properly effective usage of all major media, these TV impact studies have been made only on radio? Hasn't TV affected newspaper and magazine reading habits as well as radio listening habits? The recent Hofstra study, among others, indicates TV has cut into paper and magazine readership even more than it has into radio listening. But you know that, of course.

And you must know, too (or do you?), that Radio—station for station, market for market—hasn't even attempted the rate increases which virtually all newspapers and magazines have successfully instituted in the last several years? Do you know that in many, many cases, magazines and newspapers raised rates in the face of declining rather than rising circulation? Of course you do.

#### Where's Logic

But then do you know what possible logic there can be behind the ANA's smooth, the obvious efforts to devalue radio, which any number of competent research findings prove is still the best buy among all media, including TV?

Hasn't radio, over a period of many years, effectively helped you sell millions of dollars' worth of your goods? What good will it do to devalue radio to the point where broadcasters either can't operate at all, or must operate (due to lack of funds) so shoddily that (yes, it could happen) the government takes over? Would you like to eliminate radio as an effective advertising medium entirely?

Naturally you wouldn't. But some of the people who work for you are obviously trying to do just that. Why? Could it be that some of the people who work for you are attempting to impress you with how much money they're going to save you on your radio advertising budgets? A laudable impulse, sure. But how far would you like them to go? How far are they trying to go? Do you know? Do you really know?

Broadcasters, whether on the network or station, are realists. You know them well enough to be sure of that. Sure TV, particularly in evening time in big video areas, has cut into radio listening. But to be sure you continue to get the greatest possible value for your advertising dollar from all media, from each and every medium, doesn't it make sense to institute a series of studies to determine as scientifically as possible the impact of television on each of those media?

Why don't you talk to the boys?

#### Open Letter No. 2: To network and local broadcasters:

Here we go again, gentlemen! Some of you are still catching your breaths from the frantic hurrying and scurrying around the corridors of the Palmer House trying to organize to head off the rate debacle set off by the Columbia Broadcasting System rate cut... the rate cuts which stemmed basically from the first two studies of the ANA regarding the impact of television on radio.

Now we've got a third study which, with elephantine grace, belabors the point that "radio listening in television homes continues to approach near-elimination during the evening hours." Now, of course, broadcasters are beginning to do many of the things that should have been done consistently thru the lush years: study and build programming that can successfully hold listeners against TV day or night. It has been, and can be done.

Promote, promote and promote some more. The Broadcast Advertising Bureau has taken some fine beginning steps in this direction. Local broadcasters in several spots in the country (see story on Detroit radio men in this issue) have organized to do it. The National Association of Radio and Television Broadcasters is making serious efforts to promote. Back 'em all. Join with broadcasters in your areas on local drives. Keep at it. Build and prove out-of-home listening. Use Radio-Television Manufacturers' Association figures on radio set sales. They've been fabulous. Somebody's buying those sets. Somebody's listening to programs on them. Get together. Stay together.

## Detroit's 1-Mil Drive To Sell Radio Shifts Into High on Sept. 15

### Dough Doesn't Count Station Costs; Push Aimed at Sponsors and Public

DETROIT, Sept. 8.—The cooperative campaign to promote radio in the Detroit market swings into full action September 15, with an advertising budget totaling an even \$1,000,000 for a 13-week drive. The amount is to be spent in newspapers and car cards up thru November, in a campaign in these media, to be placed thru the C. R. Stout Agency. This sum is in addition to the value of time and promotional effort put into the campaign by the participating stations themselves.

All Detroit area stations are now in on the campaign, with the ad-  
dition of WJLB, which was the lone holdout when the idea was launched. The drive is being conducted under the name of United Detroit Radio Committee.

#### Key Personnel

Key personnel for the campaign includes, Hall Neal, WXYZ, financial and publicity chores, and general chairman; Art Gioster, CKLW, vice-chairman in charge of advertising; George Millar, WKMH, retail and wholesale tie-ins and special newspaper sections; Wendell Parmelee, WWJ, (Continued on page 104)

# Steel Cutback Snarls Melton Pact With Ford

NEW YORK, Sept. 8.—The 30-week firm contract which the Ford Motor Company signed for James Melton's TV services this week was proving a major headache to the sponsor. Melton is currently on the National Broadcasting Company's video web in the Thursday night 9-10 slot.

Recent cutbacks in steel have made the car manufacturer dubious as to the wisdom of the \$40,000 weekly investment in the show and Melton's services. There are several plans afoot to cope with the problem; the program's budget can be cut for the hour and Melton can go to a half hour at half the rate. Ford's contract with the longhair singer gives the client the right to cut down to a half hour if steel allocations are sliced, and therefore the advertiser has an out.

Ford, however, would like to retain the hour of prime time because of its value in the event the international situation clears up. Problem now is how to cut Melton's budget without reducing the quality of the program materially. Melton hasn't come up with strong enough ratings to take this chance even with his present budget. Ford, therefore, is in a spot.

# Richfield Buys Jap Treaty TV

HOLLYWOOD, Sept. 8.—Richfield Oil this week rang the bell for the second time this year in smart tele time buying, sponsoring the San Francisco Japanese Peace Treaty conference on a 14-station State pool, including the three San Francisco outlets, seven Los Angeles stations and San Diego's single outlet. Basic time agreement delivered all the California stations for \$50,000 during specified time periods during the day and evening, with additional \$25,000 allowed for extra time when sessions covered ran beyond originally contracted time slots. Earlier this year, Richfield similarly sewed up California's 14 outlets for coverage of Gen. Douglas MacArthur's San Francisco arrival, spending a mere \$35,000 for blanket Statewide coverage of the biggest eye holder in Coast TV history. Deals in both cases were masterminded by Hixson & Jorgensen, Inc., Richfield's agency.

# WNBT Sells All Late-Film Segs

NEW YORK, Sept. 8.—The National Broadcasting Company's key station here WNBT, this week, rounded out the sponsorship list on its late p.m. feature film strip, which will air across the board from 11 to midnight.

Line-up now spots Camel Cigarettes Monday, Wednesday and Friday; Vim Stores, Thursday, and Arthur Murray, Tuesday. Altho the terp king has shifted Arthur Murray Party Time show from WNBT to the American Broadcasting Company's video network, Mrs. Kathryn Murray will emcee the Tuesday film program and handle the commercials.

# Sponsor Splits 'One Man' Time

NEW YORK, Sept. 8.—Sweetheart Soap is expected to go alternate weeks this fall with its TV situation comedy, One Man's Family. Program is now on a 63-station National Broadcasting Company network and has outgrown the sponsor's video budget.

Miles Laboratories, which had the radio version of the program, is expected to get first chance to buy the open half hour. Were Miles to buy Family on TV, however, it might jeopardize the status of Quiz Kids, also on video. It would, nevertheless, make it possible for NBC-TV to make another client happy if the time, Fridays, 8-8:30 p.m. opens up.

# FRANKLY, KIDS, JUST MISH-MASH

NEW YORK, Sept. 8.—In what may well be the frankest TV programing concept to date, WNBT, this week, will launch *The Left-Over Revue*, from 2 to 2:30 p.m. across the board. Daytime sizer will utilize the services of two ex-Broadway Open House performers, band leader Milton DeLugg and emcee Wayne Howell, plus any old sets, and pro guests that happen to be "left over" from previous telecasts.

Altho TV viewers have often suspected that this formula was a common practice in video, WNBT manager Ted Coit contends it is the first time a station has actually leveled with the audience on the matter.

# Pre, Post Grid NBC Slots Sold

NEW YORK, Sept. 8.—The National Broadcasting Company this week sold out the two 15-minute slots preceding and following its Saturday afternoon National Collegiate Athletic Association sponsored football games, on which Westinghouse is picking up the tab.

General Tire will have Ted Husing on hand for the initial 15 minutes of pre-game dope. Prestone has bought the quarter hour after the contests to give results of other games.

# Grid-Diamond-Radio-TV Tiffs May Get Full-Scale U. S. Probe

NEW YORK, Sept. 8.—The Department of Justice may launch a probe into the over-all radio-TV-sports picture shortly, as the result of Westinghouse Electric Corporation's \$1,250,000 deal with the National Collegiate Athletic Association for exclusive black and white sponsorship of the NCAA's first complete schedule of football games over the National Broadcasting Company's video network this fall.

While a House judiciary subcommittee is preparing to continue its study of restrictive telecasts of college sports, a demand for a similar probe was made on the Senate side this week during a hearing of the Senate interstate and foreign commerce subcommittee on legislation for a national citizens advisory council on radio-TV. Demand was made by Wyoming Democratic Sen. Lester C. Hunt, who asked Congress to look into the Naval Academy's restrictive TV plans and decried the NCAA's limited telecast pact.

A similar view was taken by the American Broadcasting Company, Columbia Broadcasting System, DuMont and several agencies following a luncheon which the NCAA held here two weeks ago for legal brass of those webs. The get-together was supposedly designed to reconcile any objections the three webs might have to the NCAA's deal with NBC.

However, the legal eagles were by no means pacified, and their

after-dinner speeches reportedly concerned several enlightening methods by which the whole set-up could be termed government by coercion by the Department of Justice.

It was also implied that Westinghouse's unique "cancel at any time" clause was inserted to stave off any anti-trust actions against the electric firm itself, idea being that the sponsor could drop out at the first sign of trouble.

Altho webs and agencies involved refuse to comment, it is reliably reported that they will shortly form an unofficial group and protest the NCAA action to the Department of Justice, resting their case on an "un-American" charge.

### Baseball Case

Meanwhile, an anti-trust action against the American and National Baseball leagues is also on the Justice Department's agenda, with the case scheduled to move after the World Series. Charge was brought by WNOP, Newport, Ky., which has also slapped a civil suit for \$300,000 against the Liberty Broadcasting System, charging the web had contracted to supply baseball broadcasts, but discontinued service at the leagues' behest. Action, the leagues contend, was to safeguard attendance at local games of the Cincinnati Reds.

However, WNOP denies it has ever aired a game when local teams were scheduled to play. The station has contacted all broad-

casters in the restricted "inner area" serviced by Liberty, in an effort to enlist their moral and financial support in the forthcoming suit. The station has asked the broadcasters to contribute to a "trustee baseball litigation fund" and forward any information that might aid WNOP's legal staff.

Right now, WNOP execs are conferring with Liberty, which is in the peculiar position of rooting for its own defeat in court, since a

*(Continued on page 104)*

# BREAKS ICE

## Miller Makes Switch From TV to Radio

NEW YORK, Sept. 8.—Beginning October 1, Miller Hi-Life Beer will sponsor a five-minute across-the-board series, *Mutual Newsreel*, over 200 stations of the Mutual Broadcasting System Show will air from 7:45 to 8 p.m. with Robert Hurley as commentator.

Buy marks the first time the beer outfit has splurged in radio this season. Heretofore, Miller has bought spots on radio and put its "show" money in TV. Agency for Miller is Mathison & Associates, Inc., Chicago.



# OUT OF THE WILD BLUE YONDER

America strengthens her defenses and WDEL-TV dramatizes for Delawareans the needs and methods for mobilization. Programs and spot announcements point up recruiting campaigns, defense bond drives, governmental aims of all types. "Your Air Force at New Castle," a weekly program presented by the Public Relations Staff of the 113th Fighter Interceptor Wing, typifies this WDEL-TV service to its viewers, brings into sharp focus "the wild blue yonder" and the men who traverse it. Delawareans depend on their local station for such programs, look to Channel 7 for information concerning their civic responsibilities and privileges.

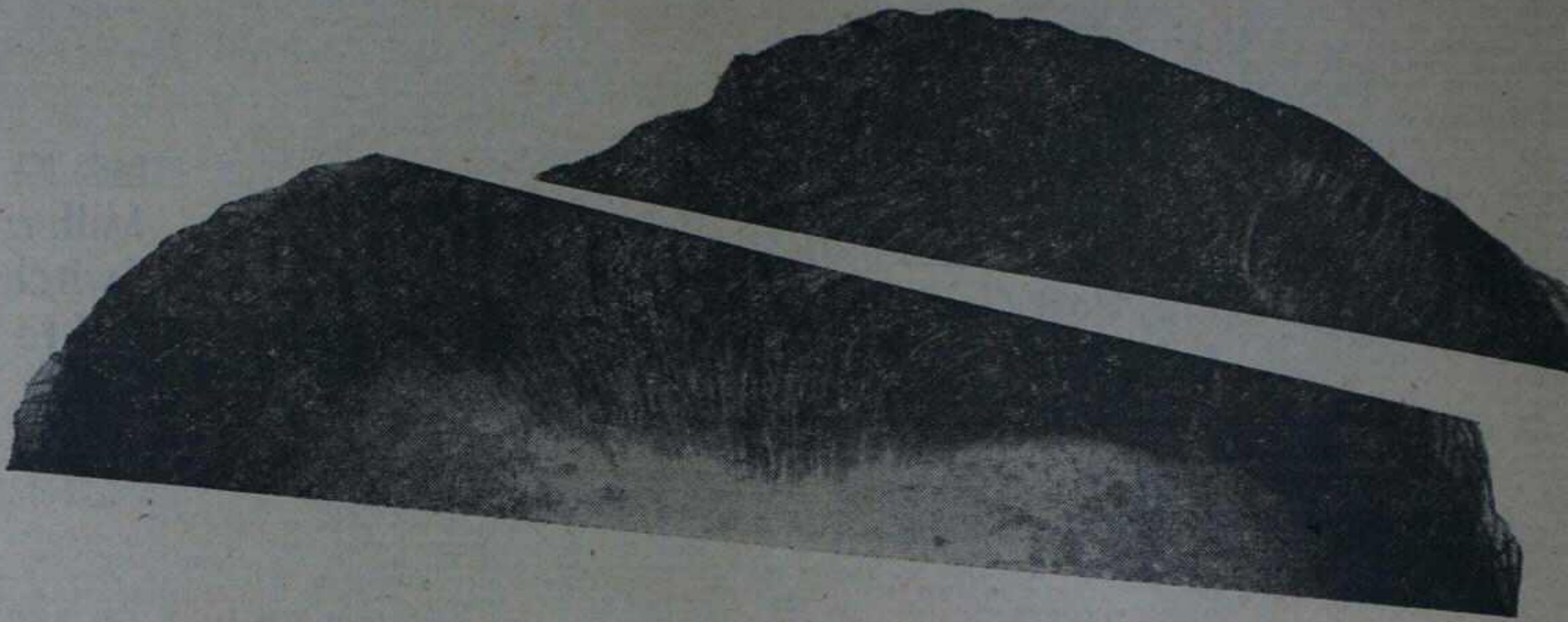
# WDEL-TV

Wilmington, Delaware

A Steinman Station



Represented by ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles



**LIKE TO HAVE**



# A PIECE OF SKELTON?

*With this announcement, CBS Radio opens the mass circulation of night-time, network radio to advertisers with limited budgets. Also, to large advertisers for special promotions.*

*RED SKELTON, star-showman, star-salesman—and his 13 million listeners—are now available on a one-time basis. The cost: less than a color page in a mass magazine. . . . Here's how a one-time budget now fits big-time radios:*

QUESTION: How?

ANSWER: Red Skelton's regular half-hour show—one of the "top ten" in all radio—will be on the air for 39 consecutive weeks, starting October 3. Each mass-market broadcast will be sold to a single sponsor (but a sponsor will not be limited to a single broadcast).

QUESTION: How will advertisers use the show?

ANSWER: To say something special with *impact*—as explosive as the laughter of Skelton's listeners. . . . Here is mass radio uniquely produced to launch a new product—kick off a drive—announce a contest. . . . Here also is the perfect opportunity for the split-timing and commanding attention that many advertisers need for peak-selling seasons and holidays: Christmas, White Sales, Mother's Day, Father's Day, Straw Hat Time, June weddings and graduations. (Skelton ad libs over our shoulder: "For Thanksgiving, we can sell bogs and bogs of cranberries.")

QUESTION: Any merchandising tie-ins?

ANSWER: Displays and mailings will flash the appeal of Skelton's personality, tieing-in program, product, and purse at the sales counter.

QUESTION: What's the time of broadcast?

ANSWER: During a peak listening hour—9:00 to 9:30 p.m., Wednesdays. Between the big-audience attractions of Dr. Christian and Bing Crosby.

QUESTION: How many stations in the Skelton line-up?

ANSWER: Stations accounting for 91.4 per cent of the entire CBS Radio circulation are available for clearance.

QUESTION: How many listeners on an average program?

ANSWER: Year-in, year-out, Red Skelton in front of a microphone is a human, fun-making magnet. Last season, he drew an average weekly audience of more than 13 million people.

QUESTION: How much does the show cost?

ANSWER: \$23,500—including time, talent, and merchandising. To give this price a yardstick: For \$23,500, you can tap a mass audience and listener-loyalty that took an annual investment of \$1,500,000 to build.

QUESTION: How will sponsors be scheduled?

ANSWER: Solely on a first-come, first-to-profit basis.

QUESTION: Are there any other answers?

ANSWER: Just a reminder: *To say things that get things started . . . or to give a peak-selling season a higher peak than ever, RED SKELTON is your boy. . . .* For a program date that fits your needs, call your representative at . . .

**THE CBS RADIO NETWORK**

## SEEK LEVENSON SLOT

## CBS Juggles Schedules To Stiffen Fall Line-Up

NEW YORK, Sept. 8.—The Columbia Broadcasting System this week moved on two fronts to strengthen its fall video programming line-up. The network is attempting to move the Sylvania sponsored *Beat the Clock* out of the Saturday 7:30-8 p.m. slot for Sam Levenson and an unidentified client and to get Johnson's *Wax* to replace its alternate week *Starlight Theater*, Thursday 8-8:30, with something more productive of better ratings, presumably comedy.

CBS-TV believes that the dramatic stanza hasn't the televising vitamins to create continuous weekly audiences for *Burns and Allen* with which it splits the time slot. If this evaluation is correct, *Starlight Theater* also must damage *Amos 'n' Andy* which follows it twice a month. Both *Burns and Allen* and *Amos 'n' Andy* are

among the most expensive packages the web has and cost well over 30G weekly.

The network therefore is pitching a Garry Moore nighttime show at Johnson's, Moore, because of his strong daytime click, might find favor with the bankroller and could be bought at a right price.

Slotting Levenson on Saturday evenings before Ken Murray would enhance the CBS-TV line-up for that evening when the National Broadcasting Company fires some of its biggest programming guns. The web, too, is under terrific pressure to find a slot for Levenson for two reasons: His large weekly stipend, play or pay, and the overtures that NBC-TV has made toward the humorist.

In the event, however, that Sylvania cannot be budgeted, trade reports are that CBS-TV will attempt to pressure Johnson's into buying Levenson or else pre-empt the time for a client who can afford him. This would jack the web off the Levenson hook and bulwark its Thursday evening programming

## BARRY'S 'JURY' A TUESDAY WINNER

NEW YORK, Sept. 8.—Jack Barry, who does well on both ends of the age bracket *Life Begins at 80* and *Juvenile Jury* and just returned from the Coast, called *The Billboard* this week to take exception to a story in the August 25 issue. Story discussing summer vs. fall TV viewing, said in part: "On Tuesday the Milton Berle time period is left open and may tend to cause less television viewing on this evening."

*Barry's Jury*, carried all summer on Tuesday evenings, did well, the young-and-old moderator points out. All rating services brought it in around the 20s.

## WOR Readies Rate Cuts

NEW YORK, Sept. 8.—A drastic cut in radio rates is reportedly in the works at WOR here. Deal is said to involve a saving of some \$240 on a 15-minute time period. At the same time the station is supposedly mulling a hike for its video rates.

## Multi-Mil Billings in Middle of Firm Deals

NEW YORK, Sept. 8.—A deal is reportedly brewing between the Kellogg Company and Pillsbury Mills, Inc., which may spark a major agency shift of multi-million dollar radio-TV billings.

The Kellogg-Pillsbury deal, supposedly on the fire for the last six months, is said to stem from the latter's desire to acquire breakfast cereal interests, and the former's unhappiness over labor developments within the organization. Scuttlebut also has it that Kellogg's recent shift of some of its top products from Kenyon & Eckhardt to Leo Burnett Company, Inc., is closely related to the situation, since Burnett handles most of Pillsbury's advertising.

In the last six months, Burnett has acquired Kellogg's Rice Krispies, Corn Soya and Corn Pops.

The agency's most recent grab from Kenyon & Eckhardt was the \$3,000,000 Corn Flakes billing. If,

as some sources report, the Kellogg-Pillsbury deal calls for Burnett to take over all of Kellogg's products from K. & E., the Chicago agency could wind up handling around \$11,000,000 in annual billings.

At the present time, Kellogg is sponsoring *Mark Trail* on ABC; *Space Cadet*, ABC-TV; *All Star Revue*, NBC-TV; *Victor Borge*, ABC; and Clyde Beatty and Wild Bill Hickok over Mutual.

## Defense Unit In Theater TV Training Test

NEW YORK, Sept. 8.—The Federal Civil Defense Administration will broadcast a live closed-circuit video program to movie theaters in New York, Washington, Baltimore and Philadelphia Saturday morning, September 15, marking the first test of theater TV as a large-scale training medium. If the experiment proves successful, a series of TV theater training programs may be inaugurated to give 15,000,000 civil defense workers thruout the country standardized instructions.

The test ailer, which will originate in Washington at 9 a.m., was suggested by Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, Inc., who offered the use of the Paramount Theater in New York. In turn, Nathan L. Halpern, prexy of Theater Television, Inc., made the facilities of Warner Bros. Stanley Theater, Philadelphia; Loew's Century Theater, Baltimore, and the RKO-Keith Theater, Washington, available to the FCDA.

## Questions, Answers

The hour training program which will be witnessed by members of Congress, educators and government officials, will be preceded and followed by discussions of local civil defense problems in each theater. During the television broadcast, spectators in the four theaters will be able to ask questions of the civil defense instructors in Washington, via telephone circuits, and their queries will be answered on the screen.

Endorsing theater TV as "the most effective system of large-scale training yet devised," Millard Caldwell, FCDA administrator, said. "Thru our closed circuit system, we shall be able to perform many of the specialized public service functions which broadcast television can do only in a limited way." At present 26 theaters in 17 cities are equipped to project TV programs, with 100 theaters in 100 cities expected to be similarly equipped by January.

## GREENER GRASS

## Simon Quits Chi Disk Seg For WOR-TV

CHICAGO, Sept. 8.—Three days before he was scheduled to begin a midnight chatter show from the *Chez Paree* on WMAQ, Ernie Simon, Chi disk jockey, served notice he is going to leave Chicago "as soon as possible" to sign a contract with WOR for both AM and TV work.

In addition to the *Chez* show, Simon will give up an across-the-board man-on-the-street TV show on WBKB which has been sponsored solid for three years, and a profitable record show on WJJD. Promotion and publicity had gone out on the *Chez* show, but Simon had not signed the contract. He told friends, "I'm every dirty name they call me" for running out on *Chez*, but the money (believed in excess of \$75,000 a year) and the chance to hit New York and possibly network shows was too much for him to pass up. Present WOR plans are for Simon to do an across-the-board late evening d.j. show on AM, and a daytime half-hour, across-the-board d.j. session on TV.

## Old Gold Buys Half of WPIX Garden Events

NEW YORK, Sept. 8.—WPIX, here, in short order sewed up Old Gold to take over half the entire sponsorship package of the 117 events the station will televise from Madison Square Garden this fall. The reason for the Old Gold buy, costing an estimated \$320,000, is that, while the cigarette brand sells with the leaders outside New York City, sales record, among local cigarette smokers could stand improvement.

WPIX is now looking for another client for the other half of the package. If the station finds no takers on this basis, it is expected to cut this half into quarters to make selling easier. Sports at the Garden this fall include amateur and pro hockey, pro basketball, the rodeo, horse show, dog show and college basketball. Jimmy Powers will be at the mike.

## WCOP All Out in Mass. Killer Hunt

BOSTON, Sept. 8.—Local station WCOP joined the biggest man hunt in the history of the State last week when Massachusetts police utilized the station in a search for the killer of a State trooper.

The crime was committed the eve of Labor Day week-end, and the station aired consecutive police appeals thruout the week, via hourly news reports and other strategic spots during the day. Appeals included requests for information from or about motorists who had passed the scene of the murder; dealers of firearms who might have sold either the gun or ammunition, and an alert for all-dry cleaning plants to watch for blood stained garments. During the hunt, WCOP assigned two news staffers, Patricia Goodnow and Hugh McCoy, to State police headquarters.

## Morgan Signed For New Series

NEW YORK, Sept. 8.—Undaunted by his previous video mishaps, Henry Morgan is readying a new TV series under the aegis of WNBT, here. The five-minute, across-the-board series will spot one-man-dramatization, with the comedian enacting "satirical essays" on various common problems, a la the late Robert Benchley.

WNBT is making a kine-test of the series this week, for use as potential sponsor bait; and if the show clicks locally, chances are Morgan will get another try at a network shot. Titles on initial scripts include *How to Go to Sleep*, *How to Do a Five-Minute Program* and *How to Fix a Trolley*.

## Radio talks BIG in Detroit!

In Detroit, WWJ is a better-than-ever buy at lower-than-ever cost. Here are the facts:

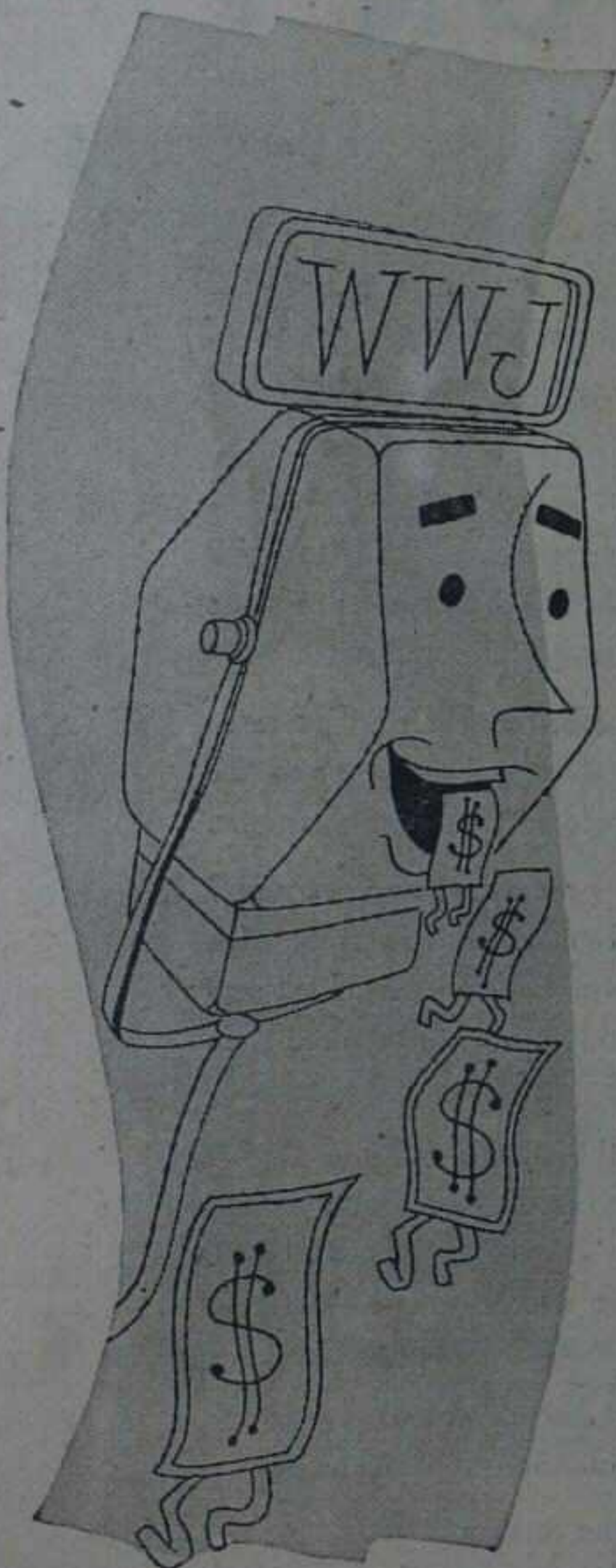
Assuming that television owners never listen to radio, bear in mind that increases in Detroit population and trading area have combined to give WWJ 96% coverage of the number of families it had in 1940. When you take into consideration the shrinkage of the dollar since then, present rates enable you to buy the WWJ market today for substantially less per thousand than you could in 1940.\*

That's why advertisers in the Detroit market choose WWJ and its big exclusive radio audience.

\*average WWJ families, 1940 921,922  
TV families, 1950 508,000  
exclusive radio families, 1950 896,300



AM — 950 KILOCYCLES — 500 WATTS  
FM — CHANNEL 216 — 51.1 MEGACYCLES



FIRST IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



**POST-WITCHING PAYS**

**WPTZ, WNBQ Sell TV Shows After Midnight**

PHILADELPHIA, Sept. 8.—A new step in late-evening commercial TV here was taken as Charles Antell, hair-grooming preparation, tested a post-midnight spot for commercial possibilities. Going on from midnight to 1:15 a.m., Antell sponsored a full-length feature film on a one-time basis as a test. Live commercials were used. Placed by Solis S. Cantor Advertising Agency.

Until prospective sponsor has a chance to study results of the post-midnight test, WPTZ is carrying the pre-midnight hour for Camel cigarettes, showing feature films for a *Camel Playhouse* on Mondays and Wednesdays from 11 to midnight. Placed thru William Esty Company, Inc., New York. Only a 20-minute seg at 11:40 on Thursday night is without sponsor in the seven-day strip.

The Sunday night 11 p.m.-to-midnight period was taken for the next 52 weeks by the local Arthur Murray Dance Studios, thru Solis S. Cantor Agency, with Donn Bennett, local indie packager, to whip up a dance-instruction show.

Station also announces that three major Philadelphia area advertisers this week signed to sponsor *Pietro's Place*, weekly half-hour comedy-drama originated by WPTZ and fed to a three-link chain that takes in WGAL-TV, Lancaster, Pa., and WBAL-TV, Baltimore. Seen in Lancaster and Baltimore on Fridays from 1:30 to 2 p.m., and then repeated live the same day from 2:30 to 3 p.m. to make for the first regular "live repeat" show in TV history. Trio of sponsors include San Giorgio Macaroni Products, Boscol Coffee, and Ritter's Catsup.

**Benton Bill Is Assailed by Militant NARTB**

WASHINGTON, Sept. 8.—The National Association of Radio and Television Broadcasters in an angry statement readied for filing with the Senate Interstate and Foreign Commerce Subcommittee on Communications late yesterday assailed the Benton Bill to create a national radio-TV advisory council as "potentially more dangerous to free expression than any legislation that has been before the Congress in the 30 years history of American broadcasting."

The statement contained an unusual and bluntly worded rebuke of Under Secretary of State James E. Webb for having appeared among proponents at this week's hearing on the legislation (see separate story). The NARTB, which will be in the van of opposing witnesses when hearings are resumed, drafted copies of its statement to be filed with Subcommittee Chairman Ernest W. McFarland (D. Ariz.), who also is Senate majority leader, and Committee Chairman Edwin C. Johnson (D. Colo.).

The association's action originated at the NARTB-TV board meeting in Virginia Beach, Va., late yesterday.

**WJR LONG CUFF**

**"Opinion" on Air 10 Years Before Sale**

DETROIT, Sept. 8.—In *Our Opinion*, spotlighted public service panel-style program on WJR for the past 10 years, has been sold to a sponsor for the first time—Smith, Hague & Company, investment brokers thru the Grant Advertising Agency. The show, moderated by George W. Cushing, former news editor and now vice-president of WJR, was run strictly as a sustainer during the lifetime of the late G. A. Richards, station owner.

The opening show—the 443d for the program—tomorrow (9) will hook in with Radio Free Europe, Munich, with short wave interviews of personnel at the Munich station on the actual technique of the Crusade for Freedom broadcasts plus an airing on WJR of the current Munich programs.

all represented by Lamb & Keen Advertising Agency, which produces the show. *Pietro's Place*, bowing last season, was a regular weekly feature on WPTZ under the single sponsorship of San Giorgio Macaroni Products.

**Films in Chicago**

CHICAGO, Sept. 8.—WNBQ, National Broadcasting Company TV outlet here, proved the TV affiliates' contention (*The Billboard*, August 25) that post-midnight programming can clean up by making its biggest block sale in local history.

Starting October 1, Alan Industries, a group of participating furniture-appliance retailers, will take the midnight to 1:15 a.m. period across the board. Shows will be feature films from the station's private library. The new 13-week deal is the first time that WNBQ has slotted post-midnight shows for the full week. Station had spasmodic sponsors for certain nights up to now with both weekends sold out after midnight to different sponsored film shows. WNBQ is carrying the Camel bankrolled film features from 11 to 12, the spot vacated by *Broadway Open House*, three times per week and is closing a deal to sponsor the remaining two hours of the week.

**Simulcast Sked For Godfrey to Cue Reshuffles**

NEW YORK, Sept. 8.—The Columbia Broadcasting System this week was canvassing Arthur Godfrey's daytime sponsors to see which among them would ride with the redhead this fall on a simulcast basis. Web video salesmen are making the rounds of National Biscuit, Toni, Pillsbury, Monarch Foods and Lever Bros. to get final commitments before deciding how to program him this fall.

If CBS-TV finds that only a few of the clients are ready for daytime TV with Godfrey, it will switch its slotting around so that he can be programed continuously. For example, if only Lever Bros and Pillsbury, one sponsor at 10:15 and the other at 10:45, are interested in the simulcast deal, National Biscuit will be moved ahead of them to make for a continuous half hour of simulcasting. Godfrey, however, will be on simulcast Monday, Tuesday, Wednesday and Thursday only. He will fly to his farm for his Friday radio broadcast from there.

Chesterfield will be canvassed last. Simulcast is due to begin October 15.

**CBS One-Shot Is Quick Click**

NEW YORK, Sept. 8.—Columbia Broadcasting System this week found immediate acceptance for its one-shot Red Skelton sales plan when Pontiac signed to sponsor the December 5, 12 and 19 broadcasts of the comedian's show. The business was placed to promote Pontiac's new 1952 car.

CBS, meanwhile, has several other clients interested in buying single shots of Skelton. The web doesn't believe it will have any difficulty in disposing of time on or near holidays, but is driving to sell in-between weeks.

**Schudt, Snyder Into CBS Jobs**

NEW YORK, Sept. 8.—The Columbia Broadcasting System this week appointed Bill Schudt to head station relations for its radio division, and Fritz Snyder to head station relations for its TV division.

The Brooklyn born Schudt is a veteran station relations man, having joined CBS in 1929 and station relations in 1942. Snyder, who recently joined the web, for the past several months has been in the field servicing CBS-TV affiliates.

**RADIO INVADES SCHOOL BUSESSES**

RHINELANDER, Wis., Sept. 8.—Kids riding school busses each morning in Oneida County are on the receiving end of a half-hour educational radio program presented especially for them by WOBT, Rhinelander, Wis. Broadcast five days a week, from 7:30 to 8 p.m., programs feature music, safety talks, health pointers, special school announcements and current events, presented by faculty members. School supervisors are so well pleased with the set-up that they are mulling plans to equip all busses in the county with radios.

**Babbitt Buys Last Kate Seg**

NEW YORK, Sept. 8.—Babbitt Cleanser this week snapped up the last remaining alternate bi-weekly half hour on the Kate Smith night time video show. The hour variety program which tees off on September 19 has already been bought by three other clients: Congoleum, Reynolds Metals and Norge.

The program is expected to be one of the National Broadcasting Company's more pretentious TV stanzas. Weintraub is the agency for Babbitt.

**Movie-TV, Other Issues Met By NARTB Action**

VIRGINIA BEACH, Va., Sept. 8.—The National Association of Radio and Television Broadcasters took its first formal action on the controversial theater-TV issue late yesterday when the NARTB-TV board of directors climaxed a discussion of the subject by adopting a resolution authorizing the association to appear "at any hearing which involves the impingement of facilities assigned to television broadcasting."

The board authorized Thad H. Brown Jr., NARTB television director and counsel, to file a letter to Federal Communications Commission requesting the right to appear at the theater-TV hearings prior to the deadline date of October 26. The board in other major actions at a two-day session here did the following:

1. Ratified a progress report by the TV program standards committee calling for an October 2 meeting in Washington and a meeting of the full NARTB TV membership in Chicago on October 19 to act upon the committee's recommendations.
2. Strongly rebuked Under Secretary of State James E. Webb for having appeared among proponents at a Senate hearing this week on the Benton bill for an advisory radio-TV council and assailed the Benton bill as one of the greatest censorship threats in broadcast history (see separate story).

3. Expressed belief that State and local broadcasting groups take individual action in opposing FCC's reserving of TV channels for educational use.

4. Endorsed the association's new publication plan (*The Billboard*, September 1).

5. Agreed that all association members applying for TV licenses, and all other bonafide TV applicants, may subscribe to NARTB's television services.

6. Approved a resolution commending the TV engineering committee.

7. Okayed its first financial report showing it has obtained 92 per cent of its projected budget of \$150,000 set for April 1.

8. Authorized employment of an assistant to Director Brown.

Robert D. Swezey, WDSU-TV, New Orleans, reported as committee chairman on the progress of the TV program standards committee, revealing that two of the subcommittees appointed at the July 30 board meeting in Washington have already taken action. Subcommittee 1, charged with the responsibility of drafting recommendations on advancement of education and culture, responsibility toward children, acceptability of program material and decency and decorum in production has met under the chairmanship of Davidson Taylor, National Broadcasting Company.



**MORE FOR YOUR MONEY**

That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW—reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—



THE NATION'S MOST MERCHANDISE-ABLE STATION

# THE BILLBOARD STAR OF THE FAMILY

By Leon Morse

Bolstered considerably by Peter Lind Hayes and Mary Healy, more knowledgeable production and a better time slot, the revamped version of *Star of the Family* gives promise of being around the TV table for quite a while. Hayes and Healy seem to have found a format indigenous to their talents.

They are the program's single strongest asset. Miss Healy, always a singer of marked quality, showed great capabilities as a mimic, especially in her Ethel Merman impersonation. Hayes was not far behind in his fatuous take-off on Russell Nype. The couple's opening duet, *Getting to Know You*, was smooth handling of a tune destined for a long life. Most of the comedian's gags were adequate, if corny, but he has always been at his most inspired when portraying lowbrows such as the pug he does. Hayes should try to build himself an entire gallery of such characters.

*Star of the Family* tag derives from having a member of an entertainer's clan interviewed for human interest. This, the most contrived aspect of the show, needs the most work. Beatrice Kraft's aunt told an interesting story of the dancer's show business back-

# Variety STAR OF THE FAMILY

By Brill

Music Corp. of America package, which last year had been backed by Nash with Morton Downey as emcee, has picked up interest in its new edition, with Peter Lind Hayes and Mary Healy taking over the reins for Ronson lighters.

Basic format remains the same, with uncles, cousins, husbands, ect., gabbing about little-known aspects of the "stars of their families," as peg on which a vaudeo stanza is hung. However, more time is given to the Hayes-Healy husband-wife team to perform on their own, and on opener (29) they did a creditable job.

Duo opened with a fair vocalization of "Getting to Know You," but registered solidly with their burlesques of Nelson Eddy, Jeanette MacDonald, Russell Nype, Ethel Merman, Judy Holliday and Mario Lanza—which they've done before on tele, but which stand up under repetition.

The Hayes-Healy clowning with the interviewees came over well. However, in spots their humor tended to cramp the style of the non-pro guests, putting the latter in the position of having to compete with the pair to get their human interest yarns across. A more relaxed pace here would help the feeling of intimacy.

# Mr. & Mrs. Hayes Available

By ROBERT SYLVESTER (New York Daily News)

There is nothing that gets me downer than a mimic unless it is a female mimic. But there is a weak spot in everybody's apathy and, deservedly, I have two. My weak spots, where mimics are concerned, are Peter Lind Hayes and Mary Healy.

Pete and Mary mimics, of course, so much of their imitations of other stars to come dangerous to my allergies. Pete never fail to knock chair. They know when whisky isn't extra shove. They other night at Bill

It's hard to say how good Madame Hayes because they move so quickly break other. They break for another try to amuse each other. And a girl as pretty as has no right to be

# Their Star Finally Shines For Likable TV Couple

By HARRIET VAN HORNE (World Telegram and Sun)

Well, the most likable young folks in television have finally come up with a good show. So good it's almost worthy of their talents. And I say "almost" because the young folks—hereinafter referred to as Mary Healy and Peter Lind Hayes—are outrageously talented. It's time they found their niche in this medium, for they are witty, gracious and pleasantly sophisticated. Their previous TV efforts, however, have been deplorable. They had to wrap their sophistication in cornsilk to smuggle it through the screen.

There are a few wisps of cornsilk to "Star of the Family," an old format of Morton Downey's which the Hayeses have refurbished for another season. (CBS-TV Sundays, 6:30 p. m.) It's a show with a worthy guest list before the curtains part and visiting star steps into light you must perforce recognize in Bill, Uncle Ezra or family retainer who says, "the folks Miss Myrtle's and Toutou, the poodle

brother who looks as the star would look if he (or she) hadn't had a professional makeover. Generally speaking I'm ag'in this gimmick. But I'm very much in favor of the Hayeses. The warmest and gayest moments of the show are theirs. They're a handsome pair to behold, too. Young, fresh, thoroughly professional and blessed with a saucy point of view... they're the sort of people everybody responds to.

Last night they sang "Getting to Know You," the liting how-do-you-do song from "The King and I." They imitated Jeanette MacDonald and Nelson Eddy "in a scene from ALL their pictures." Guest stars were well chosen and provided a nicely varied half hour. Beatrice Kraft and her ensemble offered an Oriental dance; Mimi Benzell, who looks and sings enchantingly, departed herself as usual. A funny chap named Red Buttons concluded the show.

# CHARM OF THE HAYESES

By JOHN CROSBY (New York Herald Tribune)

The charm of Peter Lind Hayes and his wife, Mary Healy, captivated a lot of people in New York, Hollywood, Las Vegas, Detroit and—well, pick any city where they have played the night-club circuit. I'm among the victims. I'm also a friend of the Hayeses, so you can regard the rest of this critique with some suspicion if you like.



John Crosby

Their three prior ventures into television—"Inside U. S. A.," the "Stork Club Show" and "The Peter and Mary Show"—were not entirely happy ventures, generally due to circumstances beyond their control. Their newest program, "Star of the Family," has a few kinks in it, but it seems to me the most fortunate enterprise so far, chiefly because the Hayeses can relax and be themselves. The gimmick of this show—there has to be a gimmick, Junior, or how would we manage?—is that the Hayeses interview a member of the family of some entertainer, digging out pertinent information about how, say, Mel Torme got that way.

In the case of Mr. Torme, it was the wife who was interviewed and, bless me, if she didn't bring along an X-ray shot of his tonsils. You see Mr. Torme had his tonsils removed, but they half grew back. And that half-tonsil, neighbors, is what created a voice which has been widely admired as "the velvet fog." That is the gimmick on this show and it's a good one. It could lead to all sorts of fascinating revelations about famous people. I, for one, would love to see an X-ray of Frank Sinatra, the whole Frank Sinatra, to see if he has any bones at all. The fan magazines never probe into the really significant parts of an actor's background like a man's tonsils and how they influenced his life. I was flattened by a tonsil operation myself once, and it was while I was lying there, waiting for my tonsils to half grow back, that I decided that I'd never grow back any more (there was always a chance of that) and do it myself.

Let's get back to business. A very pretty girl, explains velvet fog, the fog itself a how that half-tonsil w "Behold How My Lover But I don't think Torme blamed on that tonsil. I has learned a lot about of years.

Between guests, Peter and Mary perform their own favorite portions of duets of a satiric nature from all the Jeanette pictures which, I thought expertly as possible. I other of their songs, "den," a delicately mallof of that genre. At va transformed themselves Russell Nype in the d a song that may just p and into Mario Lanza in the most improbab the guests, with few wonderful, especially burdened himself of For your real horse comic routine in the the most tragic, since their lives.

# VARIETY RIVIERA, FT. LEE, N. J.

By Kahn

Peter Lind Hayes and Mary Healy are easily one of the top variety acts around. Class or mass, this personable Mr. and Mrs. haven't a dull moment in an act that is sock on material, presentation and good taste.

For around 45 minutes opening night (first show) at Bill Miller's Riviera they smashed over a widely varied routine that included songs, satirical bits, throwaway lines, impressions of personalities, et al. They had to beg off.

At no time do they lose their audience, and never do they seem to be at loose ends on what to do. They work in duo and singly, and the pacing and routing are object lessons in how to stay on for 45 minutes without leaving themselves in a state of exhaustion at the walkoff.

If there is any special reason for the development of Hayes & Healy as a team, it must be Miss Healy. As for Hayes, he worked for years as a single, and there was never any question of his sharp comedic ability. Miss Healy has developed as a comedienne and expertly fits her sense of comedy into the overall pattern. At no time do they resort to blue

material. Here is an act that relies solely on talent.

They have a cute lyrical opener, "Getting to Know You," in which they set themselves solidly with the patronage. It's also their Sunday night TV theme. "Disk Jockey Blues" gives them a chance to intro their first series of impressions, on name singers, and the that both have good voices

be the inten producer to with these interviews. A splendid at a splendid Ezra is, you're going to meet his g the banjo with Mary an questions, the e glamour Especially ens to be

# The Billboard RIVIERA, FT. LEE, N. J.

By Bill Smith

Two new acts are keeping the big room filled to capacity for the first show and satisfactory business the second. The headliners are Peter Lind Hayes and Mary Healy, who haven't worked a New York club for years. Their absence from the local cafe field, however, hasn't dimmed their abilities. They're still the classiest two-act in the business. They work extremely well, have some excellent new material, and radiate charm like few performers do. In fact, they were so good on show caught that even the agents who don't book them grudgingly admitted they were something special.

Hayes' acting ability, lighted in a tor routine. His com and comedy was rare skill that is a prime performer. excited little contr were equally funn doubly hilarious by tributions. Her rap Star Dust while Hayes is out front making like a customer, tho not new with the team, was funnier than ever. One of the high spots was caricature dnet

"Best act they've ever had." WALTER WINCHELL



Gratefully Peter and Mary

Personal Management LOU IRWIN 9165 Sunset Blvd. Hollywood For Ronson "STAR OF THE FAMILY" CBS-TV SUNDAYS 6:30-7:00 PM. EDT Exclusively DECCA RECORDS

Opening WALDORF-ASTORIA October First

**Somerset Maugham Theater**

TELEVISION—Reviewed Monday (3), 9:30-10:30 p.m., EDT. Sponsored by Bymart, Inc., via the National Broadcasting Company-TV, thru Cecil & Presbrey, Producers, John Gibbs and Ann Marlow. Director, David Alexander. Story adaptation, Theodore and Mathilde Ferro. Cast: Joseph Schildkraut, Rita Gam, Ross Martin, Cavada Humphrey, Adele Klein, Richard Newton, William Podmore and John McGovern.

The Maugham Theater resumed operations with one of the best full-hour programs to be seen hereabouts in a long time. The play, based, of course, on one of Somerset Maugham's yarns, was completely superior in script adaptation, acting and direction. It combined the sort of approach which can really put TV dramatic fare on the competitive map.

Following its past format, the yarn was introed by author Maugham, giving just enough background to set the mood and the period. This time it was based on one of his satirical, little Parisian comedies of manners, called *Appearance and Reality*. It concerns a philandering senator, hag-ridden by a pair of spinster sinisters, who buys himself a young mannequin for a mistress, only to lose her to his own more youthful secretary. He makes a deal with the lady to further her husband's foreign diplomatic career, while she is to stay in Paris and permit him to continue his happy role of protector. The gal outsmarts him via the connivance of his sisters, and the elderly goat is left holding the bag. It could seem something of a minor tragedy, except that Maugham has a delightful wind-up, starting the old man off on a new amour exactly along the same pattern. It is completely and Frenchly gay and immoral.

David Alexander directed the witty nonsense with amazing insight, giving what could be a complicated story rounded depth and clarity. Joseph Schildkraut turned in one of his best shaded performances as a firm believer in appearances with a yen for shapely models. Rita Gam, hitherto unknown to this reporter, was superlative as the not-so-dumb lamb to his wolf. The scene in which she modestly accepts his proposition added up to real high comedy on the part of both. Ross Martin acquitted himself excellently as the youthful winner in the love sweepstakes, and there were outstanding character bits from Cavada Humphrey and Adele Klein as the senator's dotting sisters.

It must be reported, however, that such a fine program as this was sadly marred by a top-heavy overdose of lengthy commercials. Tintair has been guilty of this in the past, and it is about time that somebody in charge caught on that sheer length makes for anything but selling impact. No less than four wordy plugs were included in the seg, much of which was sufficiently repetitious to arrive at a saturation point of viewer irritation. Programs like *Maugham Theater* should sell a product without beating an audience commercially to death.

Bob Francis

**The Clyde Beatty Show**

RADIO—Reviewed Monday (3), 5:30-6 p.m. across the board. Sponsored by the Kellogg Company via the Mutual Broadcasting System.

Adventures of Clyde Beatty, famed wild animal trainer and circus owner, are sure to capture a sizable block of small fry listeners. Opening stanza *Traps of Torture*, was set in Africa and kept excitement at a fever pitch. Beatty is called on to find a lost white witch doctor, idolized by the friendly natives. She is found, seriously injured, in a deep trap set for big game. Beatty is also trapped while trying to engineer the rescue. An unfriendly tribe then threatens all with extinction until a friendly group of pygmies drives them away. Efforts at dovetailing sequences are sometimes strained, but the moppets will find it all believable.

Beatty's circus career should provide plenty of thrilling story material. Intro music provided only circus flavor in the initial show. However, the single episode format provides the opportunity for great flexibility.

Jingles voiced by Ginger Johnson and Allen Kent plug the Kellogg cereals. Commercials are well done and the tempo is such that the fast pace of the program is maintained thruout.

Jim McHugh.

**Television—Radio Reviews**

**Public Prosecutor**

TELEVISION — Reviewed Thursday (6) 9:30-10 p.m. Sponsored by Crawford Clothes, thru Al Paul Lefton Agency, via Du Mont, New York producer-director, Nat Eisenberg. Cast: Warren Hull, John Howard, Glenda Farrell, John Derek, Douglas Anderson, others.

*Public Prosecutor* is a video version of the old radio mystery drama game, in which a group of guests and radio listeners were invited to test their ability as a detective. First a crime was dramatized, then immediately prior to the solution, the action was stopped and the "experts" were asked to name their choice for the "guilty" party.

The gimmick was handled intelligently on this show, with ex-movie actor Warren Hull as emcee. Flicker actress Glenda Farrell, ventriloquist Doug Anderson and young movie juvenile John Derek were members of the detection panel. In contrast to most camera-conscious panelists, this trio was relaxed and seemingly unconcerned about the impression they were making.

The results were most pleasing to a viewer who is weary of the nervous uneasiness or tense mugging of the usual panel member. Emcee Hull also ambled thru the show in perfect accord with the pleasant tempo set by his guests.

**No Hitchcock**

The mystery film itself was hardly in the Hitchcock class, but it served the purpose, and was nicely underplayed by both script and cast. Plotwise the drama confronted *Public Prosecutor* John Howard with three suspects — a musical comedy queen, a psychiatrist and a ventriloquist — of the murder of one Bill Shelby. The ventriloquist was, appropriately enough, Anderson's for "who-dun-it," and he had.

Crawford Clothes commercials were on the unimaginative side, featuring a few modeling sessions, and lengthy close-up of an announcer spouting radio-type copy. At the opening Hull mentioned that he was wearing a Crawford suit, but otherwise the interesting possibilities of cast-endorsed outfits were completely by-passed.

June Bundy.

**Kids and Company**

TELEVISION—Reviewed Saturday (1), 11-11:30 p.m. EDT. Sponsored by Red Goose Shoes thru Westheimer & Block, St. Louis, via Du Mont network. Producer, Wyatt & Schuebel. Director, Pat Fay. Writer, Bill Ballard. Cast: Johnny Olsen, emcee; Johnny Desmond, Nomi Mitty, Lexie Uggans, Barney Ross, Ricky Coll and Eddie Dworchek, guests.

Real values for juvenile viewers were evident in the preem of *Kids and Company*, but there wasn't a solid drawing card to raise it above the Saturday morning competition for this audience.

While *Kids* is essentially a talent show, it includes one character-building gimmick that rates praise. Junior Chamber of Commerce's choice for "kid of the week" is brought on, interviewed and given some presents. On this show it was Eddie Dworchek, 11, who of his own volition made visits to a local Veterans' Administration hospital to read to blind vets. A serious, well-behaved little fellow — neither cute nor bashful — he was a good example for his contemporaries.

The three acts, ranging in age from 7 to 15, made a similar impression. There was no great talent or unusual puerile charm. But they were obviously nice kids and respectively did workmanlike jobs of dancing, singing and accordion squeezing.

**Pros**

Johnny Olsen proved a most plausible emcee for the occasion. And the pro guests, young Nomi Mitty, of the legiter, *A Tree Grows in Brooklyn*, and Johnny Desmond, who benignly joined in a duo of *Them There Eyes* with a sweet eight-year-old, made a definite plus.

Talking puppet of a Red Goose at Olsen's side was constant reminder of sponsorship. Two plugs were close-ups of kids' shoes, with Olsen reading the spiels out of camera. What these commercials needed was action.

Gene Plotnik.

**Capsule Comment**

**"Meet Corliss Archer" (Radio) CBS, Sunday (2), 9-9:30 p.m., EDT.**

As entertaining and slickly paced as ever. Script punched a bit too hard at times for gag laughs, but over-all plotting salvaged most of the good natured satire and authentic teen-age characterization that made the adolescent heroine a hit originally in the legit smash *Kiss and Tell*. (See full review in this issue.)

**"The Clyde Beatty Show" (Radio) MBS, Monday, 5:30-6 p.m. EDT.**

Exciting adventures of the famed wild animal trainer and circus owner are sure to capture a sizable juvenile audience. Initial show was set in Africa, but a single episode format allows for great latitude in scripting. (See full review this issue.)

**"Maugham Theater" (TV) NBC-TV, Monday (3), 9:30-10:30 p.m. EDT.**

Opening fall-winter program teed off completely top-drawer in all departments. David Alexander's direction of Maugham satirical comedy of manners *Appearance and Reality*, was brilliant, as were Joseph Schildkraut's performance and those of an excellent supporting cast. Tintair commercials, however, were again too long and too repetitious in content. Brisk trimming and new selling ideas are definitely in order. (See full review this issue.)

**"The Art Ford Show" (TV) NBC-TV, Saturday (1), 7:30-8 p.m. EDT.**

The Ford format succeeds simply by virtue of utilizing two well established TV procedures — the quiz and the guest star. In both departments, the disk jockey flavor is prominent, because music and recordings are the basis for the selection of the guests, the panel and the questions used in the quiz. The use of disk jockeys on the panel, incidentally, virtually insures a smooth-running quiz section, since by nature of their jobs they are good ad libbers and impromptu conversationalists. (See full review this issue.)

**"Stage Entrance" (TV), Du Mont, Monday (3), 8-8:30 p.m. EDT.**

Bill Gaxton did an excellent job of subbing for absent Earl Wilson on the seg's opening return spot. Well integrated program of interview and musical numbers sold graciousness and charm. Gaxton rates a show of this type for his own.

**"Kids and Company" (TV) Du Mont, Saturday (1), 11-11:30 a.m. EDT.**

Real values for juvenile viewers were evident, but there wasn't a solid drawing card to raise it above the Saturday morning competition for this audience. (See full review this issue.)

**Crime With Father, ABC-TV, Friday (7), 9-9:30 p.m. EDT.**

"Crime With Father" has the nucleus of a good video format, but the show caught was marred by trite scripting and melodramatic thesping. Idea of a homicide chief and his teen-age daughter as a crime-hunting duo has the makings of a solid mystery-team trend. Current handling, tho, fails to capitalize on human interest angles of relationship. (See full review in this issue.)

**Mama (TV), CBS-TV, Friday (7), 8-8:30 p.m. EDT.**

"Mama" continues to be one of the best dramatic series on video — fresh and full of top quality. In the title role Peggy Wood deserves some kind of an award for sustaining her characterization on the same high level, never substituting mere technique for genuine warmth. (See full review in this issue.)

**"Damon Runyon Theater" (Radio), WOR, Thursday (6), 8-8:30 p.m., EDT.**

Scripting of "That Ever Loving Wife of Hymie's" brought out many good twists in the story of the guy who bet his own wife on the short end of a 50-1 old nag and then, to prove his love for the doll, mauled the bet broker who would not pay up. Runyon's contractionless dialog was well done.

**Meet Corliss Archer**

RADIO—Reviewed Sunday (2) 9-9:30 p.m. EDT. Sponsored by Electric Light and Power, via the Columbia Broadcasting System, Hollywood. Producer-director, Helen Mack. Writer, Jerry Adelmann. Cast: Janet Waldo, Sam Edwards, Fred Shields, Irene Tedrow. Announcer, John Hiestand. Music, Felix Mills.

Corliss Archer returned to CBS fall (old this week, and the show's adolescent antics were as entertaining and slickly paced as ever. The script punched a bit too hard at times for "gag" laughs, but the over-all plot salvaged most of the good natured satire and authentic characterization that made the teen-age heroine a hit originally in the legit smash *Kiss and Tell*.

Plot of initial 1951 fall ailer revolved around a bad case of bored-with-life-blues, which Corliss contracted when things at home didn't live up to her vacation expectations. Annoyed by his daughter's sulks, Mr. Archer finally persuaded her chums to pull a fake social boycott. Once the phone stopped ringing and even faithful Dexter dropped out of the picture, Corliss realized her mistake and turned off the gloom act or good.

**Family Solid**

Janet Waldo slipped back into her Corliss role neatly with a commendable lack of over-playing; and Fred Shields and Irene Tedrow as Mr. and Mrs. Archer, complimented her performance on every count. Sam Edwards' high pitched Arnold Stang-type voice tended to make Dexter sound more like a caricature than a character. However, his sharp sense of comedy timing and delivery more than compensated for the off beat quality of his vocal equipment.

Commercials for the Electric Light and Power Company featured a pitch about electricity being the cheapest form of home service, and an anti-Russia pitch which sells the idea that Stalin fears the American worker, because of his free enterprise utility set-up.

June Bundy.

**On the Line With Bob Considine**

TELEVISION—Reviewed Saturday (1), 5:45-6 p.m., EDT. Sponsored by Mutual Benefit and Accident Association of Omaha thru Bazell & Jacobs of Omaha, over WNBC-TV. Producer, A. J. Schneider; director, Martin Hoodé; writer, Dennis Dalton; announcer, Bob Denton. Cast: Bob Considine. Guest: Harold Stassen.

Neither the format nor the delivery of columnist Bob Considine's 15-minute news shows is particularly attractive. He reads in a diffident and halting manner capsule news stories—the same canned wire service stories that can be heard all day long delivered by staff announcers. There are none of the personal ingredients, slants or scoops which one would expect from a byline journalist of Considine's standing and reputation. His delivery is sub-professional, and he makes no attempt to disguise the fact that he is reading—his notes are in plain sight, and his eyes are glued to them most of the time.

Of far more interest was his guest on the show reviewed — Harold Stassen, who described "Operation Winds of Freedom," a project whereby balloons bearing propaganda and messages from the free world are dropped behind the iron curtain. Stassen, a key figure in the Crusade for Freedom, a national organization which supports radio free Europe and hopes soon to launch a radio free Asia if current fund-raising campaign is successful, spoke well and stimulatingly on the aims and methods of our attempt to pierce the curtain. He delivered a real bit of news when he said that an estimated 10 million radio sets are in use there, largely in the satellite countries, and that any fact we broadcast reaches all the people in the Soviet sphere within 10 days.

Stimulating guests notwithstanding, Considine's own contribution must be the major one, and it's far from good enough.

Jerry Wexler.

**Man of the Week**

TELEVISION — Reviewed Sunday (9), 5:30-6 p.m. EDT. Sustaining via CBS-TV. Producer, William R. Workman. Director, Lloyd Gross. Featured guest, Sen. Everett M. Dirksen. Other guests: Senators Joseph O'Mahoney, Herman Welker and Blair Moody. Moderator, George Allen.

Unless the Columbia Broadcasting system wishes to fritter away a program idea with interesting possibilities plus its ear and eye-catching title, *Man of the Week*, the TV web had better take steps to inject a fresh element into the stanza. Show viewed was just another discussion program which offered little that others in its category haven't presented.

The laurel winner (for an unstated reason) was Sen. Everett Dirksen and on hand for verbal lousting were Senators Herman Welker, Joseph O'Mahoney and Blair Moody. The last two being Democrats, they baited Dirksen, the chairman of the Republican policy committee, to learn what his party's platform would be next year. While refusing the challenge, he did say that the Republicans would make much of the alleged collapse of morals in the country during 1951. Moody claimed that the Republicans were not in a position to point the finger after the way Sen. Butler of Maryland had won the Maryland senatorial seat last year. The reference was to the phony composite picture identifying Butler's opponent, Millard Tydings, with Earl Browder.

**In the Round**

George Allen, the creator of the package, was also on the program. A noted capitol raconteur and lobbyist, Allen did not moderate, even when the going got warm, and seemed as necessary as a third thumb. Unless he is to make his video presence felt, Allen might as well go back to lobbying. Another hindrance to full enjoyment on the half hour was the placement of the participants around a table. Possibly conceived to create intimacy, the circular staging undoubtedly gave the cameramen nightmares. All they must have seen during their sleepless nights were the backs of heads. They weren't alone. The viewers did, too.

This program's range far surpasses discussion and, unless the issue is timely and new, the stanza should steer away from such programming. Washington, a nerve center of the world, contains some of its most fascinating citizens. Their place is on this show.

Leon Morse.

**Stage Entrance**

TELEVISION—Reviewed Monday (3), 8-8:30 p.m. EDT. Sustaining via Du Mont network. Producer, Ted Hammerstein. Director, Bill Seaman. Cast: William Gaxton and guest, J. Fred Coots.

This seg started its fall-winter stint with its official incumbent, columnist Earl Wilson, still in Europe, and with Bill Gaxton stepping in to pinch-hit for him most satisfactorily on the opener.

Gaxton is rapidly becoming a real TV personality, bringing to it all the charm and salesmanship of his song-and-dancer days. The Gaxton pipes are pretty well shot, but he can still manage to put over a song on the basis of sheer nostalgia, and he is still long on that ease and graciousness which snares a viewer in the same degree it did a theater customer back in the Connecticut Yankee era.

This first show was exceedingly well put together by Ted Hammerstein and Bill Seaman. It introed Gaxton playing his own accompaniment to *For All We Know*, which in turn brought on the ballad's composer, J. Fred Coots.

**Good Interview**

A well-rounded interview followed in which Coots explained the workings of the American Society of Composers, Authors and Publishers and song-writing in simple and understandable terms for the man in the street.

The pair lightened this up with amusing anecdotes about old songs and musicals. Gaxton topped off with a yarn about an opening night number interpolated for him into *50 Million Frenchmen*, when not knowing the lyric caused him dire embarrassment. This made for a clever lead into a medley by Coots of his own songs, ostensibly trying to find the tune that Gaxton had forgotten. Of course, when he hit it, it turned out to be Cole Porter's and not his own. The wind-up had the composer accompanying Gaxton in a rousing revival of *Thou Swell*.

Over-all, the seg packed smart informal entertainment. Gaxton is a natural for a show of his own of this type.

Bob Francis.

## The Art Ford Show

TELEVISION—Reviewed Saturday (1), 7:30-8 p.m., EDT. Sustaining via WNBC-TV. Producer, Mort Werner. Director, Jack Hein. Music, Archie Koty Trio. Cast, Art Ford. Guests, Jack Pyle, Johnny Sims, Eileen O'Connell, Fran Warren, Miquelito Valdes.

Art Ford, whose excellent disk jockey show over WNEW, New York, is one of the liveliest and best-programmed platter stanzas extant has come up with a credible and creditable TV show based on records.

There have been many attempts to transplant AM radio platter shows to television, but most of them have withered, largely because of a failure to develop a format consistent with television requirements. The Ford format succeeds simply by virtue of utilizing two well established radio-TV procedures—the quiz and the guest star. In both departments, the disk jockey flavor is prominent because music and recordings are the basis for the selection of the guests, the panel and the questions used in the quiz.

## Deejay Guests

The show consists of questions about platters, with Ford the ringmaster. A panel of three different disk jockeys each week answers the questions—if they can, that is. The items are often real posers. Tabs are kept on the answers, and the expert with the best percentage is awarded something or other. The use of disk jockeys on the panel, incidentally, virtually insures a smooth-running quiz section, since they, or the more-or-less prominent ones Ford uses, are by nature of their jobs good ad libbers and impromptu conversationalists.

On the show reviewed, Eileen O'Connell, of WJMG, New York; Jack Pyle, a folksy type from KYW, Philadelphia, and Johnny Sims, from Sao Paulo, Brazil, whose accent and surprising knowledge of American pop music lent an exotic flip to the evening, kept the ball rolling nicely under the tutelage of Ford, a capable and ingenious ringmaster.

## Informality

Guests Fran Warren and Miquelito Valdes did a couple of songs well and chatted informally with the panel. The show itself, in fact, is keyed on an easy note of informality, with just enough discipline to hold things together.

If there is a debit, it is the recalcitrant nature of some of the questions, which sometimes not only baffle the panel but couldn't be answered by even a minority of thro-going platter fans. However, if the questions were push-overs, the show would lose interest, and Ford has an admittedly difficult assignment in keeping them keen enough to be worthwhile and at the same time broad enough so that listeners can make some identification.

Jerry Wexler.

## Date With Rex

TELEVISION—Reviewed Monday (3), 7:30-8:00 p.m., EDT. Sustaining via Du Mont Network. Producer, Du Mont. Director, Arnold Nocks. Writer, Norman Baer. Cast: Rex Marshall and Sandra Deel.

Du Mont's new sustainer, *Date With Rex*, preems as just another of those quasi-intimate, show business-commentator segs, that are only as good as their material. The format stars Rex Marshall as a TV columnist, supported by Sandra Deel, described as his girl Friday. It supposedly emanates from Marshall's apartment to give it a further homey and intimate touch.

Marshall has an easy, ingenuous way with him and a nice delivery. The first program led off with run-of-mill comments on the Broadway scene, followed by a fiddle accompaniment to a film interpolation of Patricia Morrison's singing *La Vie En Rose*. A stock format interview with Barry Nelson, currently featured in *The Moon Is Blue*, was well handled—possibly because it had more of a genuine ad lib flavor. Another film insert, the Weavers, was technically well projected, but without much listener pull.

## How Late Is It?

One feature which seemed particularly bad to this reporter was Marshall's reading of so-called "tomorrow's news." The items read had practically all been aired earlier in the day and in consequence seemed distinctly post rather than ante-dated.

Miss Deel provided pleasant assistance throughout, and gave matters a nice lift at the wind-up, duetting

## Flying Tigers

TELEVISION—Reviewed Sunday (2), 12:30-1 p.m. Presented by Powerhouse Candy thru Franklin Bruck via the Du Mont network. Producer, Gen. Genovese. Director, Steve Previn. Script, M. C. Brock. Cast: Ed Peck, Richard Hoffman, Bern Hoffman, Barbara Pond, Gilbert Mack and Sandy Bickart.

Another of the low budget dramatic pastiches which have become a Du Mont specialty, *Flying Tigers*, expressly blueprinted for kiddie consumption, should manage to get many young viewers to go along for the ride. Altho the series is not aided by some of its shoddy production, the tastes of those in the early teens are not as refined as their elders. *Flying Tigers* should profit thereby.

The program details the ersatz adventures of two of the members of the flying wing that operated within the Chinese war machine during the Sino-Japanese conflict. On the show caught, Maj. Del Conway and his well-fed sidekick, Caribou, visited mysterious Calcutta where they helped to recover the stolen jewel of Ashtar. Their efforts were inspired by holding a pal of theirs as hostage with the gem his ransom. Generous use of integrated film clips enhanced the reality of the situation. Nevertheless, on one occasion, a shot on film of crowds milling around was held interminably.

Ed Peck plays the bland and self-possessed major, a flying combination of Nick Carter and Frank Merriwell. Bern Hoffman is properly thick-headed, ingenuous and stoogy as his low-brow alter ego. As the priest of the temple of Kalee, Frank Silvera was properly imposing.

The Powerhouse commercials will undoubtedly give the Federal Communications Commission another reason for regulating the length of the sponsor's pitch. They didn't say too much except to point out the peanuts, fudge and caramel the product contains. And they said it ad infinitum.

Leon Morse.

## Steve Allen Show

TELEVISION—Reviewed Monday (3), 12:45-1:30 p.m. EDT. Sustaining via Columbia Broadcasting System-TV. Producer, Al Span. Director, Frank Satenstein. Cast: Steve Allen and guests, including Champ Butler, Madge and Carr, the Dowers and the Coronys.

What has Steve Allen got on Saturday night (*Songs for Sale*) that he isn't able to muster on his own five-a-week show? As opposed to the smooth pace he sets for *Songs for Sale*, Allen's own stanza lopes along in a herky-jerky fashion. Maybe around midnight this casual approach could prove a happy thing, but at lunch time, the home folk, no matter the personality build-up being handed Allen, will find time in the lulls to flick the dial in a search for something better.

To judge from his work on *Songs* and from an earlier slice of his local efforts a couple of years ago in Los Angeles, Allen hits his peak in the company of other people, be they celebs or just mortals of anonymity. In his own company, as he was on this show an amazing portion of the time, Allen loses his glibness. He resorts to patented gags for fillers. He stumbles and sputters. He constantly seems to be working against the clock, a factor which to a great degree destroys the informal, relaxed idea set for the show.

En route at varied interim, Allen presented four acts. Most impressive of these was Champ Butler, the young singing, ex-car lot attendant from Hollywood. The kid, working like a human windmill, knocked out his intriguing disk reading of *Them There Eyes*. Much of the impact of this delivery was dissipated by Butler's rather unimpressive, almost mawkish warble of *Too Young*. Madge and Carr, a tap team, provided a pleasant average dance turn. The Coronys, a flashy acro act, dished out the typical acro tricks with less than the typical finesse. The Dowers, a pair of memory experts, proved a total lull, made more so by Allen's quite apparent impatient handling of them. Here, certainly, was the opportunity for Allen's quick wit to come to the fore.

This show must sink or swim with Allen. On this day, Steve was on the soggy side.

Hal Webman.

## Getting To Know You with Marshall

Technically, the program bows in as a fair enough package. But it needs a far sharper culling of material, if Rex is going to add many future viewers to his date book.

Bob Francis.

## Capsule Comment

"The Rootie Kazootie Club" (TV) WNBC, Wednesday (5), 6-6:15 p.m. EDT.

A promising venture in its fledgling, unsponsored days, the show (Monday thru Friday), now has all the professional ingredients—charm, imagination, good writing and acting—and the laboring under the handicap of being a late entry, could push the *Howdy Doodys* and the *Kukla, Fran and Ollies* in the moppel stakes. (See full review this issue.)

"Date With Rex" (TV) Du Mont Network, Monday (3), 7:30-8 p.m. EDT.

Rex Marshall brings an ingenious manner and delivery to the new Du Mont sustainer as a showbiz commentator. He also gets a good assist from Sandra Deel. Such segs, however, are only as good as material, and *Date* needs plenty in that department if it is to buck competition.

"On the Line With Bob Considine" (TV) NBC-TV, Saturday (1), 5:45-6 p.m. EDT.

There are none of the personal ingredients, slants or scoops which one would expect from a byline journalist of Considine's standing and reputation. His delivery is sub-professional, and he makes no attempt to disguise the fact that he is reading. (See full review this issue.)

"Barnyard Varieties" (TV-Film) Thursday (6) at Preview Theater, New York.

A color film, 15-minutes, using puppets as barnyard characters running for election. Color is good, camera work is adequate. Dialog is trite, but as film is apparently aimed at a kids' market, it may make it. (See full review this issue.)

Ballots for Beauty (TV), Scattered times, scores of stations.

The Miss Rheingold gimmick is, no doubt, one of the most successful lager merchandising stunts extant. But it would be nice if TV could reject this 5-minute piece of tripe. Describes the hunt and voting procedures to elect the new Miss Rheingold. Script, treatment, production, et al. are nauseatingly pretentious. It's sold as tho the president of the first World Federation of Nations, at least, were being elected. We're switching to Ballantine or Pabst, pronto.

Colgate Comedy Hour NBC-TV, Sunday (2), 8-9 p.m. EDT.

"Hour's" nut is trimmed more than half, yet it managed to bang over a show with the same impact as the '50-'51 winner. "Toast of Town" competition will be formidable, however, and Colgate may find the reduced budget insufficient to beat the Sullivan stanza as the season progresses.

The Nick Kenny Show (TV), WNBC, Tuesday (4), 11-11:15 p.m. EDT.

Old needlenose followed the president on the first transcontinental telecast last week. But that's coincidental. Point is if some sponsor doesn't grab the Kenny stanza soon, WNBC's sales department stinks, or advertisers aren't as smart as we think they are. Uncle Nicholas's fabulous combination of earthy dese-dem-dose delivery and his Edgar-Guestish poesy is thoroughly enchanting. But those guests! This session featured Fred Allen in the best bit he's ever done on television, and Charlie Tobias, who sang practically his entire catalog. Allen said he believed Nick's show appeals to piccolo players. We think so, too. And then some.

Bigelow Sanford Theater (TV), Du Mont Network, Thursday (6), 10-10:30 p.m., EDT.

"Mechanic on Duty," first of specially filmed dramatic series, predicts a bright future for the new seg. Story was light, but added up to amusing entertainment, with leads Gene Raymond and Gale Storm contributing pleasant performances. Commercials were effectively dramatized.

Hallmark Playhouse (Radio), CBS, Thursday (6), 8:30-9 p.m. EDT.

Hallmark's opening-bid stacked up as exceptionally good radio. Air adaptation of Barrie's old comedy, "Quality Street," was well put together and soundly played. Greeting card commercials were dignified and attention-getters.

## The Rootie Kazootie Club

TELEVISION—Reviewed Wednesday (5). Sponsored by Coca-Cola via WNBC, 6-6:15 p.m., Monday thru Friday. Agency, William Esty. Producer-writer, Steve Carlin. Director, Dwight A. Henson. Supervisor, Arnold Cohan. Puppets by Paul Ashley. Production manager, Joseph L. Stuhl. Educational director, Dr. Herman Mantell. Rootie Kazootie played by Naomi Lewis; Gala Pochie, by Frank Milano; Mr. Deetle Dootle, by John Ver; chief rooster, by Todd Russell. Organist and musical director, Gene Perazzo.

The Rootie Kazootie kid show, which debuted last fall as a half-hour sustainer Saturday mornings, has come of age, commercially speaking, and now occupies a choice 15-minute spot, 6-6:15, Monday thru Friday, under the sponsorship of Coca-Cola. A promising venture in its fledgling, unsponsored days, the show now has all the professional ingredients—charm, imagination, good writing and acting and especially fine production—and the laboring under the handicap of being a late entry, could conceivably push the *Howdy Doodys* and the *Kukla, Fran and Ollies* in the moppel stakes.

The protagonist is still Rootie Kazootie, a winsome puppet cast in the image of a baseball-loving gamin.

## The Cast

Rootie's foil is live actor Todd Russell; their dialog serves the double purpose of presenting the business and advancing the action. A cast of minor characters, live and puppet, weave thru the proceedings in a fast-moving series of plots and sub-plots, all of a high degree of intricacy, but doubtless easy to follow for daily viewers. The puppets include El Squeako Mouse, a celebrated catador; Poison Zumac, an urbane scoundrel who keeps trying to steal Rootie's magic kazootie, and the dog character, Gala Pochie, so versatile he blows up balloons and smokes cigars. Mr. Deetle Dootle, the clown cop who doubles as magician and foil for Rootie, is a flesh regular.

Clever use of sight gimmicks sustains a high level of interest—Rootie and the others conjure all sorts of manifestations out of the air and their pockets. When Rootie and Russell sing *I've Got a Pocketful of Dreams*, the dream objects materialize, and very smoothly, too. Occasional shots of the audience of tots furnish interesting relief.

Jerry Wexler.

## Bigelow Sanford Theater

TELEVISION—Reviewed Thursday (6), 10-10:30 p.m. EDT. Sponsored by the Bigelow Sanford Carpet Company, via Du Mont network thru Young and Rubicam. Producer, Jerry Fairbanks Studio. Director, Frank Woodruff. Writer, various. Cast: Gene Raymond, Gale Storm, Clem Bevans, Russell Hicks and others.

If the opener of Bigelow Sanford's series can be taken as a criterion, the new pic-drama seg's future leans well to the bright side. It is understood that the series is to consist of comedies, adventure and mystery scripts, specially filmed for TV.

This yarn, *Mechanic On Duty*, while paper thin, was nevertheless amusing light entertainment, and galited to half-hour viewing satisfaction. Of necessity, it had to move fast, but kept its story line intact. Gene Raymond, as an expert mechanic, was sent by a crusading mag to gather evidence on chiseling grease-monkey along the route from Chicago to the West Coast. He was supposed to act the dumb play-boy, the while doctoring his bills so that he could report over-charges on repairs. Obviously, he ran into a girl. She was an expert mechanic who owned her own garage, and properly despised anyone who wasn't mechanically inclined. So he attempted to take the pseudo play boy to the cleaners on a minor repair job, but love conquered ethics, when he proved he knew more about ignition systems than she did.

Gene was engaging as the lad who went wooing via carburetors and Gale Storm made a fem mechanic extremely gratifying, even with grease on her nose. Clem Evans turned in an excellent character bit as the gal's ancient mentor.

The carpet commercials were well-filmed and not too intrusive, effectively dramatizing selling points.

Bob Francis.

## Washington Report

TELEVISION—Reviewed Thursday (6), 8:15-8:30 p.m., EDT. Sustaining via the Du Mont Network. Producer-director, Gordon Williamson. Moderator, Tris Coffin. Guest, Sen. Edward Martin.

Washington Report, which features Tris Coffin, is a straight discussion show in a familiar and well-worn groove. The guest on the program was Sen. Edward Martin and the subject matter, the dispersal of industry in the event of war.

Under Coffin's guidance, Martin inveighed against the plan heatedly. He claimed it was economically unwise, would dislocate families, wasn't necessary and was a movement in the direction of socialism. The vast powers given to the government to relocate industry, in a bill before Congress, he alleged, would enable politicians to socialize the country. President Truman, however, he stated, was an honorable man.

## No Opposition

Since many of Martin's conclusions are open to question and since all Coffin did was agree with him, the program seemed to lack an opposing point of view to, perhaps, shed a fairer light on the problem. The legislator's point of view as to socializing the country thru dispersal certainly is a switch for the radicals, if true. Yet whether Martin agrees or not, if the United States were to go to war, the government would, as always, have unlimited powers to commandeer the lives of its citizens.

Leon Morse.

## Barnyard Varieties

TELEVISION—Reviewed Thursday (6) at Preview Theater, New York. Filmed by Dynamic Films and presented by Puppet Plays, Inc. Dialog, music and Billy Hood. Marionettes by Sue Hastings. Voices by Vivian Farrar, Frank Sullivan, Cecil Ray and Nathan Zucker.

*Barnyard*, a new film show, is done in color and has a children's appeal. It is undoubtedly aimed at a moppel market, tho some effort has been made to appeal to adults thru a "message." This, however, falls flat.

The plot has two puppet barnyard characters running for public office. Both are on a platform and each gets a chance to make political promises. One of the characters is a hen; the other a bull. The characterizations lend themselves to dialog where the bull accuses the hen of being able only to lay eggs, while she makes more obvious retorts. In between the speeches, mostly in free verse, a character tagged Penny Pig sinks on sporting a Mae Westian frame and sings about the virtues of democracy. The sentiment's okay, but why a bosomy dame is a mystery.

The audience shots, farmyard fowl, etc., in boxes, cheering their candidates, are well done. The dialog, however, is lacking in brightness and amusing lines. The singing was barely adequate.

Bill Smith.

## Mohawk Showroom

TELEVISION—Reviewed Monday (3), 7:30-7:45 p.m. EDT. Sponsored by Mohawk Carpets via NBC-TV. Director, Dick Schneider. Cast: Roberta Quinlan, Bob Stanton. Guest: Mel Torme.

This is one of the young veteran segs on TV back from an eight-week vacation. It stacks up as one of the really pleasant little musical quarter hours in the medium. Nothing pretentious, nothing clever—it's simply an evenly paced song session with a minimum of talk and soundly conceived visual presentation.

Roberta Quinlan continues to impress as a real homey hostess. As a singer she's got no more on the ball than an average pop thrush. But she's all charm and sweetness and is a finished hand at the art of TV song selling within the intimate living room format, which is the pattern for this show.

## Torme Guests

The post-vacation ice-breaker was considerably heightened by guest Mel Torme. Torme may have found his idiom in TV, for the guy, as he did on the Chesterfield summer replacement series, projects with intense warmth. Incidentally, Torme could take a leaf from his appearance on this show. He worked with a trio and his naturally small voice took on a bigness and luster which often he can't achieve in big band settings.

Bob Stanton plays the informal emcee, straight man for Miss Quinlan and is the man with the commercials. The latter are fortunately brief and direct.

Hal Webman.

The Egg and I

TELEVISION—Reviewed Friday (7), 12-12:15 p.m. EDT. Sustaining via CBS-TV. Producer, Montgomery Ford. Director, Jud Gage. Script, Manya Starr. Cast: Patricia Kirkland, John Craven, Doris Rich and Richard Knox.

A best-seller and later a film, The Egg and I makes its transition to TV with the Grade A label predominant. The daytime strip is gentle, humorous and heart-warming without descending to the soggy, maudish, sentimental vacuities exhibited by some of the detergent dramas televised.

The episode caught delineated the depression of heroine Betty MacDonald because of the immense task of creating order in the chaotic farmhouse the city-bred couple recently acquired. The inexperienced bride, however, quickly revived in spirits after an injection of home-spun philosophy from visiting Ma Kettle. She had been thru it all and knew the answers.

Altho the pacing of the show was slow and the situation was not productive of any heavy, hammy drama, fragrant with atar of ersatz, scripser Manya Starr can take bows for her craftsmanship. She had many positive things to say and said them well and entertainingly.

The strip has been cast superlatively in all its roles. Patricia Kirkland is a likeable and confused Betty, John Craven, a convincing and patient Jim. One of the chief delights was the acting of Doris Rich. This legit veteran blends into her part like foliage into a countryside. Perceptive video casting directors should find many more parts for a trouper of her range.

The program undeniably rates attention from sponsors. It should get and hold an audience.

Leon Morse.

Colgate Comedy Hour (Jackie Gleason)

TELEVISION—Reviewed Sunday (2), 8-9 p.m., EDT. via NBC-TV. Sponsored by Colgate-Palmolive-Peet via Sherman & Marquette. Producer-director, Jack Hurdle. Production supervisor, Sam Fuller. Writers, Joe Bigelow, Arnold Horowitz, Arnie Rosen, Coleman Jacoby, Jackie Gleason. Cast: Jackie Gleason, Rose Marie, Johnny Johnston, Esther Junger Dancers. Musical director: Al Goodman.

The Comedy Hour field generals have executed an interesting maneuver. Having gotten the show way up there in the rating sweepstakes, and built an apparently loyal following thru the simple device of spending about \$60,000 per week (everything over 30G picked up by NBC) for talent-production all last year, they have now trimmed the nut more than half, yet manage to bang over a show with the same impact as the '50-'51 winner. This is done by retaining the format (fast-paced and solid song-dance-comedies) intact, but using less expensive and fewer performers.

Gleason, of course, is the basic ingredient which enabled them to get away with it on this return preem. The comic's work on the Du Mont Cavalcade of Stars and Life of Reilly is paying off, for he showed as one of the most versatile all-round funsters in television. This you develop only by working the medium, long, hard and steady.

In his Day in the Park bit he approached a classic performance, actually Chaplinesque in many spots. Tho his Reginald Van Gleason routine was somewhat overboard on the slapstick side, virtually a Berlesque, he demonstrated in the course of it a solid flair for the rougher school of buffoonery. His emceeing, dueting with Rose Marie, and entire job was polished and sharp.

Rose Marie and Johnny Johnston are both, at the moment, middle-rank performers, tho Johnston, again due to the vast amount of video work he's been getting (plus his Broadway Tree Grows in Brooklyn activity) is shaping up fast as a top-notch song-and-dance man. His I Get Ideas, abetted by neat lighting and production was a show stop. Rose Marie's turn was considerably hurt by poor choice of songs, neither Cryin' My Heart Out for You nor Razz-Ma-Tazz showing her to particularly good advantage. Appeal of her seat, hard-punching style is limited anyway.

The Esther Junger Dancers lend a neat, class touch to the proceedings, particularly in handling material built around top Broadway musical-comedy items. Al Goodman's music is probably the most underrated and possibly one of the

Bob Hawk Show

RADIO—Reviewed Monday (3), 10-10:30 p.m., EDT. Sponsored by R. J. Reynolds Tobacco Company via the Columbia Broadcasting System. Inquisitor, Bob Hawk. Guests: several miscellaneous persons looking for money. Music, Irving Miller and orchestra.

Bob Hawk, the guy who found that giving away little things like a few thousand dollars can be entertainment for the multitudes, burst on the radio scene this week bubbling over with a summer's collection of energy and several years' collection of gags. Yes sirree, the old quiz master really had his audience swinging, especially when one of the quizzed figured out that Ohio was the only State in the Union that didn't contain a letter from the word "Lemac" (that's the sponsor spelled backwards) for \$3,250 worth.

The fact is that Hawk's audience is probably the most worked up gang in radio. And this adds up to what probably would amount to one of the noisiest—if not the noisiest—shows available. The tumult, combined with Irving Miller's band fanfares and ferocious entry and exit stomps as well as Hawk's genius at building torrid pace interspersed with his well-timed throwaway gags, no doubt creates the effect of excitement and builds something akin to suspense in the audience.

Still a Topper

Hawk's really a master at this type of thing. When the ratings start pouring in, you can bet that his show will continue up there with the healthy ones.

Commercials? Well, this show actually is one big commercial. The quiz pattern is based on "Lemac." Every contestant gets a carton of—well, you name it. Then, of course, three times in the run of the show Hawk and announcer mounted the hump of the Camel and spouted. Hal Webman.

Hallmark Playhouse

RADIO—Reviewed Thursday (6), 8:30-9 p.m. EDT. Sponsored by Hall Brothers via the Columbia Broadcasting System thru Foote, Cone and Belding. Producer-Director, Bill Gay. Narrator, James Hilton. Cast: Deborah Kerr and others.

Opener for a new dramatic series spotlighted James Barrie's 50-year-old, happily sentimental comedy Quality Street. Emanating from Hollywood, it starred Deborah Kerr as the lady of the ringlets who loved the dashing doctor, even tho he marched off to the Napoleonic wars and apparently forgot her for 10 years. How she tried to pay him off, when he got back, by pretending to be her own niece, and how he in turn outsmarted her into eventual matrimony, are matters which make Quality Street a theater piece to be revived again and again.

The air adaptation was exceedingly well put together, keeping the story line clear and retaining the quaint flavor of the original Barrie lines. Format had James Hilton acting as host and setting the stage for the play, which was particularly sound, as it cleared any misunderstanding a listener might have who was not familiar with the script. Miss Kerr was fine as the fluttery little school teacher and had solid support from Whitfield Connor and the rest of the cast.

Commercials for Hallmark greeting cards were well-spaced and timed—dignified attention-getters without distracting from the interest in the story. Hook-up of Hallmark stamp on the back of greeting cards to the old quality stamp of silver and goldsmiths is a particularly happy twist.

Over-all, Hallmark's opening program stacked up as exceptionally good radio. Bob Francis.

most important factors in the over-all high quality of the show. Few conductors can cut a show with the expertness of the veteran Mr. G. Hurdle's direction, pacing and staging are top drawer and the stable of veteran writers supply always good, often sock, material.

Eddie Cantor did a walk-on at show's end, a few bits with Gleason that were so-so, and between them they put in the necessary plugs for upcoming Hours. Cantor, of course, is next.

While Gleason's Hour stood up well, the CBS Toast of the Town competition will continue formidable. With Oscar Hammerstein, Helen Hayes and other major presentations ahead, Colgate may find the reduced budget on Comedy Hour not quite sufficient to beat the Sullivan stanza as the season progresses. Joe Caida.

Capsule Comment

Hawkins Falls, Pop., 6,200 (TV). NBC, Monday (3), 4-4:15. CDT. Good acting and a faithfulness for small-town atmosphere and characters, plus some pure soap opera hoke make this "novel for television" an excellent bait for the housewives' attention.

Public Prosecutor (TV), Du Mont, Thursday (6), 9:30-10 p.m. EDT. A video version of the old radio mystery drama game, in which a group of guests are invited to test their ability as detectives, prior to solution of the crime. Gimmick was handled intelligently on this show, with an unusually relaxed panel, including Glenda Farrell, John Derek and ventriloquist Doug Anderson. Emcee Warren Hull ambled thru proceedings in perfect accord with the pleasant tempo set by his guests. (See full review in this issue.)

The Egg and I (TV), CBS-TV, Friday (7), 12-12:15 p.m. EDT. "The Egg and I" is a gentle heartwarming strip that should do well for a sponsor. Cast superlatively and well scripted and produced the program has a quality not usual in soap operas.

Aldrich Family (TV), NBC-TV, Friday (7), 9:30-10 p.m. EDT. Judging by this pious episode, there's very little "Peck's Bad Boy" left in the new Henry Aldrich. Today he's more like one of the "Rover Boys." As Henry and Homer, Henry Girard and Robert Barry are very poor substitutes for their predecessors. Over-all impression was that of a young Noel Coward pretending to be the all-American adolescent. (See full review in this issue.)

Flying Tigers (TV), Du Mont Network, Sunday (2), 12:30-1 p.m. EDT. Adventure for the kiddies with the "Flying Tigers." A cheapie but still put together with enough know-how to get the youngsters interested. Commercials too long and not imaginative enough. (See full review in this issue.)

Steve Allen Show (TV), CBS, Monday (3), 12:45-1:30 p.m. EDT. Allen's stanza lopes along in a herky-jerk fashion. He constantly seems to be working against the clock, a factor which to a great degree destroys the informal, relaxed idea set for the show.

Mohawk Showroom (TV), NBC-TV, Monday (3), 7:30-7:45 p.m. EDT. Stacks up as one of the really pleasant little musical quarter hours in television. An evenly paced session with a minimum of talk and a soundly conceived visual presentation. Roberta Quinlan makes a real homey hostess.

Bob Hawk Show (Radio), CBS, Monday (3), 10-10:30 p.m. EDT. Hawk, the old quiz master, really is a master at this type of thing. When the ratings start pouring in, you can bet that his show will be up there with the healthy ones.

"Man of the Week" (TV), CBS-TV, Sunday (2), 5:30-5 p.m. EDT.

Another discussion show which doesn't capitalize on its title in a city which should be productive of fascinating citizens. The program featured two Democrats and two Republicans belting each other round verbally. George Allen, th moderator, looks interesting, but acts as if he was along for the ride. More creative vitamins needed. (See full review in this issue.)

"Washington Report" (TV), Du Mont Network, Thursday (6), 8:15-8:30 p.m., EDT. Another discussion show in a groove well worn by its competitors, needs a fresh slant to do more than get the slopover audience. (See full review in this issue.)

"The Amos 'n' Andy Show" (TV), CBS, Thursday (6), 8:30-9 p.m., EDT.

Andy and Kingfish went into the parking lot business on this stanza, and got into really amusing hassles when latter's brother-in-law sold one of the cars while the pair were out to lunch. Filming set forth the situation well, and the acting emphasized the lovable naïvete of the characters.

Mama

TELEVISION—Reviewed Friday (7), 8-8:30 p.m., EDT. Sponsored by Maxwell House Coffee via CBS-TV, New York. Producer: Carol Irwin. Director: Ralph Nelson. Writer: Frank Gabrielson. Cast: Peggy Wood, Judson Laire, Dick Van Patten, Rosemary Rice, Robin Morgan, Ruth Gates. Music: Billy Nalle.

Mama continues as one of the best dramatic series on video. Now in its third season, the show is still fresh and full of top quality.

In the title role, Peggy Wood deserves some kind of an award for sustaining her characterization on the same high level, never substituting mere technique for genuine warmth. Altho she takes top honors, other members of the cast are equally real in their portrayals of a Norwegian-born American family at the turn of the century.

Episode reviewed revolved around papa's excursion into the public speaking field. At first reluctant to address a local dinner, he soon cottoned to the idea, and finally signed up for a correspondence school speech course. However, after-dinner speaking sessions haven't changed much since 1900, and poor papa was canceled out before he began. Consequently, the show ended with him delivering his speech to members of the family in the kitchen after the dinner.

All of this was handled with taste and the last scene was particularly well executed—touching yet restrained. Authentic old fashioned settings and props add to the over-all excellence of the series. Sponsor is Maxwell House Coffee. June Bundy.

Cavalcade of America

RADIO—Reviewed Tuesday (4), 8-8:30 p.m. EDT. Sponsored by the Du Pont Company thru Batten, Barton, Durstine & Osborn via the National Broadcasting Company. Producer, Harold Blackburn. Director, John Zoller. Script this show, Irv Tunick. Cast: Basil Rathbone, Alice Frost, Eda Heine-mann, Mercer McLeod, Malcolm Keen, Ronald Long, Pat O'Malley and Ross Martin.

As institutional advertising goes, Cavalcade is exemplary. For over a decade and half it has helped make the Du Pont name renowned and respected in radio homes thru-out the country. Kicking off the show's 17th season, Towards a New World, the story of Joseph Priestley, discoverer of oxygen, maintained the usual high quality of the series in every respect. Particularly to be noted was Basil Rathbone's portrayal of the modest minister-scientist, Rathbone's characterization of a kindly, stammering old sage was so apt it was hard to recall he was the same actor who has frequently portrayed the pompous Sherlock. It was fine radio thesping.

The script was most informative and perfectly paced. It showed Priestly at his earliest tinkering in a Leeds (England) brewery, his meeting with Lord Shelburne, who became his sponsor, his isolation of the element and finally Lavoisier's confirmation of his experiments. Sound effects subtly and accurately set each scene.

Two commercials were about the American Chemical Society anniversary and the idea of freedom of scientific inquiry.

Gene Plotnik.

Sound track could do as well without the dubbed-in yocks.

"Your Stake in Japan" (TV), ABC via CBS Studio leased line, Friday (7), 10-11 p.m. EDT.

Using live action plus newsreel clips for flashback effects, editors of Time, Inc., did a fine job of selling Time, Inc. to viewers. Show itself had vitality and at times even some excitement. (See full review in this issue.)

"Mr. Chameleon" (Radio), CBS, Wednesday (5), 8-8:30 p.m., EDT.

The show, now in its fourth year, is rather chameleon-like itself, in that it's actually nothing but a nighttime soap opera in the camouflage of a weekly mystery series. Script, performances and production on initial fall airer were all ridiculously melodramatic and devoid of any real character or animation. (See full review in this issue.)

"Cavalcade of America" (Radio) NBC, Tuesday (4) 8-8:30 p.m. EDT.

Towards a New World maintained the usual high quality of the series in every respect. Basil Rathbone's portrayal of Joseph Priestley was fine radio thesping.

Aldrich Family

TELEVISION—Reviewed Friday (7), 9:30-10 p.m., EDT. Sponsored by Campbell's Soup, thru Ward Wheelock Agency, via NBC-TV, New York. Producer-director, Lester Vall. Writers: Robert W. Soderberg and Edith Sommer, under supervision of Clifford W. Goldsmith. Cast: Henry Girard, House Jameson, Barbara Robbins, Mary Malone, Robert Barry, Peter Griffith.

The Aldrich Family video history has been one long casting problem, and the current fall series is no exception. With the exception of House Jameson as Mr. Aldrich, the cast is entirely new. Henry Girard plays Henry, Robert Barry is Homer, and Barbara Robbins, Mrs. Aldrich.

Girard and Barry are poor substitutes for Ezra Stone and Jackie Kelk. In Stone's case, of course, none of the video Henrys have ever duplicated his radio characterization. However, Girard is the most off-beat choice for the role yet. In contrast to Stone's clumsy, cracked-voice simpleton, Girard is consciously graceful, well-schooled in broad A diction tricks and very pretty-pretty facially.

Barry looks the part physically, but his Homer is more sly than silly, and self-consciously cute. Neither boy showed any sense of comedy timing on the show caught, and the over-all impression was that of a young Noel Coward pretending to be the all-American adolescent. Their lack of comedy technique was particularly noticeable in contrast to the smooth thesping of Jameson and Miss Robbins.

Skimpy plot centered about a civic "boy's day" event, with Henry and Homer taking over as judge and officer, respectively. Telegraphing its mild punches, the script had Homer arrest a client of Mr. Aldrich's for speeding and bring him before Henry for sentencing. After several cliché-ridden speeches about the American tradition of honest justice, the client paid his \$5 fine like a man.

The leaden pace was brightened considerably by Campbell's Soup's brightly animated commercials—the best thing in the show. June Bundy.

Mr. Chameleon

RADIO—Reviewed Wednesday (5) 8-8:30 p.m. EDT. Sustaining via the Columbia Broadcasting System. Producer-Writers, Frank and Anne Hummert. Cast: Karl Swenson (Mr. Chameleon), Frank Butler, others.

Mr. Chameleon is a sort of audio Lon Chaney who, in common with his lizard namesake, possesses the ability to change appearance at will, via various disguises. The show now in its fourth year, is rather chameleon-like itself, in that it's actually nothing but a night time soap opera in the camouflage of a weekly mystery series.

The unorthodox production blending isn't a happy one leaving Mr. Chameleon neither fish nor fowl. In the latter case, a slight change in spelling might approximate a one-word description of the show caught (5): Script, performances and production were all ridiculously melodramatic and devoid of any real character or animation.

Mr. Chameleon himself is a stuffy individual, addicted to smug clichés and an obnoxious air of confidence, which was never vindicated by any show of brilliance on the initial fall airer. In line with its sudsy overtones, the drama was over-loaded with plot, opening with a scene straight out of "John's Other Weapon."

It seemed that Philip Wilkes is calling on the love of his life, when the lady's husband is murdered. Our hero promptly albeit ungalantly, accuses the gal of committing the crime, and the maid Gertrude sides with him. Mother, however sides with daughter. Enter Chameleon.

That "master of disguise and detection" soon deducted that the dead man was something of a heel. (He kept an album of his latest amours on the dining room table). One snap shot led to another and finally Chameleon disguised as a photographer, traced one of the photos to Gertrude, whose daughter Lila had been a model before committing suicide when jilted by the murdered man.

All of which told Chameleon that Mother was guilty. She had tried to pin the crime on her daughter so Philip would reveal that he was as much of a heel as the dead husband. Spurned at the close, Philip's parting barb was, "I certainly wouldn't want a murderer for a mother-in-law." June Bundy.

# Hummert Properties May Be Bought by CBS

NEW YORK, Sept. 8.—Columbia Broadcasting System this week was dickering with Frank and Anne Hummert to take over the properties of Air Features, undoubtedly the largest single packaging entity in the daytime radio picture. Air Features now owns nine daytime radio shows and two night radio shows. CBS already has some sort of licensing arrangement with the Hummerts for *Inspector Hearstone* and *Mr. Chameleon*, two evening AM programs on its web. James Sauter and Maurice Scopp, licensees of Air Features, are making a deal to sever relations with

the company. Their contract has a year to run and they will be paid off by the couple who own the firm.

CBS is trying either to buy the Hummerts out completely or work out a licensing arrangement. Any deal with them presents problems because many of the couple's properties are on networks other than CBS. Presumably, if CBS bought the programs, it would move them to its radio network, after giving sponsors sufficient notice, and as time opened up.

Air Features' daytime radio shows include: On the American Broadcasting Company, *The Strange Romance of Evelyn Winters*; on the National Broadcasting Company, *Backstage Wife*, *Stella Dallas*, *Lorenzo Jones*, *Young Widder Brown*, *Just Plain Bill* and *Front Page Farrell*, and on CBS, *Romance of Helen Trent* and *Our Gal Sunday*. Air Features' nighttime properties, aside from those mentioned, are *Mr. Keen* and *Inspector Thorne*, both on NBC.

# Rogers Inked For AM-TV by General Foods

HOLLYWOOD, Sept. 8.—Roy Rogers this week pointed a well-aimed six-shooter at Republic Pictures after lassoing a three-year radio-TV contract with General Foods. Pact, calling for canned or live shows by Rogers on both mediums for General Foods' Post division, contains a cancellation clause whereby the sponsor can drop Rogers on both radio and TV in the event his theatrical films are released to TV.

In a precedent setting move earlier, Rogers sought and was granted a temporary injunction against Republic, blocking the studio from releasing to TV films he had made for theatrical exhibition. Rogers charged the theatrical features if released to TV would place him in a position of competing with himself, as he was already producing films especially for TV. Court hearing to determine whether the injunction should be made permanent opens here September 13 before Federal Judge Pearson M. Hall.

Rogers will be carried by National Broadcasting Company on both radio and TV. Along with Rogers, shows will feature the cowboy's wife, Dale Evans, and his horse, Trigger. Tele series will consist of 30-minute films produced by Rogers' own firm, Frontiers, Inc. Four films have been completed, and eight are in pre-production stage. TV series kicks off Sunday, December 30, at 6 p.m. EST, and will be carried by the entire NBC tele web. Rogers replaces *Hopalong Cassidy* for the sponsor in that slot. Radio show series, to be taped, will start some time this fall.

Contract also calls for Rogers' guest appearances on other General Foods radio-TV shows. Coin involved was not revealed, indicating disclosure of contract's monetary worth is being held for the courtroom when the Rogers vs. Republic case is heard. Rogers TV pix are being produced at a reportedly high budget with some estimates ranging to \$18,000 per episode. Radio-TV deal was made by Edward Ebel, sales advertising director for Post division; Rogers' manager, Art Rush, and Phil Cleland, Benton & Bowles veepee, ad agency for Post division of the General Foods account.

# Craig Reappointed To Set Maker Post

WASHINGTON, Sept. 8.—John W. Craig, of the Crosley division, Avco Manufacturing Corporation, has been reappointed chairman of the Radio-Television Manufacturers' Association FM policy committee by RTMA Board Chairman Robert C. Sprague.

Craig, who is also chairman of the RTMA set division, will direct the association's FM activities for the next year.

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# DINAH BALKS NBC Runs Into Trouble With Program Plan

NEW YORK, Sept. 8.—The National Broadcasting Company this week found, because of differences between Dinah Shore and Van Camp, that its plan to build strong televiewer acceptance of the 7:30-8 strip was going awry. The deal for the singer to fill the Van Camp Tuesday and Thursday 7:30-7:45 slot had all but fallen apart by today. The sponsors, however, were burning up the long-distance wires in an effort to settle their conflicts with Miss Shore.

Behind the proposed slotting of the name singer in the strip is a carefully calculated NBC-TV scheme to take the Columbia Broadcasting System's TV audiences away in the half hour. Fred Allen or a name male vocalist is to go into the Mondays, Wednesdays and Fridays in the strip bulwarking Miss Shore, if she goes for the deal.

NBC-TV idea is to blitz CBS-TV by offering entertainment for the initial 15-minute strip, then its Camels news. CBS-TV does the opposite. First the Oldsmobile news, then Perry Como in the 7:45-8 strip. Indications are that NBC-TV, even if Miss Shore proves unmovable, will stay with its concept and get some other female vocalist.

# NARTB Research Loses Baker; FM Dept. Gains Smith

WASHINGTON, Sept. 8.—Appointment of John H. Smith Jr., as director of the FM department of National Association of Radio and Television Broadcasters and the resignation of Dr. Kenneth H. Baker as research director of the association were announced yesterday.

Baker has resigned to undertake production of an industry-wide measurement of radio station audience and coverage. He has headed the research department at NARTB since 1946.

Smith, who fills the FM directorship vacancy at NARTB, has been advertising and promotion manager of the Bureau of National Affairs, Inc., here the last eight years. For two years prior to that he was on the staff of *U. S. News and World Report* magazine. He is a native of Minneapolis and a 1934 graduate of the University of Minneapolis journalism school.

# FCC Files Vs. News Interests

WASHINGTON Sept. 8.—The Supreme Court was asked by the Federal Communications Commission this week to turn down a court review petition challenging FCC's policy of showing preference to non-newspaper interests in choosing between qualified broadcasting applicants. The FCC petition, filed jointly by FCC General Counsel Benedict Cottone and U. S. Solicitor General Philip Perlman, opposed a plea filed earlier with the high court by Scripps-Howard Radio, Inc., seeking a Supreme Court review of FCC's approval of an application by Cleveland Broadcasting, Inc., for new station facilities which had also been sought by Scripps-Howard.

# ABC Mulls Day "Music" Strip

NEW YORK, Sept. 8.—The American Broadcasting Company is mulling a plan to program a half-hour version of *Stop the Music* over its radio web this fall in a daytime across-the-board slot, according to ABC's AM program chief Charlie Ayers.

If plan materializes, the Louis Cowan package will still be aired in its present nighttime radio and TV time periods, with Bert Parks as emcee. Daytime version will utilize same format, but with another personality in the Parks spot. Leading candidate, says Ayers, is *Music's* own vocalist Jimmy Blaine.

# Heller Skeds Talks With Coast SAG

HOLLYWOOD, Sept. 8.—Television Authority chief George Heller planes to the Coast next week for what appears to be a peace meeting with execs of the Screen Actors' Guild. Heller's meeting with Guild toppers is skedded for Wednesday at SAG's conference rooms. This will be the first conference between the two unions fighting over tele jurisdiction since the Associated Actors and Artistes of America meeting last month.

Upon his arrival, Heller will be greeted also by the resignation of Peter Prouse, Coast TVA head, who seeks to quit the org's ranks to join Jack Douglas Productions, TV packaging firm. Prouse, since joining TVA, succeeded in signing basic contracts with the seven local stations after staging a five-month strike against Earle C. Anthony's KFI-TV. TVA board refused to accept Prouse's resignation. Heller will either convince Prouse to remain or name a successor during his Coast trip.

# Lippert Caught In SAG Squeeze

HOLLYWOOD, Sept. 8.—Bob Lippert found himself in the middle this week, caught in a squeeze between Screen Actors' Guild demands for releasing post-1948 films to TV and mortgage holders' demands for payment on the pix which came up in the red at the b. o. Lippert was informed by SAG that his contract with the Guild was being canceled in 60 days because he had violated terms of the pact in releasing to TV films that had been produced since August 1, 1948. SAG does not permit tele exhibition of pix made since that date without producers entering into discussions for additional payment to actors appearing in those films.

Among pictures Lippert made available to TV recently, SAG charged, were films made since the bar date. Neither SAG nor Lippert have agreed upon which films allegedly violate the SAG ban. However, Lippert indicated that the reason he was releasing some of his late products to tele was to get the films out of the red. Since some of the pix were still unable to return their production investment, he had hoped to pull them out with tele coin. Now that SAG is demanding additional payment, it was seen as unlikely that pic backers will put more coin into films already in the red. Negotiations are under way between SAG and the Independent Motion Picture Producers' Association to reach a solution before the Guild's 60-day notice period expires. If the SAG contract is canceled, no Guild players could work for Lippert.

# U-I Plans TV Pic Production

HOLLYWOOD, Sept. 8.—Universal-International, thru its subsid, United World Films, is mulling invasion of the TV film program production field with a 30-minute pic series featuring violinist Dave Rubinoff. New York's Federal Nut Corporation is understood to be the sponsor set for the series, once budgets are settled. Vocalist Jean Martin will appear with the Rubinoff violin. Bob Faber, of U-I's trailer department, is set as producer. U-I admitted the deal was under consideration, stating the show is still in the talking stage. Once the deal goes thru, U-I's move into telepix production will mark the first time a major lot has launched production of a video film series. Lot has produced TV commercials, while Columbia Pictures (Screen Gems) filmed a one-shot for Du Pont.

# Gillette Gets Rose Bowl TV

NEW YORK, Sept. 8.—Gillette this week signed to sponsor the Rose Bowl on the National Broadcasting Company's TV web for three years. The football classic will be televised over a 50-station hook-up via radio relay. As usual, Gillette will continue to bankroll the radio version of the gridiron contest on NBC-AM. Maxon is the agency.

# IT'S A FIGHT Flicks Turn To Radio Vs. TV's Inroads

NEW YORK, Sept. 8.—Indications are that the film industry will make more than generous use of radio in its effort to stop the inroads TV is making in its audiences.

Prime example is the 16-star studded *Lux Radio Theater* presentation being broadcast on September 24 over the Columbia Broadcasting System to celebrate the 50th anniversary of the first movie theater. Such names as Bing Crosby, Gary Cooper, Gene Kelly, Claudette Colbert, Ann Blyth, John Derek and 10 others will act in short scenes from eight selected movie vehicles. Later in the season, the movie scripts will be presented in their entirety on the show.

Altho it is not generally known, none of the talent is working for the usual stipend. The program is a movie promotion, and they are practically donating their services.

The word, too, has gone out in Hollywood for the studios to push their performers into radio at every opportunity.

# A 'n' A Remain As WTMJ Aired

NEW YORK, Sept. 8.—WTMJ-TV, Milwaukee, this week decided to continue telecasting the *Amos 'n' Andy* video series after its initial 13-week run on the station. The outlet had previously stated it would drop the program after 13 weeks, a decision its sponsor, Blatz Beer (whose home base is in the city), found dismaying.

Walter Damm, head of the station, gave as the reason for his reversal that contemplated program changes in WTMJ's Thursday night line-up had not materialized. He also stated that the A 'n' A show's quality had improved.

Altho Damm maintained that protests against the program by the National Association for the Advancement of Colored People had not figured in his initial decision, trade insiders see his switch as proof that the program is finding favor with televiewers both white and Negro.

# 5-Day Strip Too Much for D. Day

NEW YORK, Sept. 8.—Dennis Day this week turned down a bid from the Columbia Broadcasting System to handle the 3-4 o'clock daytime TV strip the web is building. CBS-TV saw the entertainer on a kine Ted Bates made for Colgate and was enthusiastic enough to offer him the slot.

Day, however, feels that the five hours a week is too much work. Indications are that he is building his own half-hour nighttime TV show. CBS-TV also found Jo Stafford unwilling to move into the strip.

# H-O Cereals Buys J. Robinson Aired

NEW YORK, Sept. 8.—World Series time sparked a sponsor for Jackie Robinson's transcribed 30 minute aircr over WNBC here.

Beginning Saturday, September 22, H-O Cereals will pick up the weekly tab on the Dodgers' baseball star. Show is aired from 9:30 to 10 p.m. Cereal outfit stands to cash in on plenty of extra promotion, via its timely sponsorship of the program.

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## WANNA GAMBLE?

### Decide Song Ownership on Toss of Coin

HOLLYWOOD, Sept. 8.—If anyone had ever doubted that the music biz is a gamble, co-publishers Harry Bluestone and Hal Blair proved it this week when, dissolving their partnership, they flipped a coin for copyright ownership of *Jezebel*, the Wayne Shanklin hit tune. Song, along with an additional 20 titles plus office effects, were divided via the coin tossing technique. Bluestone and Blair, who merged February 1, 1951, split over policy differences.

Bluestone, always eager to take a chance, proposed that the toss of a coin decide the fate of the titles both he and Blair had worked on. In the heat of the moment, Blair accepted the coin flipping challenge. Unorthodox splitting of Bluestone-Blair Enterprises interests took place at the office of the firm's attorney, David Sosson, with the lawyer tossing the coin.

*Jezebel*, with eight recordings to its credit and more than a million in disk sales, was the most valuable of B-B tunes. Tune is assigned to Broadcast Music, Inc., and will remain with BMI for the next four years, after which the copyright reverts to Blair. During the four-year BMI period, Bluestone and Blair will share equally in song's royalties.

Partners keep their original catalogs, with Blair retaining folk songs, and Bluestone keeping Blue River Music, Presto and Sheriton catalogs. All are BMI companies with the exception of the latter, which is ASCAP.

### Randy Wood, Beasley Smith Form Pubbery

NEW YORK, Sept. 8.—Beasley Smith, radio orkster-tunesmith, and Randy Wood, topper of the Dot label and operator of a Nashville retail and mail-order disk business, have set up new publishing firm, Randy Smith Music, affiliated with the American Society of Composers, Authors and Publishers. This marks Smith's initial pubbing venture, the Wood also operates the Dot pubbery, a Broadcast Music, Inc., firm which is not affected in the new set-up. The deal also calls for the Beasley Smith ork to record for the Dot label and for Smith to work in pop a&r.

Headquarters for the firm will be in Nashville, with plans now being formulated for other offices. Smith's future cleffings will go into the firm. The first plug is *My Wife And I*, written by Smith and Crawford Adams and recorded by Eddy Howard. The firm, however, will not restrict its activities to Beasley Smith compositions.

Smith retains his post as musical director of WSM, Nashville. Among the tunes he's written are *Beg Your Pardon*, *Lucky Old Sun*, *Old Master Painter* and *Tennessee Hillbilly Ghost*.

### S. Burke Push Starts Oct. 2

HOLLYWOOD, Sept. 8.—Promotion ballyhooing Sonny Burke's official debut as a commercial orkster, October 2 at the Palladium, is expected to kick off next week. Flack-firing will be coordinated by sales and promotion head of Decca Records on the coast, Norman Goodwin. Palladium's tub-thumper, Barney McDevitt and ballroom manager Sterling Way Publicity action has been held back until the Ray Anthony opening at the Sunset Boulevard terpery, Tuesday (4). Threesome will begin hitting distributors, newspapers and disk jockeys, latter group engulfing p.a.'s by Burke and spinning of latest Burke platters. Actual plans of the campaign will not be revealed until the drive is underway.

### "JUMPS" GUN, BY 10 YEARS

NEW YORK, Sept. 8.—At one of those community lunches in Lindy's this week, a group of tradesters were felicitating Broadcast Music, Inc. professional manager, Julie Stearns because his tune, *Because of You*, had hit the No. 1 spot on the honor roll. Joe Galkin, personal manager for Tommy Tucker, wistfully said: "Say, Tucker had an Okeh Record on that tune 10 years ago." Whereupon Stearns retorted: "Joe you shouldn't have jumped the release date like that—you could have killed my other records on the tune."

### Richmond to Start Europe Pub Branches

NEW YORK, Sept. 8.—Howard Richmond will leave for Europe in mid-October to set up his own publishing branches, beginning with Cromwell Music, Ltd., of London, for which legal papers are now being finalized. Until now, Richmond has relegated handling of his tunes abroad to publishers with facilities there, Chappell, Ltd., for *Longing for You*; Leeds, Ltd., for *(Continued on page 19)*

### 4 Bands Point Way To Better Road Biz

NEW YORK, Sept. 8.—Judging from the results of the recent tours of such band attractions as Ralph Flanagan, Vaughn Monroe, Louis Jordan and Stan Kenton, the band business, tho' in a state of depression, still has a box-office kick if the attraction, price and promotion are right. Flanagan, still the hottest property in the band business, just finished a smoldering tour during which he raked up 18 per cent takes out of 21 play dates. Of the remaining three dates, one was a flat guarantee date and the other two were break-even affairs.

Flanagan, whose price starting with this tour has been raised to \$1,250 and \$1,500, began the trek on August 10 at Westover Park, Pittsburgh with a \$1,929 take for himself. Including this date, Flanagan wound up with a take of \$36,313 for his end of the 21-day tour. High spots of the tour were hit at George Devine's Million Dollar Ballroom, Milwaukee, where Flanagan took out \$3,200 on August 26 and in two days at Walled Lake (Mich.) Casino on August 18 and 19 where the orkster grabbed \$3,972.50.

Kenton surprised all and sundry in the band business with a hot trek thr' the New England and standard Eastern promotion dates. Kenton's dance box-office values have been low in recent years. The answer to his current successes is laid to his pair of click recordings of *September Song* and *Laura*. Kenton hit percentage on eight of 10 dates on his trek in this territory, which began in mid-July and ran thru the month of August. He headed West early this week and will one-night quickly to the Coast to prepare for his forthcoming

### PAT GOES POP WITH "BIMBA"

NEW YORK, Sept. 8.—RCA Victor's current big project disk, *Bela Bimba* will be released on the pop label despite the fact that the featured artist, Patrice Munsel, works for the Red Seal division. The diskery wants to remove any possible price barriers to juke operators' acceptance of the disk, and also hopes to encourage dealer reaction by pegging it at the pop price. Diskery is sending out streamers, a three-page bio, and personally signed letters and pics to deejays. Tune is published by Happy Godday.

## Diskers Bewail Old Problem: Finding, Keeping Distributors

### Not Enough in Big Cities; None in Some Areas; Majors Also Switch

• *(Continued from page 1)*

they are unable to make a reasonable profit under the present discount structure which offers them a maximum of only 22 per cent gross against the dealer's 40 per cent and manufacturer's 38 per cent. Distributors also claim that

handling a major line in an area like New York requires an investment of \$750,000 to \$1,000,000. They point out that such money can be more profitably invested in lines other than disks. A market area the size of Buffalo is said to require an investment of \$100,000 to \$150,000 at the minimum.

#### Operation N.S.G.

That distributors feel particularly plagued by the disk manufacturers is further borne out by new attempts to organize distributor associations (see separate story). On the other hand, manufacturers can easily point out distributor operations which are so sloppy as to dissipate any profits accrued via hit disks and hot album lines. Too many distributors, say the manufacturers, are either unwilling or unable to maintain adequate stocks to service dealers and operators, make little or no at-

### Famous-Para Splits "Crick" Release Dates

NEW YORK, Sept. 8.—In order to expedite exploitation of the 14 songs in the score, the Famous-Paramount pubberies have set a split release date on four planned plug numbers from the forthcoming Paramount flick, *Aaron Slick From Punkin' Crick*. The picture, set for February debut, stars Dinah Shore and Robert Merrill, the score penned by Ray Evans and Jay Livingston.

Professional manager, Eddie Wolpin, has notified diskeries and radio stations that November 30 has been designated as release date for *My Beloved and Life Is a Beautiful Thing*, with January 1 the *(Continued on page 19)*

### Laine Opens at Buffalo Shea's

HOLLYWOOD, Sept. 8.—Frankie Laine's first theater date since his leg operation six weeks ago is set for Wednesday (12) at Buffalo's Shea's Theater. Following this the singer goes into Loew's Penn Theater, Pittsburgh, September 20 for one week and the Paramount, New York, October 10 for a two-weeker. On the Gotham bill with Laine are Les Paul and Mary Ford, Jean Carroll and Boyd Rabeurn's ork. Laine is getting an estimated \$15,000 weekly guarantee against a varying percentage.

Laine plays the Shamrock Hotel, Houston, November 6-18, after which he returns to the Coast to make *The Blues*, formerly tagged *Honey*, at Columbia Studios, December 10. His Columbia Broadcasting System show kicks off October 7, with Peggy Lee and Tommy Dorsey skedded for the initial broadcast.

### OBERSTEIN PLAN

#### DJ Advice Sought for King's Pops

NEW YORK, Sept. 8.—Eli Oberstein, who this week took over the pop department reins for King Records, intends to build at least a portion of his repertoire policy on the advice and suggestions of disk jockeys. Thru 38 distributor contact points, Oberstein will attempt to establish direct contact with deejays to find what they would like to get in the groove in the revitalized King pop line. The King New York office will be the pivotal point in this deejays-pick-the-repertoire plan.

Oberstein's first function for King was to institute a hunt for new talent, preferably talent which has not yet been put to the wax test as well as talent which has been on record but not properly handled, in the opinion of Oberstein. He expects his operation to begin rolling at full speed by mid-October.

### Howard Band Remains Intact

CHICAGO, Sept. 8.—The Eddy Howard ork, which loses its leader September 8 when the band closes its current stand at the Aragon Ballroom here, will continue intact, as reported exclusively in *The Billboard*, with the new band, set to open a six-weeker with options at Oh Henry Ballroom, Willow Springs, Ill., September 19.

New aggregation will be billed Norman Lee and his orchestra, with Lee, reedman and a member of the Howard vocal trio, as frontier. The former sidemen have received Howard's permission to utilize the Howard library, but Howard has asked that they make no reference to their former affiliation with him in the advertising and promotion.

Nook Schreiber, Tom Dean, Hil Radtke, pianist with the band, and Lee, all of whom arranged for *(Continued on page 19)*

### MISSES ARE HITS HERE

#### "Juke" Jurors 75% Wrong On Pop Platter Guesses

HOLLYWOOD, Sept. 8.—Even the public is wrong when it comes to predicting the success or failure of pop diskings. Since the spring of 1950, when Disk Jockey Peter Potter inaugurated his TV show, *Juke Box Jury*, on KTSL, his weekly panel has been wrong on judging new platters almost 75 per cent. Of this figure of error, about 68 per cent were slated as "hits," the remainder as "misses." Potter inaugurated his TV show, posed of juke box ops, dealers, distributors, merchandisers, college and high school students, artists, musicians, office workers, in all, a good cross-section of per-

sons who buy records. With such a high percentage of error, it's hard to figure out the sales of many top platters.

A possible explanation, one that is expounded by a majority of this area's juke box men, is that Souther Californians do not go for the folks type tunes. This becomes paradoxical as a large por- *(Continued on page 19)*

### ASCAP SESSION CALLED

#### Petition Prompts Talks On Pay-Off Revamps

NEW YORK, Sept. 8.—By petition of H. J. Lengsfelder, the American Society of Composers, Authors and Publishers tunesmith, a special membership meeting has been called by the Society for Thursday (20) to discuss possible revision of the current writer distribution plan.

Lengsfelder began circulating a mimeographed petition in July, and attained the needed 15 per cent of membership signatures. He has a plan of his own to present (*The Billboard*, July 7), but the meeting will be open for suggestions from all quarters.

Meanwhile, ASCAP insiders continue with the same prognosis they have been making ever since the revised plan went into effect last fall and raised a howling concert of protest from irate writers, a majority of whom found their checks shrunken from the previous quarter. The prognosis is simply this: There is practically no likeli-

hood that the present 60-20-20 plan, okayed by the Justice Department, will be modified in the foreseeable future.

#### Ruckus Abates

The ASCAP writer classification committee has been studying the possibilities of modifying the pay-off for almost a year, and nothing resembling a worthy alternative has been approached. Furthermore, the initial furor didn't particularly move the Justice Department, which takes the attitude, it is reported, that any performance plan is bound to produce severe dislocations in the beginning. The ruckus has abated to a whisper, with little or no protest stirring among the rank and file since last spring.

Also, as one ASCAP exec put it, "the productive boys have tasted blood with nice increase in their checks, and they'll fight tooth and nail against any change."

### Patti Page Unit Breaks Record

NEW YORK, Sept. 8.—The Patti Page theater package, which features Guy Mitchell, set an all-time money record at the Riverside Theater, Milwaukee, with a gross of \$34,966.14 after taxes, and this week garnered about \$39,000 at Loew's Theater, Pittsburgh.

The thrush took out about \$16,000 for herself on the Milwaukee date, where she worked on a percentage from the first dollar, and got \$14,500 for her end of the Pittsburgh date, where she drew a \$10,000 guarantee with a 50-50 split over a \$30,000 gross. The Riverside house record replaced the high established by Tommy Dorsey in 1945 and Frankie Laine last year. The thrush bought Mitchell for the package for a flat \$3,000 per week.

# "Summertime" Revives Old Pre-1909 Copyright Fuss

### Marks Raises Royalty Question Over Capitol's Paul-Ford Disk

NEW YORK, Sept. 8.—The still moot record royalty problem attending songs copyrighted prior to the mechanical act of 1909 has come into focus again over the Les Paul recording of E. B. Marks' *In the Good Old Summertime*.

To date Capitol Records has not taken a license out on the song, altho they indicated this week that the question was still open. The

tune is the hottest side in Paul's new *New Sound* album, featuring his guitar and his wife, Mary Ford, in a multiple-dub job. In holding off thus far from assenting to Marks' claim that the royalty obligation exists, Capitol is repeating a stand that has been taken by diskeries on other occasions where pre-1909 tunes, in which the Marks catalog abounds, were involved.

#### 2-Cent Rate

The 1909 act established the 2-cent rate and the non-exclusive recording right features. Diskeries take the stand that songs copyrighted prior to this time are not subject to royalties because there is no covering law.

The opposing school of thought holds that, first, when the songs are renewed a new right is created, making them subject to mechanical royalties, and second, when a recorded version departs in marked degree from the original style of the song as written, the diskery is obliged to pay. Reasoning behind the latter theory is that regardless of the mechanical considerations the song is copyright, and unauthorized renditions which depart markedly from the original may be construed as infringing on the publisher's right to control arrangements.

#### Others Involved

Among the other Marks tunes which have been involved in this dispute in recent years are *I Wonder Who's Kissing Her Now*, *Hot Time in the Old Town Tonight*, *Ida, My Gal*, *Sal, Under the Bamboo Tree*. There has been no set attitude by diskeries; some have paid the royalties, others haven't. Marks still has a claim against Capitol, for instance, on the Kay Starr record of *Honeymoon*; on *Kissing Her Now*, some waxers paid, others didn't.

The completely indeterminate status of this type of copyright is one of the more curious anomalies of the disk business, and traders feel that there will have to be a reckoning sooner or later.

### U. S. CLASSICS

## Contemporary Chamber Disk On Col. Sked

NEW YORK, Sept. 8. — Sponsored by the Columbia Masterworks Division, a committee headed by Goddard Lieberson, diskery's exec vee, and comprising four leading contemporary American composers, will meet shortly to develop an extensive program for recording contemporary representative American chamber music.

The four composers are Virgil Thomson, Aaron Copland, Henry Cowell and William Schumann. It is planned that works by each will be included in the program.

Columbia has previously cooperated with such organizations as the Naumberg and Gershwin committees in recording contemporary American compositions for full orchestra. It is believed that the diskery now feels that the most economic way to stimulate interest in American music is to concentrate on chamber works, which are far less expensive to record, but equally worthy and as typical of contemporary effort as the full-orchestra works.

### ANTHOLOGY TREND

## Song Books Yield Extra Pub Revenue

NEW YORK, Sept. 8. — The forthcoming publication of *The Rodgers and Hart Song Book* by Simon & Schuster points up the "extra money" values of top songwriter catalogs. The new book will contain words and music of 47 Rodgers and Hart tunes obtained thru special arrangements with their various music publishers. A similar volume, *The George Gershwin Song Book*, published by the book outfit in 1941, is estimated to have paid over \$15,000 in royalties to the owners of the music copyrights.

Simon & Schuster's song book series also includes such titles as *Treasury of Gilbert and Sullivan*, *Fireside Folk Songs*, *Van Loon's Christmas Carols and Golden Song Book*. All except the Gershwin and Rodgers and Hart volumes contain public domain songs. In the past 10 years the book firm has sold over 530,000 copies of its song books at prices ranging from \$1 to \$5. Sales on most of the books are continuing at a steady rate, with publisher royalties on the Gershwin volume still mounting. The forthcoming Rodgers and Hart tome will be priced at \$7.50.

The Simon & Schuster is reluctant to reveal its royalty arrangement with the music publishers, it is generally assumed to be the standard 10 per cent rate paid by book firms on anthologies. The various music publishers whose material is used divide the royalty on a percentage basis according to the number of their copyrights used.

Top-selling song book for S. & S. has been the *Fireside Song Book*, published in 1947 and al-

(Continued on page 19)

## HOPE EMSEES BOWL SALUTE

HOLLYWOOD, Sept. 8.—Al K. Armer, of the American Federation of Musicians, Local 47, has snared Bob Hope to emcee the International Salute to Hollywood Bowl (The Billboard, Sept. 1). Most recent artist set to appear was Benny Goodman.

Musicians' Association of Los Angeles, John Te Groen, president, is sponsoring the show which will also feature Les Brown, conducting a 200-piece orchestra; Johnny Green, Andre Previn and William Warfield. Brown conceived the idea for the post-season benefit at the instigation of servicemen. Producer Armer has guided several hundred benefits, including affairs for the March of Dimes, Cerebral Palsy Foundation and Music for the Wounded.

## NBOA Confab Set for Chi, November 6-7

CHICAGO, Sept. 8.—The National Ballroom Operators' Association, thru its prexy, R. E. (Doc) Chinn, of Fargo, N. D., this week announced that its annual convention will be held November 6-7 at the LaSalle Hotel here. Because of a number of immediate problems facing the terp ops' org, Chinn had been forced to hold off announcement until this week. It was earlier reported that the NBOA would hold its convention in late September or early October.

The NBOA, in the midst of the important legislative drive to rid ballrooms of the 20 per cent cabaret tax burden, is hoping that by the time of the convention the tax may have been erased or some definite steps may be accomplished. The 1951 edition of the convention will be a two-day affair, in contrast to the 1950 convention, when NBOA tried its first three-day session.

(Continued on page 19)

## 1st Big Golden Releases to Get Heavy Ballyhoo

NEW YORK, Sept. 8.—Simon & Schuster this week started shipping its new line of 10-inch, \$1.05 kidisks on the Big Golden label. The first release of seven disks is being heavily promoted via co-op advertising, display materials and disk jockeys. The first ads broke yesterday in Hartford, Conn., via a co-op promotion between the diskery and the G. Fox Department Store. S. & S. general sales manager, Bob Bernstein, also has set similar promotions with such outlets as the Hecht Company, Washington, and Doubleday here.

The first ad on the Big Golden line offers a money back guarantee "if you or your child is not satisfied with the record." S. & S. plans to begin regular monthly releases of two additional records beginning in January. The company also named Nat Shapiro to handle disk jockey exploitation on the line and is setting up na-

(Continued on page 19)

## First Flanagan Concerts Set For Midwest

NEW YORK, Sept. 8. — Ralph Flanagan, playing the first concerts in the history of his band, and the Mills Brothers will form the package which makes a 14-date concert swing in the Midwest beginning November 16. The dates will be played thru Michigan, Illinois, Indiana and Ohio. The package is being sold for \$2,500 per night against a percentage. The tour will be promoted by Phil Simon.

Flanagan will draw the percentage money; he will buy the Mills group on a flat deal with the fee undisclosed at press time. The concert will kick off about 10 days after Flanagan closes his engagement at the Cafe Rouge of the Hotel Statler here.

## H'wd Trianon In Reopening

HOLLYWOOD, Sept. 8.—Trianon Ballroom relights Saturday (15) with the return of Ada Leonard's fem ork for that night. Southside terperly has been dark for six weeks, during which time close to \$10,000 was poured into remodeling and redecorating. New booths have been built and a Coke and fron' bar added.

Ballroom Manager Lee Davis revealed the dancery may remain open on Thursday and Friday thruout the fall. Name attractions are being lined up by Davis to follow Miss Leonard.

## Wexler Activates Colony Pubbery Thru Jack Gold

NEW YORK, Sept. 8. — Elliot Wexler, Coral and London records distributor for Philadelphia and surrounding area and a personal manager, will activate his music publishing firm, Colony Music.

Wexler made a deal with Boston songwriter-publisher Jack Gold this week for the latter to stimulate the action on behalf of the Colony pubbery. The catalog includes such items as *Brother Bill*. Gold will move to New York to give his time to the pubbery. Wexler currently manages singers Buddy Greco and Emily Longacre.

## Barnet Sextet To Phila Ciro

HOLLYWOOD, Sept. 8.—New sextet of Charlie Barnet, first in his 18 years as an orkster, has been booked in Philadelphia's Ciro's October 1 for one week. Currently at the Casino Gardens in Ocean Park, Calif., Barnet will break up his present outfit (18) when he closes the ocean dancery Saturday (15). Switch from a large band to the six-piece combo resulted from high transportation and living costs. Barnet has had a sextet within his large band, but this is his first attempt at a commercial one.

Other cities lined up by Music Corporation of America for Barnet are Providence, R. I., Boston, Chicago and Minneapolis. Barnet, who leaves for the East September 21, said he is being offered at \$2,250 a week against percentages. He may add a singing group, depending on biz. Entire sextet personnel has not been selected. However, trumpeter Vern Smith, in the present Barnet ork, will go with the new combo.

## Hill Renews Merc Paper

CHICAGO, Sept. 8.—Tiny Hill this week re-signed with Mercury Records several months before his current pact was up, due to the fact that Merc has found that Hill is not only selling much wax, but is peddling wax into new outlets in the hinterlands, previously not on the Mercury books. Mercury also inked Pancho and His Rhumba Band, veteran combo at the Chez Paré here. Pancho will cut LP material as well as singles.

Since Hill returned to the band business in April, he has played 130 one-nighters, never venturing outside of an eight-State Midwest area. Other orks have worked almost as many one-nighters, in a six-month period, but they have gone from coast-to-coast in their skedding to keep busy. Associated Booking Corporation, which books Hill, has found the same true in the booking field. Paul Bannister, one-night chief for ABC, told *The Billboard* that he has found five new Wisconsin spots, which were uncovered because hinterland terp ops asked for Hill.

Benny Payne, longtime pianist-vocalist with Cab Calloway's band and Billy Daniels' accompanist and duet partner for the past three years, also was inked to a separate pact. Art Talmadge, Merc a and r chief, is utilizing Payne as an r. & b. artist. Payne has already cut duet sides with Daniels.

## Granz Sets 48 Dates For Big Jazz Safari

NEW YORK, Sept. 8.—Norman Granz will unloose his Jazz at the Philharmonic troupe September 14 at Bushnell Auditorium, Hartford, Conn., to kick off the 11th annual JATP concert series. Granz, whose jazz tours roll up some of the tidiest grosses in the music business, will run 48 concerts in a 10-week period, with the closing date set for San Diego Thanksgiving Day, November 22. Last year he ran 41 concerts and wound up with grosses totaling about \$330,000. With the extra seven bashes, the jazz impresario expects to go far beyond that figure this season.

Granz scored something of a coup this week to enhance the box office of his JATP tour. He made a verbal arrangement with drummer Gene Krupa to join his concert bunch for the tour. Krupa disbanded several weeks ago for an emergency appendectomy. Without a band to worry about, Krupa was persuaded to make the tour with a considerable money guarantee providing the lure. Granz this week added another band leader, Illinois Jacquet, to his roster.

## Decca to Push Dolores Gray

NEW YORK, Sept. 8.—Decca Records is readying a big push to build Dolores Gray, whom the firm signed to a term pact some weeks ago, as a pop wax contender apart from her vaules as a show singer.

The diskery is making up a special deejay kit on the thrush which will consist of photos, biog material and three single disks drawn from her recordings for the original cast album of *"Two on the Aisle*. Tho the recordings are show material items, the diskery's pitch to jockeys will put emphasis on her singing abilities rather than her work as a co-star of *Aisle*.

His line-up, in addition to Krupa and Jacquet, will include Ella Fitzgerald, Oscar Peterson, Flip Phillips, Lester Young, Roy Eldridge, Bill Harris, Ray Brown and Hank Jones. Granz's weekly nut for the show adds up to a fancy \$12,500.

Granz is running the series as he has in the past. He is personally promoting all of the concerts in conjunction with deejay tie-ins. Two of the concerts are college dates, one at Rensselaer Polytechnic Institute and the other at the University of Missouri. The

(Continued on page 19)

## Again: Efforts Made to Organize Distrib Assn.

NEW YORK, Sept. 8.—Despite the ill-fated history of past attempts to organize either national or regional associations of record distributors, there are still several moves afoot in that direction. A substantial possibility now exists that a group of distributors in the New England and Middle Atlantic states will get together in a trade association. The most recent try at a national association has thus far failed to bear fruit, altho more than 30 distributors from all over the country held meetings in Chicago during the July convention of the National Association of Music Merchants.

The attempt to organize New England and Middle Atlantic area distributors is being made by key jobbers here, in Boston, Hartford and Buffalo. It is not expected that Philadelphia distributors would be willing to join the proposed group because the Philly jobbers are already operating an association. Latter group is being pointed to as a successful combination of distributors working for the best interests of themselves

and the disk industry in general. The various efforts to organize a national association have usually been still-born for lack of a strong organizing force, and due to the feeling in many quarters that distributor problems can best be handled on a regional basis. Tradestets do believe, however, that the regional associations, when in operation, would be merged into a national group.

The key problems which the distributors hope to solve thru associations are usually listed in the following order: (1) stop manufacturers from changing distributors without first taking back all inventory held by the jobber losing the line; (2) exchange credit information on indie labels and retailers; (3) arrange for distributors of the same labels to swap overstocks rather than wait for regular returns to manufacturers; (4) a code of fair practices for the industry; (5) stop transshipping into each others' territories; (6) stop payolas to disk jockeys; and (7) co-operative promotional work local juke box operator groups.



TV-PHONO MERCHANDISING:

TV Inventories Heavy; Syndics Delay Pricing

NEW YORK, Sept. 8.—Heavy TV inventories held by department stores are keeping the syndicate private label buying offices from finalizing their fall season video lines.

Projected fall TV line for one of the major private label users, a department store syndicate, calls for only two 17-inch and two 20-inch sets.

Table with 3 columns: Model, Cost, Retail. Lists AM table model, Clock radio, AM-FM table model, Radio-phonograph table model, AM console combination.

The syndicate's buyer also disclosed that a situation whereby video sets were being offered at "dump" prices was also causing a delay in finalizing private label sets for the coming season.

Tube Sales Drop in July Assn. Report . . .

Sales of cathode ray tubes and receiving tubes dropped sharply in July from June sales because of plant shutdowns for vacations.

OPERA BALLY

Victor Beats Boston Drums For Traviata

NEW YORK, Sept. 8.—RCA Victor is applying a pop-styled radio promotion to its Red Seal album of La Traviata on an experimental basis in co-operation with WXHR, FM station in Boston.

The wattery will do what amounts to a full-day preview Sunday (9), playing the entire recording, with guest critics from the local newspapers discussing the performance between acts.

If the campaign goes over, it may set a pattern for similar future promotions.

to set manufacturers totaled 89,144 units valued at \$1,858,930 as compared to June sales of 221,759 units valued at \$4,664,744.

Capitol Sales Top Last Year By Over Mil

HOLLYWOOD, Sept. 8.—Capitol Records, Inc., sales during the 12 months ending June 30 showed an increase of \$1,186,424 over sales during the preceding 12-month period.

Sales during the year ending June 30 amounted to \$13,034,230 as compared to the previous year's sales volume which totaled \$11,847,816.

Granz to Build O'Farrill Ork

NEW YORK, Sept. 8.—Norman Granz, mentor for the Jazz at the Philharmonic concert and wax efforts, is taking a fling at creating via the recording route a new band to be led by Chico O'Farrill.

O'Farrill already has sliced a dozen sides for Granz. He is the former arranger for the Benny Goodman, Machito and Kenton bands.

Desto Ships Disks Of 'Beggars' Opera'

NEW YORK, Sept. 8.—Desto Records, newest indie LP firm, this week started shipping its full-length recording of John Gay's Beggars' Opera.

The full-length English opera is being promoted as the "17th century Guys and Dolls," with test ads now running in the theater program of the San Francisco Guys and Dolls company.

Kidiskery Sued On Similarity In Trade Name

NEW YORK, Sept. 8.—Record Guild of America has an action in New York Supreme Court to restrain John Stevenson and Milo Sutliff from continuing to use the trade name Children's Record Guild or any similar name.

Record Guild of America has been in business since 1942 and claims in its petition to have built up a reputation in the unbreakable record field that is jeopardized by this confusion of trade names.

Pemora Reps Mex. Marquez

NEW YORK, Sept. 8.—Jose Morand this week concluded a deal for his Pemora Music to represent the Hermanos Marquez catalog of Mexico for the United States and the Continent.

Eight of the tunes, including the already released Mambo Negro, have been cut by Xavier Cugat, who, altho he recently signed a writer deal with the E. B. Marks pubbery, still maintains 30 per cent of the Pemora stock.

Since the recent popularity of the Perez Prado and Luis Arcaez orks, Mexican tunes have been among the more popular Latin-American items here, with Cuba trailing off to a whisper as a source of supply.

Dealer Sales Kits Readying

NEW YORK, Sept. 8.—The National Association of Music Merchants is readying two new promotional kits as dealer sales aids. Some time during October, the association will mail out its winter ad mat quarterly.

The winter ad mat quarterly will contain, in addition to mats Christmas window streamers, seals and gift certificates.

Murray Files 100G Concert Firm Suit On Breach Ground

NEW YORK, Sept. 8.—John C. Murray, a violinist, has brought a \$100,000 breach-of-contract action against the National Concert and Artists Corporation.

The suit came to light when New York Supreme Court Justice Ernest Hammer granted Murray's motion that this suit be consolidated with a \$1,008 action NCAC had brought against him in Municipal Court for sundry expenses.

VOICE IS WHAT COUNTS

Glamour Doesn't Spin DJ Heads, Nor Disks

By TIM GAYLE

"Having gone thru several phases and eras of song-selling, canary-publicizing, band promotion, et al, and having, as a publicity man attacked all the various mediums of publicity and promotion, I have learned a few things by concentrating the past few years on disk jockey and record exploitation.

"In the days of the Austin Wylies, Paul Spechts, Gus Arnheims, Ted Fio Ritos, a girl vocalist was more decorative than vocal. (TV might have got the plunging neckline from old band photos and press releases.)

"Even the Class A theatrical photographers, Murray Korman, Bruno, Maurice Seymour, Bloom, Garbo—were all alert and adept at shooting just above the navel. And these shots sold.

"To an extent and for awhile those of the Old School tried the same thing with the disk jockeys. I even so erred. But a balloon sweater doesn't sell the boys spinning the platters who are, creditably, more interested in the 96 grooves than the 40 inch bust-line.

Talent in Grooves

"Not that the disk jockey is by any means indifferent to negligee negatives, but he is negative to such means of selling him a singer. Which proves that he listens to the record. Any public relations lad loves selling a beautiful client, but he also likes to feel he's selling a talent as well, and I think the disk jockey has the same attitude.

"Of course there are exceptions. When I was doing some publicity on Chili Williams, no one returned any of the polka dot bathing suit poses, but then Chili wasn't taking her singing seriously. I did send out some low cut shots on Marion Morgan right after I had her set with Harry James and she had her first record that did fall

flat. Even Down Beat printed the pose with the lace collar.

"On my present prize client, Lorry Raine, who is not at all unattractive, I've found that the pictures we've found in the radio stations were those which showed Lorry as the girl she is, fresh, young and wholesome. Because she's also my wife and a man always feels more protecting to his kindred one, we've never cared to experiment with trying to make Lorry look like a siren.

No Secret

"We have also never denied, but instead publicized, that she had marital ties. The day when a girl had to take off her wedding ring at performance time is in the closet with button shoes and Ascot collars. Margaret Whiting, Dinah Shore, Peggy Lee—you can name a lot of them—have never insulted the intelligence of the disk jockeys by trying to be single on, and married off. One or two female vocalists have resorted to writing (or their managers writing) mash notes to disk jockeys, but in the cases I know the jocks have had a good laugh with their wives.

"Of course to refute all I've said there will probably come along some chesty-caged gal in the next few weeks who sings like a Gordon Jenkins arrangement, and I will be haunted the rest of the year by glaring glamour glimpses saying 'You never know.' And you don't."

Sacred Goes Into LP Biz

HOLLYWOOD, Sept. 8.—Latest diskery to break into the LP field is religious indie Sacred Records, which has marketed four long-playing albums featuring the organ recordings of Lorin Whitney. Label will follow with two LP's of Dona Lee Robinet for release Saturday (15). Dealer demand prompted issuance of the 33 1/2 speed platters by Sacred.

Advertisement for Galgano Distributing Co. featuring a list of records and prices. Includes text: "This is a partial list of our hundreds of latest releases. Send for our complete list today!" and "MUSIC OPERATORS and DEALERS Buy Royale Records".

Let Today's TOP TUNES

HELP YOU SELL! The top 30 tunes each week from The Billboard

Order form for Top Tunes. Includes fields for Name, Address, City and State, Phone, and a table of prices for different quantities (50, 250, 500, 1000, 2000, 5000).

Advertisement for NEFOLAC Record Compound. Includes a cartoon illustration of a man and a woman, and text: "There's a NEFOLAC RECORD COMPOUND for every record requirement".

Advertisement for Binney & Smith Co. featuring NEFOLAC Record Compound. Includes text: "BINNEY & SMITH CO. 41 EAST 42nd ST., NEW YORK 17, N.Y. Exclusive Sales Agents for U.S., Canada, Central and South America".

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**"I'VE GOT THOSE ALL ALONE BLUES"** State Capitol No. 1040  
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**JOHNNY GILES ORCHESTRA** featuring vocals by **VIRGINIA WALD**  
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**Hear Top Northwest Talent on Keyboard Records!**  
 Initial half-dozen strong releases have these past two months convincingly outplayed major labels nearly 2 to 1 on one string of 300 juke boxes. Outstanding talent pool of such fine performer-writers as Betty Jo Starr, national yodeling champion, sells all the way television October, Rainier Beer, Seattle—"Waterhole Johnny" Sten—Idaho—"Tiny" Stokes doing for the first time the superior hit version of his own well-known song, "JUDY"—"Texas Eddie" Crisman coming up—in the pop field it's a boy you'll want to watch, Bill Winkle (Cash Box says of Bill's rendition "Gale Rhee's" "JUST TRAVELIN'"—"good tune, grand rendition, lots of charm, s.k. ops"—Billboard, "Vibrant, handsome voice"—Johnny Green, General Musical Director, MGM Pictures, "could be a coming long singer.")  
 (week) Betty Jo Starr 500 YOU SOLD YOUR SADDLE b/w BEAUTIFUL HILLS  
 501 MONTANA WALTZ b/w VILLAGE BAR POLKA  
 Idaho "Tiny" Stokes 504 KOREA'S MOUNTAIN NORTHLAND b/w JUDY  
 Corinne Powers 505 CENTIPEDE BOOGIE b/w Tiny doing DRUMSTICKS  
 & BUCKSHOT  
 (pop) Bill Winkle 346 JUST TRAVELIN' b/w SEPTEMBER IN THE RAIN  
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 OPERATORS, let these powerful, route-proven money-makers do the same for you. Your card or wire will bring immediate shipment 100 asst. records—Fine surfaces, flex—\$35.00 prepaid—Reliable DISTRIBUTORS, CONTACT MEN, your inquiry invited.  
**KEYBOARD RECORDS, BOX 377, WALLACE, IDAHO**

# Music as Written

**Decca Records, Inc. Declares Dividend . . .**  
 Decca Records, Inc., last week declared its regular quarterly dividend of 17½ cents per share on the company's capital stock.

**RCA Revives "Touchdown" For Grid Season . . .**  
 RCA Victor is re-issuing with a new coupling Hugo Winterhalter's recording of "Mr. Touchdown U. S. A." The diskery will again work out a series of collegiate promotions to tie in with the waxing in an effort to establish it as an anthem of the pigskin season. The new coupling is an alma mater-type ballad, "Red Leaves on the Campus Green."

**Terry's Californians Reopen B'port Ritz . . .**  
 The Ritz Ballroom, largest hall in Bridgeport, Conn., opened for the season Sunday (9) with Don Terry's Californians, a new 16-piece band that just finished four weeks at the Totem Pole, Boston. The same policy prevails as in other seasons, with name bands booked for Sundays and holidays and territorial bands on weekdays. Joseph Barry and Mary McCormack, who have operated the spot almost 40 years, again are in charge.

**New York**  
 Joyce Renee, concert violinist who has appeared on radio-TV, has been selected as a patron of Phi Beta, honorary fraternity for music and speech, to which she will be initiated in the fall. . . . The McCormicks and Bill Jacoby, current at the Commando Club, Henderson, Ky., are slated to remain indefinitely in that territory.  
 Cartoonist Rube Goldberg's "Willie the Whistling Giraffe" has been recorded by Rosemary Clooney for Columbia. This is Goldberg's second kid tune in recent months, the other having been "The Noise Song"—both published by Ben Bloom.  
 Johnny Firman of B. Feldman, Ltd., is expected here from London Wednesday (19). . . . Freddy Martin will do a one-nighter

Thursday (13) at the Hartford, Conn., armory for the Connecticut Tobacco Festival. . . . Dave Blum's Odette Music is selling agency for Kay Armen's "The Tinkle Song." . . . Joanne Wheatley, featured soloist with Fred Waring, was married to Hal Kanner, musical director for Bibletone Records.

**Harry Sultan and Louis Boorstein**, partners in the Douglas-Bruce Distributing Corporation here, are throwing a stag beefsteak and beer party Tuesday (11) at Cliff Steward's Boro Lounge, Kew Gardens, L. I., to celebrate Steward's current waxing, "Don't Put a Tax on the Beautiful Girls." Feist published oldie Jack Yellen, who wrote the song, will make the trek from his Buffalo home to attend. Deejays and juke box ops will constitute the primary guests with the Coral diskery execs and several of the firm's artists, including Neil Hefti and Francis Wayne, also attending. . . . Earlier Tuesday (11), Perry Como will throw a cocktail party to launch the opening of his new publishing firm, Roncom Music; shindig will be held at Toots Shor's.

**Sonny Dunham**, the trumpet-trombone playing ex-maestro, last week joined Tommy Dorsey's band on the road to replace the late Ray Wetzel, who was killed in an auto accident two weeks ago. . . . The Fontane Sisters and the Arthur Murray studios have been working out, for promotion's sake, a dance to be put to the title of the gals' recent waxing, "Castle Rock." . . . Patti Page in town over the week-end to work the fall opening of the Ken Murray TV show Saturday (8) and to record an album of Christmas songs for Mercury.

**Herman Lubinsky**, mentor of Savoy Records and its affiliated Regent waxery and pubberies, completed a deal to take over Crossroads Music, a pubbery previously owned by Ben Pollack. The catalog, which contains about 70 songs, consists mainly of originals recorded by the Boyd Raeburn band, masters of which Lubinsky took over from Pollack's Jewel diskery in a previous deal. . . . Nat Tannen's Keyes Music acquired the selling rights to the song, "I Can't Forget You," from the Bell Song Publishing Company. . . . Woody Herman, returning from a week's vacation, will head into town to return to the grind with a shot on the "Cavalcade of Bands" TV show Tuesday (11).

**Douglas-Bruce**, New York State distributor for . . . e Coral and Brunswick lines, named Jerry Cohen to head up juke box operator sales and appointed Irv Cherni as New Jersey territory rep and Harold Nissensohn as up-State New York sales rep. Johnstone-Monte Music renewed its guarantee deal with BMI at a considerable increase. . . . Irving Caesar, who has been doing an hour-and-a-half one-man show in the Catskill resort circuit, is negotiating for a vaude and concert tour. . . . Harriet Gross, formerly secretary to Mack Stark, general manager at Mills Music, and Joe Fishman, formerly with Eli Oberstein, have opened a p.m. office to be called Central Theatrical Attractions. The waiters at Ben Maksik's Roadside Inn, Brooklyn, are presenting Guy Mitchell with a watch Sunday (2) in token of his having brought in unusually heavy business. . . . Thrush Sylvie St. Clair returns from England Thursday (20).

**Buddy Morris** returns here from the Coast Monday (17) to make pre-trial depositions before the plaintiffs' attorneys in his suit against the movie companies and their music publishing subsidiaries. . . . World Broadcasting inked the Three Suns to a new year transcription pact. . . . Graham Prince has moved his Cadillac Records firm from Detroit to New York; first release here will be the Paul Cunningham-Abel Baer tune, "Hold Me Just a Little Longer, Daddy." . . . Don Cherry goes to Nashville Saturday (15) for a two-day wax session with Decca's country a.&r. chief, Paul Cohen. He will cut four sacred and four country tunes, and will do a guest shot on WSM's "Sunday Down South," an NBC show, Sunday (16). . . . Mutual Broadcasting System will have a "Western Week" November 3-11, featuring Western tunes. There will be a platter tie-in with RCA Victor, with Vaughn Mon-

roe's "Meanderin'" the featured record.

**Philadelphia**  
 Clarence Fuhrman has re-signed to make the music at Ocean City (N. J.) Convention Hall for the summer of 1952. . . . Charlie Ventura will bring his Hot Jazz Four home for a three-day stand (September 14-16) at his own Open House nitery at Lindenwald, N. J., before hitting Chicago again. . . . Bill Kenny, leader of the Ink Spots, flies in from Detroit to participate in the TV marathon starting Saturday (15) night and continuing until Sunday afternoon (16) on WFIL-TV for the United Cerebral Palsy Fund. Henny Youngman will be guest emcee.

**Detroit**  
 Arcadia Ballroom, Parisville, Mich., was destroyed by fire of undetermined origin. Loss of the structure, a major entertainment spot in Northeastern Michigan for a quarter century, was estimated at \$60,000. . . . Sam Arnold, formerly of the Delbridge and Gorrell Office, left this week for Cincinnati to start a road tour as record promotion manager for band leader Elliot Lawrence, which will cover principal cities in the East during the next four months.

**Toronto**  
 Lisa Alonso and Her Tropicaire, rumba combo, are in for a return engagement at Corsair. . . . Jane Turzy is in for two weeks at Bassel's. . . . Jack Collins and Valarie Lee are vocalizing at the Famous Door. . . . Coinciding with motion picture opening of "Show Boat," the Melody Fair, indoor musical circus, is putting on two weeks only of the same show.

**Harold Moon** of Broadcast Music, Inc., after seven weeks away from his desk, recovered sufficiently to take a three-week trip to Chicago and Canada's West Coast. During the trip he will speak on copyright to the Western Association of Broadcasters at Banff. . . . The Carmen Donato Trio has taken over at Town Tavern. . . . Joe King quintet is playing return engagement at Edison.

**Hollywood**  
 As soon as he completes an in-the-city vacation, cleffer Mack Gordon will get under way plans for a musical, to be co-penned with either Harry Warren or Joe Myrow. The Gordon-Myrow combo just completed "Father Does a Strip," at 20th Century-Fox. Warren is currently working on "Famous," at Paramount, with Leo Robin. Gordon will pen the yet untitled musical here with a Stem preem in 1952.  
 Les (Carrot Top) Anderson returned to the band field with a Western ork (7) which opened indefinite stand at the 97th Street Corral. Group will work only Saturdays. Anderson previously fronted a band billed as Red Anderson and His Mis-sourians.

**Conductor-arranger-composer Johnny Richards**, who recently left his post as musical director for Discovery Records, is putting together a nitery act for ex-Majestic Records singer Bob Savage. Savage is skedded to open at the Venetian Room of the Fairmont Hotel, San Francisco, September 23 for three weeks. Richards is working on 14 arrangements, presumably enough for three shows.

**Fleming Allen**, in charge of Aladdin Records' country and Western subsid, Intro, leaves September 7 for Nashville where he plans to sign no less than five Western artists. Allen will record the new singers in Nashville prior to returning to the Coast. . . . Since Allen began promoting the label several months ago, four distributors have been added to bring diskery's total to 46 in this country. Intro's disk jockeys promotion is set up to service all 1,000-watt stations and some smaller ones where they are strategically located.

**KFI Friday (31)** joined other orgs in a salute to L. Wolfe Gilbert on the 40th anniversary of "Waitin' for the Robert E. Lee." . . . Hit tunes from "Painting the Clouds with Sunshine" have been cut by Lucille Norman and Dennis Morgan.

# Snow Injured In Auto Crash

**CHICAGO, Sept. 8.**—Hank Snow, who emerged during the past two years as a leading Victor country artist and one of the stars of the Grand Ole Opry, WSM, Nashville, was critically injured Wednesday (22) when his car overturned twice on a Nashville road. First reports indicated that Snow sustained a skull fracture and other serious injuries that might prevent his return to work for 10 weeks.  
 Snow's manager, Norm Riley, canceled all of Snow's future dates, pending definite word of his recovery. It was reported that Snow's condition would force Victor and NBC Thesaurus to curtail pending wax sessions.

# Anthony Sets One-Nighters

**HOLLYWOOD, Sept. 8.**—Following his current Palladium job, Ray Anthony does 18 one-nighters on the Coast band loop for Van Tonkins and Western Amusements. Orkster is picked up by Tonkins October 2 at Memorial Auditorium, San Luis Obispo. General Artists Corporation told The Billboard Anthony's minimum guarantee for the tour is \$1,000, with some dates hitting \$1,250 and \$1,500. Batorner's percentage varies from 50-60 per cent.  
 Itinerary includes Rainbow Ballroom, Fresno, October 3; San Francisco's Auditorium, 4; Auditorium, Sacramento, 5; Auditorium, Stockton, 6; Memorial Building, Antioch, 7; Auditorium, Oakland, 8; Auditorium, Hanford, 9; Rainbow Ballroom, Pomona, 10; College Gym, Pendleton, Ore., 31. Anthony goes into Las Vegas' Thunderbird Hotel after the Pomona date, remaining until he moves to Oregon.

# Deutch, Ruby Stables Merge

**HOLLYWOOD, Sept. 8.**—Attractions of Milt Deutch and Mort Ruby this week were merged into one stable. Headquarters for the new booking firm will be Deutch's offices at 9157 Sunset Boulevard. Joining is expected to give the pair a one-two punch in cocktail lounge and jazz attractions.  
 Headlining Ruby's talent roster are the Four Deuces, Jimmy Maddin Trio, Danny Gould combo (4), Ramon Naval ork, Tunesmen (4), Four Mad-Hatters, Bill Stanton Trio and Marie Shaw. Deutch's top attractions include Western representation for George Shearing, Lowell Fulson, Ray Charles and the Three Flames.

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Duncan Returns To Cap in Fall

HOLLYWOOD, Sept. 8. — Art Duncan will return to Capitol Records in mid-October to take a high post in the diskery's expanded New York operations.

As a result of this switch, all Bozo products licensing operations will be moved to New York to be supervised by Duncan.

Fowler and Paul Featherstone, diskery sales exec, leave for New York this week-end and will assume their Eastern posts by mid-September.

Misses Are Hits

tion of the population here is made up from ex-Oklahomans, Iowans and other Midwest and Southwest natives.

Juke Box Jury is believed the only program on the Coast devoted to discussions of new waxings. Program has become so well publicized that many diskeries take note on their product's criticism.

Jury is seen locally on Fridays, from 11 p.m. to midnight, and is co-sponsored by local concerns.

4 Bands Point Way

several thousand persons on August 16, and on August 3 he took \$1,900 out of Old Orchard Beach, Me.

Monroe, who opened at the Waldorf-Astoria Hotel here on Thursday (8), just got off the road after a seven-week trek.

Louis Jordan, traveling for the first time on the one-night routes with a big band (14 pieces), is reportedly doing his best business in some time.

Cetra-Soria Brings Full-Length Opera Catalog Up to 33

NEW YORK, Sept. 8. — Seven more complete opera recordings will be added to the Cetra-Soria catalog before the end of the year.

Cetra-Soria also will issue next month the first recording of a zarzuela, an old-style Spanish opera form.

Jeb Pushes Pearl "Meat" in Tie-Up With Restaurants

CHICAGO, Sept. 8. — Jeb Records, new Chicago diskery (The Billboard, August 25), this week tied up with the National Restaurant Association to promote the first release by Ray Pearl's band.

Ralph G. Peterson, public relations chief for NRA, is making up a promotional kit for the forthcoming month-of-October Restaurant Hospitality Month.

Joe Cooper, Jeb sales manager, has set 10 distributors for the firm thus far. They include Merry Kaplan, Detroit; Tennessee Music, Nashville; Jeb, Minneapolis; Music Sales, Memphis; Millner Records, St. Louis and Kansas City; Gimble Bros., Baltimore; Henry Stone, Miami; Southcoast, Dallas; Delta Music Sales, New Orleans; and Knutson Sales, Shelton, Neb.

Anthology Trend

ready over the 173,000 mark. The paper bound Golden Song Book has topped 148,000 with the cloth-bound edition going over 43,000 in the last six years.

The book firm claims that its publication of song books containing sheet music has no effect on ordinary sheet music sales because of the price placed on the books and the channels thru which they are sold.

Famous-Para

barrier day for Marshmallow Moon and Why Should I Believe in Love. These four have been selected for plug treatment, split between Famous and Paramount.

RCA Victor is scheduling an original cast album from the sound track, having both Merrill and Miss Shore under record contracts.

NBOA Confab

sion. Feeling of members this year is that pressure of fall business makes it impossible to take off more than the two days.

The board of directors will meet Monday (5) for the entire day, with membership meetings slated for Tuesday afternoon and Wednesday morning and afternoon.

Coral Talks Brooks Pact

HOLLYWOOD, Sept. 8. — Coral Records is reportedly negotiating with General Artists Corporation on a diskery pact for song stylist Hadda Brooks.

GAC set the gal into the Blackhawk, San Francisco, for a month following her closing at the Captain's Table here tonight (8).

Singer-pianist was a top seller during her early days with Modern, scoring with such diskings as Hadda's Boogie, Polonaise Boogie, Humoresque Boogie, That's My Desire and Grieg's Concerto Boogie.

Granz Sets

remainder are standard auditorium concerts.

Following Hartford on the 14th, the troupe moves into Newark's Mosque Theater on September 15 for an 8:30 concert, and the same midnight will perform across the river in New York's Carnegie Hall.

Granz will be the busiest pop and/or jazz promoter of the season, for in addition to JATP he is promoting 22 of the 57 concert dates lined up for the Billy Eckstine-George Shearing Quintet tour.

Incidentally, Granz, in his jazz wax series for the Mercury diskery, is scheduling for release a Gene Krupa Trio album.

Richmond Branches

On Top of Old Smoky, to name two.

Cromwell, Ltd., will handle tunes from all of Richmond's American catalogs—Spencer, Folkways, Hollis, etc.

Richmond plans to follow Cromwell, Ltd., with a Parisian branch, Editions Cromwell, some time in the near future.

Only a handful of the larger American firms have so far undertaken to operate their own companies abroad.

First Big Golden

tional deejay coverage, including script services and contests.

Big Golden release includes two Alice in Wonderland platters, each with six songs, Popo the Puppet, The Poky Little Puppy, Willie the Whistling Giraffe, When I Grow Up; Rudolph, the Red-Nosed Reindeer; Frosty the Snowman, The Choo Choo Train and Kalamazoo to Timbuctoo.

The diskery is making available to dealers a new counter merchandiser, wire rack which holds 96 titles and window display material.

BIG PRESS

Merc Output Up 25% Over '50 Quarter

HOLLYWOOD, Sept. 8. — June and July pressings at Mercury's local plant were 25 per cent over the corresponding period last year.

Plant is operating on its 17 regular presses, four of which are on 45 r.p.m. speed and 13 on 10-inch 78's.

Howard Intact

Howard, will continue to work out scorings for the new band. New ork will be booked by Music Corporation of America, which also handled Howard.

Howard has decided to take an extended vacation from the band business and is undecided as to his future plans.

Don't be a "SLOWPOKE"

Turn to page 86

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"COMING DOWN THE CHIMNEY"

(LIKE HE ALWAYS DID BEFORE)

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The Billboard

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# NIGHT CLUBS-VAUDE

## CHAINS, AGVA DISCUSS TV THEATER-PILOT IDEA

Plan Is to Pipe One Live Show To Other Houses; Budget Is Low

• Continued from page 1

gin with. If the shows were successful they would be piped into more theaters and finally to the entire chains.

Ops, said Dunn, were going at it cautiously, talking about an in-

itial budget of between \$3,500 and \$4,500, tho they hadn't lined up anything and hadn't discussed shows with agents or bookers. Theater men contacted for comment were unavailable. One Fab-

ian exec characterized the meeting as "entirely new to me."

AGVA's plan, said Dunn, will be based on two methods, both involving percentages. A performer getting \$1,000 a week will also be required to get a percentage of the \$1,000 for every theater in which the show is piped in via a closed circuit. Another plan is a straight salary plus a percentage to be based on an over-all seating capacity of all the theaters on the closed circuit receiving the show.

Another meeting of the theater ops and Dunn is scheduled for early October.

## Miami Bookings Get Off to Lame Start

Some Niteries Shop for Name Headliners But Hotels Show Lack of Early Interest

MIAMI, Sept. 8. — The Miami booking season which always starts off with a bang, is beginning this year with a confused picture. About the only buyer of importance so far is Jack Goldman's Clover Club, Copa City, the big beach cafe, is still shopping for names tho it has a number of minor acts already signed on open contracts.

Salaries, a matter of secondary importance where the big attractions are concerned, becomes a major one where the smaller performers are involved. If a Durante, Thomas or similar name is available the only dicker is in how long a club can have him. But where the big dough goes to the name, a cut is usually offered the supporting performers.

The hotels, which tradesters had hoped would become a new source of income for performers and agents, are not doing any but

week-to-week buying. Most of the top agencies claim that the hotels will have a tough time getting even semi-name acts unless they book ahead and spend real dough. Right now the hotels expect acts to work for 11 to 12 days for less than a week's salary, arguing that the climate and rooms are chief inducements. Agents say that many an act can get more for one television guest shot in New York than a week's work in Miami. The vacation lure isn't strong enough.

Goldman who already has bought the Ritz Brothers, Billy Gray and other acts, also is dickering for Frankie Laine, Patti Page and Les Paul and Mary Ford. It is no secret that Goldman is planning to go all out to compete with the Vagabonds who moved away from him to open their own room.

But where in previous years the Miami Beach clubs did their buying early, this year they're pussy-footing and wonder where to go and with what.

## Ray Lyte Sets Up West Coast Office

CHICAGO, Sept. 8. — Ray Lyte, former dancer and for the past 14 years a Chicago agent and talent rep, leaves here next week to permanently establish on the coast. Lyte will join his wife and former act partner, Rose, who left the Midwest six months ago because of ill health and is residing on the coast.

Lyte intends to open offices in Beverly Hills. He will continue to handle Dorothy Dorben productions. Miss Dorben has lines currently working at the Biltmore Bowl, Los Angeles; Bimbo's 365 club, the Old Bal Tabarin, San Francisco, and a unit with the Hadaool All-Star Caravan. In addition, Lyte will handle a Chicago-Dorben line. He will continue also in the booking and management field. Lyte was five years each with Dave O'Malley and Music Corporation of America before opening his own office four years ago.

## PRANSKY'S RED NOT BUTTONS

NEW YORK, Sept. 8. — Beckman and Pransky, indie agents and bookers, were hit by a \$250 bite last week over a hassle that involved Joe E. Lewis, Red Buttons and the Concord, Kiamesha, New York. Lewis was scheduled for a date at the Concord about 11:30 p.m. Saturday night. About 7:30 that night Lewis phoned Pransky that he was in Saratoga. He was given directions to Kiamesha but the hotel was afraid he could never make the 250-mile trip in time for the show. So Pransky got Red Buttons to jump in as a favor. When Buttons got to the Concord, Lewis was already on. Lewis introduced Buttons who did a couple of numbers. When Buttons finished he asked Pransky for his dough. Pransky objected. Morris Oppenheimer, Concord lawyer and hotel association representative was chosen as an arbitrator by both parties. He ruled that Buttons was to get paid, tho not his full salary.

## New Circuit a Flop in Phila.

PHILADELPHIA, Sept. 8. — Projected plans of the Warner Brothers Theaters Circuit here to rotate stagelights between the Earle Theater, which follows a spot stage-show policy, and the deluxe 4,500-seat Mastbaum Theater, has been dropped. Circuit officials encountered too much confusion in trying to evolve a basis for the shuttling in dealing with the various theatrical and service unions involved. As a result, Earle will continue the show policy alone. Circuit had earlier planned to start the season off at the Mastbaum, with Frankie Laine penciled in for a starter.

With the stage activity of the circuit confined to the Earle, it means again that booking emphasis will continue to be on the Negro names. Policy started off during the Labor Day holiday, with Illinois Jacquet and Savannah Churchill sharing the lead. Current week has Erroll Garner Trio, Joe Thomas' Band, Wynobie Harris and Lit Green. Following week, show will be Erskine Hawkins and Nellie Lutcher.

## Skouras House Skeds 2-a-Day Vaudeville

New Flesh Policy to Start September 20 At Jamaica Theater on \$3,500 Nut

NEW YORK, Sept. 8. — The Jamaica, Skouras theater, will go back to vaude shows September 20 but on a two-a-day basis. New plan was decided on last week after the Palace announced its dropping of the 10-act, four-a-day policy, replacing it with its two-a-day name policy.

But unlike the Palace, the Jamaica will use 10 acts on a full-week basis with pictures. The two-a-day will be a daily plan except week-ends and holidays when house will do three-a-day. Al Rickard, who'll book, will

have a budget of about \$3,000 to \$3,500. Acts already bought for opening show are Berk and Hallow, Roy Douglas, Ross Whyte and Sharkey the Seal. Other acts are being dickered for.

House expects to give the new policy top production. Instead of the present portable mike, it will have a rising mike. Music will consist of a 10-piece ork and instead of emcees bringing on acts, announcer cards will be used.

The Jamaica was used as part of the Subway Circuit during the summer.

## FOOTNOTE TO FAME

NEW YORK, Sept. 8. — A group of performers were discussing Carmen Torres, the new girl singer at the Versailles. Danny Dayton turned to his wife, Dagmar, and said, "Look, honey, let's go over and catch Torres." Dagmar looked up blankly, "Torres? I never heard of him. What does he do?" There was a loud burst of laughter, joined in by comic Sid Gary. Dagmar looked at Gary. He stopped and said, "What am I laughing at—I never heard of him either. What does he do?"

## Bistros Hum In Philly as Dates Are Set

PHILADELPHIA, Sept. 8. — Local cafe biz is beginning to show signs of coming to life with the opening (10) of Lee Guber's Rendezvous, entirely remodeled and enlarged to a 250-capacity. Room will again feature the hot jazz favorites, with a generous sprinkling of song specialists, including Juanita Hall and Dwight Fiske.

The starter will be Dizzy Gillespie's band plus Gene Ammons. George Shearing will move in September 19 for 11 days. Muggsy Spanier comes in October 1 for a fortnight, with Juanita Hall set for October 14, followed by Dwight Fiske for the October 21 week. Sydney Bechet, will return October 28 for four weeks, with the Errol Garner Trio set for December 3 week.

Dallas Gerson relights his Latin Casino on September 18 with the Ink Spots, following with the Andrews Sisters for the September 27 week. Garden Terrace of the Benjamin Franklin Hotel will get back in to swing on September 14 with Earl Denny on the bandstand. Joseph Mears, managing director of the hotel, is still shopping around for an entertainment policy for the

(Continued on page 104)

## Extra Added

Brief but important night club-vaudeville news

### New York

Adam Digatano is in an oxygen tent at Menorah Hospital, Kansas City, Mo., after a heart attack.

Alan Gale may close the deal for La Martinique in the next few days. Cafe Society is trying to pay off back taxes to reopen before the end of September.

Jimmy Durante may do two weeks of theaters if present talks materialize.

Lena Horne's contract with Music Corporation of America expires September, 1952. She'll do a series of concerts in Israel from March to September. The dates are all set by Lew and Leslie Grade. Sonja Henie has hired Bob Sidney to produce her ice show. Arthur Wirtz said he will let her play

his stadiums "if there's available time." Friar's shindig honoring Jack Benny will have Veep Barclay, New York Governor Dewey and Governor Stevenson on the dias.

Milton Berle and Abe Ellis will open a restaurant on West 57th Street to be called Milton Berle's. Site is the ex-Reuben's and ex-Cardinal, presently owned by Ellis. New dance group, Elna Laun Dancers, featuring Saanda, started at the Boston Latin Quarter, September 6, and then go to the Roosevelt Hotel, New Orleans. Harvey Stone's being heavily romanced by Music Corporation of America because his contract's up in mid-September, and he's not resigning. Incidentally, Harvey has bought a new Cadillac. His wife, Ethel, who made out the check, said she signed it with blood.

Garry Morton will travel with the Billy Eckstine show. Abe (Morris Office) Lastfogel huddling with Leo Durocher and Laraine Day, trying to make a deal for personals at \$2,500 for the pair, if, as and when the Giants cop the pennant. All if money. Eddie Elkort's talking the same deals with the Giants' owners. Irving Grossman and Diana Goldberg will headline the Habibi's re-opening show. Latin Quarter's made more dough last week than it did when it had Berle. Teri Josefovits with the Teri Trio now at Cafe Roland. Barbara Ann Scott to star in Arthur Wirtz's "Hollywood Ice Revue of 1952" opening November 7.

### Chicago

Ray Lyte, veteran act booker, leaves September 15 to join his wife, Rose, on the Coast, where,

## AFM Insists 3 Must Play In Phil Clubs

PHILADELPHIA, Sept. 8. — Union officials of Local 77, American Federation of Musicians and owners of the small midtown rooms that have blossomed with variety acts in recent months, are stalemated in the effort to get clubs to employ a minimum of a three-piece band to play for the shows. Since the beginning of the year, more than a half-dozen of the better-known downtown rooms, which had been operating on a strict musical kick using mostly piano players, have been presenting "intimate-styled" floorshows.

Due to the limited space available for such "shows," the acts have been for the most part "shake queens" and others of the "sex" variety. Other rooms have brought in a parade of singers. In most cases, however, the music for the "show" has been by the piano player. Union has asked for a minimum of three men to play such shows, and is understood willing to settle for two.

Owners complain that, if they have to make space for more than one musician playing at a time, it will mean leaving no space for the acts. They are willing to hire extra piano players or accordion squeezers to make it a real round robin of music, but union is insisting that there must be a minimum of three men in the "band" for show time.

At the moment, union is understood trying to work out a formula with the owner of one spot which would serve as a basis in dealing with the other rooms. In almost all cases, the places employ two alternating piano players with one of them playing the show.

With the "show" policy a decided creak at the small musical rooms, others are expected to follow suit. Union officials figure that a stand must be taken now before it becomes standard practice for a solo piano to handle the shows. Among the better-known spots downtown operating in such a manner are Big Bill's Tahiti Bar, Calliope Room, and The Black Cat. Outside the main stem, the same policy is used at The Wedge, Cumberland Musical Bar, Lynnwood Musical Bar, and the Open Door.

With the conventional floorshows on the wane here, it has meant opening up employment opportunities for dozens of acts for the first time. Heretofore, the spots bought only musical fare.

because of illness, she recently established residence. He will headquarter there permanently.

Betty Norman has paid George Olsen, the former ork leader, \$3,000 for release from her pact with him. She formerly warbled with Olsen's band. She is joining Jimmy Nelson, the ventriloquist. Dick Lynn and Jerry Coe have broken up their comedy act. Lynn will do a single.

Ernie Simon, the ex-act who has been doing a discomedian stint at WJJD here the past four years, starts as emcee of the Chez Paree d. j. stint over WMAQ, local NBC outlet, September 11. His fellow d. j. Eddie Hubbard and Hubbard's frau, the former Jackie Smith of Mercury Records, are doing a d. j. stint from the Shangri La, Loop cafe, over WENR.

### Hollywood

Liora Jordan, who recently finished a bit in Paramount's "The Greatest Show on Earth," is readying a niterie act to include singing, dancing and comedy. Gal is working with dancing and voice instructors and hopes to break the routine in the end of the year or early 1952. Jerry Riley, who handles publicity for Cafe Gala and Bar of Music, is recovering from a kidney ailment. Ralph Rosen has been named attorney for the California Theatrical Agents' Association. Molina-Dega Agency is negotiating with Victor Records for an ad spurge when Perez Prado begins a theater tour in the late fall. Prado's net take for an 11-day one-nighter junket here is reported at \$33,407.91.

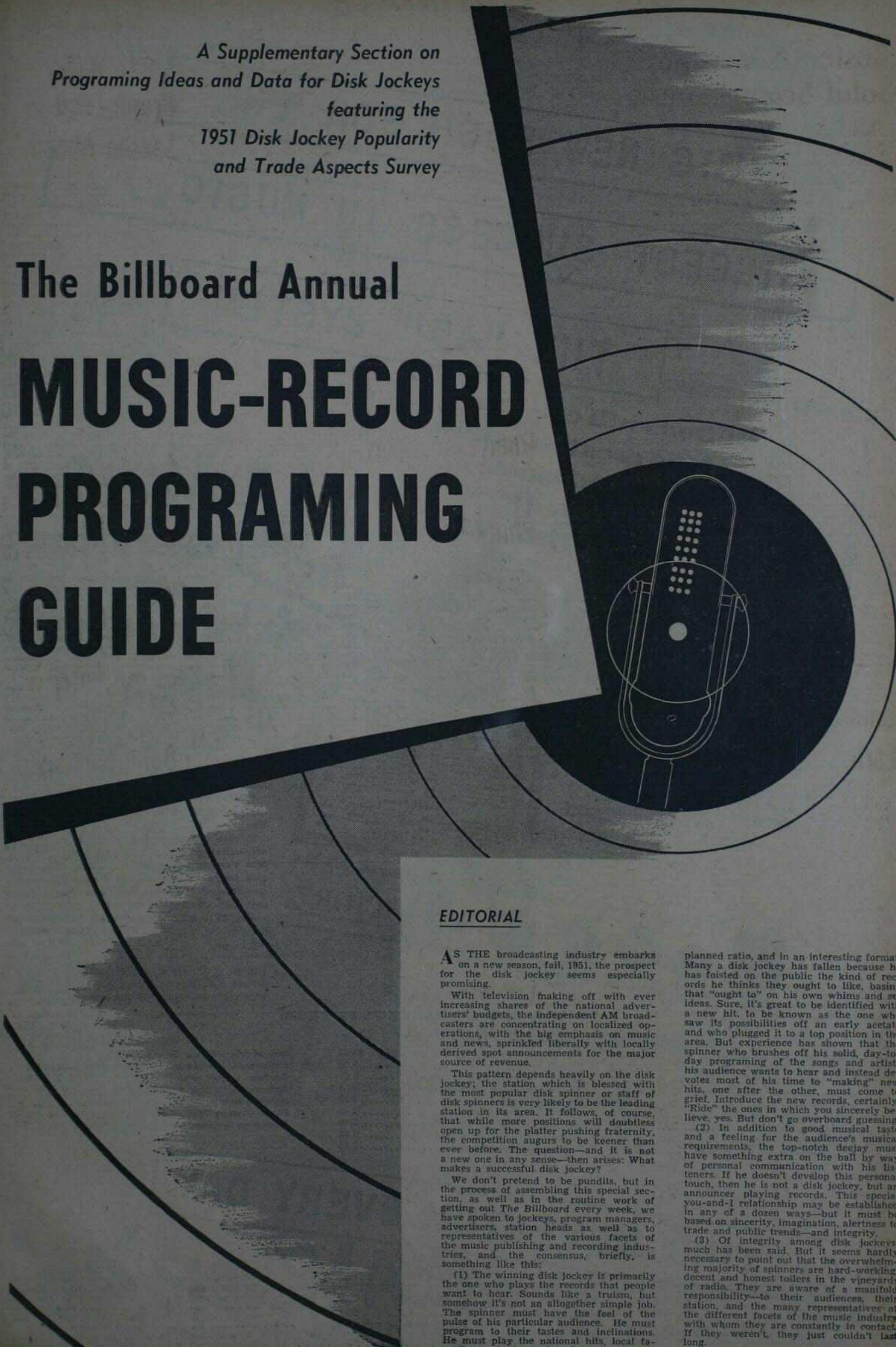




A Supplementary Section on  
 Programing Ideas and Data for Disk Jockeys  
 featuring the  
 1951 Disk Jockey Popularity  
 and Trade Aspects Survey

The Billboard Annual

# MUSIC-RECORD PROGRAMING GUIDE



## EDITORIAL

AS THE broadcasting industry embarks on a new season, fall, 1951, the prospect for the disk jockey seems especially promising.

With television making off with ever increasing shares of the national advertisers' budgets, the independent AM broadcasters are concentrating on localized operations, with the big emphasis on music and news, sprinkled liberally with locally derived spot announcements for the major source of revenue.

This pattern depends heavily on the disk jockey; the station which is blessed with the most popular disk spinner or staff of disk spinners is very likely to be the leading station in its area. It follows, of course, that while more positions will doubtless open up for the platter pushing fraternity, the competition augurs to be keener than ever before. The question—and it is not a new one in any sense—then arises: What makes a successful disk jockey?

We don't pretend to be pundits, but in the process of assembling this special section, as well as in the routine work of getting out *The Billboard* every week, we have spoken to jockeys, program managers, advertisers, station heads as well as to representatives of the various facets of the music publishing and recording industries, and the consensus, briefly, is something like this:

(1) The winning disk jockey is primarily the one who plays the records that people want to hear. Sounds like a truism, but somehow it's not an altogether simple job. The spinner must have the feel of the pulse of his particular audience. He must program to their tastes and inclinations. He must play the national hits, local favorites and standards mixed in a well-

planned ratio, and in an interesting format. Many a disk jockey has fallen because he has foisted on the public the kind of records he thinks they ought to like, basing that "ought to" on his own whims and set ideas. Sure, it's great to be identified with a new hit, to be known as the one who saw its possibilities off an early acetate and who plugged it to a top position in the area. But experience has shown that the spinner who brushes off his solid, day-to-day programing of the songs and artists his audience wants to hear and instead devotes most of his time to "making" new hits, one after the other, must come to grief. Introduce the new records, certainly. "Ride" the ones in which you sincerely believe, yes. But don't go overboard guessing.

(2) In addition to good musical taste and a feeling for the audience's musical requirements, the top-notch deejay must have something extra on the ball by way of personal communication with his listeners. If he doesn't develop this personal touch, then he is not a disk jockey, but an announcer playing records. This special you-and-I relationship may be established in any of a dozen ways—but it must be based on sincerity, imagination, alertness to trade and public trends—and integrity.

(3) Of integrity among disk jockeys, much has been said. But it seems hardly necessary to point out that the overwhelming majority of spinners are hard-working, decent and honest toilers in the vineyards of radio. They are aware of a manifold responsibility—to their audiences, their station, and the many representatives of the different facets of the music industry with whom they are constantly in contact. If they weren't, they just couldn't last long.

'Nuff said.

BIG NEW PUSH FOR THE

BIGGEST SUCCESS IN MUSIC...

THE "45" SYSTEM

Millions will call this one of the greatest values in recorded music ever offered!

and it's RCA Victor "45"



You buy one "Victrola" 45 automatic record changer attachment You pay only \$12.95

You get at no extra cost over \$6.00 worth of top RCA VICTOR recordings! Your choice of albums listed at right.

Can you beat it? You need wait no longer for the finest system of recorded music ever perfected—the largest selling automatic record changer in the world. No other system plays so beautifully, easily, smoothly. The fifteen-ten-ten records are a joy to listen to. With our hand, you can load up to 14 of the non-detachable records on the big center spindle. Press a button and there's your music. The "Victrola" 45 Attachment, shown above, can play through any radio, phonograph, or television set and is so small it fits the storage compartment of some consoles. More than 50 manufacturers now make "45" records. Our 7-inch "45" can play as long as an ordinary 10" or 12" record. "45" is less bulky, too.



This offer on all these sets—at your RCA Victor Dealer for a limited time only. See him today. This kind of news travels fast!



25 TOP ALBUMS TO CHOOSE FROM

Any 2 of these albums

- Waltzes You Saved for Me (Wayne King) \$3.04
Artie Shaw 3.04
Glenn Miller 3.04
On The Moonbeam (Vaughn Monroe) 3.04
Nutcracker Suite (Spike Jones) 3.04
A Cole Porter Review (David Rose) 3.04
Small Combo Hits 3.04
The Three Suns Present 3.04
A Sentimental Date with Perry Como 3.04
You and the Night and the Music (Tony Martin) \$3.04
Hank Snow Favorites 3.04
Cowboy Classics (Sons of the Pioneers) 3.04
All-Time Hits from the Hills (Eddy Arnold) 3.04
Roy Rogers' Rodeo 3.10
Cinderella (Original Cast) 3.10
Peter and the Wolf (Sterling Holloway) 3.10
The Little Engine That Could (Paul Wing) 3.10
Pinocchio (Cliff Edwards) 3.10

... or any 1 of these

- Music of Johann Strauss (Eugene Ormandy) \$6.29
Scheherazade—Symphonic Suite (Pierre Monteux) 6.29
The Swan Lake (Vladimir Galschmann) 6.29
Rachmaninoff Concerto No. 2 (Artur Schnabel) 6.29
Highlights from La Traviata (Famous Soloists) 6.29
Caruso—Treasury (Enrico Caruso) 6.29
Tchaikovsky Symphony No. 6, Pathétique (Toscanini) 6.29

RCA Victor offers generous record bonus with fastest moving record playing system on market

The "45" is here to stay. And it's gaining momentum every day. Now RCA Victor announces a striking value that will put the increasingly popular "45" system still further ahead.

In over 100 newspapers, in car cards, and in national magazines—including LIFE and LOOK—RCA Victor is announcing that, for a limited time only, purchasers of the "45" instruments will receive over \$6 worth of top RCA Victor albums at no extra cost. (See advertisement shown here.)

The "45" is not only the system of the future. It is the system of today—and it's going to keep on getting bigger.

Station operators and disc jockeys—thanks a million! Your support helped put the "45" over. Watch for even bigger "45" hits in the future!

GAINING MOMENTUM EVERY DAY

RCA VICTOR "45"

RCA VICTOR DIVISION OF RADIO CORPORATION OF AMERICA WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION





NO ONE... ONE...  
BUT NO ONE...  
TOPS  
Eddy

ARNOLD

WHEN HE SINGS...

"SOMEBODY'S BEEN  
BEATIN' MY TIME"

and

"HEART STRINGS"

Words & Music by ZEKE  
CLEMENTS, writer of Just  
A Little Lovin' and Why  
Should I Cry

\*SHIPS Coast to Coast THIS WEEK

20-4273  
47-4273

the **BIG** <sup>New</sup> **HITS** are on...



RCA VICTOR RECORDS



# PAT GOES

# Patrice

*CMA come*

# BELLA

Orchestra and Chorus under the direction

78rpm - 20-4255



\* Supported by one of the biggest promotions ever to be given a pop record.

the **BIG** <sup>New</sup> **HITS** are on...

POP!

Munsel

with...

BALI)

BIMBA

of NORMAN LEYDEN

45rpm - 47-4255

• Written by MARILOU HARRINGTON and OSCAR DeMEJO

RCA VICTOR RECORDS

WHAT A MARKET of BUYERS!

22,000,000

FREDDY MARTIN FANS

Tune in weekly to...

"THE FREDDY MARTIN SHOW"

NBC-TV - Wednesday Nights 10:30 to 11:00 EDT



And FREDDY MARTIN's RCA Victor Records are selling FASTER than ever....

Newest HIT Release

"DOWN YONDER" and "TAKE HER TO JAMAICA"

Publicity DAVID O. ALBER, Assoc. (Gene Shefrin)

New the BIG HITS are on...



RCA VICTOR RECORDS



TOPS FOR SPINNIN'  
MINDY'S TWO SIDED HIT!

"HANGIN' AROUND  
WITH YOU"

RCA VICTOR 78rpm 20-4259; 45rpm 47-4259

MINDY  
CARSON



"OUT IN THE  
COLD AGAIN"

RCA VICTOR 78rpm 20-4259; 45rpm 47-4259

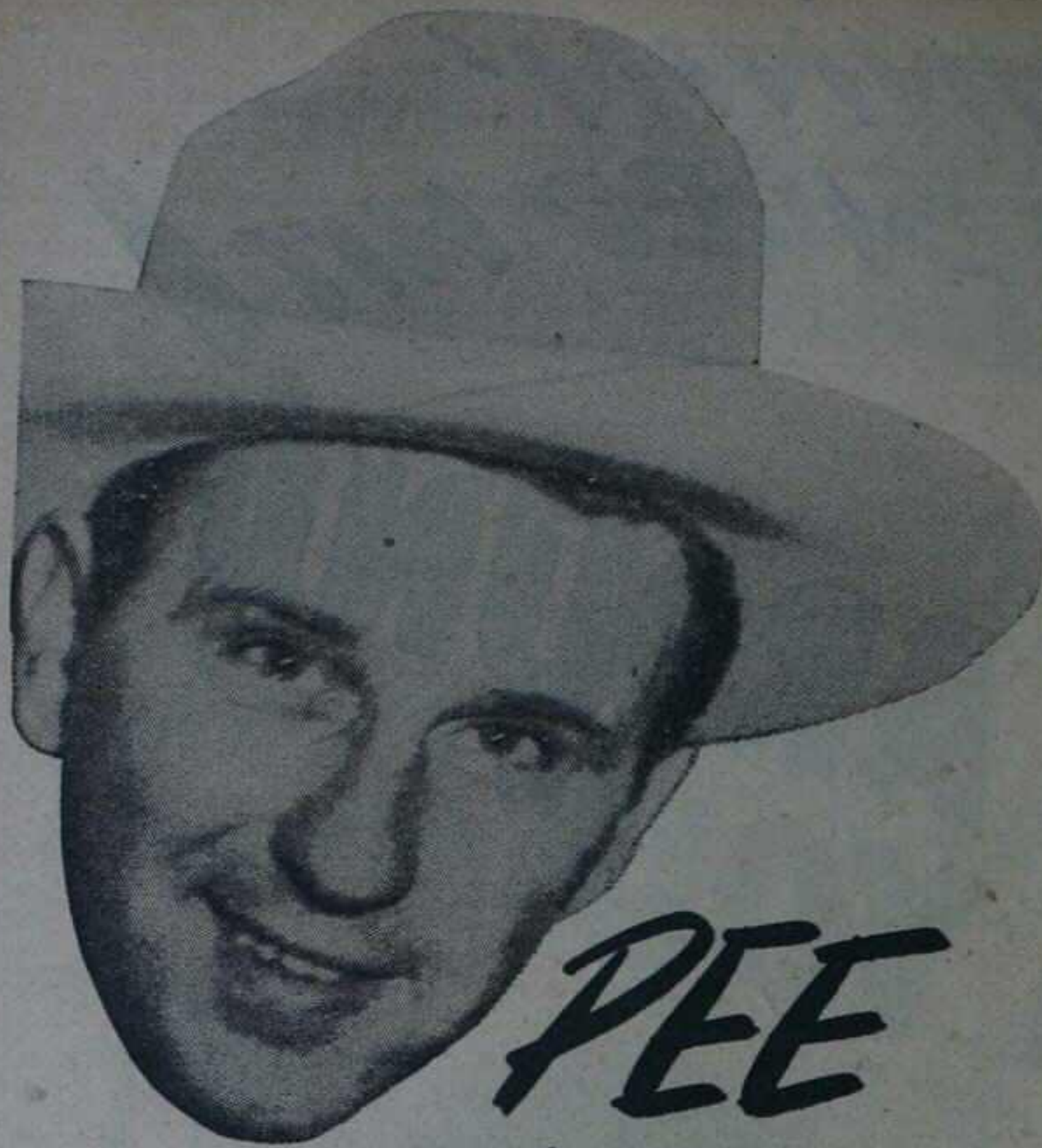
Ships Coast to Coast This Week

the **BIG** <sup>New</sup> **HITS** are on...



RCA VICTOR RECORDS





**PEE  
WEE  
KING**

with A GREAT BIG HIT!

**"SLOW  
POKE"**

RCA VICTOR RECORDS

21-0489  
(48-0489)

the BIG <sup>New</sup> HITS are on...

**RCA VICTOR RECORDS**

Ships  
Sept 7th

*Buddy*

**MORROW**

First in America with...  
**GI'S NO. 1 HIT  
IN KOREA!**

**TRULY  
LULU**

(CHINA NIGHT)

Vocal by  
**FRANKIE LESTER**

AND A BIG SLEEPER

**"OH HOW I  
LOVE YOU"**

RCA VICTOR 20-4260 (47-4260)

the BIG <sup>New</sup> HITS are on...

**RCA VICTOR RECORDS**

# EDDIE FISHER'S



**DOUBLE**

**DYNAMITE...**

**"TURN BACK THE HANDS OF TIME"**

*and*

**"I CAN'T GO ON WITHOUT YOU"**

RCA VICTOR RECORDS-20-4257 (47-4257)

*New*  
the **BIG HITS** are on...



**RCA VICTOR RECORDS**



Ships  
Sept 14<sup>th</sup>

# "BOOGIE WOOGIE MARCH"

VOCAL BY THE BAND! NAMES ALL 48 STATES!



## BUDDY MORROW

and his orchestra

# "HOW NEAR TO A QUEEN YOU ARE"

VOCAL BY FRANKIE LESTER

20-4272 • 47-4272

the **BIG** <sup>New</sup> **HITS** are on...

**RCA VICTOR RECORDS**

# UNWANTED SIGN UPON YOUR HEART

and

# YOUR LOCKET IS MY BROKEN HEART

RCA VICTOR RECORD 21-0498 (49-0498)



**SMASH HITS**  
by

# HANK SNOW

ON



the **BIG** <sup>New</sup> **HITS** are on...

**RCA VICTOR RECORDS**



# A NEW CROWN!

... A real "Toast of the Town"  
**ED SULLIVAN**

... undoubtedly his best arrange-  
ment to date.

**PERRY COMO**

... I don't think he'll ever  
duplicate it.  
**HUGO WINTERHALTER**



... Something different and  
something very good.

**JOSEPH RODDY**  
Look Magazine

## Flanagan-RCA Gershwin Disk Gets Ira's OK

NEW YORK, Sept. 1.—Following a letter of clearance from Ira Gershwin for the week released Ralph Flanagan's dance orking of the main theme from "An American in Paris."

Herk Hendler, Flanagan's p.m., has asked Herman Starr, head of the Warner music publishing group, for permission to cut a dance orking of the theme several months ago. Starr said that he could make no commitment, nor ask the Gershwin estate for one, until he heard the recording. Flanagan cut the side in a two-hour session, and Starr got the okay, which specified that the selection be titled "The Blues From an American in Paris."

Billboard Sept. 8th

# RALPH



# FLANAGAN

### AMERICA'S NUMBER

# 1

## Band

... It's the answer to the \$64  
question.

**PHIL BAKER**

### Jocks, Jukes and Disks

By **HERM SCHOENFELD**

Ralph Flanagan Orkes: "The Blues From 'American in Paris'." "Love Is Here to Stay" (Victory). Flanagan's arrangement of a theme from one of George Gershwin's major compositions is "probably the best since this crew has sliced for Victor. Handled in a dance tempo closely grooved to the original piece, this cut has a big pop potential, particularly in view of the resurgence of Gershwin titles expected with Metron's release of the "American in Paris" disc. Flanagan's keyboard style, show-stopping and tasteful. The Gershwin stand-out on the reverse is handled competently. Harry Prime vocalizing competently.  
Variety Sept. 5th

the **BIG** <sup>New</sup> **HITS** are on...



# RCA VICTOR RECORDS



# WHAT'S NEW (AND HOT) ON COLUMBIA

WEEKLY CHECK LIST FOR DEALERS, OPERATORS, JOCKEYS!



## THE RAVENS

singing

# "WHIFFENPOOF SONG"

and

# "I GET MY LOVIN'

ON A SATURDAY NIGHT"

OKEH 6825

### BEST SELLERS

BECAUSE OF YOU  
I WON'T CRY ANYMORE

Tony Bennett 39362

COLD, COLD HEART  
WHILE WE'RE YOUNG

Tony Bennett 39449

IF TEARDROPS WERE  
PENNIES  
I'M WAITING JUST FOR  
YOU

Rosemary Clooney 39535

COME ON-A MY HOUSE  
ROSE OF THE MOUNTAIN

Rosemary Clooney 39467

BELLE, BELLE, MY  
LIBERTY BELLE  
SWEETHEART OF  
YESTERDAY

Guy Mitchell and Mitch Miller 39512

JEZEBEL  
ROSE, ROSE, I LOVE YOU

Frankie Laine 39367

BLUE YODEL NO. 6  
TRAVELIN' BLUES

Lefty Frizzell 20842

ALWAYS LATE  
MOM AND DAD WALTZ

Lefty Frizzell 20837

SHANGHAI  
MY LIFE'S DESIRE

Doris Day 39423

I WANT TO BE WITH  
YOU ALWAYS  
MY BABY'S JUST LIKE  
MONEY

Lefty Frizzell 20799

DOWN YONDER  
WAY UP IN NORTH  
CAROLINA

Champ Butler 39533

KISSIN' BUG BOOGIE  
HAWAIIAN WAR CHANT

Jo Stafford 39529

### CLIMBING FAST!

I WISH I WUZ  
MIXED EMOTIONS

Rosemary Clooney 39536

CASTLE ROCK  
DEEP NIGHT

Frank Sinatra and Harry James 39527

LONGING FOR YOU  
MARY ROSE

Sammy Kaye 39499

WHAT IS A BOY  
WHAT IS A GIRL

Arthur Godfrey 39487

IF TEARDROPS WERE  
PENNIES

MR. MOON

Carl Smith 20825

GO! GO! GO!  
PLENTY OF MONEY

The Traniers Okeh 6804

VANITY  
MY REVERIE

Sarah Vaughan 39446

MORNINGSIDE OF THE  
MOUNTAIN

WHAT WILL I TELL  
MY HEART

Paul Weston 39424

CAN'T GET HIM OFF  
MY MIND

KISS ME GOODBYE,  
LOVE

Doris Day 39534

SIDE BY SIDE  
LOUISE

Ken Griffin 39514

IT'S ALL IN THE GAME  
BE MINE TONIGHT

Sammy Kaye 39531

WHISKEY AND GIN  
TELL THE LADY I SAID  
GOODBYE

Johnny Ray Okeh 6809

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**Columbia** **Records**  
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it's all  
"BECAUSE OF YOU"  
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**FEMALE VOCALIST...\***

**ROSEMARY**

**CLOONEY**



with her smash follow-up to--  
**"COME ON-A MY HOUSE"**

**"I'M WAITING JUST FOR YOU"**

*coupled with*

**"IF TEAR DROPS WERE PENNIES"**

COLUMBIA 39535

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MAKING IT ALL POSSIBLE"*

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**Columbia**  **Records**  
Trade Marks "Columbia," "Masterworks,"  
Reg. U. S. Pat. Off. Marcus Registratus

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# PUNKY PUNKIN'

BY CY COBEN



*Thanks the great performers*

- ARTHUR GODFREY
- SKITCH HENDERSON
- JACK BERCH
- RUDY VALLEE
- RALPH FLANAGAN
- ROBERTA QUINLAN
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- HORN & HARDART
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- CURT MASSEY
- PORTER HEATH
- BUDDY ROGERS

*for making him*

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and radio in 1950 and  
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**• Songs With Most  
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The figures in the RH Tele-Log are based on the monitoring of air programs received by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasters in Chicago, New York and Chicago. Radio totals are based on the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 10 units. Every time a song is performed on a sustaining show, vocally, it receives 10 units, when performed instrumentally on a commercial show it receives 15 units and, when performed vocally on a commercial show it gets 20 units.

|                                |     |
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also, thanks to these great records by

- ROSEMARY CLOONEY . . . Columbia
- ROBERTA QUINLAN . . . Mercury
- TERESA BREWER . . . London
- RAT CHARLES . . . M.G.M.
- FRAN ALLISON . . . Victor

PUNKY'S NEW RECORD PAL IN 1951  
**Roy Rogers on Victor**

**GEORGE PAXTON, Inc.**  
Music Publishers  
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by  
**OSCAR HAMMERSTEIN II**  
**BERT KALMAR**  
and  
**HARRY RUBY**

# a kiss to build a dream on

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The Billboard Annual Disk Jockey Poll . . . . . Part 1

**POPULARITY**

**Top Records  
of the Year**

(ALL CATEGORIES)

**Question . . .**

In your opinion, which were the greatest records of any type in the past 12 months?

**Scoring . . .**

Five positions: Five points for 1st; four for 2d; three for 3d; two for 4th and one for 5th.

| PLACE | WINNER   | RECORD COMPANY | POINTS |
|-------|--|----------------|--------|
| 1.    | How High the Moon—L. Paul and M. Ford          | Capitol        | 812    |
| 2.    | Be My Love—M. Lanza                            | Victor         | 613    |
| 3.    | Tennessee Waltz—P. Page                        | Mercury        | 503    |
| 4.    | Too Young—K. Cole                              | Capitol        | 350    |
| 5.    | If—P. Como                                     | Victor         | 311    |
| 6.    | Mona Lisa—K. Cole                              | Capitol        | 177    |
| 7.    | Goodnight Irene—Weavers & G. Jenkins           | Decca          | 167    |
| 8.    | My Heart Cries for You—G. Mitchell & M. Miller | Columbia       | 119    |
| 9.    | Jezebel—F. Laine                               | Columbia       | 96     |
| 10.   | September Song—S. Kenton                       | Capitol        | 95     |
| 11.   | Mockin' Bird Hill—L. Paul & M. Ford            | Capitol        | 90     |
| 12.   | Come On-A My House—R. Clooney                  | Columbia       | 88     |
| 13.   | On Top of Old Smoky—Weavers                    | Decca          | 75     |
| 14.   | I Apologize—B. Eckstine                        | MGM            | 61     |
| 15.   | The Thing—P. Harris                            | Victor         | 56     |
| 16.   | Nevertheless—P. Weston                         | Columbia       | 53     |

| PLACE | WINNER  | RECORD COMPANY | POINTS |
|-------|---|----------------|--------|
| 17.   | Would I Love You—P. Page                      | Mercury        | 51     |
| 18.   | Roving Kind—G. Mitchell & M. Miller           | Columbia       | 47     |
| 18.   | Sound Off—V. Monroe                           | Victor         | 47     |
| 20.   | These Things I Offer You—S. Vaughan           | Columbia       | 46     |
| 21.   | You're Just in Love—P. Como & Fontane Sisters | Victor         | 43     |
| 22.   | Mr. Anthony's Boogie—R. Anthony               | Capitol        | 40     |
| 23.   | All My Love—P. Page                           | Mercury        | 37     |
| 23.   | My Truly, Truly Fair—G. Mitchell & M. Miller  | Columbia       | 37     |
| 23.   | What Is a Boy—J. Peerce                       | Victor         | 37     |
| 26.   | Mockin' Bird Hill—P. Page                     | Mercury        | 34     |
| 27.   | I'm in Love Again—A. Stevens & H. Rene        | Victor         | 33     |
| 28.   | Little Rock Getaway—L. Paul                   | Capitol        | 31     |
| 28.   | Love for Sale—S. Kenton                       | Capitol        | 31     |
| 28.   | Loveliest Night of the Year—M. Lanza          | Victor         | 31     |
| 28.   | Sam's Song—Bing & Gary Crosby                 | Decca          | 31     |

**Top Bands  
of the Year**

(ALL CATEGORIES)

**Question . . .**

Which BAND on records do you like most—your current all-around favorite?

**Scoring . . .**

Five positions: Five points for 1st; four for 2d, three for 3d; two for 4th; one for 5th.

| PLACE | WINNER            | RECORD COMPANY             | POINTS |
|-------|-------------------|----------------------------|--------|
| 1.    | Ray Anthony       | Capitol                    | 990    |
| 2.    | Ralph Flanagan    | Victor                     | 939    |
| 3.    | Les Brown         | Coral                      | 605    |
| 4.    | Stan Kenton       | Capitol                    | 418    |
| 5.    | Tommy Dorsey      | Decca (formerly Victor)    | 361    |
| 6.    | Benny Goodman     | Columbia                   | 267    |
| 7.    | Harry James       | Columbia                   | 257    |
| 8.    | Jerry Gray        | Decca                      | 246    |
| 9.    | Sammy Kaye        | Columbia (formerly Victor) | 223    |
| 10.   | Woody Herman      | MGM                        | 213    |
| 11.   | Vaughn Monroe     | Victor                     | 204    |
| 12.   | Paul Weston       | Columbia                   | 190    |
| 13.   | Gordon Jenkins    | Decca                      | 172    |
| 14.   | Guy Lombardo      | Decca                      | 162    |
| 15.   | Hugo Winterhalter | Victor                     | 154    |

| PLACE | WINNER         | RECORD COMPANY        | POINTS |
|-------|----------------|-----------------------|--------|
| 16.   | Buddy Morrow   | Victor                | 128    |
| 17.   | Duke Ellington | Columbia              | 115    |
| 17.   | Freddy Martin  | Victor                | 115    |
| 19.   | Mitch Miller   | Columbia              | 109    |
| 20.   | Percy Faith    | Columbia              | 98     |
| 21.   | Ralph Marterie | Mercury               | 87     |
| 22.   | Glenn Miller   | Victor                | 80     |
| 22.   | Russ Morgan    | Decca                 | 80     |
| 24.   | Eddy Howard    | Mercury               | 66     |
| 25.   | Frank DeVol    | Capitol               | 61     |
| 26.   | Dave Rose      | MGM                   | 55     |
| 27.   | Tex Beneke     | MGM (formerly Victor) | 53     |
| 28.   | Frankie Carle  | Victor                | 52     |
| 29.   | Gene Krupa     | Victor                | 47     |

The Billboard Annual Disk Jockey Poll . . . . . Part 1

## POPULARITY

# Top Male Vocalists of the Year

**Question . . .**

Who is your favorite male vocalist (with or without a band)?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER          | RECORD COMPANY              | POINTS |
|-------|-----------------|-----------------------------|--------|
| 1.    | Perry Como      | Victor                      | 519    |
| 2.    | Bing Crosby     | Decca                       | 350    |
| 3.    | Billy Eckstine  | MGM                         | 303    |
| 4.    | Tony Martin     | Victor                      | 192    |
| 5.    | Frank Sinatra   | Columbia                    | 180    |
| 6.    | Frankie Laine   | Columbia (formerly Mercury) | 177    |
| 7.    | Guy Mitchell    | Columbia                    | 175    |
| 8.    | Nat (King) Cole | Capitol                     | 101    |
| 9.    | Vic Damone      | Mercury                     | 100    |
| 10.   | Marie Lanza     | Victor                      | 92     |
| 11.   | Eddie Fisher    | Victor                      | 81     |
| 12.   | Dick Haymes     | Decca                       | 78     |
| 13.   | Gordon MacRae   | Capitol                     | 56     |
| 14.   | Bob Eberly      | Capitol                     | 46     |
| 15.   | Herb Jeffries   | Coral                       | 41     |
| 15.   | Vaughn Monroe   | Victor                      | 41     |

| PLACE | WINNER           | RECORD COMPANY | POINTS |
|-------|------------------|----------------|--------|
| 17.   | Don Cherry       | Decca          | 31     |
| 17.   | Dean Martin      | Capitol        | 31     |
| 19.   | Don Cornell      | Victor         | 25     |
| 19.   | Mel Torme        | Capitol        | 25     |
| 21.   | Eddy Howard      | Mercury        | 20     |
| 22.   | Ronnie Deauville | Capitol        | 19     |
| 23.   | Louis Armstrong  | Decca          | 18     |
| 24.   | Tony Bennett     | Columbia       | 17     |
| 24.   | Champ Butler     | Columbia       | 17     |
| 24.   | Johnny Desmond   | MGM            | 17     |
| 24.   | Tommy Mercer     | Capitol        | 17     |
| 28.   | Billy Daniels    | Mercury        | 16     |
| 29.   | Tony Alamo       | Columbia       | 15     |
| 29.   | Bill Farrell     | MGM            | 15     |
| 29.   | Merv Griffin     | Victor         | 15     |

# Top Female Vocalists of the Year

**Question . . .**

Who is your favorite female vocalist (with or without a band)?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER           | RECORD COMPANY | POINTS |
|-------|------------------|----------------|--------|
| 1.    | Doris Day        | Columbia       | 443    |
| 2.    | Patti Page       | Mercury        | 319    |
| 3.    | Dinah Shore      | Victor         | 307    |
| 4.    | Sarah Vaughan    | Columbia       | 259    |
| 5.    | Jo Stafford      | Columbia       | 250    |
| 6.    | Kay Starr        | Capitol        | 169    |
| 7.    | Rosemary Clooney | Columbia       | 153    |
| 8.    | Peggy Lee        | Capitol        | 146    |
| 9.    | Mindy Carson     | Victor         | 125    |
| 10.   | Margaret Whiting | Capitol        | 100    |
| 11.   | Ella Fitzgerald  | Decca          | 98     |
| 12.   | Helen O'Connell  | Capitol        | 87     |
| 13.   | Fran Warren      | Victor         | 86     |
| 14.   | June Christy     | Capitol        | 75     |
| 15.   | Toni Arden       | Columbia       | 42     |

| PLACE | WINNER           | RECORD COMPANY | POINTS |
|-------|------------------|----------------|--------|
| 16.   | Mary Ford        | Capitol        | 26     |
| 16.   | April Stevens    | Victor         | 26     |
| 18.   | Georgie Gibbs    | Mercury        | 24     |
| 19.   | Evelyn Knight    | Decca          | 20     |
| 20.   | Dinah Washington | Mercury        | 17     |
| 21.   | Anita O'Day      | London         | 14     |
| 22.   | Mary Mayo        | Capitol        | 13     |
| 23.   | Monica Lewis     | MGM            | 12     |
| 24.   | Kay Armen        | London         | 11     |
| 24.   | Connie Haines    | Coral          | 11     |
| 24.   | Billy Holiday    | Aladdin        | 11     |
| 27.   | Helen Forrest    | MGM            | 10     |
| 28.   | Lucy Ann Polk    | Bluebird       | 9      |
| 29.   | Lisa Kirk        | Victor         | 8      |
| 29.   | Jane Powell      | MGM            | 8      |



# Again... DECCA Salutes the Disc Jockeys of America

LOOK TO



FOR AMERICA'S GREATEST ARTISTS

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 MILLS BROTHERS  
 LOUIS ARMSTRONG  
 TOMMY DORSEY  
 THE WEAVERS  
 ETHEL MERMAN  
 CAMARATA  
 ERNEST TUBB  
 JERRY GRAY  
 ETHEL SMITH  
 SONNY BURKE  
 PETER LIND HAYES  
 SISTER ROSETTA THARPE  
 EILEEN WILSON  
 MERVIN SHINER  
 NORO MORALES  
 "WHOOPEE" JOHN WILFAHRT  
 LONZO AND OSCAR  
 CASS COUNTY BOYS  
 JOEY THOMAS  
 JACK ROWE  
 LEO TEEL  
 GEORGE BARNES  
 JOHNNY NELMS

GUY LOMBARDO  
 RUSS MORGAN  
 INK SPOTS  
 DANNY KAYE  
 LOUIS JORDAN  
 CARMEN CAVALLARO  
 RAY BOLGER  
 JANE TURZY  
 RED FOLEY  
 VICTOR YOUNG  
 HOAGY CARMICHAEL  
 DOLORES GRAY  
 MIMI BENZELL  
 GLORIA DE HAVEN  
 MARIE KNIGHT  
 HANK "SUGARFOOT" GARLAND  
 TERRY GILKYSON  
 JOE PRINCIE  
 SPADE COOLEY  
 THE RAY-O-VACS  
 CURLY LIPHAM  
 WEBB PIERCE  
 CHARLIE ADAMS  
 JIMMIE DAVIS

ANDREWS SISTERS  
 DICK HAYMES  
 GORDON JENKINS  
 ELLA FITZGERALD  
 EVELYN KNIGHT  
 DON CHERRY  
 ARTIE SHAW  
 LEROY ANDERSON  
 SY OLIVER  
 BUDDY JOHNSON  
 VIC SCHOEN  
 FRANK LUTHER  
 ALFRED DRAKE  
 TAMARA HAYES  
 ARTHUR PRY SOCK  
 BILL MONROE  
 LENNY DEE  
 FRANKIE FROBA  
 STUBBY AND THE BUCCANEERS  
 VIVIANE GREENE  
 LES "CARROT TOP" ANDERSON  
 JORDANAIRE  
 EDDIE HABAT  
 HOT LIPS JOHNSON  
 HARDROCK GUNTER



The Billboard Annual Disk Jockey Poll . . . . . Part 1

# POPULARITY

## Top Small Instrumental Groups of the Year

**Question . . .**

Which is your favorite small instrumental group (less than seven pieces)?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                    | RECORD COMPANY              | POINTS |
|-------|---------------------------|-----------------------------|--------|
| 1.    | George Shearing Quintet   | MGM                         | 633    |
| 2.    | Three Suns, The           | Victor                      | 324    |
| 3.    | King Cole Trio            | Capitol                     | 309    |
| 4.    | Art Van Damme Quintet     | Capitol                     | 300    |
| 5.    | Benny Goodman Sextet      | Columbia (formerly Capitol) | 134    |
| 6.    | Page Cavanaugh Trio       | Victor                      | 127    |
| 7.    | Frank Pelly Trio          | MGM                         | 104    |
| 8.    | Les Paul and Mary Ford    | Capitol                     | 61     |
| 9.    | Red Norvo Trio            | Discovery                   | 60     |
| 10.   | Irving Fields Trio        | Victor                      | 42     |
| 11.   | Louis Armstrong All-Stars | Decca                       | 30     |
| 11.   | Ernie Felice Quintet      | Capitol                     | 30     |
| 11.   | Harmonicals               | Mercury                     | 30     |
| 14.   | Firehouse Five Plus Two   | Good Time Jazz              | 29     |
| 15.   | Owen Bradley Quintet      | Coral                       | 24     |
| 16.   | Red Nichols               | Capitol                     | 23     |
| 17.   | Dave Brubeck Trio         | Fantasy                     | 20     |
| 18.   | Arlie Shaw Gramercy Five  | Victor                      | 18     |
| 19.   | Erroll Garner Trio        | Columbia                    | 17     |
| 20.   | Lenny Herman Quintet      | Coral                       | 15     |

## Top Small Singing Groups of the Year

**Question . . .**

Which is your favorite small singing group (duo, trio, quartet)?

**Scoring . . .**

Three positions: Three points for 1st; two points for 2d; one point for 3d.

| PLACE | WINNER                        | RECORD COMPANY            | POINTS |
|-------|-------------------------------|---------------------------|--------|
| 1.    | Ames Brothers                 | Coral                     | 309    |
| 2.    | Mills Brothers                | Decca                     | 269    |
| 3.    | Andrews Sisters               | Decca                     | 254    |
| 4.    | Fontane Sisters               | Victor                    | 252    |
| 5.    | Modernaires                   | Coral (formerly Columbia) | 158    |
| 6.    | Pied Pipers                   | Capitol                   | 150    |
| 7.    | Ink Spots                     | Decca                     | 136    |
| 8.    | Dinning Sisters               | Capitol                   | 126    |
| 9.    | Mariners                      | Columbia                  | 108    |
| 10.   | Nat (King) Cole Trio          | Capitol                   | 88     |
| 11.   | Billy Williams Quartet        | MGM                       | 86     |
| 12.   | Starlighters                  | Capitol                   | 84     |
| 13.   | Weavers                       | Decca                     | 80     |
| 14.   | Page Cavanaugh Trio           | Victor                    | 70     |
| 15.   | Four Tunes                    | Victor                    | 56     |
| 16.   | Four Knights                  | Decca                     | 46     |
| 17.   | Honeydreamers                 | Victor                    | 33     |
| 18.   | Sportsmen                     | Capitol                   | 26     |
| 18.   | Jo Stafford and Gordon MacRae | Capitol                   | 26     |
| 20.   | Deep River Boys               | Victor                    | 25     |

## Top "Swing" Bands of the Year

**Question . . .**

Which band on records in the "Swing" category do you currently like best?

| PLACE | WINNER         | RECORD COMPANY            | POINTS |
|-------|----------------|---------------------------|--------|
| 1.    | Benny Goodman  | Columbia                  | 521    |
| 2.    | Ralph Flanagan | Victor                    | 387    |
| 3.    | Ray Anthony    | Capitol                   | 370    |
| 4.    | Les Brown      | Coral (formerly Columbia) | 301    |
| 5.    | Stan Kenton    | Capitol                   | 248    |
| 6.    | Tommy Dorsey   | Decca                     | 148    |
| 7.    | Harry James    | Columbia                  | 100    |
| 8.    | Jerry Gray     | Decca                     | 63     |
| 9.    | Woody Herman   | MGM                       | 55     |
| 9.    | Buddy Morrow   | Victor                    | 55     |

## Top "Sweet" Bands of the Year

**Question . . .**

Which band on records in the "Sweet" category do you currently like best?

| PLACE | WINNER            | RECORD COMPANY            | POINTS |
|-------|-------------------|---------------------------|--------|
| 1.    | Sammy Kaye        | Columbia                  | 421    |
| 2.    | Ray Anthony       | Capitol                   | 336    |
| 3.    | Guy Lombardo      | Decca                     | 287    |
| 4.    | Ralph Flanagan    | Victor                    | 265    |
| 5.    | Paul Weston       | Columbia                  | 124    |
| 6.    | Tommy Dorsey      | Decca                     | 92     |
| 7.    | Gordon Jenkins    | Decca                     | 87     |
| 8.    | Freddy Martin     | Victor                    | 80     |
| 9.    | Eddy Howard       | Mercury                   | 62     |
| 10.   | Les Brown         | Coral (formerly Columbia) | 56     |
| 10.   | Hugo Winterhalter | Victor                    | 56     |

## Top Latin-American Bands of the Year

**Question . . .**

Which band on records in the Latin-American category do you currently like best?

| PLACE | WINNER           | RECORD COMPANY   | POINTS |
|-------|------------------|------------------|--------|
| 1.    | Xavier Cugat     | Columbia         | 960    |
| 2.    | Perez Prado      | Victor           | 411    |
| 3.    | Machito          | Mercury-Columbia | 164    |
| 4.    | Luis Arcaez      | Victor           | 115    |
| 5.    | Desi Arnaz       | Victor           | 109    |
| 6.    | Edmundo Ros      | London           | 106    |
| 7.    | Chuy Reyes       | Capitol          | 85     |
| 8.    | Enric Madriguera | Decca            | 61     |
| 9.    | Miguelito Valdez | Victor           | 49     |
| 10.   | Humberto Morales | Columbia         | 20     |

**FORECAST**

AND SO TO SLEEP AGAIN\*  
by  
Dick Haymes with 4 Hits and  
a Miss and Victor Young  
Decca 27731 (78 RPM)  
and 9-27731 (45 RPM)

**DECCA DATA**

YOUR WEEKLY RECORD GUIDE

★ ★ ★ ★ ★  
**FLASH!**

LITTLE JUMPING JACK  
Music by Camarata  
Decca 27758 (78 RPM)  
and 9-27758 (45 RPM)

AMERICA'S FASTEST SELLING RECORDS

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

**POPULAR**

|  |                                  |
|--|----------------------------------|
| WHEN THE SAINTS GO MARCHING IN         | 27670*                           |
| NISSIES SWEETER THAN WINE              | The Weavers                      |
| PEACE IN THE VALLEY                    | 14573*                           |
| Where Could I Go But To The Lord       | Red Foley                        |
| ON TOP OF OLD SMOKY                    | 27515*                           |
| Across The Wide Missouri               | The Weavers and Terry Gilkyson   |
| VANITY                                 | 27618*                           |
| Powder Blue                            | Don Cherry                       |
| BECAUSE OF YOU                         | 27666*                           |
| Out O' Breath                          | Gloria De Haven and Guy Lombardo |
| BALLIN' THE JACK                       | 27597*                           |
| On The Riviera                         | Danny Kaye                       |
| HOW MANY TIMES                         | 27700*                           |
| Patty Andrews and Tommy Dorsey         |                                  |
| I USED TO LOVE YOU                     |                                  |
| Andrews Sisters and Tommy Dorsey       |                                  |
| SWEET VIOLETS                          | 27668*                           |
| Lanny Little Robin                     | Jane Turzy                       |
| LONGING FOR YOU                        | 27703*                           |
| Josephine                              | Russ Morgan                      |
| VALENTINO TANGO                        | 27511*                           |
| El Charla                              | The Castilians                   |
| I WANT TO BE WITH YOU ALWAYS           | 27609*                           |
| Sarino And Lora                        | Andrews Sisters and Red Foley    |
| IN THE COOL, COOL, COOL OF THE EVENING | 27678*                           |
| Missa Cristofa Columba                 | Bing Crosby and Jane Wyman       |
| SMOOTH SAILING                         | 27693*                           |
| Lora You Madly                         | Ella Fitzgerald                  |
| HOW D'YE DO AND SHAKE HANDS            | 27748*                           |
| BLACK STRAP MOLASSES                   |                                  |
| Danny Kaye • Jimmy Durante             |                                  |
| Jane Wyman • Graucho Marx              |                                  |
| BING BONG BING                         | 27701*                           |
| Get These Summer Blues Again           | Jane Turzy                       |

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

**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

POSITION  
LAST WEEK THIS WEEK

**POPULAR**

|     |     |   |                                     |        |
|-----|-----|---|-------------------------------------|--------|
| 3.  | 1.  | I Get Ideas<br>A Kiss To Build A Dream On                             | Louis Armstrong                     | 27720* |
| 7.  | 2.  | Sweetheart Of Yesterday<br>Mary Rose                                  | Guy Lombardo                        | 27719* |
| 5.  | 3.  | While You Danced, Danced, Danced<br>Everlasting                       | Gordon Jenkins                      | 27712* |
| 8.  | 4.  | Whispering<br>Song Of The Bayou                                       | Gordon Jenkins                      | 27585* |
| 12. | 5.  | Castle Rock<br>But She's My Buddy's Chick                             | Sy Oliver                           | 27718* |
| 6.  | 6.  | Belle, Belle, My Liberty Belle<br>Cara Cara Bella Bella               | Don Cherry and<br>Sonny Burke       | 27717* |
| 10. | 7.  | Nobody Wants Me<br>Homespun   | Russ Morgan                         | 27738* |
| 9.  | 8.  | Hold Me—Hold Me—Hold Me<br>I Wish I Wuz                               | Gloria De Haven and<br>Guy Lombardo | 27741* |
| 13. | 9.  | Clarinet Polka<br>Hot Guitar Polka                                    | George Barnes                       | 27706* |
| 11. | 10. | I Don't Stand A Ghost Of A<br>Chance With You<br>I'm Lucky I Have You | Ink Spots                           | 27742* |
| -   | 11. | Who Am I<br>Doll Dance  | Russ Morgan                         | 27704* |
| -   | 12. | And So To Sleep Again<br>Long Ago                                     | Dick Haymes                         | 27731* |
| -   | 13. | I'm Waiting Just For You<br>Woman Is A Five Letter Word               | Cass Daley and<br>Hoagy Carmichael  | 27743* |
| -   | 14. | Got Her Off My Hands<br>I Ran All The Way Home                        | Mills Brothers                      | 27762* |
| -   | 15. | Tennessee Blues<br>Cold, Cold Heart                                   | Eileen Wilson                       | 27761* |

**COUNTRY**

|    |    |  |                                    |        |
|----|----|--|------------------------------------|--------|
| 2. | 1. | I'll Meet You In Church<br>Sunday Morning<br>Get Down On Your Knees And Pray | Bill Monroe                        | 46351* |
| 5. | 2. | Down Yonder<br>Horse Hair Boogie   | Spade Cooley                       | 46355* |
| 4. | 3. | Cherokee Boogie<br>I Wish I'd Never Seen Sunshine                            | Jimmie Davis                       | 46356* |
| -  | 4. | Tennessee Blues<br>Sixty Minute Man  | Hardrock Gunter and<br>Roberta Lee | 46363* |
| -  | 5. | Dimples Or Dumplin's<br>My Baby Buckaroo                                     | Less "Carrot" Top<br>Anderson      | 46352* |

**SEPIA**

|    |    |  |                |        |
|----|----|--|----------------|--------|
| -  | 1. | Blue Velvet<br>The Morningside Of The Mountain | Arthur Prysock | 27722* |
| 2. | 2. | The Glory Of Love<br>You And I                 | The Skylarks   | 48241* |
| -  | 3. | What's Mine Is Mine<br>I Still Love You, Baby  | The Ray-O-Vacs | 48234* |

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

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

**COUNTRY**

|                                     |                               |
|-------------------------------------|-------------------------------|
| JESUS AND THE ATHEIST               | 46357*                        |
| The Weapon Of Prayer                | Red Foley                     |
| I'M WITH A CROWD BUT SO ALONE       | 46343*                        |
| ROSE OF THE MOUNTAIN                | Ernest Tubbs                  |
| HEY LA LA                           | 46338*                        |
| Previous Little Baby                | Ernest Tubbs                  |
| ROTATION BLUES                      | 46344*                        |
| Lonesome Truck Drivers Blues        | Bill Monroe                   |
| STEAL AWAY                          | 14505*                        |
| Just A Closer Walk With Thee        | Red Foley                     |
| MEMORIES OF MOCKING BIRD HILL       | 46345*                        |
| Ball And Chain Boogie               | Morvin Shiner                 |
| IF A BEER BOTTLE HAD A NIPPLE ON IT | 46335*                        |
| You're Getting Too Old              | Charlie Adams                 |
| IT IS NO SECRET                     | 14566*                        |
| He Bought My Soul At Calvary        | Andrews Sisters and Red Foley |
| FERTILIZER                          | 46336*                        |
| HE'S GAZING AT DAIST ROOTS NOW      | Leo Teal                      |
| COCK-A-DOODLE DOO                   | 46349*                        |
| SUGARFOOT RAG SQUARE DANCE          | Red Foley                     |

**SEPIA**

|   |                       |
|---|-----------------------|
| PLEASE DON'T LEAVE ME                           | 27694*                |
| THREE HANDED WOMAN                              | Louis Jordan          |
| SIN IS TO BLAME                                 | 48230*                |
| I Thank God For My Song                         | Sister Rosetta Tharpe |
| IF YOU'RE SO SMART,<br>HOW COME YOU AIN'T RICH? | 27648*                |
| New Blue Can You Get?                           | Louis Jordan          |
| HIS EYE IS ON THE SPARROW                       | 48227*                |
| MILKY WHITE WAY                                 |                       |
| Sister Rosetta Tharpe and Marie Knight          |                       |
| MY EXPECTATIONS                                 | 48233*                |
| Every Day Every Hour                            | Marie Knight          |

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

**NEW RELEASES**

**ALBUMS**

A DECCA ORIGINAL CAST ALBUM  
featuring Members  
of the New York Production  
**BERT LAHR and DOLORES GRAY**  
in a New Musical Revue

"TWO ON THE AISLE"  
with ELLIOT REID  
and COLETTE MARCHAND

Music by Jule Styne • Lyrics and Sketches  
by Betty Comden and Adolph Green  
Selections include: Overture—Show Train  
—Hold Me, Hold Me, Hold Me (Hold Me  
Tight)—Here She Comes Now (East River  
Hoe Down)—There Never Was A Baby  
Like My Baby—Vaudeville Ain't Dead—  
Catch Our Act At The Met (Finale, Act I)  
—Give A Little—Get A Little—Everlasting

-If You Hadn't But You Did—The Clown—  
How Will He Know?—Finale  
Decca Album DA-886 • Price \$5.35  
Six 10-inch 78 RPM Records  
Decca Album 9-275 • Price \$5.45  
Six 45 RPM Unbreakable Records  
DL 5040 • 12-inch Long Play Microgroove  
Unbreakable Record • Price \$4.85

**SINGLES**

The Loneliness Of Evening Bing Crosby  
With Jud Conlon's Choir Decca 27768\*  
I Will Remember You Decca 27768\*  
With Lyn Murray Orchestra and Chorus  
Love Is Such A Cheat Andrews Sisters  
Lying In The Hay Decca 27769\*

Be Mine Tonight Lina Romay and  
(Noche De Ronda) Guy Lombardo  
Chiu—Chiu Decca 27744\*

Laura Lee  
Guy Lombardo and His Royal Canadians  
Blue Fedora Decca 27776\*

In A Brewery In Drury Lane  
Peter Lind Hayes  
Krausmeyer's Band Decca 27745\*

Lena, Play Your Concertina  
Baron Elliott Octet with Jimmy Confer  
No One Could Love You Decca 27746\*  
(The Way I Do)  
Based on Rubinstein's "Melody In F"

(It's No) Sin Arthur Prysock  
The Love Of A Gypsy Decca 27769\*  
(Amor De Gitano)  
From Columbia Picture  
"Sunny Side Of The Street"

At The End Of The Day  
Bill Kenny of the Ink Spots  
I See God Decca 14588\*

I'm Gonna Put My Foot Down  
I'm Gonna Leave You Charlie Adams  
Pretty Baby Decca 46358\*

I Courted The Sunshine Lona and Oscar  
And Married The Rain  
Extravagant Baby Decca 46359\*

Detour Foy Willing  
Address Unknown Decca 46365\*

I Could Make You Care The James Quintet  
Drop A Penny Decca 48237\*  
In The Washing Well

There's A Vacant Room In Heaven  
The Nightingales  
Live So God Can Use You Decca 48238\*

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

**ARTHUR PRYSOCK**

sings

and The Love Of A Gypsy (Amor De Gitano)

From Columbia Picture

"Sunny Side Of The Street"

Decca 27769 (78 RPM) and 9-27769 (45 RPM)



NEW STAR  
NEW HIT!

(It's No) **SIN**

The Billboard Annual Disk Jockey Poll . . . . . Part 1

**POPULARITY**

**Most Promising  
"Newer"  
Bands**

**Question . . .**

Which of the popular newer bands do you believe has the greatest chance to become one of the top five bands?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER            | RECORD COMPANY | POINTS |
|-------|-------------------|----------------|--------|
| 1.    | Buddy Morrow      | Victor         | 405    |
| 2.    | Ralph Marterie    | Mercury        | 232    |
| 3.    | Jerry Gray        | Decca          | 151    |
| 4.    | Luis Arcaez       | Victor         | 84     |
| 5.    | Buddy DeFranco    | MGM            | 77     |
| 6.    | Bob Dewey         | Victor         | 69     |
| 7.    | Frank DeVol       | Capitol        | 51     |
| 8.    | Gene Williams     | Mercury        | 48     |
| 9.    | Les Baxter        | Capitol        | 46     |
| 9.    | Mitch Miller      | Columbia       | 46     |
| 11.   | Paul Neighbors    | Capitol        | 41     |
| 12.   | Elliot Lawrence   | Decca          | 26     |
| 13.   | Buddy Johnson     | Decca          | 24     |
| 14.   | Denny Vaughn      | Coral          | 21     |
| 14.   | Hugo Winterhalter | Victor         | 21     |
| 16.   | Buddy Williams    | Rainbow        | 17     |
| 17.   | Johnny Hodges     | Mercury        | 14     |
| 18.   | Larry Foline      | Decca          | 13     |

**Favorite  
Symphonic  
Conductor**

**Question . . .**

Who is your favorite symphonic conductor?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER              | RECORD COMPANY             | POINTS |
|-------|---------------------|----------------------------|--------|
| 1.    | Arturo Toscanini    | Victor                     | 340    |
| 2.    | Arthur Fiedler      | Victor                     | 334    |
| 3.    | Leopold Stokowski   | Victor-Columbia            | 134    |
| 4.    | Eugene Ormandy      | Columbia                   | 120    |
| 5.    | Andre Kostelanetz   | Columbia                   | 106    |
| 6.    | Serge Koussevitzky  | Victor                     | 80     |
| 7.    | Dimitri Mitropoulos | Columbia                   | 71     |
| 8.    | Sir Thomas Beecham  | Columbia (formerly Victor) | 69     |
| 9.    | Pierre Monteux      | Victor                     | 44     |
| 10.   | Artur Rodzinski     | Victor-Columbia            | 43     |

**Most Promising  
"Newer"  
Male Vocalists**

**Question . . .**

Which newer male vocalists (singing with or without a band) have in your opinion the greatest chance to become one of the top male vocalist names?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER         | RECORD COMPANY | POINTS |
|-------|----------------|----------------|--------|
| 1.    | Guy Mitchell   | Columbia       | 435    |
| 2.    | Eddie Fisher   | Victor         | 365    |
| 3.    | Champ Butler   | Columbia       | 193    |
| 4.    | Don Cherry     | Decca          | 144    |
| 5.    | Tony Bennett   | Columbia       | 109    |
| 6.    | Tony Fontaine  | Mercury        | 102    |
| 7.    | Richard Hayes  | Mercury        | 91     |
| 8.    | Merv Griffin   | Victor         | 73     |
| 9.    | Mario Lanza    | Victor         | 71     |
| 10.   | Johnny Hartman | Victor         | 68     |

**Top  
Classical  
Male  
Vocalists**

**Question . . .**

Who is your favorite classical singer?

| PLACE | WINNER              | RECORD COMPANY             | POINTS |
|-------|---------------------|----------------------------|--------|
| 1.    | Mario Lanza         | Victor                     | 921    |
| 2.    | Jan Peerce          | Victor                     | 260    |
| 3.    | Ezio Pinza          | Victor (formerly Columbia) | 196    |
| 4.    | Robert Merrill      | Victor                     | 141    |
| 5.    | Jussi Bjoerling     | Victor                     | 97     |
| 6.    | Lauritz Melchior    | MGM                        | 92     |
| 7.    | Nelson Eddy         | Columbia                   | 85     |
| 8.    | James Melton        | Victor                     | 82     |
| 9.    | John Charles Thomas | Victor                     | 40     |
| 10.   | Leonard Warren      | Victor                     | 36     |

**Most Promising  
"Newer"  
Female Vocalists**

**Question . . .**

Which newer female vocalists (singing with or without a band) have in your opinion the greatest chance to become one of the top female vocalist names?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER          | RECORD COMPANY | POINTS |
|-------|-----------------|----------------|--------|
| 1.    | April Stevens   | Victor         | 332    |
| 2.    | Toni Arden      | Columbia       | 186    |
| 3.    | Mary Mayo       | Capitol        | 167    |
| 4.    | Jane Turzy      | Decca          | 119    |
| 5.    | Doris Drew      | Mercury        | 107    |
| 6.    | Helen O'Connell | Capitol        | 60     |
| 7.    | Lola Ameche     | London         | 58     |
| 7.    | Mary Ford       | Capitol        | 58     |
| 9.    | Kay Brown       | Mercury        | 54     |
| 10.   | Roberta Quinlan | Mercury        | 44     |

**Top  
Classical  
Female  
Vocalists**

**Question . . .**

Who is your favorite classical singer? (Female).

| PLACE | WINNER          | RECORD COMPANY         | POINTS |
|-------|-----------------|------------------------|--------|
| 1.    | Dorothy Kirsten | Columbia               | 440    |
| 2.    | Rise Stevens    | Victor                 | 371    |
| 3.    | Lily Pons       | Columbia               | 206    |
| 4.    | Helen Traubel   | Victor                 | 167    |
| 5.    | Patrice Munsel  | Victor                 | 121    |
| 6.    | Erna Sack       | London-Mercury-Capitol | 98     |
| 7.    | Marion Anderson | Victor                 | 80     |
| 8.    | Licia Albanese  | Victor                 | 59     |
| 8.    | Yma Sumac       | Capitol                | 59     |
| 10.   | Bidu Sayao      | Columbia               | 50     |

A BRAND NEW  
TREATMENT OF A  
GREAT STANDARD  
featured in the

20th Century-Fox Picture  
"A MILLIONAIRE FOR CHRISTY"



# "I DON'T STAND A GHOST OF A CHANCE WITH YOU"

by The

# Ink Spots

coupled with

"I'M LUCKY I HAVE YOU"  
on DECCA 27742 (78 RPM) and 9-27742 (45 RPM)

Also

by **TONY  
MARTIN**

coupled with "DAY IN - DAY OUT" on DECCA 25379 (78 RPM)



SINGLE  
RECORDS  
85c EACH  
(plus tax)

*America's Fastest Selling Records*

The Billboard Annual Disk Jockey Poll . . . . . Part 1

**POPULARITY**

**Top Pop Records of the Year**

**Question . . .**

Which single record in the Popular category did you like most during the past 12 months?

| PLACE | WINNER   | RECORD COMPANY | POINTS |
|-------|--|----------------|--------|
| 1.    | How High the Moon—L. Paul                      | Capitol        | 355    |
| 2.    | Too Young—K. Cole                              | Capitol        | 202    |
| 3.    | Be My Love—M. Lanza                            | Victor         | 196    |
| 4.    | Tennessee Waltz—P. Page                        | Mercury        | 182    |
| 5.    | If—P. Como                                     | Victor         | 150    |
| 6.    | September Song—S. Kenton                       | Capitol        | 64     |
| 7.    | Mona Lisa—K. Cole                              | Capitol        | 51     |
| 7.    | My Heart Cries for You—G. Mitchell & M. Miller | Columbia       | 51     |
| 9.    | Goodnight, Irene—Weavers & G. Jenkins          | Decca          | 42     |
| 9.    | These Things I Offer You—S. Vaughan            | Columbia       | 42     |

**Top Classical Records of the Year**

**Question . . .**

Which single record in the Classical category did you like most during the past 12 months?

| PLACE | WINNER                               | RECORD COMPANY | POINTS |
|-------|--------------------------------------|----------------|--------|
| 1.    | Vesti La Guibba—M. Lanza             | Victor         | 285    |
| 2.    | Be My Love—M. Lanza                  | Victor         | 259    |
| 3.    | La Donna E Mobile—M. Lanza           | Victor         | 149    |
| 4.    | Syncopated Clock—L. Anderson         | Decca          | 70     |
| 5.    | Loveliest Night of the Year—M. Lanza | Victor         | 46     |
| 6.    | Classical Juke Box—Boston Pops       | Victor         | 39     |
| 7.    | Clair De Lune—F. Martin              | Victor         | 31     |
| 8.    | Ave Maria—M. Lanza                   | Victor         | 26     |
| 8.    | Serenata—Boston Pops                 | Victor         | 26     |
| 8.    | Sleigh Ride—L. Anderson              | Decca          | 26     |

**Top Country & Western Records of the Year**

**Question . . .**

Which single record in the Country and Western category did you like most during the past 12 months?

| PLACE | WINNER                                    | RECORD COMPANY | POINTS |
|-------|---|----------------|--------|
| 1.    | On Top of Old Smoky—Weavers & T. Gilkyson | Decca          | 260    |
| 2.    | Tennessee Waltz—P. Page                   | Mercury        | 207    |
| 3.    | Goodnight, Irene—Weavers & Jenkins        | Decca          | 124    |
| 4.    | There's Been a Change in Me—E. Arnold     | Victor         | 110    |
| 5.    | On Top of Old Smoky—P. Faith & B. Ives    | Columbia       | 87     |
| 6.    | I'm Moving On—H. Snow                     | Victor         | 66     |
| 6.    | Shotgun Boogie—T. Ernie                   | Capitol        | 66     |
| 8.    | Rhumba Boogie—H. Snow                     | Victor         | 55     |
| 9.    | I'll Never Be Free—T. Ernie & K. Starr    | Capitol        | 49     |
| 10.   | Mockin' Bird Hill—Pinetoppers             | Coral          | 41     |

**Top Rhythm & Blues Records of the Year**

**Question . . .**

Which single record in the Rhythm and Blues category did you like most during the past 12 months?

**Scoring . . .**

One position: One point for each mention.

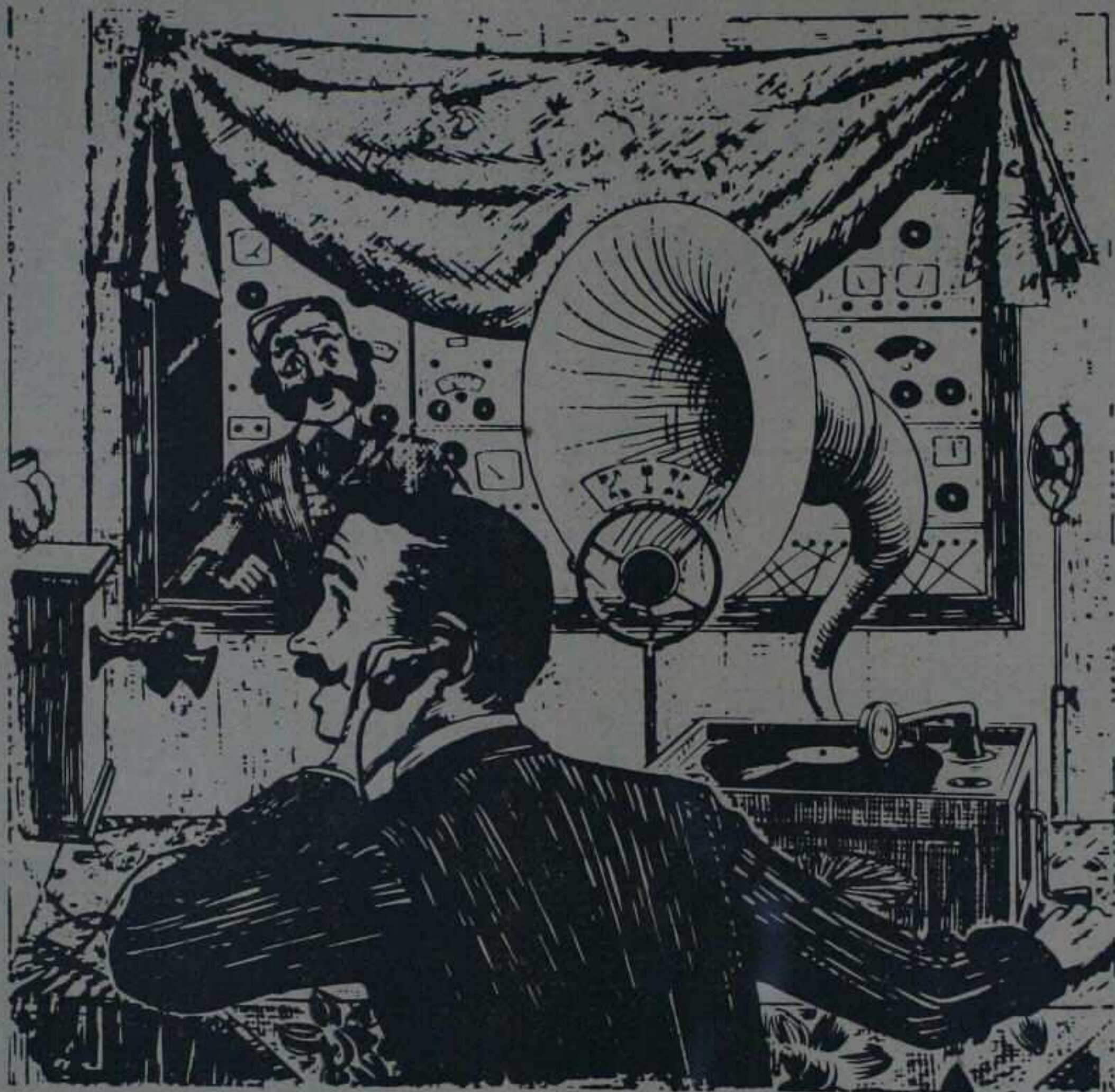
| PLACE | WINNER                                   | RECORD COMPANY | POINTS |
|-------|--|----------------|--------|
| 1.    | Castle Rock—J. Hodges                    | Mercury        | 105    |
| 2.    | I'm Waiting Just for You—Lucky Millinder | King           | 62     |
| 3.    | Black Night—Charles Brown                | Aladdin        | 56     |
| 3.    | How High the Moon—L. Paul & M. Ford      | Capitol        | 56     |
| 5.    | Come On-A My House—R. Clooney            | Columbia       | 29     |
| 5.    | I Apologize—B. Eckstine                  | MGM            | 25     |
| 6.    | I'll Never Be Free—K. Starr & T. Ernie   | Capitol        | 25     |
| 6.    | These Things I Offer You—S. Vaughan      | Columbia       | 25     |
| 6.    | Too Young—K. Cole                        | Capitol        | 25     |
| 6.    | Walkin' & Whistlin' Blues—L. Paul        | Capitol        | 25     |

**Top Children's Records of the Year**

**Question . . .**

Which single record in the Children's category did you like most during the past 12 months?

| PLACE | WINNER                                  | RECORD COMPANY | POINTS |
|-------|---|----------------|--------|
| 1.    | I Taut I Taw a Puddy Tat—M. Blanc       | Capitol        | 636    |
| 2.    | Tweetie Pie—M. Blanc                    | Capitol        | 80     |
| 3.    | Peter Cottontail—G. Autry               | Columbia       | 63     |
| 4.    | Rudolph the Red-Nosed Reindeer—G. Autry | Columbia       | 52     |
| 5.    | Little White Duck—B. Ives               | Columbia       | 35     |
| 5.    | Me and My Teddy Bear—R. Clooney         | Columbia       | 35     |
| 7.    | Hoppy, Topper and Me—M. Whiting         | Capitol        | 31     |
| 7.    | Little White Duck—D. Kaye               | Decca          | 31     |
| 7.    | Syncopated Clock—R. Clooney             | Columbia       | 31     |
| 10.   | Gerald McBoing Boing—Great Gildersleeve | Capitol        | 28     |



FROM AN OLD WOODCUT

*"I agree it's a technical achievement to play six mandolins and four zithers on the same record! But is it commercial, Mr. Paul?"*

**I**t's an old, old story...

Through the years, disc jockeys continue to spin the hits of today...and make the successes of tomorrow. Capitol, and Capitol artists, are grateful for their continued interest, enthusiasm and help!



The Billboard Annual Disk Jockey Poll . . . . . Part 1

POPULARITY

# Favorite Standard Tunes

**Question . . .**

Which "STANDARD" SONGS do you like most?

**Scoring . . .**

Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                  | POINTS |
|-------|-------------------------|--------|
| 1.    | Star Dust               | 520    |
| 2.    | Body and Soul           | 132    |
| 3.    | Begin the Beguine       | 107    |
| 4.    | Deep Purple             | 91     |
| 5.    | How High the Moon       | 87     |
| 6.    | September Song          | 85     |
| 7.    | Laura                   | 67     |
| 8.    | Night and Day           | 63     |
| 9.    | Tenderly                | 60     |
| 10.   | Smoke Gets in Your Eyes | 41     |
| 11.   | Dancing in the Dark     | 39     |
| 12.   | Man I Love              | 30     |
| 13.   | Tea for Two             | 27     |
| 14.   | Blue Moon               | 26     |

| PLACE | WINNER               | POINTS |
|-------|----------------------|--------|
| 15.   | Lover                | 22     |
| 15.   | Where or When        | 22     |
| 17.   | Stormy Weather       | 21     |
| 18.   | Always               | 20     |
| 18.   | Because              | 20     |
| 18.   | These Foolish Things | 20     |
| 21.   | Embraceable You      | 19     |
| 21.   | I Can't Get Started  | 19     |
| 21.   | St. Louis Blues      | 19     |
| 24.   | String of Pearls     | 18     |
| 24.   | That Old Black Magic | 18     |
| 26.   | My Silent Love       | 17     |
| 26.   | Temptation           | 17     |
| 28.   | My Blue Heaven       | 16     |

## Top Pop Albums of the Year

**Question . . .**

Which album or set of records in the Popular category did you like most in the past twelve months? (For this question, an album may be defined either as a set of 78 or 45 r.p.m. records or a Long Playing 33 r.p.m. record, the contents or components of which are equivalent in length to a 78 or 45 r.p.m. album.)

| PLACE | WINNER   | RECORD COMPANY | POINTS |
|-------|--|----------------|--------|
| 1.    | Carnegie Hall Jazz Concert—B. Goodman  | Columbia       | 345    |
| 2.    | Voice of the Xtabay—Y. Sumac   | Capitol        | 204    |
| 3.    | Over the Rainbow—L. Brown  | Coral          | 133    |
| 4.    | King and I—T. Martin, D. Shore, P. Munsel, R. Merrill  | Victor         | 77     |
| 4.    | Three Little Words—V. Ellen, A. Dahl, K. Wynn, R. Skelton, G. Robbins, H. Kane, G. De Haven, A. Previn | MGM            | 77     |
| 6.    | Young Man With the Horn—H. James & Doris Day   | Columbia       | 71     |
| 7.    | Call Me Madam—E. Merman, D. Haymes, E. Wilson, G. Jenkins  | Decca          | 67     |
| 8.    | South Pacific—Original Cast  | Columbia       | 62     |
| 9.    | Call Me Madam—D. Shore, P. Lukas and Original Cast   | Victor         | 55     |
| 9.    | Stan Kenton Presents—S. Kenton   | Capitol        | 55     |

## Top Children's Albums of the Year

**Question . . .**

Which album or set of records in the Children's category did you like most in the past 12 months? (For this question, an album may be defined either as a set of 78 or 45 r.p.m. records, or a long-playing 33 r.p.m. record the contents or components of which are equivalent in length to a 78 or 45 r.p.m. album.)

| PLACE | WINNER                                    | RECORD COMPANY | POINTS |
|-------|---|----------------|--------|
| 1.    | Cinderella—I. Woods                       | Victor         | 85     |
| 2.    | Tweetie Pie—M. Blanc                      | Capitol        | 52     |
| 3.    | Bugs Bunny—M. Blanc                       | Capitol        | 36     |
| 4.    | Bozo at the Circus—P. Colvig              | Capitol        | 31     |
| 5.    | Alice in Wonderland—Original Cast         | Victor         | 27     |
| 5.    | Johnny Appleseed—Dennis Day               | Victor         | 27     |
| 6.    | Alice in Wonderland—R. Clooney & P. Faith | Columbia       | 20     |
| 6.    | Alice in Wonderland—J. Powell             | Columbia       | 20     |
| 6.    | Bugs Bunny and the Tortoise—M. Blanc      | Capitol        | 20     |
| 6.    | Gerald McBoing Boing—Great Gildersleeve   | Capitol        | 20     |
| 6.    | Hopalong Cassidy—B. Boyd (H. Cassidy)     | Capitol        | 20     |

## Top Classical Albums of the Year

**Question . . .**

Which album or set of records in the Classical category did you like most in the past 12 months? (For this question an album may be defined either as a set of 78 or 45 r.p.m. records or a long-playing 33 r.p.m. record, the contents or components of which are equivalent in length to a 78 or 45 r.p.m. record.)

| PLACE | WINNER  | RECORD COMPANY | POINTS |
|-------|---|----------------|--------|
| 1.    | The Great Caruso—M. Lanza                         | Victor         | 431    |
| 2.    | Voice of the Xtabay—Y. Sumac                      | Capitol        | 152    |
| 3.    | Caruso Sings—E. Caruso                            | Victor         | 20     |
| 3.    | Bach: Prades Festival—P. Casals                   | Columbia       | 20     |
| 3.    | Offenbach: Tales of Hoffman—Sir Thomas Beecham    | London         | 20     |
| 3.    | Die Fledermaus                                    | London         | 20     |
| 7.    | Bizet; Carmen—Paris Opera Comique                 | Columbia       | 16     |
| 7.    | Heart of the Piano Concerto—Boston Pops Orchestra | Victor         | 16     |
| 7.    | Tchaikovsky: Swan Lake—A. Kostelanetz             | Columbia       | 16     |
| 7.    | Toast of New Orleans—M. Lanza                     | Victor         | 16     |



NEW • IMPORTANT • UNUSUAL

A FEW OF  
THE 450

MARKS MUSIC RELEASES  
THIS PAST  
YEAR

RCA  
RECORDS

**JUST IN CASE**

First Recorded by KAY ARMEN on Federal (King) 14001.  
Other Important Records To Be Released Shortly!

**THREE HANDED WOMAN**

Louis Jordan—Decca, 27694, 9-27694 (45)  
Woody Herman—MGM, 11026, K-11026 (45)  
Benny Strong—Capitol, 1326  
Billy Valentine—Decca, 48195  
"Tiny" Hill—Mercury, 5664, 5664x45 (45)

**BALLIN' THE JACK**

Featured Simultaneously "By  
Danny Kaye, Martin and Lewis, Dagmar  
And Countless Other Stars

Danny Kaye—Decca, 27597, 9-27597 (45)  
Georgia Gibbs—Coral, 60315, 9-60315 (45), CRL-56037 (33)  
Joe "Fingers" Carr—Capitol, 1558, F-1558 (45)  
Doc Evans' Six Alarm Six—Tempo 484, 4744 (45)  
Eddie "Piano" Miller—Rainbow, 109

**JAZZ ME BLUES**

Les Paul with Mary Ford—Capitol, H-286 (33)  
Teresa Brewer—London, 1086  
Jimmy Dorsey—Columbia, 38654, 4-38654 (45)  
Eddie Condon—Decca, 27035, 9-27035 (45)  
(Plus many other WOW Recordings)

**MY EVENING PRAYER**

The most beautiful of the new semi-sacred songs just  
recorded by  
THE ANITA KERR SINGERS OF NASHVILLE  
on Decca record No. 27767

**DANDY, HANDY AND CANDY**

A swell new song for grown-ups and kids recorded  
by today's top star  
ROSEMARY CLOONEY  
on Columbia 90125 and 4-90125 (45)

**MANHATTAN**

Rodgers' and Hart's first great hit, now bigger than ever.

Victor—Dinah Shore  
and Tony Martin  
Victor—Buddy Marrow

Columbia—Jimmy Dorsey  
Columbia—Lee Wiley 39202  
4-39202 (45) CL-6169 (33)

**BA-TU-CA-DA**

Percy Faith—Columbia, CL-6131 (33)  
Katherine Dunham—Decca, DL-5251 (33)  
Watch for forthcoming records of great new American vocal version

**LILLI MARLENE**

Featured in new RKO film release of same title  
Martha Tilton—Coral, 60559, 9-60559 (45)  
Anne Shelton—London, 144

EDWARD B. MARKS MUSIC CORPORATION  
RCA BUILDING • RADIO CITY • NEW YORK

The Billboard Annual Disk Jockey Poll . . . . . Part 2

# TRADE ASPECTS

## Virtually All Deejays Personally Select Records for Programing

**QUESTION . . .**

Do you select the records to be played on your own show? If you do not select the records on your show, please indicate who selects the records:

| WINNER                       | POINTS |
|------------------------------|--------|
| Select Own Records . . . . . | 493    |
| Music Librarian . . . . .    | 31     |
| Program Director . . . . .   | 5      |
| Assistant . . . . .          | 5      |

THE disk jockey who does not select the records to be played on his program is a very rare bird indeed. Virtually all deejays, according to the answers on this question, make their own selections. In a minute number of instances, the station's music librarian, program director or the deejay's assistant picks the disks.

The returns on this question give virtually 100 per cent confirmation to

what has long been apparent: the jockey, thru the years, has become a student of records and music—if not in all categories then most certainly in specific categories. It is upon the jockey that the responsibility for success or failure of a disk program must ultimately fall. To him goes the credit in the case of a good program, and the blame cannot be shifted from him in the event of a bad one.

## Own and Listeners' Opinion, Diskery Aid and Trade Papers Help Jocks Select Disks

**QUESTION . . .**

If you select the records to be played on your show, please check **JUST TWO** of the following sources of information which are the biggest aid to you in making your selections. Check only those **TWO** which are most important:

| WINNER   | POINTS |
|--|--------|
| Own personal opinion . . . . .   | 333    |
| Listeners' requests . . . . .  | 263    |
| Record company and/or distributor release sheets, direct mail and free records . . . . .   | 154    |
| Trade paper editorial features and advertisements . . . . .                                | 139    |
| Press agent or record specialist direct mail, letters, promotion or free records . . . . . | 44     |
| Information gathered from local record dealers . . . . .                                   | 32     |
| Music publisher direct mail, promotions or free records . . . . .                          | 20     |
| Information gathered from your own station music staff and/or librarian . . . . .          | 18     |
| Information gathered from local juke operators . . . . .                                   | 12     |
| Other sources . . . . .  | 45     |
| No answer . . . . .  | 19     |

MANY factors aid the jockey in choosing his selections, but aside from his own and his audience's preferences and the promotion sent his way by the diskeries and distributors, the jockey places much faith in trade paper editorial features and advertisements. Many deejays specifically mention *The Billboard*, which helps the deejay make up his mind via such features as reviews, recommendations, Tips on Coming Tops, Honor Roll of Hits, Best Seller charts and the various popularity polls. All of these are factors which, in the last analysis, help the jockey mold his own opinion. The scoring shows how highly the jocks regard listeners' requests and

also indicates the importance of diskery and distributor promotion in the way of release sheets, direct mail and free records. An analysis of all answers, however, indicates that many jockeys do not work closely with local record dealers, nor do many pay much heed to the promotion of music publishers. In the case of the latter, this could be the fault of the publishers themselves, altho many pubs are now gearing their exploitation with the jockey specifically in mind. Only a relatively small number of deejays take the trouble to gather information from local juke box operators, altho such a source is an accurate gauge of a large segment of public opinion.

## RCA Victor Fastest in Getting Disks to Deejays; Factors Influence Speed With Which Stations Get Wax

**QUESTION . . .**

Name the three record labels that most often get records to you **BEFORE RELEASE DATE**:  
SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER              | POINTS |
|---------------------|--------|
| Victor . . . . .    | 645    |
| Columbia . . . . .  | 589    |
| Capitol . . . . .   | 452    |
| Mercury . . . . .   | 381    |
| Decca . . . . .     | 195    |
| MGM . . . . .       | 108    |
| Coral . . . . .     | 64     |
| King . . . . .      | 39     |
| London . . . . .    | 26     |
| Four Star . . . . . | 12     |

**QUESTION . . .**

Name the three record labels that most often get records to you **AFTER RELEASE DATE**:  
SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER              | POINTS |
|---------------------|--------|
| Decca . . . . .     | 373    |
| Capitol . . . . .   | 369    |
| MGM . . . . .       | 344    |
| Columbia . . . . .  | 286    |
| Mercury . . . . .   | 248    |
| Victor . . . . .    | 234    |
| Coral . . . . .     | 156    |
| London . . . . .    | 108    |
| King . . . . .      | 61     |
| Four Star . . . . . | 13     |

THIS is the first year in which *The Billboard* has surveyed the jocks on the specific question of getting disks before or after the announced release date. The question is one which is of great interest to disk retailers, many of whom have been complaining that deejays get new releases much too soon before the disks are available to the consumer. The results of the survey, however, point up the fact that diskeries are not making any great effort toward getting their disks out to jocks before release date. The total number of jocks reporting that they most often get a specific company's disks before release date is only slightly larger than the total taking the opposite stand. Such labels as Capitol, Mercury, Coral, London, King and 4 Star are reported as being both slow and fast with almost equal votes.

RCA Victor takes top spot in getting their deejay platters out fastest.

Decca is reported to be the slowest. Columbia gets more votes for sending out disks before release dates, while MGM is most often reported as getting its disks out after the release date. From the diskery viewpoint, the ideal set-up would be to get the records out to disk jockeys slightly before or exactly at release date. However, such factors as mail service, personal contact, distance from distributing points, etc., all affect the speed with which platters are shot around the radio stations.

In addition to the first 10 labels listed in each portion of this question, seven smaller independent labels were noted as getting disks out before release date and 22 independents after release date. There were also scattered votes for "all" labels and "no" labels sending out disks after release date and for "no" labels getting their disks out before scheduled release. It all adds up to "six of one and half dozen of the other."

The Billboard Annual Disk Jockey Poll . . . . . Part 2

# TRADE ASPECTS

## Columbia, RCA Victor, Capitol Close 1-2-3 on Sending Most Free Disks; Indies' Largesse Heavy

**QUESTION . . .** Name the three record labels from which you or your station receive the most free records:

**SCORING . . .** Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER               | POINTS |
|----------------------|--------|
| Columbia . . . . .   | 598    |
| RCA Victor . . . . . | 587    |
| Capitol . . . . .    | 570    |
| Mercury . . . . .    | 338    |
| Decca . . . . .      | 254    |
| MGM . . . . .        | 126    |
| Coral . . . . .      | 65     |
| King . . . . .       | 47     |
| London . . . . .     | 18     |
| Four Star . . . . .  | 16     |

COLUMBIA this year takes top spot as being the easiest company with a cuffo disk. Last year it was RCA Victor, which scores second this year. Actually, however, there is little variance in the positions of Columbia, Victor and Capitol, their being only a 28 point spread between first and third. Of the majors, Decca is apparently more careful than others in distributing its free disks. Mercury is easily tops among the indies, jocks voting the diskery fourth behind Cap's third.

Deejays often complain of poor service from a specific company. Diskeries have varying policies as to which jockeys must be serviced. Important aspects of the matter, of course, are the relative influence of the jockey, what kind of market he represents, etc. It is surprising however, to note the great amount of diskeries which do service jocks. Apart from the majors, some 100 indie diskeries in all fields flood the deejays with disks.

## Garroway and Poole Run Away With "Jockey's Jockey" Poll

**QUESTION . . .** Which disk jockeys in your opinion have had the best radio and/or television shows over the past year? Please be modest and do not vote for yourself.

| PLACE | WINNER                      | POINTS |
|-------|-----------------------------|--------|
| 1.    | Dave Garroway . . . . .     | 186    |
| 2.    | Bob Poole . . . . .         | 170    |
| 3.    | Martin Block . . . . .      | 84     |
| 4.    | Robert Q. Lewis . . . . .   | 63     |
| 5.    | Gene Norman . . . . .       | 56     |
| 6.    | Symphony Sid . . . . .      | 54     |
| 7.    | Steve Allen . . . . .       | 45     |
| 8.    | Rayburn and Finch . . . . . | 41     |
| 9.    | Art Ford . . . . .          | 37     |
| 10.   | Eddie Gallaher . . . . .    | 34     |
| 11.   | Dick Martin . . . . .       | 33     |
| 12.   | Doc Holl . . . . .          | 31     |
| 13.   | Jimmy Lyons . . . . .       | 27     |
| 14.   | Gene Klaven . . . . .       | 26     |
| 15.   | Carl Nelson . . . . .       | 23     |
| 16.   | Bill Gordon . . . . .       | 21     |
| 16.   | Ed Hurst . . . . .          | 21     |
| 18.   | Peter Potter . . . . .      | 19     |
| 18.   | Kurt Webster . . . . .      | 19     |
| 20.   | Jack the Bellboy . . . . .  | 17     |

FOR the third successive year Dave Garroway and Bob Poole have run away with the "Jockey's Jockey" poll. Again, too, they have switched positions, with Garroway getting the nod this year for the top spot he held two years ago. Last year Mutual Network's Poole was the winner. Martin Block, WNEW, New York, once again retained third place, tho he got less than half the votes of the second-place winner, Robert Q. Lewis, who only recently started his network platter spinning show, came "out of nowhere" into fourth place this year, pushing the West Coast's Gene Norman down one notch.

Among the jocks receiving votes from their fellow platter spinners

this year are several who did not appear in the listing last year. These include Lewis, Eddie Gallaher, Doc Holl, Carl Nelson, Bill Gordon, Ed Hurst and Kurt Webster. Jocks who moved up the list in varying degrees this year were Garroway, Symphony Sid, Rayburn and Finch, Dick Martin and Gene Klaven.

It must be remembered that any number of jocks who might have received votes in this poll are not heard outside of their own limited areas—limited because of working on a local station or because of working on a low-wattage local station. In addition, it seems apparent that some jocks received votes because of TV appearances, either as jocks or as straight performers or guests.

## Deejays Name Flanagan Most Helpful Artist in Promoting Disks

**QUESTION . . .** Which individual artists are most conscientious and helpful to you with the promotion of their disks?

**SCORING . . .** Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                     | POINTS |
|-------|----------------------------|--------|
| 1.    | Ralph Flanagan . . . . .   | 405    |
| 2.    | Perry Como . . . . .       | 136    |
| 3.    | Buddy Morrow . . . . .     | 93     |
| 4.    | Ray Anthony . . . . .      | 85     |
| 5.    | Vaughn Monroe . . . . .    | 76     |
| 6.    | Dinah Shore . . . . .      | 68     |
| 7.    | Frankie Laine . . . . .    | 64     |
| 7.    | Les Paul . . . . .         | 64     |
| 7.    | Frank Sinatra . . . . .    | 64     |
| 10.   | Jan August . . . . .       | 59     |
| 10.   | Stan Kenton . . . . .      | 59     |
| 12.   | Patti Page . . . . .       | 53     |
| 13.   | Fran Warren . . . . .      | 45     |
| 14.   | Rosemary Clooney . . . . . | 39     |
| 15.   | Spike Jones . . . . .      | 38     |
| 16.   | Mitch Miller . . . . .     | 36     |
| 16.   | Jo Stafford . . . . .      | 36     |
| 18.   | Mindy Carson . . . . .     | 32     |
| 19.   | Guy Mitchell . . . . .     | 30     |
| 20.   | Paul Weston . . . . .      | 26     |

**QUESTION . . .** Which artists are most co-operative in arranging for personal appearance on your program?

**SCORING . . .** Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                     | POINTS |
|-------|----------------------------|--------|
| 1.    | Ralph Flanagan . . . . .   | 87     |
| 2.    | Stan Kenton . . . . .      | 73     |
| 3.    | Ray Anthony . . . . .      | 72     |
| 4.    | Patti Page . . . . .       | 65     |
| 5.    | Les Paul . . . . .         | 44     |
| 6.    | Rosemary Clooney . . . . . | 35     |
| 6.    | Frankie Laine . . . . .    | 35     |
| 8.    | Charlie Spivak . . . . .   | 33     |
| 9.    | Guy Mitchell . . . . .     | 27     |
| 10.   | Johnny Long . . . . .      | 23     |
| 11.   | Tommy Dorsey . . . . .     | 22     |
| 12.   | Les Brown . . . . .        | 21     |
| 13.   | Frankie Carle . . . . .    | 20     |
| 14.   | Tex Beneke . . . . .       | 19     |
| 14.   | Gene Krupa . . . . .       | 19     |
| 16.   | Spike Jones . . . . .      | 17     |
| 17.   | Gordon Jenkins . . . . .   | 15     |
| 17.   | Vaughn Monroe . . . . .    | 15     |
| 19.   | Lawrence Welk . . . . .    | 14     |
| 20.   | Eddy Howard . . . . .      | 11     |

TRIBUTE to the continuing promotion effort that originally was responsible for the overnight creation of the Ralph Flanagan band and has kept the ork sailing in the heights thru the year is the deejays' acknowledgment of the maestro as the most helpful artist both in self-exploitation and for personal appearances on spinner shows. Flanagan swept both ends of this question last year. In the personal appearance department the one-two-three winners this year are identical with those of last year: Flanagan, Stan

Kenton and Ray Anthony. Patti Page and Les Paul follow, testimony that these hot artists are keenly aware of the importance of friendly deejay relations. With regard to conscientious promotion, Perry Como repeated his second-place sweep of last year, and Buddy Morrow, who currently is working his first job, came from nowhere to third. Morrow's show is further testimony to the skill in exploitation of the Flanagan, Hendler and Woods office, which is responsible for the managerial turns of the new band as well as the Flanagan band.

*in 3 Short Years...*  
"The Nation's Most Talked-about  
Musical Personality."



# PAUL NEIGHBORS

and his ORCHESTRA

**CAPITOL RECORDS...**

- TIMELESS b/w VAMPIN' 1186
- I'M GOING TO HANG YOUR PICTURE b/w LOVELY 1250
- HULLABALOO b/w NO ONE BUT YOU 1341
- GIVE ME YOU b/w SENTIMENTAL MUSIC 1353
- HAPPINESS b/w HERE COMES MY BALL AND CHAIN 1461
- I WAS KISSING YOU b/w THERE SHE WAS 1531

**RADIO...** Sustaining; NBC, CBS, MBS, ABC.

**FUTURE BOOKINGS...**

- ARAGON BALLROOM, Chicago; Sept. 11
- SHAMROCK HOTEL, Houston; Dec. 4
- CLAREMONT HOTEL, Berkeley; Jan. 18

*Our Thanks to...*

- Claude Gillum
- Seymour Weiss
- Joe Faber
- William Karzas
- Charles Mapes
- Ray Moore
- Harold Koplar
- Fenton Baker
- Glenn McCarthy
- Dick Steenburg,
- M.C.A.
- Lee Gillette,
- CAPITOL RECORDS



ARAGON BALLROOM \*  
Chicago, Illinois  
(Current engagement)

CLAREMONT HOTEL \*  
Berkeley, Cal.

\* MAPES HOTEL  
Reno, Nevada

\* FLAMINGO HOTEL  
Las Vegas, Nevada

BILTMORE HOTEL \*  
Los Angeles, Calif.

\* BAKER HOTEL  
Dallas, Texas

\* CHASE HOTEL  
St. Louis, Mo.

\* PEABODY HOTEL  
Memphis, Tenn.

BALINESE ROOM \*  
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\* ROOSEVELT HOTEL  
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# Public Service and the Disk Jockey

Untold hours of air time every year are strictly pro bono publico. The disk jockeys defer to no one in their ingenuity, indefatigability and conscientiousness in public service broadcasting.

**JOCKEYS**, with their vast total audience and often intensely loyal local following, have a vital public responsibility to fulfill. They can and do make substantial contributions to every type of legitimate public service project, ranging from the billion-dollar March of Dimes drive to a pair of crutches for a local invalid.

In addition to direct fund-raising efforts, the deejay is often a major source of entertainment for shut-ins. This was pointed up during National Disk Jockey Week (August 20-25) when Sister Kenny Foundation exec MARVIN KLINE expressed the group's official gratitude to spinners for "the comfort they have brought to patients suffering thru the long months of convalescence." At the same time, Indiana Senator HOMER CAPEHART commended the jocks for "working in the American tradition of 'help thy neighbor.'"

In view of the fact that spot availability is always a pressing problem with program directors, the disk jockey today is the key public service broadcaster. However, his very effectiveness has turned into something of a boomerang in that program directors are being swamped with free plug requests from public and private institutions some of them highly questionable. Consequently most stations first set up screening processes to "clear" projects; then issue blanket directives for deejays to push specific charities.

### National Projects

Most national public service jobs are station-directed. (See WINS, N. Y. box elsewhere in this issue for partial listing of major public service organizations.) Spinners, tho, are usually at liberty to embellish these national drives with their own brand of public service salesmanship. For instance, five Denver, Col., deejays hit the dailies this year when they announced they would only play requests accompanied by donations for the March of Dimes drive. Spinners were BARRY COLEMAN, KMYR; BILL JONES, KLZ; JOE FLOOD, KTLN; RAY PERKINS, KFEL and FRANK WHITE, KMYR. BOB RAY, WIRK, West Palm Beach, Fla., pulled a sizable contribution for the same charity, via a "record strike." He played LOUIS JORDAN's diaking of *Chartreuse* for 45 minutes until listeners phoned in a specified number of pledges. One of the most influential platter spinners in the national public service field is the Mutual Broadcasting System's BOB POOLE, who, as a network deejay, is naturally in a key position to drum up listener interest in public service projects. Last year Poole raised over 650,000 toys for the Foster Parents Organization's drive to send playthings to homeless waifs in Europe. In Atlanta, Ga., WSB's BOB WATSON and other local deejays made a joint effort on behalf of the Cerebral Palsy drive and raised almost \$35,000.

Spinners at WCYE, Akron, Ohio, lined up on a soft ball team last July for a polo benefit game. The opposition included star players from the Cleveland Indians and

N. Y. Yankees. WCUE station deejays were GEORGE DUNLEVY, CARL REESE, ART ROSS, JOHN WEISER, CHUCK HEMANN and ANDY WELLS. Other disk jockeys have doubled as emcees at charity shows, and generally co-operated to the utmost with national public service projects.

In addition, spinners in the rhythm and blues field labor for the National Association for the Advancement of Colored People and other Negro charities. They also direct seasonal drives in co-operation with local Negro newspapers. For instance HUNTER HANCOCK, KFVD and KALI, Hollywood, is a regular participant in the Los Angeles Sentinel's annual Christmas benefit programs.

### Cloak and Dagger Department

A deejay will tell you what he had for breakfast, how his wife looks in the morning and when the stork is expected, but chances are he draws the line at politics and religion. Only a few brave brothers have the nerve to mix music with the Marshall Plan, and even fewer have made their more-gab-than-disks formula click with listeners. However, when the boys do click, they click big, as witness the tremendous audience appeal of BARRY "It's my show and I'll speak my mind" GRAY, WMCA, N. Y. Chicago disk jockey HOWARD MILLER another lay-it-on-the-line type, went so far as to contact the Federal Bureau of Investigation and was granted permission to encourage his listeners to report any information which they felt might aid in uncovering local subversive activities. Miller, of course, cautioned dialers to check their info thoroly before getting in touch with F.B.I. officials. One anti-communism crusader, ALAN COURTNEY, WGBS, Miami, Fla., has received several threats of reprisal from Red-minded dialers. According to Courtney, hardly a week passes that his on-the-air phone lines aren't jammed by telephone saboteurs. One dissenter even paid an off-the-air home visit and wanted to thrash the subject out at 3:30 a.m.

Courtney's campaign against communism has been a nightly crusade for more than two years now. Altho F.B.I. reports show only 227 card-holders in Florida, Courtney opines, "The figures are very misleading, because it only requires one man to knock out a community's telephone service or to poison a water supply. In like manner, it requires only one professor in a university to poison the well of education."

Courtney has already received two letters of commendation from F.B.I. Chief J. EDGAR HOOVER, who praised him for "doing a magnificent job in getting over to the public some of the basic facts about our American institutions and the decent things for which good Americans should stand." In his second letter, Hoover told Courtney "I know of no other broadcast which is of greater public service than the one which you give each evening." (Are you listening W. W. and all "those ships at sea?")

**HOLLYWOOD:** PETER POTTER, KFVB, works closely with the Junior Chamber of Commerce in ballyhooing any of its projects. . . . JOE ADAMS, KOWL, instigated a traffic safety program, with sponsors kicking in prizes worth \$3,000. . . . During a local narcotics expose, AL JARVIS, KLAC, interviewed State officials who spoke on the evils of dope. . . . GEORGE SANDERS, KFVD, staged his annual benefit baseball game for a boy's home.

**PHILADELPHIA:** MAC MAGUIRE, WIP, makes special announcements of women's club and parent-teacher association meetings, church socials, picnics, etc.

All school events, sports and social, receive the attention of JOE GRADY and ED HURST at WPEN. The same is true of BILL SEARS, WCAU, and DOUG ARTHUR at Danceland, who go a step further by directing attention to major cultural and educational events in the community. . . . At WFIL, TOM MOOREHEAD, HOWARD JONES, LEROY MILLER and BOB HORN joined their talents in the promotion of a "Sillie Willie" campaign designed to promote traffic safety among school children. That the campaign won many national awards for the station attests to its effectiveness via the disk jockey periods for the major promotional pull. . . . It remained for STU WAYNE, WPEN, to direct the public's attention to the Children's Rheumatic Heart Hospital, a small institution which had been overlooked entirely by the community.

Wayne collected everything from a TV set to a birthday cake for the sick youngsters. When a local transit strike paralyzed transportation, ALLAN JEFFRIES, WTOP, Washington, D. C., staged a "car pool" program drumming up rides for hundreds of stranded Washingtonians. Almost a thousand calls jammed WTOP's nine lines. EDDIE TEAMER, WHHM, Memphis, Tenn., credits his coal oil drive, backed by the Memphis Fire Department, with saving the life of a five-year-old girl. Teamer's warnings on the safe use of kero-

sene oil stoves were utilized by a group of listeners, when the child upset a kerosene stove. . . . TOM HUGHES and GEORGE CHERNAULT, WSL, Roanoke, Va., recorded a half hour show dedicated to the city, featuring addresses by local officials and a woman who "was the first baby born in the city after name was changed from Big Lick to Roanoke." A 16-inch recording of the show has been stored in a copper-lined-steel vault to be interred until 2001.

"SYMPHONY SID" GARIS, CKLW, Detroit, Mich., sparked a push among local jockeys to guarantee the revival of the Detroit Symphony Orchestra. Deejay campaign included singing commercials and special spots by big name recording artists. Stressed the theme "This is the people's orchestra."

Another CKLW jockey, TOBY DAVID, took on the task of raising funds to buy TV sets for inmates of the State Training School (mental defectives). Drive netted over \$500, plus an offer from a TV distributor to supply sets at cost, and free installation and service by a local repair man.

Chicago free-lancer MARTY HOGAN, decided to promote interest in the city by utilizing pertinent info, about points in the city worthy of visits by tourists and native residents alike. Hogan featured this "know your city" gimmick daily, via a question-and-answer contest.

### G.I. Aids

E. "JACK THE BELLBOY" MCKENZIE, WJBK, Detroit sparked \$35,000 in donations this year for his annual Memorial Day drive to furnish recreational needs for wounded vets. . . . JOHNNY GRANT, KMPC, Hollywood, tours camps and hospitals at his own expense with a two-hour variety show. During these visits he tapes interviews with local G.I.s and plays them back on his daily afternoon show.

IRA COOK, KMPC-KECA, Hollywood, makes it a point to keep the disks of artists now in the service (EDDIE FISHER, VIC DAMONE, ANDRE PREVIN, etc.) alive via extra spins and special chatter. Cook

also promotes the annual "Out of this World Series" ball game, proceeds of which are earmarked for various boys' clubs. . . . GENE NORMAN, KFVB, Hollywood, produces and narrates programs for Armed Forces Radio Services, and tapes his concerts for overseas listening. . . . BOB McLAUGHLIN, KLAC, Hollywood, furnished a local camp with lounge furniture, via listener contributions, and aided the Marines during last year's recruiting drive when the area was over-subscribed.

HARRY LIGHT, WARD, Johnstown, Pa., dedicates disks to local dialers, which have been requested by relatives and ex-listeners, now stationed in Korea. . . . BOB HORSTMAN, WBUX, Doylestown, Pa., has a similar show dedicated to the "men in the service and their relatives at home." Bob lets anyone who has a boy in the service appear on the program and dedicate one of the "top ten tunes of the week" to a G.I. . . . LARRY "DOC JIVE" SHIELDS, WFRP, Savannah, Ga., does a weekly three-hour stint as featured deejay at a local servicemen's recreation center. Spins the latest disks for dancing and hypos attendance, via photo giveaways. . . . BOB SWAN, WORL, Boston, received the Canadian American Writers Associations' Radio Achievement Award last year for his show, which is carried to Army veterans at a hospital near Boston.

### Personalized Public Service

Granted that institutional drives do the most good quantity-wise, but personalized public service with its human interest factors, can have potent audience pull.

The best single example of this is probably "BIG JOE" ROSENFELD, WINS, N. Y., whose avowed aim in life is "to transform the loneliest city in the world into the happiest." In addition to concentrating on spreading cheer to his large audience of bedridden and spiritually bedraggled listeners, Big Joe also offers them practical aid. During the first 75 days he broadcast in New York he drew donations of over 300 pairs of crutches, 540 canes, 10 wheelchairs and seven baby carriages. He also finds jobs for handicapped listeners and spends his off-mike time drumming up contributions for national charities. To facilitate his charity work, Joe has enlisted gratis aid from listeners, tagged the "Helping Hands," who investigate cases and help deliver contributions. Big Joe attributes his charitable impulses to the fact that he lived for much of his life as what he now calls "a first-rate heel," owner of five New Orleans bars, until he conquered alcoholism, via the A. A.

When TOBY DAVID, CKLW, Detroit, learned of a blind man with six children who had been denied public aid because his wife was employed, the deejay asked his listeners to help. In a few hours dialers contributed a seeing eye dog, and enrollment in a seeing eye dog instruction class; clothing, furniture, money and promise of a job. EDDIE HUBBARD, WIND, Chicago, and other deejays gave the FLETCHER HENDERSON memorial jazz session album drive solid support, via lengthy plugs on their shows. . . . BILL ANSON, KFVB, Hollywood, conducts a "Helping Hand" seg on his program, whereby he presents needy cases and asks public assistance. Work won him a V.F.W. citation. JERRY STRONG, WINX, Washington, D. C., raised 25 pints of blood in one day, via a plea for a charity patient dying for lack of blood. . . . MARTIN BLOCK, WNEW, N. Y., has a strong teenage following, so parents often ask him to broadcast an appeal for run-away youngsters to go home.

*The following list of public service organizations received gratis time over WINS, New York, disk jockey shows from January up to July, 1951. This list illustrates in part the vast public service time demands made upon radio stations thruout the year.*

|                                 |  |   |
|---------------------------------|--|---|
| Cerebral Palsy                  | Fresh Air Fund                                   | March of Dimes                          |
| Tuberculosis                    | Federal Housing Administration                   | Brooklyn Blood Center                   |
| Cancer                          | Division of Placement and Unemployment Insurance | New Eyes for the Needy                  |
| Red Cross                       | Children's Aid Society                           | Disabled American Veterans              |
| United Jewish Appeal            | Boys' Club                                       | National FFA Week                       |
| Civil Defense                   | YMCA and YWCA                                    | Disabled American Veterans              |
| National Guard                  | Veterans' Administration                         | Brotherhood Week                        |
| Safety                          | US Army Recruiting                               | Hobby Show for Elderly People           |
| United States Defense Bonds     | US Air Recruiting                                | International Children's Emergency Fund |
| Boy Scouts                      | Marine Corps Recruiting                          | Bishop's Fund for Victims of War        |
| Girl Scouts                     | Navy Recruiting                                  | New York State Civil Service            |
| American Heritage Foundation    | Veterans of Foreign Wars                         | Sister Kenny Foundation                 |
| Salvation Army                  | Heart Fund                                       | Community Chest                         |
| Army Nurse Corps                | Medical Scholarships                             | Armed Service Radio Broadcast           |
| CARE                            | Big Brothers                                     |   |
| Price Stabilization             | Coast Guard                                      |   |
| Post Office                     | New York State License Plates                    |   |
| New York Guild for Jewish Blind |  |   |

## Teamwork with Distributors, Retailers and Juke Box Ops

It profits the disk jockey to develop effective working relationships with the men who distribute, sell and put the disks in the boxes.

IT IS an established fact that many disk jockeys have worked out effective and co-operative relationships with three vital links in the chain of record success—record distributors, record dealers and juke box operators.

Some deejays have set up co-operative arrangements of various types with any of the above segments of the disk industry, while others work with all three. Yet there are still those spinners who apparently prefer to play "lone wolf" and go it alone—this despite the patently obvious fact that co-operative efforts involving jockeys, distributors dealers and operators must be mutually beneficial. It is primarily for those jocks who consider themselves rugged individualists that the following information has been compiled by the various *Billboard* offices and correspondents. Contained herein, too, is information of interest to those of the clan who have already seen the light.

### Liaison With Distribbers

Working closely with local record distributors can be a source for some of the best programing information available to a disk jockey. It is very often the local distributor who is best informed on the availability of disk artists for interviews. It is the local distributor who handles the co-operative advertising funds of the manufacturers and is often able to steer potential sponsors to the disk jockey's show. In some instances, the distributor himself will sponsor platter shows. In a great many areas, the distributor is charged with the responsibility of getting the latest releases to the disk jockeys. In almost every case the local distributor maintains a stock of catalog items which he will supply for air play. The local distributor, in addition, should be able to come up with clearance information, biographical information, inside trade tips and the like.

Perhaps, tho, the most important service available thru the local record distributor is a regular report on sales of the most popular numbers. At some time or other it has happened to most jockeys that a record being programed

regularly is not selling at all. Despite such checks as mail requests, jocks have, at times, found that an active fan club can generate lots of noise on a specific artist's recording. The noise, however, doesn't always materialize in such telling popularity signs as over-the-counter sales or juke box plays. The local distributor can supply the true popularity rating of each of his new releases. Even national sales statistics may be of little value in some areas. Regional disk favorites can usually be discovered quickly via the local distributor.

Good working relationships between disk jockeys and record distributors do exist. Typical of such co-operative arrangements are the following: Howard Miller, Chicago, free-lance deejay, makes it a point to call personally on the leading distributors weekly to get their top prospects. He claims that he is now getting "very honest critiques" from the distribs. Additional result of Miller's weekly calls is a lot of good trade background on the disks. Cadet Distributing Company in Detroit maintains a disk jockey contact man in order to service each jock's personal disk needs. Decca Distributing branches usually are able to work effective tie-ins with motion pictures made by such of their artists as Bing Crosby. Other distribs are also able to work out similar deals with motion picture theaters, legit musical shows and other facets of show business. Distributors like Ray Thomas and California Records on the West Coast sponsor platter shows locally. New York area distributors are usually ready to tie-in with local jocks on various contest gimmicks. Very often the distributor is able to come up with contest prizes in the form of records and such other items as radios, cameras, etc. New York distribs are also interested in knowing which tunes are most requested on your shows in order to color their promotional thinking. In all, contact maintained with distribu-

tors can be the most important factor is proper programing for many a deejay.

### Working With Retailers

Reasons for a close relationship between the disk jockey and the record retailer are varied and, in many cases, obvious. The dealer can often be the best single source of information on what the record buying public wants to buy or is actually buying. His customers are your listeners. He is the first person to know when a hit appears to be in the making in your territory. Record retailers are the most obvious sponsors of disk jockey programs and usually the most willing to work promotional tie-ins with the deejay by using placards about platter shows in their windows or on their sales counters. Numerous disk jockeys all over the country run current hit segments based on actual sales figures received from local retail shops. The list of possible tie-ins with disk dealers, each mutually advantageous, is a long one and usually well known to the jocks.

### How Ops Can Help

The one segment of the disk industry which has remained most foreign to disk jockys is the juke box operator group. Yet the few jocks who've worked out arrangements with ops are happy people with the results. Again, the people who drop nickels into juke boxes are the same people who listen to platter shows. Again, too, the record most popular in the juke boxes are usually the most popular on deejay programs. Many key jocks schedule specific programs based on the tunes most popular in juke boxes at the moment. Operators are ordinarily good sources for information on "sleeper" hits. Since most coin-operated phones have a counting device which notes the number of plays each disk gets, the statistical information available from operators is usually quite accurate.

One important tie-in between jocks and operator groups has been tried and proven successful in some territories. The operator association or a single, large operator will plug a specific disk jockey program by placing sticks on the phonographs. In exchange the jock usually suggests that his listeners drop a nickel into the nearest juke box to hear their favorite record.

The most generalized wrap-up to the entire group of co-operative relationship suggestions is—it can't possibly hurt anybody, it can only help.

FROM:

TO:

Wes + Fred Rose  
All Disk Jockeys  
Thanks fellas for  
your wonderful co-  
operation in making  
possible these hits...

"JEALOUS HEART"

"CHATTANOOGIE  
SHOE SHINE BOY"

"BONAPARTE'S  
RETREAT"

"TENNESSEE  
WALTZ"

and NOW!

"COLD  
COLD  
HEART"

Acuff-Rose  
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# I Don't Like ...

From complaints about the paucity of records received thru complaints about the plentitude of "dog" diskings released, some of the more articulate members of the spinner species get off a few gripes.

**T**HE chronic complaint of the disk jockey today (and every day) is his service problems with record companies and distributors. The majority of "gripes" addressed to *The Billboard* center about these cut-off "supply" lines of gratis record material. However, even on a week-to-week basis, individual situations are usually cleared up by the time the beef is in print, causing the now-happy deejay and distributor much distress.

Suffice it to say that a deejay is mad when he doesn't receive records and glad when he does. Typical service S.O.S. is that penned by FRED RAWLINSON, WGAP, Maryville, Tenn., who writes, "I need records to play. The people in town don't know what a new release is, and we're serving the aluminum center of the world. Send 'em, please." Other notes range in expression from wistful to downright nasty, but the general tone is the same.

### Wants Disks, Not Hypes

**TOM GADWA**, WPCF, Panama City, Fla., has a bone to pick with diskeries that send him platter promotional material, sans the platter. "Do they actually expect us to promote disks which we have to buy with funds from a rather limited record budget?" asks Gadwa. . . . On the other hand, some deejays have a more objective viewpoint. **ART SCHNEIDER**, KRSC, Seattle, opines, "Seems every 250-watter thinks they should have all the releases. Let's face it. They give us records to sell records. Where's there's no market—potential or otherwise—why should they furnish the station's bread and butter? Most stations make no attempt to plug the record label of a little-known artist." . . . "When a company takes the trouble to send me a disk," says **ED WARMOTH**, KNTP, Newport, Ore. "I feel the least I can do is play it a few times. I would feel terribly guilty to file it away in some remote corner of the station library (or worse yet, my own library) without giving listeners a chance to show their approval or disapproval."

"Finding enough biographical material on recording artists is becoming quite a problem" for **LARRY TRUESDALE**, WMNB, North Adams, Mass. . . . On the subject of "would-be-songwriters who send audition disks," **PAT MCGUINNESS**, WJNO, West Palm Beach, Fla., pens, "How about wishing these birds up to stop sending us instantaneous disks which are no good because they lack quality in their recording process? Anyway, most stations use only BMI or ASCAP licensed disks. Frankly, I haven't received one over the years that ever became a top record. Those of us who despise the payola racket hate these letters where a would-be composer hints a lot of things: if you'll 'really pitch' his disk." Pat also has a gripe about the fact that "most of the big labels have been sending out about 25 per cent of their releases with faulty surfaces—so bad I throw them away."

### Straighten Label Info

**JIM ENSSLIN**, KROP, Brawley, Calif., wants the diskeries to straighten out their label spellings. "Which is it—Ralph Martieric, Martieric or Martiere?" he asks.

"I've seen all three so far on Mercury labels." . . . "There ought to be one and only one correct title for a tune" gripes **BOB GARDNER**, WJAJ, State College, Pa., "and the publishers ought to insist that all disk labels bear only that title. It would make filing easier. Example: *I Get Ideas* and *When I Dance With You I Get Ideas*. . . . Hitting out at "mis-labeling," **BOB MILTON**, KFLO, Mason City, Ia., notes that "Mercury followed up Capitol's mis-labeling of Kenton's *September Song* by tagging Frances Langford as an instrumental and, on top of that, called the tune *The Moon Was Mellow* instead of *Yellow*." . . .

"Info on timing of record releases isn't always available," writes **L. BARILE**, WKAL, Rome, N. Y., "and I for one would appreciate it." . . . **JOE RYAN**, WALL, Middletown, N. Y., also wonders, "What do you do when you run into two-titled songs, such as *Where the Red Roses Grow* and *There's a Little White House*? How about this billing business?" . . . **DON JOHN ROSS**, WJTN, Jamestown, N. Y., has set up a *Dishonor Roll of Missed Hits* as a means of taking pot shots at "numbers which wouldn't stand a chance in China. Coral's *Who Am I?* by the Marlin Sisters is an example," says Don. "Ralph Flanagan bats 'em in there regularly, too—along with Vaughn Monroe—always good for a clinker."

### 'The Billboard's' Share

"Ever notice how many publicity boys are mighty free with the records to small town deejays at one time of the year—just before *The Billboard's* disk jockey supplement is published?" asks **DON LEFEBRE**, WINA, Charlottesville, Va. "It would be good material for a Jimmy Hatlo cartoon." . . . *Billboard* came in for its share of gripes this year, via beefs about the lack of elasticity of the *Vox Jox* column. "Wonder what it would take to get you to run an article about me?" queried **CARL B. CAUDILL JR.**, WLEE, Richmond, Va. I only send news when it is, in my opinion news. So I feel I have a gripe coming. I've filled out the last two *Vox Jox* sections—Nothing!" . . . In a similar sardonic mood, **UNCLE DON ANDREWS**, WSGW, Saginaw, Mich. "It would seem that if one doesn't spin within a mile of Chicago, one doesn't stand a chance of a mention in *Vox Jox*. My problem, Mr. Agony, is how the H--- does this station go about being mentioned. The *Billboard* is always yapping about jockey co-operation. Does it work both ways, or is that an old-fashioned idea? And mind you, a few jocks, in a State located and shaped as is Michigan, control the whole disk show audience for the State. Whatcha' think? Am I neurotic—or do I have a legitimate beef?"

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# CORAL!

# LORRY RAINE



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## C'EST VOUS

(It's You)

and

## HALF-A-LOVE



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*America's Fastest Growing Record Company*

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# There's More to the Job than Records

By June Bundy

There are precious few minutes between disks, and the disk jockey must get maximum impact in minimum time. Here's how a representative sampling of the spinner clan wins and wows audiences: Contests, gimmicks, novel program ideas, clubs, etc.

LIVING in the reflected glory of big name recording artists — sorely limited himself (both financially and time-wise) the disk jockey is on the spot more consistently than other performers. He rarely has more than a minute or two between disks to make the impact of his personality felt by an audience, during which span listeners may either be pleased, indifferent or turn the dial to another station, where, chances are, they'll hear the same big-name recording artists.

The "X" or "it" factor involved in catching and keeping these listeners, according to many so-called talent experts, "is mysterious and indefinable." We don't agree. Granted, maybe one per cent of an Arthur Godfrey or Martin Block is God given sales appeal, but 99 per cent of their present day success was built via smart promotion, shrewd programing and plenty of hard work. In line with this *The Billboard* has collected a variety of audience building gimmicks utilized by disk jockeys across the country this year, and lined them up on these pages in the following general categories:

### Contests

This hardy old promotion perennial is the mainstay of any gimmick field, and particularly valuable to a deejay who wants to demonstrate his mail pull power to a potential sponsor. Variations include 'umpteenth schemes suggested by eager recording companies. ALLAN CURTIS, WFGM, Fitchburg, Mass., sent out free albums to listeners guessing the number of times the word "Go" was sung by Bill Farrell on MGM's waxing of *Go, Go, Go*. . . . In the "mystery" disk category, PAUL SCOTT, WBIS, Bristol, Conn., offered himself as the prize (baby sitting for the night).

BILL BRITTON, WNLK, Norwalk, Conn., tied up with town's local "Anniversary Queen" contest, with listeners asked to send in entry and vote at same time. . . . In a more complicated vein, DAVE FENTRESS, WTIK, Durham, N. C., had dialers time a recording of *How High the Moon*; take the time (in minutes and seconds) and convert it into hundreds; multiply that by how old they thought he was (19) and send the total to Fentress. Prize was a copy of the Les Paul disk. . . . In cooperation with his beer firm sponsor, BROOKS LINDSAY, WAYS, Charlotte, N. C., had listeners guess the "top five" requested tunes of his show every week, via cards issued thru local dealers. . . . TOM SMITH, WACA, Camden, S. C., used identification of movie melodies.

AL COLLINS and JERRY MARSHALL, WNEW, N. Y., drew mail with a request for audiences to submit drawings of how they imagined the spinners looked in person. . . . Another WNEW team GENE RAYBURN and DEE FINCH stuck their respective profiles out and campaigned for votes to decide which was the better looking, on the basis of a full page photo of them in a local newspaper. . . . HAL DAVIS, KRSC, Seattle, gave away a Motorola car radio to the listener who came closest to guessing the date of birth of his baby. . . . JACK MILLS, KSIB, Creston, Ia., hosted "a night on the town for winner of his "Why I listen to Jack Mills" essay contest.

DON "JUAN" BELL, KRNT, Des Moines, ran a "Kiss Me Kate" competition on his show, in conjunction with a local appearance of the legit musical road company. Bell, handcuffed and blindfolded, was sole judge of the osculation merits of three finalists, with the smooching bout broadcast over

KRNT. Another Bell gag, tagged a "Whatzit" asked listeners to name a specific manhole cover. Clues were sprinkled here and there by Bell. Contestants also submitted 10 word opinions on "Why I think Don Bell is Crazy." Forty dialers correctly identified the manhole lid.

### Guests and Gags

Recording star guest shots are so common that it seems a waste of space to go into any detail about the procedure. However, there are guests, and there are "guests"—latter being typified by out-of-the-ordinary bookings. In line with this, SANDY TAYLOR, WPTR, Albany, N. Y., wins the 1951 guest prize for his interview with a snake charmer and his rattlesnake, visitors from a local carnival. . . . The teen-age junior disk jockey guest gimmick has been used satisfactorily by "JOLLY" MILLER, WHBO, Tampa, Fla. (Only one near faint so far.) and DICK ALLIGER, WBUX, Doylestown, Pa.

RAY MOORE, WSB, Atlanta, Ga., co-emceeds his show with an octopus, tagged "Ralph." Ralph not only gurgles over the mike but pulls top billing as well. Shows billing reads "Ralph and Ray." . . . ANDY GARY, WNOP, Columbia, S. C., uses the old control board pal gimmick. However, since Andy works the board himself, "Herkmeyer" is an "op" in name only. . . . On JACK LITTLE'S Court of Record Appeal, Clarksburg, W. Va., a juke box dealer, retailer and local ork leader swap weekly opinions with Jack on current wax releases. . . . JIM TRAVIS, WJLM, Lewisburg, Tenn., tapes chatter from other deejays across the country, and broadcasts it over his own station ("but no commercials please fellows").

### Patterns in Programing

Re-arranging the record room schedule is a "must" for jockeys. Listeners apparently enjoy "rhyme and reason" with their platter programs, and the smart deejay gives it to them, via various types of "theme" disk schedules. One night a week, HAL BRENNETT, WLOG, Logan, W. Va., features an "all-time-old time favorites only" request session. COOKIE COOK, WMDN, Midland, Mich., uses "theme" ideas, via words like "blue," "season," "why," etc. . . . JIM ALYWARD, WLYN, Lynn, Mass., devotes a seg to "little known records—that should have remained that way." . . . During "Hal's Hunch" period, HAL FREDERICKS, KXOX, St. Louis, predicts the disks he thinks will make the best seller list. . . . GEORGE BODNER and ALLEN JAMES, WRFD, Worthington, O., spin "disks of bands no longer present on the music scene" on a "Postscript to Yesterday" seg. JIM BROKAW, WCOP, Boston

(along with a host of other jocks), features the top five tunes of the day as selected by *The Billboard*; plus "jazz classics," "hall of fame" waxings and "all time tops." ART FORD, WNEW, New York, plays records by artists, who, in his opinion, "should have clicked but didn't." . . . PAUL C. JOHNSTON, KGEZ, Kalispell, Mont., traces the musical progress of present day recording artists, via spinning of artists' early records up thru their current waxings. . . . Paul also plays recordings by Mario Lanza and Caruso for comparison's sake, a stunt utilized by Art Ford as well.

To assure the major labels at least one plug a month, ROBIN BUSSE, WHLS, Port Huron, Mich., picks a different label each week and plays the platter's top five new releases during that period.

LEE GARRETT, WROB, Roanoke, Va., says *Sound Off* is an ideal programing lift, following U. S. Army recruiting plugs.

GEORGE BENSON, WKBS, Oyster, Bay, N. Y., features a "recorded trip around Manhattan" spotting bands and singers playing in Times Square theater and night spots. . . . When Liberty Broadcasting System presented a play-by-play account of baseball games from years gone by, Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., followed with music of that year.

DON JOHN ROSS, WJTN, Jamestown, N. Y., one of the more inventive programing deejays in the field, has a "forgotten favorites" seg, on which he plays "recorded speeches by U. S. presidents since 1900, etc." On *Movie Memories*, Ross plays tunes from forgotten flickers—*Dream of Olwen* from *White I Live*, tunes from *Lily Pons* movie *I Dream Too Much*, etc. During this session, Ross answers questions on obscure Hollywood data (i.e. What ever happened to Fernand Gravet or Jessie Mathews? What movie featured Ruby Keeler dancing on typewriter keys? etc.). In line with this, Ross revives hits from old movie sound tracks, such as the scores from *Snow White and the Seven Dwarfs* and *The Jazz Singer*. For his "Department of Dead Issues" (songs which should have made the grade, but didn't) Ross lists *Song of Delilah*, Nat Cole or Mitch Miller; *Falling Leaves*, Mitch Miller; *A Tune For Humming*, Woody Herman; *Waltzing Cat*, Boston Pops, etc.

### Clubs

Taking a leaf from Hollywood, many deejays find it pays off in ratings to organize listeners into club formation. AL KNIGHT, KITO, San Bernardino, Calif., sends listeners wallet size membership cards in his "Knights of the Turntable" club. CHARLES ROYE, WEBK, Tampa, Fla., has a "Long Distance Fan Club," with only out-of-state listeners eligible. . . . ROBIN SEYMOUR, WKMH, Dearborn, who spins under the title "Boy Needle," sends members of Robin's Needle Fan Club a sewing needle threaded with "robin red" colored thread. . . . JAY McMASTER, WMEX, Boston, Mass., has a roller skating fan club (300 in all) which meets and skates with Jay at a local rollerdrome, his sponsor natch. . . . Paul SCOTT, WBIS, Bristol, Conn., has organized a "Chug-a-Lug" club for his young listeners who drink their milk while he plays a disk by the same name. He also utilizes a "magic mirror," which lets him "see" if kids really follow thru on the milk trick. Parents, of course, send in names of delinquent drinkers.

### Between Sets

One thing's sure, a deejay is never at "a loss for words" between platters. However, many spinners could use some new ones to break up stereotyped patter patterns. TED BOOTH, WJAX, Jacksonville, Fla., reports favorable listener reaction to a short philosophical sign-off message. . . . JOHN GLYNN, WIRA, Fort Pierce, Fla., opens each 15-minute seg with bird calls. . . . CHARLES MOORE, WALT, Tampa, Fla., has worked out a split-intro idea for current pops, utilizing only the first three letters of

artist and orchestra. For instance he brings on a Joe Stafford-Gordon McRae platter as "Gorjoe Macsta."

CARL VENTERS, WJNC, Jacksonville, Fla., uses The Four Knights' *Walking and Whistling Blues* as a sign-off disk—"letting the footsteps fade away into the distance." . . . DUKE DERRY, WJAG, Norfolk, Neb., has visiting ork leaders tape station breaks for his program, and uses them over and over during the year.

When he wants to get out of playing a request record, DAVID FENTRESS, WTIK, Durham, N. C. tells them "the light just burned out in the record room, and I can't see to find the selection." . . . AL MORTIMER, WRAK, Williamsport, Pa., spins pop disks and asks listeners to "identify the classical theme from which it was taken." . . . RON BARKLEY, KEPW, Fort Smith, Ark., opens the show cold (without music) and tells a joke submitted by a listener, followed by his theme, *Mr. Anthony's Blues*.

TED JONES, KNUZ, Houston, plays several old platters by one artist; then plays the star's new record and asks listeners to decide if it will be a hit or a flop. . . . BILL BAILEY, WFLB, Fayetteville, N. C., purposely gives confusing data on record artists to gauge audience reaction. . . . LEE NANCE, WATL, Atlanta, Ga., holds a half hour "Speakeasy" seg, during which time listeners call up and speak their mind on any subject they wish. Nance relays censored versions over the mike.

LOU GOLSON, WFAX, Falls Church, Va., has a daily gimmick tagged "Anyone Can Pick a Hit." He plays a new release every day and asks dialers to phone in their opinion of the record's hit potential. . . . TED and DORIS STEELE, WMCA-WPIX, N. Y., originated the idea a couple of years ago. However, the Steeles use a regular housewife panel. To date, the Steele group has picked more than 80 per cent right. . . . BERT KNAPP, WMCA, N. Y., plays the "backwards game" on his show. Listeners are asked to phone or write in how their name sounds backwards.

### Zany Material

"Crazy-like-a-fox" stunts paid off in extra-publicity for uninhibited deejays this year. BUDDY DEAN, WITH, Baltimore, Md., cooked up a public wager with a fellow spinner; lost the bet and as a result, did his early morning show from the main intersection of downtown Baltimore. Pajama-clad Dean "stopped traffic." Friday the 13th brought out the pixie in ART METZLER, WATO, Oak Ridge, Tenn., who broadcast from his bed that day, his bedroom—the city's busiest street corner. During the broadcast, dialers gifted him with black cats, ladders, broken mirrors, etc.

As an opening gimmick for his first show, GLENN ELLIOTT, WPEQ, Peoria, Ill., broadcast from his record dealer sponsor's window and gave a dollar bill to anyone presenting him with 79 cents in change. ART ROSS, WCUE, Akron, O., did his entire show from the main street window of a local store, wearing pajamas and cooking breakfast while spinning platters. . . . How-to-drive-listeners-mad plan is submitted by BRITT MOORE, KEYS, Corpus Christi, Tex., who says he borrowed a line from Jan Murray. "What time does the balloon go up?" and throws it in whenever there's a lull in the show. Gag caught on with listeners, and, at the writing, Britt was plotting to push the stunt, via a town balloon contest, complete with Murray. Promotion would involve cash awards in each balloon and a grand prize for the listener who shot down the one marked with the station's call letters.

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80--80--79--81

TRUMPET #137

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# Spinning to Fame and Fortune

From the ranks of the platter spinners there emerges from time to time a gent who strikes gold in the rich fields of network AM radio and television. Four such are Steve Allen, Dave Garroway, Arthur Godfrey and Robert Q. Lewis. Their stories:

## • Steve Allen

REVERSING Horace Greeley's well-known advice, "Go West, Young Man," Steve Allen took the train in the other direction early this year and since has made the train ticket pay off. He has become featured on an hour nighttime network TV show, *Songs for*



Sale, and a 45-minute across-the-board daytime video program, both on CBS-TV.

The flip comedian comes by his talents thru his parents who had a song and patter act. Allen's education was disordered; he spent his time at 16 different schools, finally winding up at Drake University and Arizona State College.

The bespectacled emcee started his radio career in Chicago in 1940, went to Phoenix and then to Hollywood where he first started getting the attention of network program execs. His first real break was as a summer replacement last year for *Our Miss Brooks*, with Colgate paying the bills.

Allen's greatest talent is his power of understatement coupled with the ability to see the humor in the spontaneous gag. One such was the time he called the cement mixer into the studio while on the Coast. The guy's machine had been making an awful clatter outside. Allen's comment is "He didn't say anything funny, but it made for an interesting situation."

Among the comic's other abilities is his song writing. His *Let's Go to Church Next Sunday* was his top tune and sold a raft of copies. Allen also writes poems when he feels in a more serious mood. *Windfall* is the title of his book of poetry.

But the emcee loves a gag. When he was replacing Arthur Godfrey, his first crack to the audience on his initial show was, "This is Arthur Godfrey. . . Well, this isn't Arthur Godfrey really. I was just trying to scare my wife."

## • Dave Garroway

THO Dave Garroway's hardly a numerology fanatic, the fated number "13" has worked in reverse for the lad who made horn-rimmed specs a popular part of male raiment. Born July 13, 1913, at 13 Van Velsen Street, Schenectady, N. Y., Garroway came with



the National Broadcasting Company's Chicago headquarters September 13, 1940. And to further bear out the "13" influence, Van Velsen Street in the Empire State City is in the 13th Ward. In fact, Garroway's entire career would chagrin the superstitious,

David Cunningham Garroway Jr., son of a General Electric mechanical engineer, led a nomadic existence until his family finally settled for eight years in St. Louis. Garroway attended Harvard, ending up as a lab prof in astrology. Since he departed the ivy-covered astrological dome, the closest he's come to stars have been the many guest stars of show business he's had on his radio-TV shows.

In 1936 Garroway found employment agencies filled with unemployed physicists, chemists and astrologists, so he admits he became a "lousy piston ring salesman." After three months, he went to New York, where he heard of an opening for NBC page boys. He quickly vaulted from page boy to guide to guide trainer, attending announcers' school between walks thru the studios. Instructors repeatedly told him to forget announcer aspirations. In his first audition, he finished 23rd out of 24 budding gabbers.

In the middle of 1938, Garroway was down but not out. He happened to hear of an opening at KDKA, Pittsburgh, where he auditioned and was hired as special events announcer. He remained there until September 13, 1940, when he reported to work at WMAQ, Chicago.

In 1942 he joined the Navy as an ensign for a service career that left him with a horror of the water and a love of Hawaii. While in Hawaii, the Navy was seeking a deejay for an all-music recorded show. When Garroway did a one-day replacement for the steady emcee, reaction to his splicing about the background of the disk was so good he got his own show.

Back to WMAQ late in 1945, Garroway resumed as a staff splicer, until he got a 15-minute late afternoon disk show. Here again, his unusual splicing between platters caught attention, as did his selection of out-of-the-ordinary wax, stressing good music with the emphasis on jazz. When station execs decided to do an after-midnight stint, Garroway took over and his followers became legion.

The six-foot two-inch Scot effected a jazz revival in Chicago and thru the Midwest. He enjoyed a short-lived career as part-owner of the Blue Note, leading Chi jazz citadel. NBC, realizing the potential of his intellectual, yet entertaining approach, took him off the midnight beat and gave him his first radio web show in the summer of 1947. In 1949 Garroway started his TV career, which has since won many national awards and earned him, for his casual presentation, a tag line he used for years in describing much of the jazz he spun—"Chicago style."

## • Robert Q. Lewis

THE PERFORMER whose most accomplished previous talent was his ability to substitute successfully for stars, Robert Q. Lewis can chalk up 1951 as his year of triumph. His *Show Must Go On* is a CBS-TV fixture and Lewis's broadcasting career seems assured.



An up-and-coming deejay at WMGM, New York, Lewis was originally hired in 1947 by the CBS network as Godfrey insurance. Since then, tho he had nu-

merous radio and TV programs, none really clicked until the *Show Must Go On* offering because CBS never anchored him long enough in one spot to build an audience. The bespectacled 30-year-old comic is that rarity among rarities, a native New Yorker. A University of Michigan graduate, he came up the hard way, by taking a job at a small up-State New York station for his first radio experience. Later came the usual stint in the Army, most of which was spent on his back at the base hospital, and then his first chance at a New York indie, WNEW.

Robert Q's comedy philosophy is to provide pleasant entertainment, minus continual boff gags. He figures it's easy on the listener and easy on himself. Lewis's affinity for disks, even while he was out of the business, paid off when he went commercial. He now owns a large collection of records, more than 1,000, and uses old platters with their nostalgic tunes when he can.

The comic goes in for a great deal of serious reading, favoring the contemporary French authors. His likes in American writers are James Thurber and O' Henry. As for Mark Twain, Robert Q. says: "Now, there's a humorist for you. A radio comedian in a jam can always steal a lot from him. And who doesn't?"

## • Arthur Godfrey

BROADCASTING'S rambunctious redhead, Arthur Godfrey, is undoubtedly the most spectacular success story the deejay industry has produced. Taking advantage of a tiny crack in the radio network door when was given an early morning show on CBS back on April 27, 1941, the 48-year-old



ex-gob pushed it wide open with his potent all-American audience appeal and since has gone on to glory. He is now on CBS-AM eight and a half hours weekly; on CBS-TV an hour and a half weekly; and this fall goes to two and a half more daytime video hours per week for his contented clients.

Behind Godfrey's amazing sensitivity to the audience's pulse is the story of an automobile accident which hospitalized him for long months in 1931. With nothing to do but listen to the radio and think, he discovered and formulated the philosophy upon which most of his success is based. Arthur found many announcers either talked down to people or talked over their heads. They sounded insincere, he claims, especially when pitching commercials. Godfrey sells nothing that he doesn't use himself. And his homey, schmaltzy, one-of-the-family delivery, has since created a minor revolution in entertainment and selling technique.

Godfrey has learned his deejay lessons well and, even now, tries to employ his live talent as he did his records when he was spinning disks for a buck. He integrates them into his show, concentrating upon building himself and his foibles as the major entertainment factor.

When Godfrey goes to Hawaii, his video fans see his vacation films; when he goes to Europe they listen to his talk about his pals, Bernard Baruch and General Eisenhower; when Godfrey won his wings at Pensacola, the former salesman of cemetery lots gave his listeners a bird's eye view of the flying navy. It all goes a long way to build a personality, not a phoney fictitious one, but the real thing.



Climbing Fast

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BILL MONROE

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A Great Hit

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TONY BENNETT with PERCY FAITH (Col.)

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ARTHUR PRY SOCK—(Decca)

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**Special Services for Spinners**

A virtually endless variety of services from the music industry is being offered the disk jockeys. These aids run the gamut from free disks and personal appearances thru complete continuities and program ideas. They can be utilized to excellent advantage by the progressive jockey.

**BY** ACCEPTED definition, any announcer who plays phonograph records over a radio station is a disk jockey. Fact is, however, many announcers who have been doing just that for years are still announcers—not disk jockeys. The line of demarcation as it is commonly drawn separates the quondam platter spinner from the guy who makes an effort to program the best records for his specific audience and makes of his duties something more than a chore. The various record companies have learned to differentiate between the two types of record programs so that records, information and other services are sent to selected lists of jocks or stations. The number of names on each diskery's list varies according to any number of factors—budgets, actual spot checks of the individual jock's effectiveness, artists' demands, etc. And just as the record manufacturers offer services to the deejays in different degrees and quantities, so too are the distributors, music publishers and artists servicing jocks rather discriminatingly.

**Typical Services**

Here, then, are typical special services available to the disk jockey from any and all music business sources. Most jocks can avail themselves of all such services. All jocks should make an effort to acquaint themselves with the vast list of materials being offered and select those which best suit individual programing needs. It is pertinent to point out that the information which follows is not 100 per cent complete. It is being offered here by *The Billboard* as a guide rather than as a bible.

Of prime importance to the jocks are the free records. Almost every single diskery make records available to radio stations or to the individual disk jockeys. Whether the jock or the station gets the disk varies from company to company. There are those diskeries which have divided the jockeys into "A" and "B" lists—the "A" list getting complete disk service and the "B" list only partial service. Other diskeries have a single list of deejays to whom free records are sent. Promotion-minded personal managers have, in some instances, had clauses written into artist-diskery contracts which demand full coverage of all deejays. Thus, it is easy to understand why some stations receive from a diskery only a few records at odd times. Yet many jocks on "B" lists have been moved into the "A" category because they have "proved" their value as disk exploiters.

Record companies also offer a large variety of other services which can be important to disk jockeys. Almost all labels have artist photos and biographies available. Almost all have regular news and information sheets available and promotion men in the field whose job it is to contact jockeys.

Typical of additional programing services at a jockey's beck and call are recorded or taped interviews. MGM Records maintains a "star interview service" offering about 600 jocks transcribed interviews with flick stars who record for the label. RCA Victor has audio disks containing the plug side of a new disk and a transcribed story or interview on the back. The same label also offers taped interview with artists. London Records is usually willing to tape regular or special interviews with their English artists for use on jockey shows here.

The list of diskery services to deejays includes such items as

personal letters, gimmick mailings, contests and contest prizes for the jock and/or his listeners, personal phone calls from artists, exploitation stunts, story-behind-the-song information, autographed artist photos, autographed records and personal appearances by disk artists. RCA Victor, for example, offers all the above services. MGM Records, thru its affiliation with the MGM motion picture company, runs movie musical previews, playdate information on motion pictures and special contacts with theater managers and MGM Pictures field reps. The label also offers a script service to station librarians or continuity directors. In many instances the services of this company are available thru the local MGM distributor or thru the MGM picture reps in the territory. Decca operates a special "round-the-clock" promotion on important releases so that all levels of the industry get the disk at the same time in order to take full sales advantage of the promotional efforts. The same label is slowly but surely expanding its coverage of disk jockeys with free records.

It is well to remember that diskeries do not bombard disk jockeys with promotional material unless there is a reasonable expectation that the disk involved will be a hit. It is much too expensive to start and maintain a promotional campaign on a record with little potential.

**Publishers**

On the publishing level of the record industry there are many signs that the Brill Building habitues are growing more and more cognizant of the need to service disk jockeys with more than a copy of a plug record. It is true, of course, that many disks unobtainable from manufacturers or distributors can be gotten from the publisher. Aside from this, however, there are publishers who keep jocks and stations fully informed of trade activity on their

songs. One pubber goes so far to send jocks telegraph wires on disks breaking for hits in various parts of the country. This specific publisher doesn't restrict his wires to his own songs. More than one publisher sends news letters to jocks, many send field men out to promote a disk by personal contact. Many publishers have also been instrumental in getting artists to make personal appearances on deejay segs.

**BMI**

Perhaps the best source of service for most deejays is Broadcast Music, Incorporated, which offers a variety of excellent services as programing aids. The BMI "Pin Up Sheet" is a monthly listing of top BMI tunes along with a calendar of important events in almanac style. BMI's "Record Report" lists promising new records with quotes from the trade papers. The script services available from BMI include "According to the Record," a five-minute show; "Spotlight on a Star," a 15-minute show and a series of special 30-minute holiday shows for such events as Christmas, Thanksgiving and Mother's Day. In each case the appropriate records are spotted. BMI also has a series of bios on artists along with a photo and list of BMI recordings. This "Disk Data" can be handled in looseleaf style. BMI's "Concert Pin-Up Sheet" is the longhair counterpart of the pop sheet. It goes out in a package called "Your Concert Hall" with three types of scripts and an order form to get the proper disks at a discount. BMI's veepee in charge of station relations, Roy Harlow, sends out a monthly newsletter containing news of projects and trade news of special interests to both station execs and deejays. Also available from BMI are green or brown manila stock envelopes at cost and an index of musical themes.

**Other Services**

As an example of the services available to deejays from individual recording artists, the following information is taken from the modus operandi of the Ralph Flanagan Orchestra: Disk jockeys can get from Flanagan a large chart listing the most popular disks on a long list of standard songs. The list is not restricted to Flanagan's own recordings. The orchestra's office send out a newspaper called, "The Flanagan Flash," and special transcriptions containing voice tracks of Flanagan introducing various records in a general fashion. The latter introductions can be used for almost all Flanagan disks. On the road, Flanagan carries a tape recorder in order to answer all requests for special taped intros or interviews. In addition to all these is the all-important personal contact maintained by Flanagan and his staff with the disk jockeys. Such services as just detailed, when multiplied by the hundreds of artists making some or all of them also available, should enable many a jock to put together a long list of

**A Deejay's Dream of an Ideal Flack**

by  
 Larry  
 (Doc Jive)  
 Shields  
 WFRB, Savannah, Ga.

The ideal disk promotion man, opines Doc Jive, is one who:

1. Is more interested in boosting and selling the client than himself.
2. Puts new, factual and in-advance material in the hands of a co-operating deejay, with some semblance of regularity, order and dependability.
3. Can differentiate between flashy tricks, cute didoes or juvenile gimmicks and worthwhile material easily assimilated, adapted and aired.
4. Does not create a cheap contest gimmick with every promotion; or participate when prizes are not mailed to winners promptly.
5. Will not assume that voluntary participation means enslavement of the deejay to exclusion of other competitors.
6. Won't go over the deejay's head to his boss to force acceptance of high-pressure methods.
7. Does not make a bookkeeper of the deejay by incessant, interminable and unreasonable surveys of how often on how many days on how many programs to how many requests resulting from how many plugs to how many estimated listeners a certain disk was spun.
8. Refuses to sell his mailing list to other and less scrupulous flacks who load the deejay's mailbox with tiresome and time-consuming literature not worth the air it was fashioned from or intended for.
9. Is loyal to a co-operating jock to the extent of offering him first if not exclusive choice in his area of new material, be it literature, wax, contest, personal appearance or any other exploitation factor.
10. Considers the integrity of the jock who is familiar with the tastes and taboos of his audience, is sincere with his intent to serve the audience, the station and the sponsors, and who must live in the community and live down any clinkers slipped him.

# The Care and Feeding of Disk Jockeys

by  
Dick Pack,  
as told to  
June Bundy

WNEW's program director offers sagacious commentary on the do's, don'ts and maybe's of successful platter-show operation.

AS PROGRAM director of WNEW, N. Y., one of America's leading deejay stations, Dick Pack is well qualified to discuss the "care and feeding of disk jockeys." Back in the '30's station manager Bernice Judis subsidized the first big-time platter spinner when she hired Martin Block to spin records and spiel spot-announcement copy. Since then Block has parlayed his spinning chores into a \$1,000,000 business. To aspiring young disk jockeys today WNEW represents the counterpart of what the Palace Theater once meant to vaudevillians.

In line with this, the station opened its doors to would-be deejays this year, via an offer to audition each and every air check application submitted by spinners across the country. *The Billboard* asked Pack to comment on the results of this audition plan for our disk jockey supplement issue and at the same time describe exactly what makes WNEW spinners tops in the trade.

In reference to the audition platters, Pack observed that imitation is the surest form of suicide for deejays. "At one time they all tried to sound like Martin Block," he said. "This year it's Arthur Godfrey or Rayburn and Finch. It takes skill and taste to be funny on the air, and not very many performers can carry it off. There's a thin but decided dividing line between kidding a sponsor and making fun of his product. Latter tactic, of course, will put you right back with the sustainers."

"Effective disk programing requires planning, production, imagination and showmanship. There's a lot more to it than just slapping on a record. The most important single factor involved is knowing your audience and market just as the sales manager must know them to sell time. What goes in New York

programs with high listener interest.

And this is only the beginning. Mercury Records will shortly make available a special deejay artist biography loose-leaf folder containing one-sheet biographies and a complete discography of all the artists records available in stock. The Balaban and Katz theaters in Chicago, thru Jack Garber, send out biographies and record lists of all wax talent playing in their theaters. The Samson Company, Columbia distributors in Chicago, mails out a special weekly sheet containing gags from the characters in the wax field. The Hollywood film studios, of course, are only too happy to send out all types of info on musical flicks.

It must, at this point, be conceded that there is a wealth of information and services available to disk jockeys. The question which now arises is how much can a disk jockey expect to receive.

It must be first accepted that for most jocks it is a feast-or-famine existence. Those considered to be "key" jocks in promoting a record are flooded with disks, information, personal contacts and gimmicks. Those jocks not in the so-called "key" category get records and services in varying quantities. Whether or not a specific jockey belongs in one category or the other is often a moot point. It matters only that a jockey avail himself of whatever services and material he can get, make the best possible use of them for himself, the artist and the record company, and by so doing prove that he is an important factor in the music business. Many a jockey has created a national stir from a small wattage location by actually helping "make" a record—whether a new release or an interesting disk taken from back catalogs. Neither the jock's name, the station's power nor its location are overly important. It's basically what you can do with what you have.

may not go in Chicago or Des Moines.

"At WNEW we map out listening patterns of audiences by rating surveys, mail and word of mouth. On the basis of this information, we've discovered that our listeners vary as their pattern of activity for the day changes. For instance, on our early-morning show (6:30-9:30) Rayburn and Finch play 'awakening audience music'—bright hit tunes (not jarring) mixed with novelities—no jazz. Then, as the housewife dialers take over, we switch to mostly pops and standards, and stay that way most of the day with more string and romantic music later in the afternoon, plus upbeat material as kids come home from school. One basic rule holds true tho—pops and standards will most often get you the biggest audiences. Specialty groups are usually possible only in large metropolitan markets.

"You don't need expensive research staffs to decide your audience's preferences. Word of mouth is actually one of the best yardsticks. One small town station owner turns his entire staff into researchers every time he tries out a new show. All of his employees have a regular assignment to ask everybody they know what they think of a new ainer. The opinions are polled, and the final verdict decides the show's fate.

#### Do's and Don'ts for Deejays

"Our basic philosophy at WNEW is 'music's the thing.' We tell all new deejays 'Keep your mouth shut. They don't want to hear you. They want the music.' Jive and trade talk is also out (i.e., who's on fiddle, etc.). Record introductions are held down to 10 or 15 seconds. We also frown on too much 'I' and cliches—'star of stage, screen and radio' for example. Interviews are also out (for us anyway). The average listener in the metropolitan area is just too blase to be thrilled by chatter sessions with recording artists. Besides, there's a certain triteness and sameness to most deejay interviews.

"Among other things, we pick deejays for their sex appeal and/or personality. Ease and informality are musts. No shouters or stuffed shirts need apply. Ad lib ability is a prime requisite since no deejay should need a script. All this adds up to being a good commercial announcer.

"Productionwise, a disk jockey should display a healthy respect for the records. Play a platter thru—no interrupting disks or cutting vocal numbers. We've found it makes good sales sense to sock-in a record immediately following the commercial rather than going into an intro first. Worn records, of course, should be replaced before they get that way.

"Proper programing of a record show takes more time than readying a live show. We've put as much time as one hour in planning a two-hour disk show. However, our usual preparation ratio is one to three. Programing is relatively easy at WNEW because we have such great librarians, particularly our head man Al Trilling.

"A record librarian is as important as a disk jockey, and if a station can't afford one, then the program manager should be able to double in that department. Most of our programing is set up on a collaboration basis, with the librarian, jockey and myself all contributing to the final listings. In line with this, we utilize all trade information on disks, including *The Billboard* charts.

"Above all be flexible in programing. Keep 'em guessing by constantly changing pace with contrasting musical styles. However, don't go to extremes such as from Spike to Pinza. Pick up the tempo gradually. I might add that the word 'flexible' applies to everything we've discussed here. Under certain circumstances we've probably violated every rule set forth in this article. Make some rules—good ones—then don't be afraid to break them!"

The integrity and experience of

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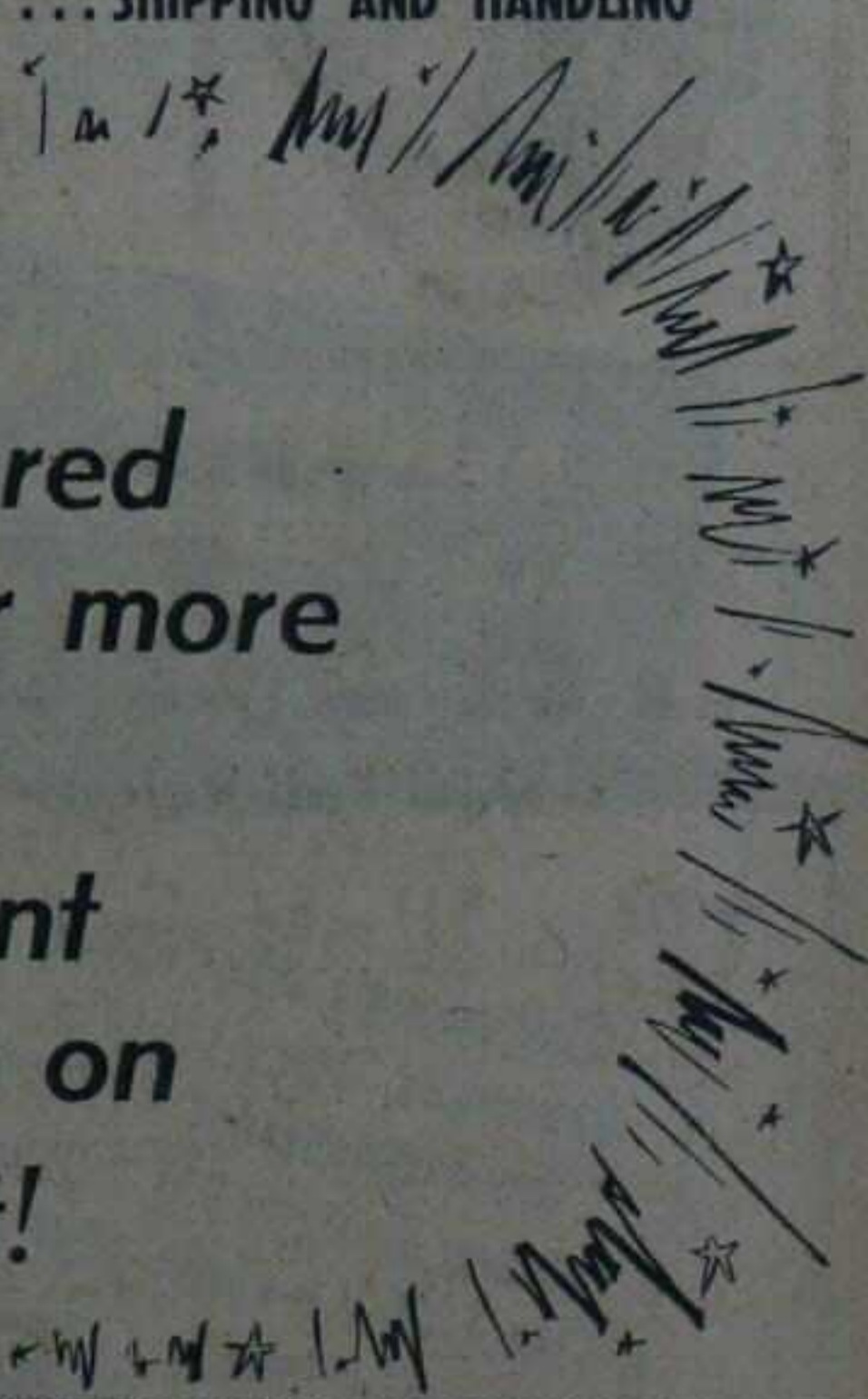


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**1**

For your many kindnesses, I would like to send each of you boys a personally autographed copy of this portrait, free of all advertising matter and suitable for framing in your home or office, free of charge. Write to 'Red' Foley, WSM, Nashville, Tennessee.

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Star of Prince Albert's NBC  
"Grand Ole Opry" WSM,  
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**REMEMBER THESE  
ALL-TIME RED FOLEY  
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"Chattanooga Shoe Shine Boy," "Birmingham Bounce," "Mississippi;" "Goodnight, Irene;" "Tennessee Border #2," "Sugarfoot Rag," "Cincinnati Dancing Pig," "Sunday Down in Tennessee," "Just a Closer Walk With Thee," "Chocolate Ice Cream Cone" . . . and the many, many others you helped make so popular.

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 and  
 "THE WEAPON OF PRAYER" Decca 46357  
 "SUGAR FOOT RAG SQUARE DANCE"  
 and  
 "COCK-A-DOODLE-DOO" Decca 46349

# The Hillbilly Deejay Prime Asset to Country & Western Music

By  
Johnny Sippel

There are over 1,400 Hillbilly disk programs on the air today, with America's rustic spinners averaging 11 hours of wax weekly.

WHILE the disk jockey is a paramount promotion force in any branch of the music business, nowhere is he more important to the field than in the case of Country and Western music. Unfortunately, the rustic music warbler, as yet, does not have a number of important flack avenues, generally accorded to the pop artist. Vaudeville and night club engagements are extended consistently to the pop chanters, but, in only a few isolated cases, such as the Reno and Las Vegas bistros and in theaters, like the Hippodrome, Baltimore, and the Olympia, Miami Beach, are country entertainers ever given a booking. Motion picture studios, too, extend open arms to pop and even classical singers, but all that Western and h.b. talent get in the way of celluloid coverage are either feature or supporting roles in horse operas that get only limited circulation and almost never hit metropolitan areas.

In the case of radio-TV, the rustic melody musickers get the same brush-off generally. On the webs, Columbia Broadcasting System carries the Rex Allen show with the Sons of the Pioneers, while the Grand Ole Opry from WSM, Nashville, is the granddaddy of them all. The new Spade Cooley CBS webber and other nets' country music shows are all sustainers. In TV, NBC has *The Midwestern Hayride* on for the summer, while a number of other shows are on regional webs, but not one of the shows features country names on record.

### 1,400 Hillbilly Disk Shows

The one flack avenue which has taken h.b. and western wax voices into every home has been the country platter pilot. Surveys of record companies, music publishers and flacks in the country field indicate that there are 1,400 h.b. disk shows on the air today. While these oatune segs primarily were centered in the South and in the Midwest and Eastern hinterlands five years ago, an increasing number of these shows now emanate from metropolitan areas in the Midwest and East. The powerful 50,000-watters, who maintain a 24-hour per day schedule, have in the majority turned to h.b. and western platter spinners for a major part of their all-night and early morning programing.

### Hillbilly Disk Survey

In a survey, just completed by *The Billboard* of approximately 500 representative h.b. and western d.j.'s, scattered throuth the 48 states, it was shown that the average rustic spinner does 11 hours of h.b. and western wax per week. This indicates this type of programing is extremely successful, for these figures were based on six-day per week operation, showing that the spinner does almost two hours per day. Some d.j.'s, such as Nelson King, WCKY, Cincinnati; Larry Carothers, KMOX, St. Louis; Sam Workman, WRVA, Richmond; Bob Neal, WMPB, Memphis; Dave Miller, WPAT, Patterson, N. J.; and Randy Blake, WJJD, Chicago, do an average of from three to six hours per day over heavy-watted outlets.

The h.b. d. j., because he is the only really big promotional media for country talent in his locality, has become a part of every correlated rustic music venture. The folk platter pilot has taken a prominent part in the emergence of the folk music park. These folk music parks are ordinary picnic grounds, in most cases, which, with the addition of an outdoor staging area or barn, are converted into a park operation. Uncle Ollie, WJZM, Clarksville, Tenn., is booking and managing Roy Acuff's Dunbar Cave near Clarksville. Johnny Rion, WIBU, Belleville, Ill., is operating his own h.b. park. Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., started a park operation at Bakers' Point, Richfield Springs, N. Y., early this year,

but the first two weeks' crowds encouraged him to move to the more spacious Canadarego Park nearby. Larry Carothers and Pat Cook, both jockeys from the St. Louis area, are helping in the promotion of the Acorns, a park operated by Brother Bob Hastings near the city. Marty Roberts has opened a small park near Decatur, Ill., where he airs daily over WJZ.

In many localities, h.b. d.j.'s are not only helping thru their shows to promote traveling country music package shows, but are taking a financial interest in their local dates. Frank Lokay, WBIG, Greensboro, N. C., started promoting all-night sings and gospel singing concerts in his vicinity, working with a local fraternal group. He did a high as 10,000 admissions on these events. Ramblin' Lou, WJNJ, Niagara Falls, N. Y., has had a number of jamborees, made up of WWVA, Wheeling, and WSM, Nashville, name talent. Connie B. Gay, WARL, Arlington, Va., not only consistently racked up good grosses with troupes of names, with budgets of from \$1,500 to \$8,000, but recently personally emceed a troupe, including Grandpa Jones, which toured the Korean war front. Charlie Walker, KMAC, San Antonio, is operating a nitery, The Barn, there in which he is promoting traveling names. Happy Hal Burns promoted name talent dates in Birmingham via his air shots over WBRC. Pat Cook, KSTL, St. Louis, promoted square dances last winter and spring at the local Lindy Ballroom. Sheldon Horton, WJSW, started a string of one-night dates in the local fair-ground grandstand, using name talent. In addition, Horton is operating his own rustic record shop in the town.

### Cutting Disks

The d.j.'s not only are out promoting the disks, but in many cases are making them. Nelson King, WCKY, Cincinnati, is aide-de-camp to Sid Nathan, when it comes to supervising King records' h.b. waxings. Sally Starr, WJMJ, Philadelphia, is a. and r. chief for Rainbow's h.b. cuttings. Irv Victor, the veteran h.b. spinner, who temporarily is off the air but intends to return this fall, is an officer of Jeb Records, new Chicago firm, which has a rustic wing, Folk Music.

There are a large number of h.b. and western mikers, who are cutting records. The list includes: Famous Lashua, WEBC, Duluth, Minn., (4 Star); Slim Williams, KWBC, Ft. Worth (Coral); Earl (Granpappy) Davis, WBOK, New Orleans, La., (RFD); Frank Porter, WRNL, Richmond, Va., (MGM); Dick Bills, KOB, Albuquerque, N. M., (4 Star); Al Rogers, KGNC, Amarillo, Tex., (4 Star); Don Davis, WLW, Cincinnati (Tennessee); Johnny Hicks, KRLD, Dallas (Columbia); Ed Clayton, WLAY, Sheffield, Ala., (Tennessee); and Reggie Ward, KVMA, Magnolia, Ark., (NEMO).

Tho the field as yet is in its embryonic stage, from results up to now, it can safely be said that the h.b. disk pilot, who has made a name in a locality or full region of the country, will probably be emceeding a live TV show, starring h.b. or western talent, when that feature is added to a station's programing chart. The d.j. is the logical choice, for he's built an audience via radio and can swing that audience with him for the TV shows. Thus far, the following d.j.'s have reported to *The Billboard* that they have done a TV series. The list includes: Cactus Jim Brooker, WMIE, Miami, Fla.; Harold (Cuz) Goodman, WBAP, Ft. Worth; Lee Stewart, WHAT-TV, Philadelphia; Connie B. Gay, WNBW, Washington, D. C.; Don Larkin, WAAT, Newark, N. J.; Rosalie Allen, WOV, New York; and Happy Wilson, WAFM-TV, Birmingham, Ala.

Thanks Disk Jockey...

"LITTLE"  
(Old Cold Tater)

JIMMY  
DICKENS

and his COUNTRY BOYS

Featured Star on  
WSM "Grand Ole  
Opry"  
and WSM-TV



THANKS,  
DISK JOCKEYS  
We sincerely believe that  
you'll find our latest  
recording of

"POOR LITTLE DARLIN"

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

Columbia Record No. 20866

is our best ever . . .

Thanks for publishing these hits . . .

- "THE GALVANIZED WASHING TUB"
- "IT MAY BE SILLY BUT AIN'T IT FUN"
- "SLEEPIN' AT THE FOOT OF THE BED"
- "HILLBILLY FEVER"
- "BESSIE, THE HEIFER"

For 1952 Dates Contact:

DEWEY MOUSSON

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DISK JOCKEY  
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**KRLD**  
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**"GOTTA  
GITTA  
GITTA"**

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**"THE  
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RECORDS**

for music that sends them... to you!

The Billboard Annual Country  
and Western Disk Jockey  
Poll . . . Part 1

**POPULARITY**

## Favorite Country & Western Artists

### Question . . .

Who are your favorite Hill-billy or Country and Western Recording Artists?

### Scoring . . .

Five positions; Five points for 1st; four for 2d; three for 3d; two for 4th and one for 5th.

| PLACE | WINNER               | RECORD COMPANY | POINTS |
|-------|----------------------|----------------|--------|
| 1.    | Eddy Arnold          | Victor         | 302    |
| 2.    | Red Foley            | Decca          | 252    |
| 3.    | Hank Snow            | Victor         | 169    |
| 4.    | Tennessee Ernie      | Capitol        | 158    |
| 5.    | Hank Williams        | MGM            | 153    |
| 6.    | Lefty Frizzell       | Columbia       | 86     |
| 7.    | Ernest Tubb          | Decca          | 84     |
| 8.    | Bob Wills            | MGM            | 68     |
| 9.    | Little Jimmy Dickens | Columbia       | 63     |
| 10.   | Cowboy Copas         | King           | 53     |
| 10.   | Sons of the Pioneers | Victor         | 53     |
| 12.   | Rex Allen            | Mercury        | 48     |
| 12.   | Carl Smith           | Columbia       | 48     |
| 14.   | Tex Williams         | Capitol        | 41     |
| 15.   | George Morgan        | Columbia       | 35     |
| 16.   | Hank Thompson        | Capitol        | 32     |
| 17.   | Stuart Hamblen       | Columbia       | 31     |
| 18.   | Johnnie & Jack       | Victor         | 28     |
| 18.   | Pee Wee King         | Victor         | 28     |
| 18.   | Pinetoppers          | Coral          | 28     |
| 21.   | Jimmy Wakely         | Capitol        | 27     |
| 22.   | Gene Autry           | Columbia       | 24     |
| 23.   | Elton Britt          | Victor         | 23     |

## Top Country & Western Records of the Year

### Question . . .

In your opinion, which were the Top Hillbilly or Country and Western records of any type in the past 12 months?

### Scoring . . .

Five positions; Five points for 1st; four for 2d; three for 3d; two for 4th and one for 5th.

| PLACE | WINNER   | RECORD COMPANY | POINTS |
|-------|--|----------------|--------|
| 1.    | Shotgun Boogie—Tennessee Ernie                         | Capitol        | 155    |
| 2.    | I'm Movin' On—Hank Snow                                | Victor         | 138    |
| 3.    | Tennessee Waltz—Patti Page                             | Mercury        | 113    |
| 4.    | I Love You a Thousand Ways—Lefty Frizzell              | Columbia       | 91     |
| 5.    | I Want To Be With You Always—Lefty Frizzell            | Columbia       | 88     |
| 6.    | There's Been a Change In Me—Eddy Arnold                | Victor         | 68     |
| 7.    | Poison Love—Johnnie and Jack                           | Victor         | 57     |
| 8.    | It's No Secret—Stuart Hamblen                          | Columbia       | 52     |
| 9.    | I'll Never Be Free—Tennessee Ernie and K. Starr        | Capitol        | 46     |
| 10.   | Tennessee Waltz—Pee Wee King                           | Victor         | 45     |
| 11.   | Peace in the Valley—Red Foley                          | Decca          | 40     |
| 12.   | Golden Rocket—Hank Snow                                | Victor         | 38     |
| 12.   | Mockin' Bird Hill—Pinetoppers                          | Coral          | 38     |
| 14.   | Cold, Cold Heart—Hank Williams                         | MGM            | 37     |
| 15.   | Just a Closer Walk With Thee—Red Foley                 | Decca          | 34     |
| 15.   | Rhumba Boogie—Hank Snow                                | Victor         | 34     |
| 17.   | Let's Live a Little—Carl Smith                         | Columbia       | 31     |
| 17.   | On Top of Old Smoky—Weavers                            | Decca          | 31     |
| 19.   | I Wanna Play House With You—Eddy Arnold                | Victor         | 28     |
| 19.   | If You've Got the Money—Lefty Frizzell                 | Columbia       | 28     |
| 19.   | Moanin' the Blues—Hank Williams                        | MGM            | 28     |
| 19.   | Remember Me (I'm the One Who Loves You)—Stuart Hamblen | Columbia       | 28     |



THANKS from . . .

# HANK SNOW

for Your Big Assist on

1. "I'M MOVING ON"  
RCA VICTOR Record No. 21-0328 (78); 48-0328 (45)

2. "GOLDEN ROCKET"  
RCA VICTOR Record No. 21-0400 (78); 48-0400 (45)

3. "THE RHUMBA BOOGIE"  
RCA VICTOR Record No. 21-0431 (78); 48-0431 (45)

4. "BLUEBIRD ISLAND"  
RCA VICTOR Record No. 21-0441 (78); 48-0441 (45)

5. "DOWN THE TRAIL OF  
ACHIN' HEARTS"  
RCA VICTOR Record No. 21-0441 (78); 48-0441 (45)

6. "ONE MORE RIDE"  
RCA VICTOR Record No. 21-4097 (78); 48-4097 (45)

DISK JOCKEYS . . . you picked it . . . here's what Billboard said  
about my latest releases . . .

HANK SNOW (Rainbow Ranch Boys)  
 Unwanted Sign Upon Your Heart  
 VICTOR 21-0498—Snow punches home a peppy country torch, with  
 a sparkling backbeat backing by the combo. 83--83--83--83  
 Your Locket Is My Broken Heart  
 Tempo slows here for another trenchant sentimental tear, country style. 83--83--83--83  
 Another very likely entry.

## "There's No Business Like 'SNOW' Business"

Writing Exclusively  
for  
HILL & RANGE SONGS

Featured Star on  
• WSM "Grand Ole Opry"  
and WSM-TV

Publicity & Promotion  
Bea Terry  
Box 2367, Hollywood, Calif.

Exclusive Management  
NORM RILEY  
WSM, Nashville, Tenn.



**"Thanks  
For  
Pickin' On  
Me!"**

# CARL SMITH

A New Star on WSM "Grand Ole Opry"

★  
These Were The Ones You Picked . . .  
**"IF TEARDROPS WERE PENNIES"**

*backed with*

**"MR. MOON"**

Columbia Record No. (78) 20825

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

Columbia Record No. (78) 20796

**"I OVERLOOKED AN ORCHID"**

Columbia Record No. (78) 20741

★  
Here's My Latest . . .

**"ME AND MY  
BROKEN HEART"**

and  
**"Let Old Mother Nature Have  
Her Way"**

Columbia Record No. (78) 20862

Exclusive On  
**COLUMBIA RECORDS**

Available for 1952 Personal  
Appearances



For Information Contact:

**JAMES DENNY**

WSM Artist Service Bureau, Nashville, Tennessee

## Favorite Tunes of the Year

Question . . .

What were your FAVORITE  
TUNES of the past year?

Scoring . . .

Five positions: Five points for  
1st; four for 2d; three for 3d;  
two for 4th and one for 5th.

| PLACE | WINNER                                  | POINTS |
|-------|---|--------|
| 1.    | Tennessee Waltz                         | 179    |
| 2.    | I'm Movin' On                           | 76     |
| 2.    | Mockin' Bird Hill                       | 76     |
| 4.    | I Love You a Thousand Ways              | 75     |
| 5.    | Peace in the Valley                     | 53     |
| 5.    | Strange Little Girl                     | 53     |
| 7.    | Let's Live a Little                     | 48     |
| 8.    | Shotgun Boogie                          | 44     |
| 9.    | Kentucky Waltz                          | 41     |
| 10.   | On Top of Old Smoky                     | 38     |
| 10.   | Rhumba Boogie                           | 38     |
| 10.   | There's Been a Change in Me             | 38     |
| 13.   | It's No Secret                          | 37     |
| 14.   | I Want to Be With You Always            | 33     |
| 14.   | Remember Me (I'm the One Who Loves You) | 33     |
| 16.   | Cold, Cold Heart                        | 31     |
| 16.   | If You Got the Money                    | 31     |
| 16.   | Poison Love                             | 31     |
| 19.   | Down the Trail of Achin' Hearts         | 26     |
| 20.   | Faded Love                              | 25     |

## Most Promising Country & Western Artists

Question . . .

Whom do you consider the most  
promising new Hillbilly or Country  
and Western artists coming up  
at the present time?

Scoring . . .

Five positions: Five points for  
1st; four for 2d; three for 3d;  
two for 4th and one for 5th.

| PLACE | WINNER         | RECORD COMPANY | POINTS |
|-------|----------------|----------------|--------|
| 1.    | Carl Smith     | Columbia       | 263    |
| 2.    | Lefty Frizzell | Columbia       | 237    |
| 3.    | Gene O'Quinn   | Capitol        | 66     |
| 4.    | Ray Price      | Columbia       | 57     |
| 5.    | Okie Jones     | Columbia       | 63     |
| 6.    | Neal Burris    | King           | 46     |
| 7.    | Tommy Sosebee  | Coral          | 36     |
| 8.    | Arkie Shibley  | Gilt Edge      | 34     |
| 9.    | Dolph Hewitt   | Victor         | 27     |
| 9.    | Johnnie & Jack | Victor         | 27     |



I'm Sure Lucky  
You're With Me!

THANKS,  
DISK JOCKEYS

# HANK WILLIAMS



Here's My Latest  
"LONESOME  
WHISTLE"

and  
"CRAZY HEART"

MGM Record No. 11054

Star of  
WSM "Grand Ole Opry"  
and WSM-TV

Featured Star of HADACOL 1951 CARAVAN of STARS

Here are my songs that you  
built into hits . . . .

- "HEY, GOOD LOOKIN'"
- "I CAN'T HELP IT"
- "HOWLIN' AT THE MOON"
- "COLD, COLD HEART"
- "DEAR JOHN"
- "MOANIN' THE BLUES"

For 1952 Dates Contact:  
**JAMES DENNY** - WSM Artist Service Bureau  
Nashville, Tennessee

The Billboard Annual

Country and Western Disk Jockey Poll . . . Part 2

TRADE ASPECTS

QUESTION . . .

Do you select the records to be played on your own show? If you do not select the records on your show, please indicate who selects the records.

|                              |     |
|------------------------------|-----|
| Select Own Records . . . . . | 140 |
| Music Librarian . . . . .    | 4   |
| Program Director . . . . .   | 0   |
| Assistant . . . . .          | 0   |

QUESTION . . .

If you select the records to be played on your show, please check **JUST TWO** of the following sources of information which are the biggest aid to you in making your selections. Check only those **TWO** which are most important.

|  |     |
|--|-----|
| Listeners' requests . . . . .  | 126 |
| Own personal opinion . . . . .   | 89  |
| Record company and/or distributor release sheets, direct mail and free records . . . . .   | 31  |
| Trade paper editorial features and advertisements . . . . .                                | 31  |
| Information gathered from local record dealers . . . . .                                   | 11  |
| Music publisher direct mail, promotions or free records . . . . .                          | 2   |
| Press agent or record specialist direct mail, letters, promotion or free records . . . . . | 2   |
| Information gathered from your own station music staff and/or librarian . . . . .          | 2   |
| BMI . . . . .  | 2   |
| The listeners . . . . .  | 2   |
| Others . . . . .   | 13  |

QUESTION . . .

What individuals regardless of occupation or profession have been the greatest help to you in programing your show over the past year?

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                   | POINTS |
|-------|--------------------------|--------|
| 1.    | Murray Nesh . . . . .    | 33     |
| 2.    | Fred Rose . . . . .      | 26     |
| 3.    | Johnny Sippel . . . . .  | 11     |
| 4.    | Jimmie Dickens . . . . . | 9      |
| 5.    | Harold Hassler . . . . . | 6      |
| 6.    | Ernest Tubb . . . . .    | 6      |

QUESTION . . .

Name the three record labels that most often get records to you **BEFORE RELEASE DATE**:

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER              | POINTS |
|---------------------|--------|
| Columbia . . . . .  | 158    |
| Capitol . . . . .   | 133    |
| Victor . . . . .    | 109    |
| Mercury . . . . .   | 82     |
| King . . . . .      | 78     |
| Decca . . . . .     | 67     |
| MGM . . . . .       | 44     |
| Four Star . . . . . | 39     |
| Intro . . . . .     | 13     |
| Gilt Edge . . . . . | 8      |
| London . . . . .    | 6      |
| Sho Me . . . . .    | 6      |
| Coral . . . . .     | 2      |
| Talent . . . . .    | 2      |

QUESTION . . .

Name the three record labels that most often get records to you **AFTER RELEASE DATE**:

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER              | POINTS |
|---------------------|--------|
| Capitol . . . . .   | 132    |
| Victor . . . . .    | 122    |
| Mercury . . . . .   | 97     |
| Decca . . . . .     | 83     |
| Columbia . . . . .  | 75     |
| MGM . . . . .       | 54     |
| King . . . . .      | 48     |
| Coral . . . . .     | 21     |
| London . . . . .    | 18     |
| Four Star . . . . . | 16     |

QUESTION . . .

Name the three record labels from which you or your station receive the most free records:

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER                | POINTS |
|-----------------------|--------|
| Columbia . . . . .    | 188    |
| Capitol . . . . .     | 157    |
| Victor . . . . .      | 133    |
| Mercury . . . . .     | 124    |
| King . . . . .        | 102    |
| Decca . . . . .       | 75     |
| 4 Star . . . . .      | 61     |
| MGM . . . . .         | 24     |
| Coral . . . . .       | 13     |
| London . . . . .      | 7      |
| Continental . . . . . | 4      |
| Gilt Edge . . . . .   | 4      |
| Talent . . . . .      | 4      |
| Imperial . . . . .    | 2      |

# A "Bag-ful" of Hits

by



# GEORGE

# MORGAN

HIS LATEST AND GREATEST

## "MY BABY LIED TO ME"

backed with

## "WALTZING BY THE OHIO"

THANKS DISK JOCKEYS  
for pushing 'TENNESSEE  
HILLBILLY GHOST' and re-  
membering 'CANDY KISSES'  
(written by George Morgan) and  
'ROOMFUL OF ROSES.'

MAKING PERSONAL  
APPEARANCES  
in Theaters, Auditoriums, Folk  
Music Parks and Touring for  
Robin Hood Flour.

**GEORGE MORGAN**  
TRANSCRIBING EXCLUSIVELY  
for

**Robin Hood Flour**  
(INTERNATIONAL MILLING CO.)

A Series Covering  
Both  
**NORTH and SOUTH**

for  
**Robin Hood Flour**  
(INTERNATIONAL MILLING CO.)

H. W. KASTOR & SONS  
ADVERTISING CO.  
(Chicago)

**RADIO ZARK**  
*Enterprises*

606 SAINT LOUIS STREET  
SPRINGFIELD, MISSOURI

Transcribed Exclusively by

**RADIO ZARK**  
*Enterprises*

606 SAINT LOUIS STREET  
SPRINGFIELD, MISSOURI

RECORDING for  
**COLUMBIA**

  
**RECORDS**

FOR OPEN DATES  
CONTACT  
**ROBERT ROSS**  
Mgr. WSM  
Nashville, Tenn.



# TONY FONTANE

# "VANITY"

MERCURY 5659 • 5659X45

•to America's  
disc jockeys  
**THANKS!**



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

**QUESTION**

Which of the smaller independent labels send you the most free records? Name only three:

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| WINNER      | POINTS |
|-------------|--------|
| Four Star   | 229    |
| King        | 112    |
| Intro       | 59     |
| Gilt Edge   | 42     |
| Imperial    | 41     |
| Mercury     | 36     |
| Tennessee   | 36     |
| Dof         | 23     |
| Bullet      | 20     |
| Talent      | 16     |
| Gotham      | 15     |
| MGM         | 12     |
| R.F.D.      | 12     |
| Wheeling    | 12     |
| Coral       | 10     |
| Continental | 8      |
| Cormac      | 6      |
| Federal     | 6      |
| Sittin' In  | 6      |

**QUESTION**

Which individual artists are most conscientious and helpful to you with the promotion of their disks?

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER               | POINTS |
|-------|----------------------|--------|
| 1.    | Pee Wee King         | 71     |
| 2.    | Eddy Arnold          | 48     |
| 3.    | Red Foley            | 32     |
| 4.    | Jimmy Wakely         | 31     |
| 5.    | Little Jimmy Dickens | 27     |
| 6.    | Tennessee Ernie      | 22     |
| 7.    | Gene Autry           | 16     |
| 7.    | Hank Snow            | 16     |
| 9.    | Johnnie & Jack       | 15     |
| 9.    | Al Rogers            | 15     |
| 11.   | Lefty Frizzell       | 12     |
| 11.   | Tex Ritter           | 12     |
| 11.   | Jimmy Skinner        | 12     |
| 14.   | Eddie Kirk           | 11     |

**QUESTION**

Which artists are most co-operative in arranging for personal appearance on your program?

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER               | POINTS |
|-------|----------------------|--------|
| 1.    | Little Jimmy Dickens | 28     |
| 2.    | Tex Ritter           | 25     |
| 3.    | Ernest Tubb          | 20     |
| 3.    | Hank Williams        | 20     |
| 5.    | Hank Snow            | 19     |
| 6.    | Roy Acuff            | 17     |
| 6.    | Eddy Arnold          | 17     |
| 6.    | Cowboy Copas         | 17     |
| 6.    | Lefty Frizzell       | 17     |
| 6.    | Johnnie & Jack       | 17     |
| 11.   | Rex Allen            | 15     |
| 11.   | Elton Britt          | 15     |
| 11.   | Bill Monroe          | 15     |
| 11.   | Jimmy Wakely         | 15     |
| 15.   | Gene Autry           | 12     |
| 15.   | Hank Thompson        | 12     |

**QUESTION**

Which disk jockeys in your opinion have had the best radio and/or television shows over the past year? Please be modest and do not vote for yourself.

SCORING . . . Three positions: Three points for 1st; two for 2d; one for 3d.

| PLACE | WINNER                            | POINTS |
|-------|-----------------------------------|--------|
| 1.    | Nelson King, WCKY, Cincinnati     | 66     |
| 2.    | Don Davis, WLW, Cincinnati        | 35     |
| 3.    | Randy Blake, WJJD, Chicago        | 33     |
| 4.    | Bob Poole, Mutual Network         | 32     |
| 5.    | George Sanders, KFVD, Los Angeles | 23     |
| 6.    | Bill Collie, KNUZ, Houston        | 16     |
| 6.    | Johnny Hicks, KLRD, Dallas        | 16     |
| 6.    | Erv Victor, Not Broadcasting      | 16     |
| 9.    | Tommy Sutton, WING, Dayton        | 14     |
| 10.   | Rosalie Allen, WOV, New York      | 12     |
| 10.   | Spade Cooley, KFVD, Los Angeles   | 12     |
| 10.   | Don Larkin, WAAT, New York        | 12     |
| 10.   | Deacon Moore, KXLA, Pasadena      | 12     |
| 10.   | Sam Workman, WRVA, Richmond, Va.  | 12     |
| 15.   | Larry Caruthers, KMOX, St. Louis  | 10     |
| 15.   | Cliffie Stone                     | 10     |

# LEFTY FRIZZELL

Newest Star of WSM  
"Grand Ole Opry"

Writing and Singing 2 More Hits!

**"MOM AND DAD'S WALTZ"**

Dedicated to Lefty's Mom and Dad  
backed with

**"ALWAYS LATE (With Your Kisses)"**

Columbia Record No. 20837

And Still Riding High . . .

- "I WANT TO BE WITH YOU ALWAYS"
- "IF YOU'VE GOT THE MONEY I'VE GOT THE TIME"
- "I LOVE YOU A THOUSAND WAYS"

All of these songs were written by Lefty Frizzell

Recording Exclusively for **Columbia Records**

**THANKS  
DISK JOCKEYS**

for making me a hit in '51

Personal appearances throughout the U.S.A.

Contact:  
**JACK STARNES JR.**

Pers. Mgr.  
P.O. Box 1689      Beaumont, Texas  
Phone 2-9994



**WOW!!!** TWO EXCITING SIDES  
by

**Bob Eberly**



"But Not Like You"

and



"A Kiss to Build a Dream On"

Just Released



capitol 78 rpm 1769 45 rpm F-1769

**THE BILLBOARD Music Popularity Charts**

**HONOR ROLL OF HITS**

**The Nation's Top Tunes**

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received September 5, 6 and 7.

Last Week | This Week

**1. 1. Because of You**

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

RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 35362; Bob Crosby, Coral 60440; G. De Haven-G. Lambardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; R. Barber Mercury 5643

ELECTRICAL TRANSCRIPTION LIBRARIES: Coccauni Levee Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Mindy Carson, Associated.

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

By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)

RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5671; K. Arden, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Collins Quintette, Saver 293; L. Prima, Robin Hood 131; K. Starr, Cap 17-0 The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544; M. Katz, Cap 1766

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus

**3. 3. Too Young**

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27669; I. Arden, Col 39271; H. Ikingi Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60395; V. Young Ork, Ter 27366; C. Moody, King 477; L. Arcara Ork, V 45151-1-88; S. Jones, V 20-4204

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth; Gould and Silas Lang-Worth

**5. 4. Loveliest Night of the Year**

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

RECORDS AVAILABLE: A. Dlysh, MGM 30552; F. Halls Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 537; E. Smith, Dec 27583; F. Warren, Dec 27507; B. Hart, Merit 307

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

**4. 5. Sweet Violets**

By Cy Cosen and Charles Green—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: D. Drew-C. Parrish Ork, Mer 5673; D. Shore, V 20-4174; J. Turzy, Dec 27668; J. Davis, Columbia 39488

(No information on electrical transcription libraries available as The Billboard goes to press.)

**8. 6. I Get Ideas**

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

RECORDS AVAILABLE: L. Armstrong, Dec 27720; T. Martin, V 20-4141; Peggy Lee, Capitol 1573

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated

**7. 7. Shanghai**

By Bob Hilliard and Milton DeLugg—Published by Advanced (ASCAP)

RECORDS AVAILABLE: H. Bobbit-Moderaires, Coral 60521; Bing Crosby, Dec 27653; Bob Crosby, Cap 1525; Doris Day, Col 39423; B. Morrow, V 20-4192; B. William Quartet, MGM 10996

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens Ork, Associated.

**6. 8. My Truly, Truly Fair**

By Bob Merrill—Published by Santly-Jay (ASCAP)

RECORDS AVAILABLE: V. Damon-G. Bassman Ork, Mer 5646; F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Monson, Dec 27630

ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard; Vincent Lopez, Thesaurus

**10. 9. The World Is Waiting for the Sunrise**

By Everett Seltz & Eugene Lockhart

RECORDS AVAILABLE: P. Butkin, Decca 27730; L. Paul-M. Ford, Cap 1748

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Jones, Lang-Worth; Red Nichols, Lang-Worth; Bertrand Hirsch, Lang-Worth; Cole Gley, Lang-Worth; Joe Sefia, Lang-Worth; Manhattan Nightbirds, Thesaurus; Johnny Guarnieri, Thesaurus.

**9. 10. Cold, Cold Heart**

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

RECORDS AVAILABLE: T. Bennett, Col 39449; T. Fontana, Mercury 5693; H. Williams, MGM 10904; Eileen Wilson, Decca 27761

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

Week Ending  
**SEPTEMBER 15, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

a hilarious laff-riot parody

## MICKEY KATZ



**"COME ON-A MY HOUSE"  
and "SOUND OFF"**

*mickey and his gang had so  
much fun making this one,  
the laughs bust out all over.*

78 rpm No. 1788 • 45 rpm No. F1788

**COUNTRY AND FOLK**



## HANK THOMPSON

**"LOVE THIEF"**

and "HOW DO YOU FEEL?"

from the National Best-Selling List

78 rpm No. 1745 • 45 rpm No. F1745

### NEW RELEASES ON Capitol

an album of  
**BAR ROOM PIANO** by JOE 'FINGERS' CARR



- including
- 78 RPM ALBUM NO. CCH-98
  - 45 RPM ALBUM NO. CCF-98
  - 37 1/2 RPM ALBUM NO. 11-38 CONTAINS "ANGEL TROOP MAS" AND "WEGAMAFINE MAS" IN ADDITION TO ABOVE

- |                                   | 78 RPM | 45 RPM |
|-----------------------------------|--------|--------|
| CARR'S HOP-TOE BAR ROOM BOOGIE    | 1717B  | F1717B |
| BARF-CALLION RAG-TOO MUCH MUSTARD | 1717B  | F1717B |
| WALTZ IN RAGTIME-RAGGON THE SCALE | 1717B  | F1717B |

another great kiddie  
**TELETALKIE ALBUM**



**Casper  
curious  
kitten**

WORDS BY STANLEY WHEAT  
A BRAND NEW TELE-TALKIE STORY  
A KITTEN TOO LONELY FOR HIS OWN  
ROOM HIDES LOVE TO HAVE THE COLOR  
FOR HIS THREE MOST LOVED NEALS TO BEHOLD  
4 1/2" x 7" x 1/2" 100% COTTON 100% COTTON 100%

**WESTERN & FOLK**

- "LOVE THIEF," "HOW DO YOU FEEL?"  
Hank Thompson ..... 1745 F1745
- "JUKE BOX BOOGIE," "SAILOR'S BLUES"  
Ramblin' Jimmie Dolan ..... 1720 F1720
- "I'M A DO-RIGHT DADDY," "TAKE YOUR TIME, MAMA"  
Leon Chappel ..... 1756 F1756
- "LOST JOHN BOOGIE," "LET'S SETTLE DOWN"  
Merle Travis ..... 1737 F1737
- "TENNESSEE BLUES," "ROCK ALL THE BABIES TO SLEEP"  
Tex Ritter ..... 1783 F1783
- "KENTUCKY AND YOU," "JOURNEY'S END"  
Jimmie Skinner ..... 1764 F1764
- "BLACK STRAP MOLASSES," "LOVE AND DEVOTION"  
Tex Williams ..... 1700 F1700
- "I AIN'T CRYIN' OVER YOU," "HANGOVER HEART"  
Hank Thompson ..... 1528 F1528



| POPULAR   |   | 78 rpm | 45 rpm |
|---|---|--------|--------|
| <b>DINNING SISTERS</b><br><small>with Orchestra Conducted by Billy May</small>  | <b>LOVE ME BLUES</b><br><b>I DON'T STAND A GHOST OF A CHANCE WITH YOU</b>   | 1792   | F1792  |
| <b>MARGARET WHITING</b><br><small>with Orchestra Conducted by Lee Busch</small> | <b>AND SO TO SLEEP AGAIN</b><br><b>BEER BARREL POLKA (ROLL OUT THE BARREL)</b><br><small>with Vocal Chorus</small>  | 1784   | F1784  |
| <b>LES BAXTER</b><br><small>and His Orchestra</small>                           | <b>CALIFORNIA MOON</b> <small>Featuring Dick Banner</small><br><small>from the 20th Century Fox Picture "Golden Girl"</small><br><b>BE MINE TONIGHT (NOCHE DE RONDA)</b> <small>Featuring Lee Affan and The Baritone Chorus</small> | 1785   | F1785  |
| <b>BOB EBERLY</b><br><small>with Orchestra Conducted by Harold Melling</small>  | <b>NEVER</b> <small>From the 20th Century Fox Picture "Golden Girl"</small><br><b>DON'T TAKE YOUR LOVE FROM ME</b>  | 1786   | F1786  |
| <b>THE FOUR KNIGHTS</b>   | <b>I GO CRAZY</b><br><b>GOT HER OFF MY HANDS</b><br><small>(BUT CAN'T GET HER OFF MY MIND)</small>  | 1787   | F1787  |
| WESTERN & COUNTRY   |   |        |        |
| <b>EDDIE KIRK</b>   | <b>FREIGHT TRAIN BREAKDOWN</b><br><b>I'LL SAVE MY HEART FOR YOU</b>   | 1790   | F1790  |
| TRENCH MUSIC  |   |        |        |
| <b>JAMES and MARTHA CARSON</b>  | <b>GOT A LITTLE LIGHT</b><br><b>SALVATION HAS BEEN BROUGHT DOWN</b>   | 1791   | F1791  |

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received September 5, 6 and 7

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 throughout the country.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, Artist, and Record Label. Includes songs like 'COME ON-A MY HOUSE', 'BECAUSE OF YOU', 'TOO YOUNG', etc.

England's Top Twenty

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, English Artist, and American Artist. Includes songs like 'TOO YOUNG', 'MY RESISTANCE IS LOW', etc.

VOX JOX

Gab Bag Chaz Harris, WJHP, Jacksonville, Fla., "would like to see some stuff about how many disk sides deejays play during a show—especially the morning men."

Trend Talk

"Really surprising how many requests for semi-classical and classical music are coming in from teen-agers," writes Bob Ryan, WPEP, Taunton, Mass.

Ad Lib Cuttings

Barry Kay, ex-staffer at WCAU, Philadelphia (now in the army and stationed at Fort Dix), wrote flack Jim McCarthy last week as follows:

Preems

Glenn Kunze (radio tag Glenn Allen) has joined WMRN, Marion, O., Don Thurston, WTWN, St. Johnsbury, Vt., "gave birth to a new program this week, featuring only standard LP recordings."

Best Selling Sheet Music

Based on reports received September 5, 6 and 7

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

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, and Record Label. Includes songs like 'BECAUSE OF YOU', 'LOVELIEST NIGHT OF THE YEAR', etc.

Songs With Greatest Radio Audiences (ACI)

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

Table with columns: Song Title, Record Label, and Audience Index. Includes songs like 'Be Mine Tonight', 'Because of Rain', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH Tele-Log) is based on the monitoring of all programs selected by the American Broadcasting Company, Columbia Broadcasting System, DeMent and National Broadcasting Company network stations in New York and Chicago.

Table with columns: Song Title, Record Label, and TV Performance Points. Includes songs like 'Because of You', 'Come On-A My House', etc.

(Continued on page 13)

\*Publisher not available as The Billboard goes to press.



**4**...*TOP* RECORD COMPANIES  
presents  
...OF THEIR *TOP* RECORDING ARTISTS



*Singing...*

THE 4 STAR HIT BALLAD OF THE FALL...

"AND SO  
TO SLEEP  
AGAIN"

Words & Music by JOE MARSALA & SUNNY SKYLAR

**GEORGE PAXTON, Inc.**  
1619 B'way, New York 19, N. Y.

# THE BILLBOARD Music Popularity Charts

## • Best Selling Pop Singles

... Based on reports received September 5, 6 and 7

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

| Weeks   Last   This<br>to date   Week   Week | Rank | Title  | Artist                 |
|--|------|--|------------------------|
| 13 1   | 1    | BECAUSE OF YOU   | T. Bennet              |
|  |      | I Won't Cry Anymore<br>Cap(78)39362; (45)34-39362;<br>(33)3-39362—BMI          |                        |
| 11 2   | 2    | COME ON-A MY HOUSE   | R. Clooney             |
|  |      | Rise of the Mountain<br>Cap(78)39467; (45)34-39467;<br>(33)3-39467—BMI         |                        |
| 5 5  | 3    | WORLD IS WAITING FOR THE SUNRISE   | L. Paul-M. Ford        |
|  |      | Whispering<br>Cap(78)1748; (45)3F-1748—ASCAP                                   |                        |
| 23 3   | 4    | LOVELIEST NIGHT OF THE YEAR  | M. Lanza               |
|  |      | La Donna E Mobile<br>V(78)10-3300; (45)49-3300—ASCAP                           |                        |
| 16 4   | 5    | I GET IDEAS  | T. Martin              |
|  |      | Tahiti, My Island<br>V(78)21-4141; (45)47-4141—BMI                             |                        |
| 8 7  | 6    | COLD, COLD HEART   | T. Bennet              |
|  |      | White We're Young<br>Cap(78)39449; (45)34-39449;<br>(33)3-39449—BMI            |                        |
| 23 8   | 7    | TOO YOUNG  | Nat (King) Cole        |
|  |      | That's My Girl<br>Cap(78)1449; (45)F-1449—ASCAP                                |                        |
| 11 6   | 8    | SWEET VIOLETS  | D. Shore               |
|  |      | If You Turn Me Down<br>V(78)20-4174; (45)47-4174—ASCAP                         |                        |
| 5 9  | 9    | WHISPERING   | L. Paul                |
|  |      | World Is Waiting for the Sunrise<br>Cap(78)1748; (45)F-1748—ASCAP              |                        |
| 7 10   | 10   | BECAUSE OF YOU   | L. Baxler              |
|  |      | Unless<br>Cap(78)1493; (45)F-1493—BMI  |                        |
| 5 13   | 11   | BELLE, BELLE, MY LIBERTY   | G. Mitchell-M. Miller  |
|  |      | Belle<br>Cap(78)39512; (45)34-39512;<br>(33)3-39512—ASCAP                      |                        |
| 7 14   | 12   | DETOUR   | P. Page                |
|  |      | Who's Got a Shoe My Pretty<br>Mercury (78)5682; (45)5682X45—BMI<br>Little Feet |                        |
| 16 12  | 13   | MY TRULY, TRULY FAIR   | G. Mitchell-M. Miller  |
|  |      | Who Knows Love<br>Cap(78)39415; (45)34-39415;<br>(33)3-39415—ASCAP             |                        |
| 3 15   | 13   | DOWN YONDER  | Del Wood               |
|  |      | Mine All Mine<br>Tennessee 775—BMI   |                        |
| 11 16  | 15   | SHANGHAI   | D. Day-P. Weston       |
|  |      | My Life's Desire<br>Cap(78)39423; (45)34-39423;<br>(33)3-39423—ASCAP           |                        |
| 20 11  | 16   | JEZEBEL  | F. Laime               |
|  |      | Rose, Rose, I Love You<br>Cap(78)39367; (45)34-39367;<br>(33)3-39367—BMI       |                        |
| 1 —  | 17   | SIN  | Four Aces              |
|  |      | Arizona Moon<br>Victoria 101   |                        |
| 11 20  | 18   | JOSEPHINE  | L. Paul                |
|  |      | I Wish I Had Never Seen Sunshine<br>Cap(78)1592; (45)F-1592—ASCAP              |                        |
| 6 20   | 19   | VANITY   | D. Cherry              |
|  |      | Powder Blue<br>Dec(78)27618; (45)9-27618—ASCAP                                 |                        |
| 12 17  | 20   | BECAUSE  | M. Lanza               |
|  |      | For You Alone<br>V(78)10-3207; (45)47-3207—ASCAP                               |                        |
| 3 —  | 20   | SHANGHAI   | B. Williams            |
|  |      | Wondrous Word (Of the Lord)<br>MGM(78)10998; (45)K-10998—ASCAP                 |                        |
| 5 19   | 22   | KISSES SWEETER THAN WINE   | Weavers                |
|  |      | When the Saints Go Marching In<br>Dec(78)27670; (45)9-27670—BMI                |                        |
| 12 26  | 23   | I WON'T CRY ANYMORE  | T. Bennet              |
|  |      | Because of You<br>Cap(78)39362; (45)34-39362;<br>(33)3-39362—ASCAP             |                        |
| 2 27   | 23   | SMOOTH SAILING   | E. Fitzgerald          |
|  |      | Love You Madly<br>Dec(78)27693; (45)9-27693                                    |                        |
| 1 —  | 25   | HAWAIIAN WAR CHANT   | Ames Brothers          |
|  |      | Sweet Lileani<br>Coral(78)60510; (45)9-60510—ASCAP                             |                        |
| 1 —  | 26   | CASTLE ROCK  | F. Sinatra-H. James    |
|  |      | Deep Night<br>Cap(78)39527; (45)34-39527;<br>(33)3-39527—BMI                   |                        |
| 3 27   | 27   | WHILE YOU DANCED, DANCED, DANCED   | G. Gibbs               |
|  |      | While We're Young<br>Mercury (78)5681; (45)5681X45—ASCAP                       |                        |
| 1 —  | 23   | LONGING FOR YOU  | T. Brewer              |
|  |      | Jazz Me Blues<br>London(78)1086; (45)45-1086—BMI                               |                        |
| 2 27   | 29   | BECAUSE OF YOU   | G. Lombardo-G. DeHaven |
|  |      | Out of Breath<br>Dec(78)27666; (45)9-27666—BMI                                 |                        |
| 1 —  | 29   | LONGING FOR YOU  | S. Kaye                |
|  |      | Mary Rose<br>Cap(78)39499; (45)34-39499;<br>(33)3-39499—BMI                    |                        |
| 2 —  | 29   | WHAT IS A BOY?   | A. Godfrey             |
|  |      | What Is a Girl?<br>Cap(78)39487; (45)34-39487;<br>(33)3-39487                  |                        |

## DEALER DOINGS

### Fass on NAMM

A letter from George Fass, president of Dean Electronics Company, Brooklyn, phono manufacturers, points out a further "sincere criticism" of the recent National Association of Music Merchants trade show. The letter states in part that several manufacturer-exhibitors felt that NAMM forums and business meetings should have been held during hours when the exhibition hall was closed. Manufacturers, says the latter, exhibit at the show in order to present their lines to dealers and distributors and to meet these same people on the business level. Fass also feels that the show itself should be more heavily promoted in order to increase dealer attendance. Says the manufacturer: "America was discovered and built thru salesmanship. To sell the NAMM show and theme requires every style of salesmanship. Give us the time, allow a stronger flow of eager dealers and distributors into our display booths to see our goods, to be educated and, perhaps, to buy. Let's hear more on this subject from anyone concerned."

### News and Chapter

Mr. and Mrs. Eugene Pitman have opened the Pitman Record Shop in West End, suburb of Atlanta. New shop staged some special hoopla opening day via a two-hour broadcast from the shop aired by Station WGST. Shop carries a full line of disks, record players, radio and TV. ... Shuster's department store, Milwaukee, has modernized the disk departments at both its Third and Mitchell Street stores. Gertrude Goodrich is disk buyer for the store which enlarged both record studios.

### Kidisk Hypo

Paul Knowles, manager of the record department at Raymond Rosen & Company, RCA Victor distributor in the Philadelphia area, made an elaborate promotional tie-up with the Boyd Theater in connection with the showing of "Alice in Wonderland." In a contest designed to create sales for the original cast album as well as all kiddie album entry blanks are distributed thru all dealers—with no obligations to buy merchandise—for schoolgirls between the ages of 8 and 13 to write 50 words or less on "Why I Like the Alice in Wonderland Story." Winner will get a complete school wardrobe from a top department store, a 45 r.p.m. record player and six albums, a TV guest appearance on WFIL-TV, a week-end at the Hotel Senator in Atlantic City, and a "Fit for a Queen" day. The contest is being promoted by Knowles via RCA Victor TV newsreel on WFIL-TV, radio advertising, window displays, disk jockeys and newspaper columnists.

## Tenn. Ernie Set for Fall

HOLLYWOOD, Sept. 8.—A fall tour is being lined up for Tennessee Ernie to get under way within a week after he returns from his current Honolulu vacation, September 8. The singer, now billed more as a pop artist than a Western one, begins at the Casbah here for two weeks. He follows with a week at the Olympia Theater, Miami, October 3.

General Artists Corporation is booking the dates and will place the warbler on a series of tele shows from New York. Set are the *Songs for Sale* and *Steve Allen* shows, October 13 and 18, respectively. GAC's Eastern office may set up a series of one-nighters, if the singer consents.

## • Best Selling Children's Records

... Based on reports received September 5, 6 and 7

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.

| Weeks   Last   This<br>to date   Week   Week | Rank | Title  | Artist                           |
|--|------|--|----------------------------------|
| 7 1  | 1    | ALICE IN WONDERLAND (One Record)                               | K. Equipment-E. Wynne            |
|  |      | VI78Y-437; (45)WY-437; (33)LY-1                                |                                  |
| 40 2   | 2    | TWEETY PIE (One Record)  | M. Blanc-B. May                  |
| 03 3   | 3    | CINDERELLA (Two Records)                                       | I. Woods & Others                |
|  |      | VI78Y-399; (45)WY-399  |                                  |
| 17 4   | 4    | LONG RANGER VOL. I (He Becomes the Lone Ranger) (One Record)   | G. Trendle                       |
|  |      | Dec(78)K-29; (45)1-352   |                                  |
| 17 8   | 5    | LONG RANGER, VOL. II (He Finds Silver) (One Record)            | G. Trendle                       |
|  |      | Dec(78)K-30; (45)1-353   |                                  |
| 46 8   | 6    | BOZO ON THE FARM (Two Records)                                 | P. Colvig-B. May                 |
|  |      | Cap(78)DBX-3076; (45)CBXF-3076                                 |                                  |
| 163 5  | 7    | BOZO AT THE CIRCUS (Two Records)                               | A. Livingston-Vance Pinto-Colvig |
|  |      | Cap(78)BBX-34; (45)CBXF-3030; (33)OBB-114                      |                                  |
| 51 11  | 8    | JOHNNY APPLESEED (Three Records)                               | Dennis Day                       |
|  |      | VI78Y-390; (45)WY-390  |                                  |
| 17 6   | 9    | LITTLE RED CABOOSE (One Record)                                | Sparkle-R. Carter & CBS Ork      |
|  |      | Cap(78)M-JV-105; (45)4-105                                     |                                  |
| 28 —   | 9    | BUGS BUNNY SINGS (Two Records)                                 | M. Blanc                         |
|  |      | Cap(78)DBS-3077; (45)CB5F-3077                                 |                                  |
| 167 8  | 11   | LITTLE TOOT (One Record)                                       | Don Wilton-The Starlighters      |
|  |      | Cap(78)DAS-80; (45)CB5F 3001; (33)HX-3065                      |                                  |
| 1 —  | 11   | HENERY HAWK (One Record)                                       | M. Blanc                         |
|  |      | Cap(78)CAS 3098; (45)CB5F 3098                                 |                                  |
| 33 —   | 11   | HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)      | B. Boyd                          |
|  |      | Cap(78)CBX-3075; (45)CBXF-3075                                 |                                  |
| 74 —   | 11   | HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)          | B. Boyd-A. Clyde-R. Brooks       |
|  |      | Cap(78)CBX-3058; (45)CBXF 3058; (33)HX-3059                    |                                  |
| 6 —  | 15   | LONG RANGER, VOL. III (He Finds Dan Reel) (One Record)         | G. Trendle                       |
|  |      | Cap(78)K-31; (45)1-354   |                                  |
| 3 —  | 15   | LONG RANGER, VOL. IV (He Helps the Colonel's Son) (One Record) | G. Trendle                       |
|  |      | Dec(78)K-32; (45)1-355   |                                  |

## • Best Selling Pop Albums

... Based on reports received September 5, 6 and 7

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 Week | This Week | Rank | Title  | Artist                                       |
|-----------|-----------|------|--|--|
|           |           | 1    | SHOW BOAT  | Original Cast, K. Grayson-A. Gardner-H. Keel |
|           |           | 2    | MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" | M. Lanza, RCA Victor Ork                     |
|           |           | 3    | ON MOONLIGHT BAY                                     | D. Day-J. Smith-P. Weston                    |
|           |           | 4    | RICH, YOUNG AND PRETTY                               | J. Powell-D. Darrieux-F. Lamas               |
|           |           | 5    | VOICE OF THE XTABAY                                  | Yma Sumac                                    |
|           |           | 6    | KING AND I   | Original Cast                                |
|           |           | 7    | SOUTH PACIFIC  | Mary Martin-Eric Pinza                       |
|           |           | 8    | GUYS AND DOLLS                                       | Original Cast                                |
|           |           | 9    | NEW SOUND VOL. II                                    | L. Paul-M. Ford                              |
|           |           | 10   | CARNEGIE HALL JAZZ CONCERT                           | B. Goodman, Vol. I and II                    |
|           |           | 10   | LULLABY OF BROADWAY                                  | Doris Day                                    |

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

| Last Week | This Week | Rank | Title   | Artist                                      |
|-----------|-----------|------|---|---|
|           |           | 1    | SHOW BOAT   | Original Cast-K. Grayson-A. Gardner-H. Keel |
|           |           | 2    | ON MOONLIGHT BAY  | D. Day-J. Smith-P. Weston                   |
|           |           | 3    | MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) | M. Lanza-RCA Victor Ork                     |
|           |           | 4    | VOICE OF THE XTABAY   | Yma Sumac                                   |
|           |           | 7    | RICH, YOUNG AND PRETTY  | J. Powell-D. Darrieux-F. Lamas              |
|           |           | 9    | NEW SOUND, VOL. II (Three Records)                                  | L. Paul-M. Ford                             |
|           |           | 5    | SOUTH PACIFIC (Seven Records)                                       | M. Martin-E. Pinza                          |
|           |           | 8    | NEW SOUND, VOL. I (Three Records)                                   | L. Paul-M. Ford                             |
|           |           | 6    | KING AND I (Six Records)  | Original Cast                               |
|           |           | 10   | CARNEGIE HALL JAZZ CONCERT Vol I & II (Twelve Records)              | B. Goodman                                  |

**Best Selling 45 R.P.M.**

| Last Week | This Week | Rank | Title  | Artist                                      |
|-----------|-----------|------|--|---|
|           |           | 1    | SHOW BOAT  | Original Cast-K. Grayson-A. Gardner-H. Keel |
|           |           | 2    | ON MOONLIGHT BAY                                       | D. Day-J. Smith-P. Weston                   |
|           |           | 3    | MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"   | M. Lanza-RCA Victor Ork                     |
|           |           | 4    | VOICE OF THE XTABAY                                    | Yma Sumac                                   |
|           |           | 7    | RICH, YOUNG AND PRETTY                                 | J. Powell-D. Darrieux-F. Lamas              |
|           |           | 9    | NEW SOUND, VOL. II (Three Records)                     | L. Paul-M. Ford                             |
|           |           | 5    | SOUTH PACIFIC (Seven Records)                          | M. Martin-E. Pinza                          |
|           |           | 8    | NEW SOUND, VOL. I (Three Records)                      | L. Paul-M. Ford                             |
|           |           | 6    | KING AND I (Six Records)                               | Original Cast                               |
|           |           | 10   | CARNEGIE HALL JAZZ CONCERT Vol I & II (Twelve Records) | B. Goodman                                  |

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

## • Classical Reviews

**FAVORITE WALTZES** — Sidney Torch Ork **73**  
Coral(33)CRL-56029  
Erasmo: My Waltz for You; Gypsy Love; Jalousie; Valse Des Folies; Deities Waltz; Estrellita.  
Waldteufel's waltzes play the major role in this collection of classic-style waltzes done up handsomely in a semi-concert style by Sidney Torch, the English answer to Kosterlitz and Gould. How "Jalousie," one of the most popular of tangos, got into this collection will have to remain a mystery. Nevertheless it's a welcome addition to any album, especially when it's played well as it is here.

**DE FALLA: SEVEN POPULAR SPANISH SONGS AND SONGS OF MIGUEL SAARDVAL** — Lydia de Barrodo, mezzo-soprano; Miguel Sandoval, piano (1-10) **68**  
Columbia (33) ML-2189  
The lovely evocative seven songs of De Falla's "Canciones Populares Espanolas," are offered here in a fresh, glowing performance. The songs are wonderful work-ups in the folk music of Spain, and Miss De Barrodo renders them with complete accord of spirit. Her voice is big, richly textured, and beautifully controlled—as well as sensitive and impassioned. Sandoval's piano accompaniment is first-rate, and completely Iberian. The seven songs of his own composition are well worthy of being paired with the De Falla numbers. They too are Spanish in the core, and are fresh and stimulating.

**AARON COPLAND: CONCERTO FOR CLARINET AND STRING ORCHESTRA** — Benny Goodman-Aaron Copland, Cond.—The Columbia Siring Ork and Quartet for Piano and Strings—The New York Quartet. (1-12) **78**  
Columbia (33) ML-4421  
The name power that is Benny Goodman will bring considerably more attention to this worthy coupling than it normally would receive. The great jazz clarinetist shows that his pursuit in the classical field has not been in vain. He plays this Copland concerto, incidentally commissioned by Benny, with fluidity, lustre tone and accomplished technique. The piece is a beautifully scored work, simple in structure, with a lyrical opening movement followed by a clarinet cadenza connecting to the second and final movement, a rather free-wheeling melodic affair. The work, perhaps not monumental, certainly is one of the most expressive in the limited literature for the clarinet. The coupling introduces Mr. Copland's newest chamber work; it was first performed less than a year ago. Copland, foremost of our American composers, experiments with a number of methods strange to his style in the past. His opening movement is largely built on fairly subtle use of 12 tone rows. The remainder of the work is more normally Copland, with his just balances and expressive melodic writing. The New York Quartet performs the work wonderfully well. This is an important new contribution to the modern music repertory and it is fortunate that Goodman could help get it the circulation it rightfully deserves.

(Continued on page 88)

## • Best Selling Classical Titles

| Last Week | This Week | Rank | Title  | Artist         |
|-----------|-----------|------|--|----------------|
|           |           | 1    | The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor   | VI331LM-1127   |
|           |           | 2    | Gounod: Faust, Metropolitan Opera Ork, Kurt Adler-Fausto Cleva, conductor  | Cap(33)SL-112  |
|           |           | 3    | Rachmaninoff: Concerto for Piano and Ork No. 2 in C Minor, S. Rachmaninoff, Piano, Philadelphia Ork, L. Stokowski, conductor | VI331LCT-1014  |
|           |           | 4    | Rimsky-Korsakov: Scheherazade, Philadelphia Ork, E. Ormandy, conductor   | Cap(33)ML-4089 |
|           |           | 5    | Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Monteux, conductor   | VI331LM-1002   |
|           |           | 3    | Rachmaninoff: Concerto for Piano and Ork No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann                    | VI331LM-1005   |

**Best Selling 45 R.P.M.**

| Last Week | This Week | Rank | Title  | Artist       |
|-----------|-----------|------|--|--------------|
|           |           | 1    | The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor                           | VI45WDM-1500 |
|           |           | 2    | Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork                         | VI45WDM-1020 |
|           |           | 3    | Toot of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor                        | VI45WDM-1395 |
|           |           | 4    | Puccini: Highlights From Madame Butterfly, L. Albanese, J. Mellon, L. Brownlow, RCA Victor Ork | VI45WDM-1068 |
|           |           | 5    | Rachmaninoff: Concerto for Piano and Ork No. 2, A. Rubinstein, St. Louis Symphony Ork          | VI45WDM-1075 |
|           |           | 4    | That Midnight Kiss, M. Lanza, RCA Victor Ork   | VI45WDM-1330 |

## • Advance Classical Releases

|   |   |
|---|---|
| Handel: The Dettingen or Drum Album—K. Hamel-R. Koerner-C. Bessert-H. Rock-National Gallery Ork—Richard Bates, cond. (1-12") WCFM (33) LP-6 | Mozart: The Magic Flute Album—Vienna Philharmonic Ork-Vas Karajan, cond (3-12") Col (33) SL-115                 |
| Mark the Years Album—Fredric March-Nathaniel Shiflett (1-12") Cap (33) 5-282  | Mozart: The Marriage of Figaro Album—Vienna Philharmonic Ork-Vas Karajan, cond (3-12") Col (33) SL-114          |
| Thomas Moore-Von Flinow—The Last Rose of Summer—Anna Mazza-Albershetti-Alfredo Antonini (1-12") (Vend): Rigoletto) Col (78) 73264           | Scops of Scandinavia Album—Th Niemela-Pentti-Roskkinen (1-12") WCFM (33) LP-5                                   |
|   | Vendi: Rigoletto-Cara Nona—Anna Maria Albershetti-Alfredo Antonini (Moore-The Last Rose) (1-12") Col (78) 73264 |

BIG-BIG-BIG-BIG



SAVANNAH CHURCHILL

It's No

SIN

and

"I DON'T BELIEVE IN TOMORROW"

RCA Victor 20-4280—(47-4280)

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

Release 51-37

Ships Coast to Coast, Week of September 16

**POPULAR**

- MINDY CARSON with Hugo Winterhalter's Orch. & Chorus  
Hagin' Around With You  
Out in the Cold Again  
20-4259—(47-4259)\*
- DINAH SHORE and TONY MARTIN with Henri Rene's Orch.  
The Old Soft Shore  
Be Mine Tonight  
20-4268—(47-4268)\*
- PERRY COMO with Mitchell Ayres' Orch.  
Rollin' Stone (with the Fontane Sisters)  
With All My Heart and Soul  
20-4269—(47-4269)\*
- MERV GRIFFIN with HUGO WINTERHALTER'S Orch.  
Twenty Three Starlets  
The Lord's Ridin' With Me Tonight  
20-4270—(47-4270)\*
- VAUGHN MONROE and his Orchestra  
Meanderin'  
They Call the Wind Maria  
20-4271—(47-4271)\*
- BUDDY MORROW and his Orchestra  
The Boogie Woogie March  
How Near to a Queen You Are  
20-4272—(47-4272)\*
- THE FONTANE SISTERS  
Cold, Cold Heart  
I Get the Blues When It Rains  
20-4274—(47-4274)\*
- APRIL STEVENS with HENRI RENE'S Orchestra  
And So To Sleep Again  
Aw C'mon  
20-4283—(47-4283)\*

**COUNTRY—WESTERN**

- EDDY ARNOLD the Tennessee Plowboy and his Guitar  
Somebody's Been Beatin' My Time  
Heart Strings  
20-4273—(47-4273)\*

**RHYTHM-BLUES**

- TAMPA RED  
Boogie Woogie Woman  
I Won't Let Her Do It  
20-4275—(47-4275)\*
- SAVANNAH CHURCHILL  
Sin  
I Don't Believe in Tomorrow  
20-4280—(47-4280)\*

**RED SEAL SPECIAL**

- VLADIMIR HOROWITZ, Pianist  
Stars and Stripes Forever  
1. Waltz in A-Flat, No. 15  
2. Etude in F  
10-3424

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

Going Strong...

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

- I Get Ideas  
Tony Martin ..... 20-4141—(47-4141)\*
- Loveliest Night of the Year  
Mario Lanza ..... 10-3300—(49-3300)\*
- Sweet Violets  
Dinah Shore ..... 20-4174—(47-4174)\*
- Because  
Mario Lanza ..... 10-3207—(49-3207)\*
- Vesti La Giubba  
Mario Lanza ..... 10-3228—(49-3228)\*
- The Musicians/How D'ye Do and Shake Hands  
Dinah Shore, Tony Martin, Phil Harris, Betty Hutton ..... 20-4225—(47-4225)\*
- I Wanna Play House With You/Something Old, Something New  
Eddy Arnold ..... 21-0476—(48-0476)\*
- Your Locket Is My Broken Heart  
Hank Snow ..... 21-0498—(48-0498)\*
- Golden Train  
Phil Harris ..... 20-4224—(47-4224)\*
- Slow Poke  
Pee Wee King ..... 21-0489—(48-0489)\*
- The Winky Dink/While We Danced, Danced, Danced  
Ralph Flanagan ..... 20-4222—(47-4222)\*
- Be My Love  
Mario Lanza ..... 10-1561—(49-1561)\*
- Over a Bottle of Wine/You'll Know  
Tony Martin ..... 20-4220—(47-4220)\*
- I'm in Love Again  
April Stevens with Henri Rene ..... 20-4148—(47-4148)\*
- I'll Hold You in My Heart  
Eddie Fisher w. Hugo Winterhalter ..... 20-4191—(47-4191)\*

Coming Up...

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

- It's All in the Game  
Dinah Shore ..... 20-4233—(47-4233)\*  
Billboard Picks, September 4th issue.
- Jesus and the Atheist  
Eddy Arnold ..... 21-0485—(47-0485)\*  
Western Disc Jockeys Pick, Billboard, September 1st issue.
- Cryin' Heart Blues  
Johnnie and Jack ..... 21-0478—(48-0478)\*  
Western Disc Jockeys Pick, also Best Selling Folk Records, Billboard, September 8th issue.
- Mary Rose  
Dennis Day ..... 20-4214—(47-4214)\*  
#24 Most Played by Disc Jockeys, Variety, August 20th issue.

**TIPS**

**BELA BIMBA**

Patrice Munsel with Chorus and Orchestra directed by Norman Leyden.



**SUPER SEVEN**

We'd like to throw seven loaded punches at you—profit loaded punches that is. These punches are designed to knock out any sales resistance in your territory. To be more specific, these punches are "the super seven"—seven great new RCA Victor records. Here they are:

- BELA BIMBA/LOOK ME OVER ONCE  
Patrice Munsel—#20-4255
- AND SO TO SLEEP AGAIN/AW C'MON  
April Stevens and Henri Rene—#20-4283
- SIN/I DON'T BELIEVE IN TOMORROW  
Savannah Churchill—#20-4280
- ROLLIN' STONE/WITH ALL MY HEART AND SOUL  
Perry Como—#20-4269
- TURN BACK THE HANDS OF TIME/I CAN'T GO ON WITHOUT YOU  
Eddie Fisher—#20-4257
- SOMEBODY'S BEEN BEATIN' MY TIME/HEART STRINGS  
Eddy Arnold—#20-4273
- YOU'LL KNOW/OVER A BOTTLE OF WINE  
Tony Martin—#20-4220

We are eliminating Release #51-38 in order to concentrate on these seven potent records from September 17 to September 29. Here is something to drive with! Seven records which include merchandise by such potent profit names as Perry Como, Patrice Munsel, Eddy Arnold, and April Stevens. We are sending these records to our disc jockey lists, and we are promoting them in every way possible. This Super Seven can boom into big sales—and it will!

The stars who make the hits are on

**RCA VICTOR Records**



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

SWING AND SWAY NEWS

SEPTEMBER 15, 1951

WITH SAMMY KAYE

JUST FOR THE RECORD!

SAMMY KAYE TO HELP DEDICATE SYRACUSE, N. Y., WAR MEMORIAL

SYRACUSE, N. Y.—Sammy Kaye will tee off a nationwide tour when he plays a radio broadcast and show here at the War Memorial dedication ceremonies, Sunday, September 16. A capacity crowd of 10,000 will jam the auditorium of what is now the largest War Memorial of its kind in the United States. General Lucius Clay, among others, will also be on hand to highlight the festivities.

NEWS FLASH!—The "Sammy Kaye Show" CBS-TV will be dedicated to the young tots again September 15th (7-7:30).



(IT'S NO)

"SIN"

and

"JEALOUS EYES"

78 rpm 39567—33 1/3 rpm 3-39567—45 rpm 4-39567

NEW RELEASES!!

"Dixie" and "Tennessee Tears"

78 rpm 39492 33 1/3 rpm 3-39492 45 rpm 4-39492

"Be Mine Tonight" and "It's All in the Game"

78 rpm 39531 33 1/3 rpm 3-39531 45 rpm 4-39531

"Longing for You" and "Mary Rose"

78 rpm 39499 33 1/3 rpm 3-39499 45 rpm 4-39499

"Would I Mind?" and "Del Rio"

78 rpm 39421 33 1/3 rpm 3-39421 45 rpm 4-39421

Personal Management—David Krengel

Direction—M. C. A.

Columbia Records

For music that sends them... to you!

Columbia, "Masterworks," and Reg. U. S. Pat. Off. Musical Republic

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

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

NEW YORK

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. COLD, COLD, HEART
T. Bennett—Columbia
4. TOO YOUNG
Nat (King) Cole—Capitol
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. I GET IDEAS
T. Martin—Victor
7. SWEET VIOLETS
D. Shore—Victor
8. LONGING FOR YOU
S. Kaye—Columbia
9. VANITY
D. Cherry—Decca

CHICAGO

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. COLD, COLD, HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. SHANGHAI
B. Williams—MGM
6. WHISPERING
L. Paul—Capitol
7. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
9. JEZEBEL
F. Laine—Columbia

PITTSBURGH

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD, HEART
T. Bennett—Columbia
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. DETOUR
F. Page—Mercury
5. WHISPERING
L. Paul—Capitol
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
7. I GET IDEAS
T. Martin—Victor
8. STRANGER IN TOWN
C. McCoy—Mercury
9. DOWN YONDER
D. Wood—Tennessee

LOS ANGELES

- 1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. BECAUSE OF YOU
L. Baxter—Capitol
4. I GET IDEAS
T. Martin—Victor
5. WHISPERING
L. Paul—Capitol
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
7. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell-M. Miller—Columbia
8. SWEET VIOLETS
D. Shore—Victor
9. JOSEPHINE
L. Paul—Capitol

BOSTON

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COLD, COLD, HEART
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. I GET IDEAS
T. Martin—Victor
6. COME ON-A MY HOUSE
R. Clooney—Columbia
7. I WON'T CRY ANYMORE
T. Bennett—Columbia
8. SWEETHEART OF YESTERDAY
G. Mitchell-M. Miller—Columbia

NEW ORLEANS

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. AELUNA MEZZUMARE (Butcher Boy)
E. Dewol Quintones—Mercury
4. TOO YOUNG
Nat (King) Cole—Capitol
5. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia
6. VANITY
D. Cherry—Decca
7. COLD, COLD, HEART
T. Bennett—Columbia

ATLANTA

- 1. I GET IDEAS
T. Martin—Victor
2. BECAUSE OF YOU
L. Baxter—Capitol
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. BECAUSE OF YOU
T. Bennett—Columbia
5. JOSEPHINE
L. Paul—Capitol

ST. LOUIS

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. DOWN YONDER
Del Wood—Tennessee
3. WHISPERING
L. Paul—Capitol
4. LONGING FOR YOU
T. Brewer—London
5. DETOUR
F. Page—Mercury
6. HAWAIIAN WAR CHANT
Ames Brothers—Coral
7. COME ON-A MY HOUSE
R. Clooney—Columbia
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol

PHILADELPHIA

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. SIN
Four Aces-A. Alberts—Victor
4. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. TOO YOUNG
Nat (King) Cole—Capitol
7. SWEET VIOLETS
D. Shore—Victor
8. COLD, COLD, HEART
T. Bennett—Columbia
9. SMOOTH SAILING
E. Fitzgerald—Decca

DENVER

- 1. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
2. BECAUSE OF YOU
L. Baxter—Capitol
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. SWEET VIOLETS
D. Shore—Victor
5. BECAUSE
M. Lanza—Victor
6. I GET IDEAS
T. Martin—Victor
7. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell-M. Miller—Columbia

DETROIT

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. I GET IDEAS
T. Martin—Victor
5. SMOOTH SAILING
E. Fitzgerald—Decca
6. BECAUSE OF YOU
L. Baxter—Capitol
7. VANITY
D. Cherry—Decca
8. KISSES SWEETER THAN WINE
Weavers—Decca

WASHINGTON, D. C.

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. SWEET VIOLETS
D. Shore—Victor
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. I GET IDEAS
T. Martin—Victor
7. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell-M. Miller—Columbia
8. TOO YOUNG
Nat (King) Cole—Capitol

SEATTLE

- 1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
4. WHISPERING
L. Paul—Capitol
5. KISSES SWEETER THAN WINE
Weavers—Decca
6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
7. BLACK STRAP MOLASSES
D. Kaye-J. Durante-J. Wyman-G. Marx—Decca

DALLAS-FORT WORTH

- 1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. SWEET VIOLETS
D. Shore—Victor
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. BECAUSE OF YOU
L. Baxter—Capitol
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul-M. Ford—Capitol
7. DOWN YONDER
D. Wood—Tennessee
8. TOO YOUNG
Nat (King) Cole—Capitol
9. I GET IDEAS
T. Martin—Victor



**Not 1-Not 2**

**But 3**

**SMASH HITS**

**PATTI PAGE**

**"And So To Sleep Again"**

MERCURY 5706 • 5706X45

**EDDY HOWARD**

AND HIS ORCHESTRA

IT'S NO

**"SIN"**

MERCURY 5711 • 5711X45

**VIC DAMONE**

**"CALLA CALLA"**

MERCURY 5698 • 5698X45

*Mercury*  
**RECORDS**



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

# "On Top"

## OF THE DISK JOCKEY REQUEST LISTS...

### AMERICA'S FAVORITE FOLK SINGERS...



# the WEAVERS

Still Getting the Play  
**"ON TOP OF OLD SMOKY"**

Coming up fast!  
**"KISSES SWEETER THAN WINE"**

and  
**"WHEN THE SAINTS GO MARCHING IN"**

Now available  
**NEW WEAVER ALBUM**

of  
**"FOLK SONGS OF AMERICA AND OTHER LANDS"**

Album No. (78)A867; (45)9-251;  
LP-DLS285

#### THE WEAVERS SAY:

Thanks to the Disk Jockeys everywhere for your help in keeping our records on the best selling list.



Booked Exclusively  
**ASSOCIATED BOOKING CORP.**

Personal Management  
**PETE KAMERON**  
Hal Leventhal, Associate

## THE BILLBOARD Music Popularity Charts

### • Most Played Juke Box Records

... Based on reports received September 5, 6 and 7

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,551 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

| POSITION | Weeks Last | This to date | Week/Week | Record                           | Artist   |
|----------|------------|--------------|-----------|----------------------------------|--|
| 11       | 1          | 1            |           | COME ON-A MY HOUSE               | R. Clooney<br>Col(78)39467; (45)4-39467;<br>(33)3-39467—BMI              |
| 12       | 2          | 2            |           | BECAUSE OF YOU                   | T. Bennett<br>Col(78)39362; (45)4-39362;<br>(33)3-39362—BMI              |
| 22       | 3          | 3            |           | TOO YOUNG                        | Nat (King) Cole<br>Cap(78)1449; (45)F-1449—ASCAP                         |
| 11       | 4          | 4            |           | SWEET VIOLETS                    | D. Shore<br>V(78)20-4174; (45)47-4174—ASCAP                              |
| 15       | 5          | 5            |           | MY TRULY, TRULY FAIR             | G. Mitchell-M. Miller<br>Col(78)39415; (45)4-39415;<br>(33)3-39415—ASCAP |
| 4        | 9          | 6            |           | WORLD IS WAITING FOR THE SUNRISE | L. Paul-M. Ford<br>Cap(78)1748; (45)F-1748—ASCAP                         |
| 7        | 6          | 7            |           | DETOUR                           | P. Page<br>Mercury (78)5682; (45)5682X45—BMI                             |
| 11       | 8          | 8            |           | I GET IDEAS                      | T. Martin<br>V(78)20-4141; (45)47-4141—BMI                               |
| 5        | 10         | 9            |           | COLD, COLD HEART                 | T. Bennett<br>Col(78)39449; (45)4-39449;<br>(33)3-39449—BMI              |
| 18       | 7          | 10           |           | JEZEBEL                          | F. Laine<br>Col(78)39367; (45)4-39367;<br>(33)3-39367—BMI                |
| 4        | 15         | 10           |           | WHISPERING                       | L. Paul<br>Cap(78)1748; (45)F-1748—ASCAP                                 |
| 12       | 14         | 12           |           | SHANGHAI                         | D. Day-P. Weston<br>Col(78)39423; (45)4-39423;<br>(33)3-39423—ASCAP      |
| 17       | 11         | 13           |           | LOVELIEST NIGHT OF THE YEAR      | M. Lanza<br>V(78)110-3300; (45)49-3300—ASCAP                             |
| 4        | 13         | 14           |           | BELLE, BELLE, MY LIBERTY         | G. Mitchell-M. Miller<br>Col(78)39512; (45)4-39512;<br>(33)3-39512—ASCAP |
| 9        | 18         | 14           |           | I WON'T CRY ANYMORE              | T. Bennett<br>Col(78)39362; (45)4-39362;<br>(33)3-39362—ASCAP            |
| 3        | 28         | 16           |           | DOWN YONDER                      | Del Wood<br>Tennessee 775—BMI  |
| 8        | 11         | 17           |           | SWEET VIOLETS                    | J. Turzy<br>Dec(78)27668; (45)19-27668—ASCAP                             |
| 2        | 22         | 18           |           | SIXTY MINUTE MAN                 | Dominoes<br>Federal(78)12022; (45)45-12022—BMI                           |
| 2        | 28         | 19           |           | BECAUSE OF YOU                   | G. Lombardo-G. DeHaven<br>Dec(78)27666; (45)19-27666—BMI                 |
| 7        | 18         | 20           |           | I'LL HOLD YOU IN MY HEART        | E. Fisher-H. Winterhaller<br>V(78)20-4191; (45)47-4191—BMI               |
| 1        | —          | 20           |           | KISSING BUG BOOGIE               | J. Stafford<br>Col(78)39529; (45)4-39529;<br>(33)3-39529—ASCAP           |
| 10       | 22         | 22           |           | JOSEPHINE                        | L. Paul<br>Cap(78)1592; (45)F-1592—ASCAP                                 |
| 10       | 24         | 22           |           | I'M IN LOVE AGAIN                | A. Stevens-H. Rene<br>V(78)20-4140; (45)47-4140—ASCAP                    |
| 5        | 24         | 22           |           | I'M WAITING JUST FOR YOU         | L. Millinder<br>King(78)4453; (45)45-4453—BMI                            |
| 1        | —          | 22           |           | MIXED EMOTIONS                   | R. Clooney<br>Col(78)39333; (45)4-39333;<br>(33)3-39333—BMI              |
| 4        | 16         | 26           |           | LONGING FOR YOU                  | S. Kaye<br>Col(78)39499; (45)4-39499;<br>(33)3-39499—ASCAP               |
| 3        | 17         | 26           |           | WONDERFUL WASN'T IT?             | F. Laine<br>Col(78)39489; (45)4-39489;<br>(33)3-39489—ASCAP              |
| 1        | —          | 26           |           | I GET IDEAS                      | L. Armstrong<br>Dec(78)27720; (45)19-27720—BMI                           |
| 6        | 18         | 29           |           | LONGING FOR YOU                  | V. Damone<br>Mercury (78)5655; (45)5655X45—BMI                           |
| 19       | 24         | 29           |           | ROSE, ROSE, I LOVE YOU           | F. Laine<br>Col(78)39367; (45)4-39367;<br>(33)3-39367—ASCAP              |
| 2        | 28         | 29           |           | HAWAIIAN WAR CHANT               | Ames Brothers<br>Coral(78)60510; (45)19-60510—ASCAP                      |
| 2        | —          | 29           |           | BECAUSE OF YOU                   | L. Baxter<br>Cap(78)1493; (45)F-1493—BMI                                 |
| 1        | —          | 29           |           | COME ON-A MY HOUSE               | K. Starr<br>Cap(78)1710; (45)F-1710—BMI                                  |
| 1        | —          | 29           |           | OH HOW I LOVE YOU                | G. Hart<br>Sharp 36—ASCAP  |

Thanks for everything  
You've done for us.

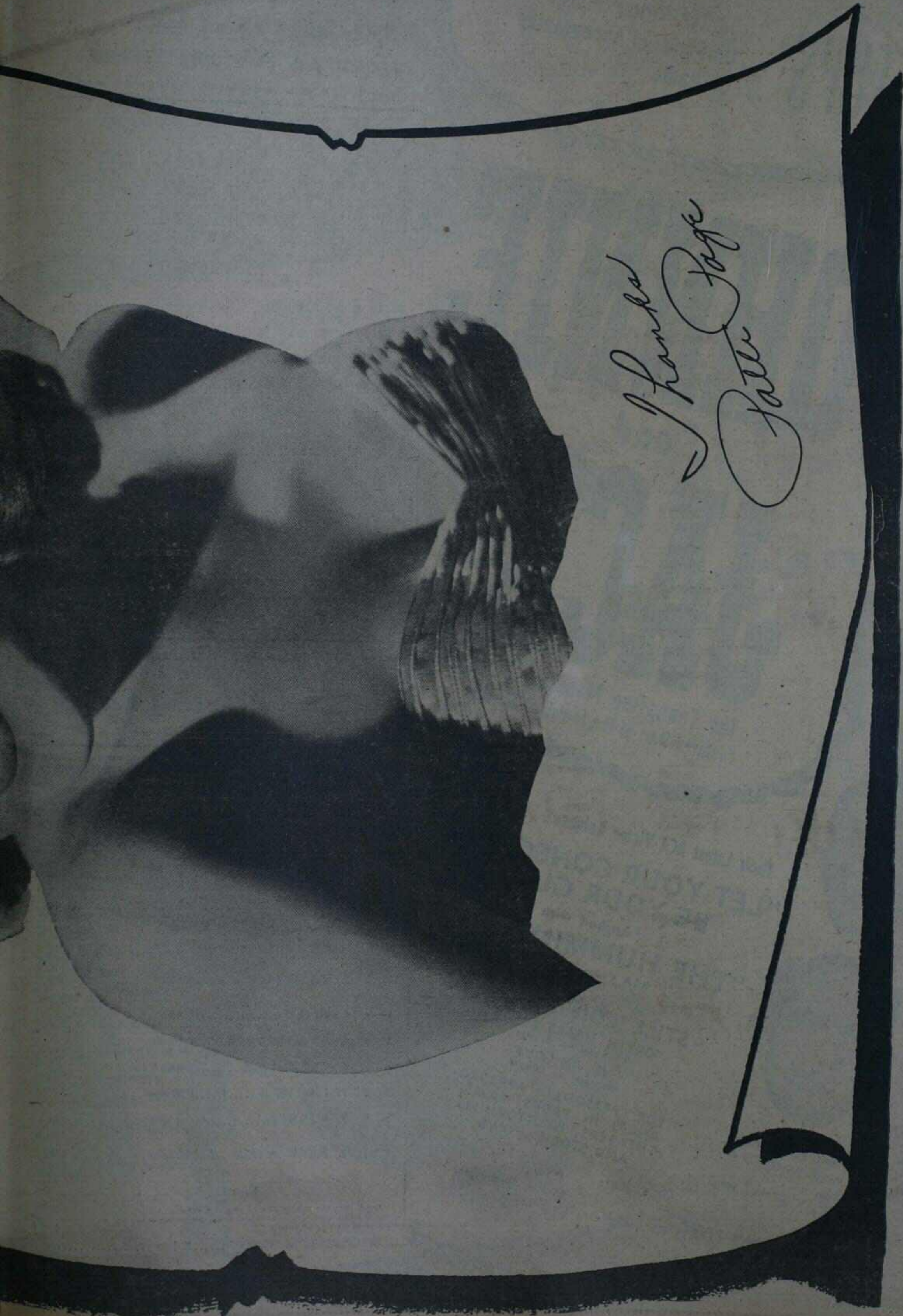
Les and Mary



... after and in the year  
 '52 the same year the year  
 '51 the year







*Franked  
Letter Page*

**TOPS** ... On RCA-Victor Records  
 ... On Personal Appearances  
 ... On Radio

# JOHNNIE and JACK

The Tennessee Mountain Boys  
 Featured Stars of The Louisiana Hayride



Their Latest RCA-Victor Release . . .  
**"LET YOUR CONSCIENCE BE YOUR GUIDE"**  
 backed with  
**"THE HUMMING BIRD"**  
 RCA Victor No. 20-4251

★  
**STILL RIDING HIGH . . .**  
 "CRYIN' HEART BLUES"  
 RCA-Victor No. 21-0412  
 "POISON LOVE"  
 RCA-Victor No. 21-0377

FOR PERSONAL APPEARANCES IN PARKS, FAIRS, THEATERS, AUDITORIUMS AND STOCK SHOWS

Thanks, Disk Jockeys, for keepin' our records so busy . . .  
 Johnnie & Jack

Contact: **KWKH, Shreveport, Louisiana**

**HUBERT LONG** Pers. Mgr.

## THE BILLBOARD Music Popularity Charts

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

. . . Based on reports received September 5, 6 and 7

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

| POSITION |   | Weeks Last   This to date   Week   Week |  | Record                               |                | Artist       |                    |
|----------|---|---|--|--------------------------------------|----------------|--------------|--------------------|
| 6        | 2 | 1                                       |  | ALWAYS LATE                          | Lefty Frizzell | Cal 78120837 | (4514-20837)       |
|          |   |   |  | Man and Dad's Waltz                  |                |              | (3313-20837—BMI)   |
| 12       | 1 | 2                                       |  | I WANT TO PLAY HOUSE WITH YOU        | E. Arnold      | V 78121-0476 | (45148-0476—ASCAP) |
|          |   |   |  | Something Old, Something New         |                |              |                    |
| 20       | 3 | 3                                       |  | I WANT TO BE WITH YOU ALWAYS         | L. Frizzell    | Cal 78120799 | (4514-20799)       |
|          |   |   |  | My Baby's Just Like Money            |                |              | (3313-20799—BMI)   |
| 9        | 4 | 4                                       |  | HEY, GOOD LOOKIN'                    | H. Williams    | MGM 7811000  | (451K-11000)       |
|          |   |   |  | My Heart Would Know                  |                |              |                    |
| 13       | 6 | 5                                       |  | LET'S LIVE A LITTLE                  | Carl Smith     | Cal 78120796 | (4514-20796)       |
|          |   |   |  | There's Nothing As Sweet As My Baby  |                |              | (3313-20796)       |
| 24       | 8 | 6                                       |  | COLD, COLD HEART                     | Hank Williams  | MGM 7810904  | (451K-10904—BMI)   |
|          |   |   |  | Dear John                            |                |              |                    |
| 3        | 5 | 7                                       |  | MOM AND DAD'S WALTZ                  | L. Frizzell    | Cal 78120837 | (4514-20837)       |
|          |   |   |  | Always Late                          |                |              | (3313-20837)       |
| 1        | — | 8                                       |  | UNWANTED SIGN UPON YOUR HEART        | Hank Snow      | V 78121-0498 | (45148-0498—BMI)   |
|          |   |   |  | Your Locket Is My Broken Heart       |                |              |                    |
| 5        | 8 | 9                                       |  | MR. MOON                             | Carl Smith     | Cal 78120825 | (4514-20825)       |
|          |   |   |  | If Teardrops Were Pennies            |                |              | (3313-20825—BMI)   |
| 2        | — | 9                                       |  | CHEROKEE BOOGIE                      | Moon Mullican  | King 781965  | (45145-965—BMI)    |
|          |   |   |  | Love Is the Light That Leads Me Home |                |              |                    |

#### Coming Up

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

|    |                                |            |              |              |
|----|--------------------------------|------------|--------------|--------------|
| 1. | SLOW POKE                      | P. W. King | V 78121-0489 | (45148-0489) |
| 2. | YOUR LOCKET IS MY BROKEN HEART | Hank Snow  | V 78121-0498 | (45148-0498) |

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

. . . Based on reports received September 5, 6 and 7

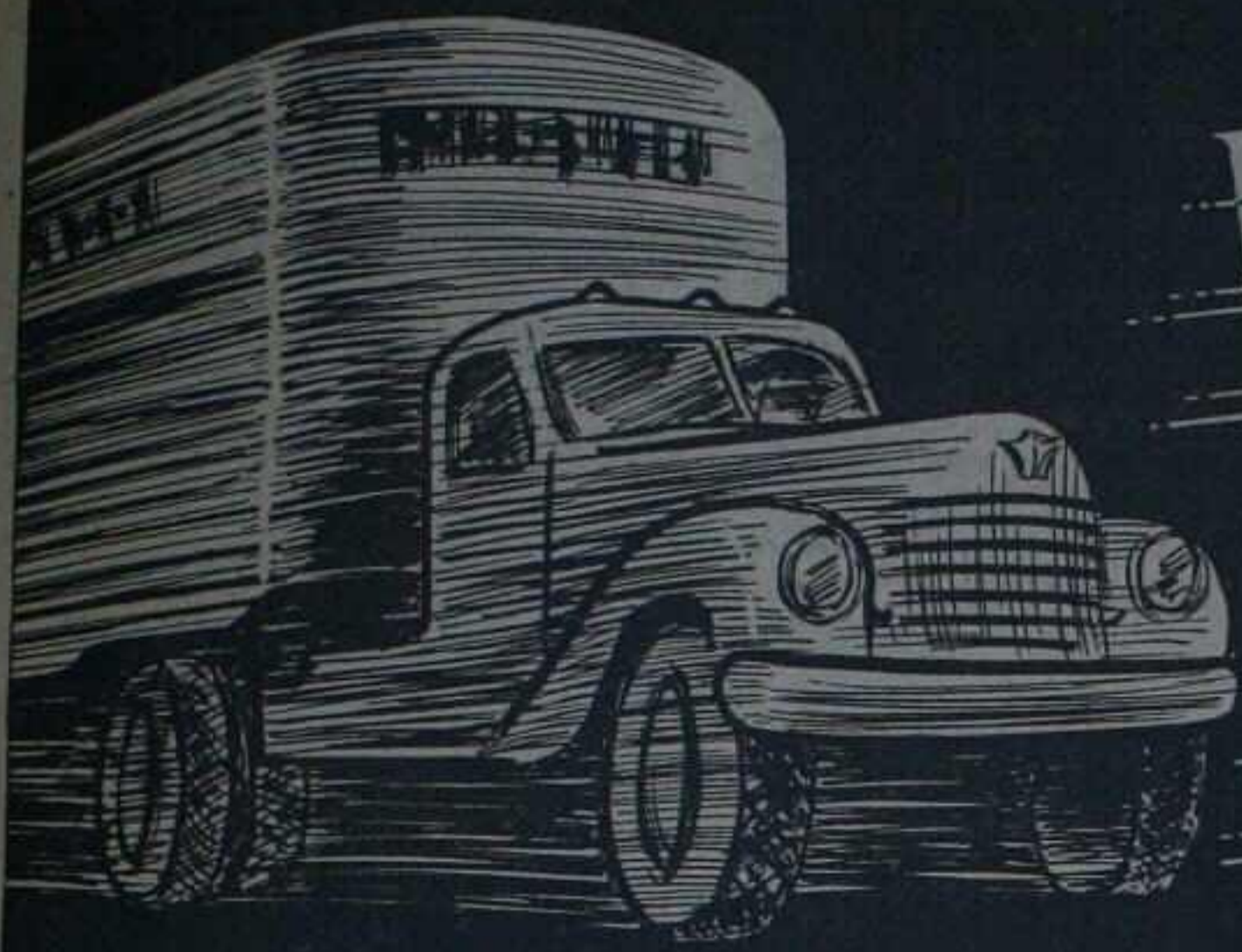
Records listed as Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

| POSITION |    | Weeks Last   This to date   Week   Week |  | Record                        |                | Artist       |                    |
|----------|----|---|--|-------------------------------|----------------|--------------|--------------------|
| 12       | 1  | 1                                       |  | I WANT TO PLAY HOUSE WITH YOU | E. Arnold      | V 78121-0476 | (45148-0476—ASCAP) |
| 6        | 2  | 2                                       |  | ALWAYS LATE                   | Lefty Frizzell | Cal 78120837 | (4514-20837)       |
|          |    |   |  |                               |                |              | (3313-20837—BMI)   |
| 9        | 3  | 3                                       |  | HEY, GOOD LOOKIN'             | Hank Williams  | MGM 7811000  | (45111000)         |
| 20       | 4  | 4                                       |  | I WANT TO BE WITH YOU ALWAYS  | L. Frizzell    | Cal 78120799 | (4514-20799)       |
|          |    |   |  |                               |                |              | (3313-20799—BMI)   |
| 14       | 5  | 5                                       |  | LET'S LIVE A LITTLE           | Carl Smith     | Cal 78120796 | (4514-20796)       |
|          |    |   |  |                               |                |              | (3313-20796—BMI)   |
| 1        | —  | 6                                       |  | HEY LA LA                     | E. Tubb        | De 78146338  | (4519-46338—BMI)   |
| 3        | 6  | 7                                       |  | MOM AND DAD'S WALTZ           | L. Frizzell    | Cal 78120837 | (4514-20837)       |
|          |    |   |  |                               |                |              | (3313-20837)       |
| 7        | 7  | 8                                       |  | CRYIN' HEART BLUES            | Johnnie & Jack | V 78121-0478 | (45148-0478—BMI)   |
| 13       | 8  | 9                                       |  | I CAN'T HELP IT               | H. Williams    | MGM 7810961  | (451K-10961)       |
| 5        | 9  | 9                                       |  | MR. MOON                      | Carl Smith     | Cal 78120825 | (4514-20825)       |
|          |    |   |  |                               |                |              | (3313-20825—BMI)   |
| 6        | 10 | 9                                       |  | PEACE IN THE VALLEY           | Red Foley      | De 78146319  | (4519-46319)       |
|          |    |   |  |                               |                |              | (7814573)          |

#### Coming Up

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

|    |                               |               |              |                  |
|----|-------------------------------|---------------|--------------|------------------|
| 1. | UNWANTED SIGN UPON YOUR HEART | H. Snow       | V 78121-0498 | (45148-0498—BMI) |
| 2. | 60-MINUTE MAN                 | York Brothers |              | King 978         |
| 3. | I'M WITH A CROWD BUT SO ALONE | E. Tubb       | De 78146338  | (4519-46338—BMI) |



# BILL MONROE

## HITS HARD WITH "LONESOME TRUCK DRIVERS BLUES"

backed with

## "ROTATION BLUES"

DECCA RECORD NO. 46344



The Billboard,  
August 4, 1951

### • Record Reviews

ARTIST  
LABEL AND NO.

TUNES  
COMMENT



COUNTRY & WESTERN

BILL MONROE

Rotation Blues

DECCA 46344—To date, attempts at Korea tunes have flopped, but this one, written by an American soldier there, may catch on via Monroe's hard-hitting, back-country style.

Lonesome Truck Drivers Blues

Monroe uses his mountain falsetto effectively on this effective country blues.

80--82--80--78

74--74--74--74

### THANKS, DISK JOCKEYS

for plugging "Prisoner's Song," "Kentucky Waltz" (written by Bill Monroe), "Uncle Pen" (written by Bill Monroe), "Alabama Waltz," "Poison Love" . . .

WATCH FOR MY NEXT RELEASE . . .  
"SUGAR-COATED LOVE" and  
"HIGHWAY OF SORROW"



Star of WSM "Grand Ole Opry"

FRANK MORE, Personal Rep., WSM, Nashville, Tenn.

# THE BILLBOARD Music Popularity Charts

## Country & Western (Folk) Record Reviews

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

| ARTIST<br>LABEL AND NO.  | TUNES<br>COMMENT | WEEKS<br>TO DATE | LAST<br>WEEK | THIS<br>WEEK |
|--|------------------|------------------|--------------|--------------|
| <b>SPADE COOLEY</b><br>Horse Hair Boogie<br>DECCA 46355—First-rate, danceable wax from the Western swing band.   |                  | 71--72--70--71   |              |              |
| Down Yonder<br>Disk has a good country dance instrumental on the revival sleeper.  |                  | 73--74--72--73   |              |              |
| <b>RED FOLEY</b><br>Cock-a-Dooodle Doo<br>DECCA 46349—With the strings essaying the Les Paul sound, Red chants with his usual effectiveness on a lightweight, tongue-twisting ditty.       |                  | 80--80--80--80   |              |              |
| Sugarfoot Rag Square Dance<br>Red calls a square dance here to the tune of the familiar "Sugarfoot Rag." Result is a winning platter.  |                  | 84--84--84--84   |              |              |
| <b>ROSALIE ALLEN-EDDIE MARSHALL</b><br>If You Don't Believe I'm Leavin' Just Count the Days<br>I'm Gone<br>VICTOR 20-4227—A fine ditty gets a so-so duetting from Miss Allen and Marshall. |                  | 74--75--72--74   |              |              |
| Playhouse of Love<br>The team doesn't sound much better on an attractive country waltz.  |                  | 72--74--70--72   |              |              |

(Continued on page 85)

## Folk Record Releases

|  |
|--|
| Asleep at the Switch—Busti Faye-Idaho Call (You Tried) Cap 1772  |
| Back Up and Push—Fiddlin' Red Herron (Devil's Dream) Federal 10024                                     |
| Bumble Bee—Dave Landers (I Get) MGM 11050  |
| Crazy Heart—Hank Williams (Lonesome Whistle) MGM 11054   |
| Devil's Dream—Fiddlin' Red Herron (Back Up) Federal 10024  |
| Dig-Dig-Diggin'—Monte Hale (Heart Breaks) MGM 11055  |
| Down in Old Mexico—Billy Jack Willis (Lily Date) 4 Star 1575   |
| Down Yonder—Harold Carmack (Margie) Dec 46362  |
| Heart Breaks—Monte Hale (Dig-Dig) MGM 11055  |
| Honor Your Partner Album (No. 1)—Ed Durlacher-The Top Hands (3-12") Square Dance Associates (78) SDA-1 |
| Humming Bird—Johnnie and Jack (Let Your) V 20-4251   |
| I Always Love—Hank Locklin (Send Me) 4 Star 1574   |
| I Got a Cinder in My Eye—Dave Landers (Bumble Bee) MGM 11050   |
| I Had My Fingers Crossed—Wayne Raney (I Want) King 974   |
| I Want a Home in Dixie—Wayne Raney (I Had) King 974  |
| I'm Hurtin'—Skeets McDonald (Ridin' With) Cap 1771   |

(Continued on page 91)

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

... Based on reports received September 5, 6 and 7

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

| Weeks to date | Last Week | This Week | Record                        | Artist   |
|---------------|-----------|-----------|-------------------------------|--|
| 7             | 2         | 1         | ALWAYS LATE                   | Lefty Frizzell<br>Col(78)20837; (45)4-20837;<br>(33)3-20837—BMI      |
| 10            | 1         | 2         | HEY, GOOD LOOKIN'             | H. Williams<br>MGM(78)11000; (45)K-11000                             |
| 5             | 3         | 3         | MOM AND DAD'S WALTZ           | L. Frizzell<br>Col(78)20837; (45)4-20837;<br>(33)3-20837             |
| 13            | 4         | 4         | I WANT TO PLAY HOUSE WITH YOU | E. Arnold<br>V(78)21-0476; (45)48-0476—ASCAP                         |
| 6             | 6         | 5         | MR. MOON                      | Carl Smith<br>Col(78)20825; (45)4-20825;<br>(33)3-20825—BMI          |
| 15            | 7         | 6         | LET'S LIVE A LITTLE           | Carl Smith<br>Col(78)20796; (45)4-20796<br>(33)3-20796—BMI           |
| 23            | 5         | 7         | I WANT TO BE WITH YOU ALWAYS  | L. Frizzell<br>Col(78)20799; (45)4-20799;<br>(33)3-20799—BMI         |
| 2             | 9         | 7         | DOWN YONDER                   | Del Wood<br>Tennessee 775—BMI  |
| 1             | —         | 9         | SLOW POKE                     | Pee Wee King<br>V(78)21-0489; (45)48-0489                            |
| 8             | 8         | 10        | PEACE IN THE VALLEY           | R. Foley<br>Dec(78)46319; (45)9-46319;<br>(78)14573; (45)9-14573—BMI |

### Coming Up

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

|   |                               |  |
|---|-------------------------------|--|
| 1 | ROTATION BLUES                | E. Britt<br>V(78)21-0494; (45)48-0494        |
| 2 | UNWANTED SIGN UPON YOUR HEART | Hank Snow<br>V(78)21-0490; (45)48-0490—BMI   |
| 3 | HOT GUITAR                    | E. Hill<br>Mercury (78)6347; (45)6347X45—BMI |

# Thanks,

## FELLOWS AND GALS!

A Million Thanks to all you folks who have kept my King Records spinning on your disk shows and on the juke boxes. I hope that sometime in the near future I will be able to visit with each of you and thank you personally.

# Hawkshaw Hawkins

ON KING RECORDS EXCLUSIVELY!

"I'M JUST WAITING FOR YOU"

b/w

"HEART ACHE TO RECALL"

King No. 969

"SHOT GUN BOOGIE"

b/w

"I LOVE YOU BUT YOU DON'T BELONG TO ME"

King No. 922

"I LOVE YOU A THOUSAND WAYS"

b/w

"RAINING TEARDROPS FROM MY EYES"

King No. 918

"RATTLE SNAKE DADDY"

b/w

"I HATE MYSELF"

King No. 944

## Watch for my Latest King Releases

Be Sure To Hear Me on  
The WWVA Jamboree  
Every Saturday Night

### ELEVEN YARDS OF PERSONALITY

## AMERICA'S TALLEST FOLK ARTIST

# BIG BILL LISTER

His Latest Capitol Release

## "LOVIN' COUNTRY STYLE"

and

## "HELP WANTED"

Capitol Record No. 1736

THE SOUTH'S FAVORITE DISK JOCKEY

# JOE ALLISON

Bringing You His Newest Capitol Release

## "DOMINO GAL"

and

## "LET ME GIVE YOU A CLUE"

Capitol Record No. 1553

Published by

## JON TOM MUSIC CO.

8506 SUNSET BLVD.

HOLLYWOOD, CALIF.

# THE BILLBOARD Music Popularity Charts

## Country & Western (Folk) Record Reviews

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

| ARTIST LABEL AND NO.                               | TUNES COMMENT  | NEW | RE-RELEASED | RE-RELEASED | RE-RELEASED |
|--|--|-----|-------------|-------------|-------------|
| • Continued from page 84                           |  |     |             |             |             |
| <b>HANK PENNY</b>                                  |  |     |             |             |             |
| Catch 'Em Young, Treat 'Em Rough, Tell 'Em Nothin' | VICTOR 26-6501—Country and Western version of the r. & b. item sounds like a likely disk for play, as Penny gives it a bright go aided by some neat picking.                             | 82  | 84          | 80          | 81          |
| I Like Molasses                                    | Another piece of novelty material gets a happy leading. Not as effective as the tea side.  | 77  | 80          | 75          | 76          |
| <b>CARSON ROBISON</b>                              |  |     |             |             |             |
| Plumb Aggravatin', Ain't It                        | MGM 11044—Robison has another follow-up to his "Tee-joo" disks. Lyrics, content, background melody and Robison's lazy-sing have much appeal.   | 80  | 80          | 80          | 80          |
| Sunday Drivers                                     | Another talking disk here with Robison telling the sad story of a Sunday on the road. Could get plenty of spins.   | 78  | 79          | 77          | 78          |
| <b>JIMMY WALKER</b>                                |  |     |             |             |             |
| Out of Money, Out of Place, Out of Style           | INTRO 6024—Okay lightweight ditty with Walker handling it in an above average c. & w. chum.  | 70  | 73          | 68          | 70          |
| If I Can't Have You                                | A routine weeper is capably sung.  | 67  | 71          | 65          | 67          |
| <b>JIMMY WAKELY</b>                                |  |     |             |             |             |
| Solid South, The                                   | CAPITOL 2762—Wakely reels off a snappy country boogie built on a typical Southern new. Could do okay.  | 81  | 82          | 80          | 82          |
| Another Fool Steps In                              | The latest in the "Slippin' Around" series is quite as plaintive and direct as were its predecessors. Wakely does it in his unaffected style. Makes a solid country sampling for Wakely. | 81  | 82          | 80          | 82          |

(Continued on page 86)



# In the Unbroken String of Folk Hits by HANK WILLIAMS



**"COFFEE POT"**  
and  
**"WEARIN' OUT YOUR WALKING SHOES"**  
Capitol Record No. 1581

And ... JUST RELEASED

**"ROCK ALL THE BABIES TO SLEEP"**  
backed with  
**"TENNESSEE BLUES"**  
Capitol Record No. 1783

THEY'RE GREAT!!!

- NO. 14** LONESOME WHISTLE · CRAZY HEART  
78 RPM—MGM 11054 · 45 RPM—MGM K11054
- NO. 13** HEY, GOOD LOOKIN' · MY HEART WOULD KNOW  
78 RPM—MGM 11000 · 45 RPM—MGM K11000
- NO. 12** HOWLIN' AT THE MOON · I CAN'T HELP IT  
78 RPM—MGM 10961 · 45 RPM—MGM K10961
- NO. 11** COLD, COLD HEART · DEAR JOHN  
78 RPM—MGM 10904 · 45 RPM—MGM K10904
- NO. 10** MOANIN' THE BLUES · NOBODY'S LONESOME FOR ME  
78 RPM—MGM 10832 · 45 RPM—MGM K10832
- NO. 9** THEY'LL NEVER TAKE HER LOVE FROM ME · WHY SHOULD WE TRY ANYMORE  
78 RPM—MGM 10760 · 45 RPM—MGM K10760
- NO. 8** LONG GONE LONESOME BLUES · MY SON CALLS ANOTHER MAN DADDY  
78 RPM—MGM 10645 · 45 RPM—MGM K10645
- NO. 7** I JUST DON'T LIKE THIS KIND OF LIVIN' · MAY YOU NEVER BE ALONE  
78 RPM—MGM 10609
- NO. 6** MY BUCKET'S GOT A HOLE IN IT · I'M SO LONESOME I COULD CRY  
78 RPM—MGM 10560
- NO. 5** YOU'RE GONNA CHANGE · LOST HIGHWAY  
78 RPM—MGM 10506
- NO. 4** MIND YOUR OWN BUSINESS · THERE'LL BE NO TEAR-DROPS TONIGHT  
78 RPM—MGM 10461
- NO. 3** WEDDING BELLS · I'VE JUST TOLD MAMA GOODBYE  
78 RPM—MGM 10401 · 45 RPM—MGM K10401
- NO. 2** LOVESICK BLUES · NEVER AGAIN  
78 RPM—MGM 10352 · 45 RPM—MGM K10352
- NO. 1** MOVE IT ON OVER · I HEARD YOU CRYING IN YOUR SLEEP  
78 RPM—MGM 10033 · 45 RPM—MGM K10033

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N. Y.

# RED SOVINE

GOING GREAT!



Latest MGM Release  
**SUNDOWN SUE**  
backed with  
**DON'T WORRY**

Thanks, Disk Jockeys, for the plugs and plays on "BILLY GOAT BOOGIE" (MGM No. 10887) and "INTOXICATED RAT" (MGM No. 10642)...

For Personal Appearances Contact  
**KWKH ARTISTS BUREAU**  
Shreveport, Louisiana

## THE BILLBOARD

# Music Popularity Charts

### FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

#### Artists' Activities

Horace Logan, and not Mildred Hemen, has taken over as director of the artists' bureau at KWKH, Shreveport, La. Logan is also station program director.

Okie Jones (Columbia) has left KWKH for KRLD, Dallas. Mac Wiseman has added a two-hour midnight d.j. show Saturdays over KWKH in addition to his live shows over the station.

Slim Whitman is working as a mailman in Shreveport and is working stunts over KWKH.

Cotton Carrier veteran entertainer and d.j. at WSB, Atlanta, is the father of a daughter, Susan Debra, born August 21.

Eddie Dean (Capitol) has returned to Hollywood after a tour in Texas, where he visited his 83-year old father, who resides in Wichita Falls.

Ramblin' Tommy Scott (King) is working with the Campa Bros. Circus. Scott has a five-year pact with King.

Johnny and Jack (Victor) work their third date at Magnolia Gardens, Houston, operated by Bill and Marge Collie; September 9. They also work the Plantation there the same evening on a bill with Floyd Tillman.

Red Sovine (MGM) has been working summer dates with the Kelly Bros. Shows, between his air shots over KWKH, Shreveport, La.

Cowboy Copas (King) has been ordered to take a two-months rest by his physician. Copas will continue to air over WSM, Nashville, but will cut out his touring. This marks Copas' first real rest from touring in over 20 years.

Donn Reynolds is working at Pappy's Showland, Dallas, and working at KRLD.

Harry Rodcay, Hawaiian yodeler who has been in Japan doing a Special Service show for the army, reports he is getting a contract with the Nipponese branch of Columbia.

(Continued on page 149)

### Country & Western (Folk) Record Reviews

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

| ARTIST LABEL AND NO.  | TUNES COMMENT  | POPULARITY     | RECORDING | REVIEW | CHART |
|---|--|----------------|-----------|--------|-------|
| Continued from page 85  |  |                |           |        |       |
| <b>TOMMY DUNCAN</b><br>My Sweet Wildflower<br>INTRO 6026  | Duncan turns a pleasant effort on a catchy, contrived bouncer. | 69--69--68--70 |           |        |       |
| <b>Wrong Road Home Blues</b><br>Duncan tells of his several misfortunes in the standard medium blues pattern.   |  | 69--69--68--70 |           |        |       |
| <b>ARTHUR (GUITAR BOOGIE) SMITH</b><br>Fence Jumper<br>MGM 11049—Guitar, banjo, piano combo come up with a hokey, simple instrumental played effectively.   |  | 69--70--67--71 |           |        |       |
| <b>Tears Don't Always Mean a Broken Heart</b><br>Group tries an alternating verse and chorus novelty hand-clapper. Result is a danceable disk.  |  | 67--68--66--68 |           |        |       |
| <b>KENNY ROBERTS-TOMMY SOSEBEE</b><br>Sissy Song, The<br>CORAL 64108—Here's an amusing novelty with a surprise catch line which could easily spread beyond the country market. Excellent, relaxed effort by the twosome. Could be a big item. |  | 85--85--85--85 |           |        |       |
| <b>She Said</b><br>A novelty, more pop in nature than it is country, provides a second amusing side for the duo, who work splendidly as a team.   |  | 81--82--80--82 |           |        |       |
| <b>JOHNNIE &amp; JACK</b><br>Humming Bird<br>VICTOR 20-4251—The duo chants a surging train tune, with a turbulent, expressive lead-in backing. The beat and sound here are potent, and the boys could have a real big winner.                 |  | 85--85--85--85 |           |        |       |
| <b>Let Your Conscience Be Your Guide</b><br>J. and J. chant one of their typical moralizers, with the usual driving backwood: fiddle-and-strings background.  |  | 81--81--81--81 |           |        |       |
| <b>BOB NEWMAN</b><br>Rover, Rover<br>KING 973—Newman turns in a spirited job on a set of breezy lyrics set to a familiar jingle theme. Could do a brisk business.   |  | 80--80--80--80 |           |        |       |
| <b>It Hurts Me</b><br>Newman shows sound and style in running down a brisk blues ballad. Fine beat and neat arrangement help make this a promising item.  |  | 80--80--80--80 |           |        |       |
| <b>TOMMY SCOTT</b><br>Everything Reminds Me of You<br>FEDERAL 10028—Scott doesn't impress nor is the material worth shouting about.   |  | 66--66--65--68 |           |        |       |
| <b>Uncle Sammy</b><br>Clever patriotic piece is done with spirit and punch. It's sort of a backwood: allegory and should register in that market.   |  | 81--83--78--81 |           |        |       |
| <b>MERVIN SHINER</b><br>Ball and Chain Boogie<br>DECCA 46345—With piano, guitar and rhythm rattling a powerful country boogie, Shiner chants a lightweight novelty blues lyric.   |  | 64--66--64--68 |           |        |       |
| <b>Memories of Mocking Bird Hill</b><br>Same melody, new lyrics, with gal group and combo making a sound much like the original Pinetoppers' version. Shiner chants the lead well. Side should pick up some follow-up coin.                   |  | 76--78--76--74 |           |        |       |
| <b>JOHNNY NELMS</b><br>I've Been Lonesome Before<br>DECCA 46346—Nelms sounds much like Little Jimmy Dickens, acquitting himself well on a mournful back country blues, with a twangy string backing at a lively medium pace.                  |  | 72--72--72--72 |           |        |       |
| <b>Should I Come Back</b><br>Warbler projects strongly on a very lively country torch ballad. He has style, and so does the tune; might be sleeper possibilities here.  |  | 81--81--81--81 |           |        |       |
| <b>BILL HALEY &amp; THE SADDLEMEN</b><br>Green Tree Boogie<br>HOLIDAY 108—Halley chants robustly on this striking novelty with recurring refrain, with driving boogie backing by string group. Good beat here.                                |  | 75--75--75--75 |           |        |       |
| <b>Down Deep in My Heart</b><br>Medium-tempo ballad is catchy and melodic; Halley sells it strong to a good backing. Good beat again.   |  | 75--75--75--75 |           |        |       |

## "SLOW POKE" by KING

Pee Wee King  
by KING  
—Picked by The Billboard... Operators... Disk Jockeys—  
**THE NATION'S NEXT COUNTRY-POP HIT!!!**  
"TENNESSEE WALTZ"  
"BONAPARTE'S RETREAT"  
"RIVER ROAD TWO-STEP"  
WATCH FOR POP RECORDINGS TO FOLLOW ORIGINAL.  
and Stewart  
REDD



## WEBB PIERCE

DECCA'S GREAT NEW SINGING STAR... featured on the KWKH "Louisiana Hayride"

BRINGING YOU HIS NEWEST DECCA RELEASE  
**"NEW SILVER BELLS"**  
backed with  
**"WONDERING"**  
WATCH FOR IT!

Thanks, Disk Jockeys, for playing my previous records...

Management:  
**KWKH Artist Bureau**  
Shreveport, Louisiana

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week:

- LONESOME WHISTLE... Hank Williams... MGM 11054
- CRAZY HEART... Hank Williams... MGM 11054
- SAN ANTONIO ROSE... John Maddox... Dot 15001
- LET YOUR CONSCIENCE BE YOUR GUIDE... Johnnie & Jack... Victor 20-4251
- HUMMING BIRD... Johnnie & Jack... Victor 20-4251

## TEMPO

Record Co. of America  
September 11, 1951

To My Many D. J. Friends:  
One day a year it's a genuine pleasure to express the thanks which I feel, every day in the year, to you fellows who are so largely responsible for the sale of millions of my Tempo records during the past 5 years.  
The best always to each of you.

Sincerely,  
Bess Light

P.S.: My new Tempo release #1200 of "PUT YOUR ARMS AROUND ME, HONEY" and "I'M NOBODY'S SWEETHEART NOW" is one of my favorites. I hope you and your audience will also enjoy it.



# THE BILLBOARD Music Popularity Charts

## Best Selling Retail Rhythm & Blues Records

Based on reports received September 5, 6 and 7

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 customers purchase rhythm and blues records.

| POSITION | Weeks Last   This to date   Week/Week | Record | Artist                       | Label                              |
|----------|---------------------------------------|--------|------------------------------|------------------------------------|
| 16       | 2                                     | 1      | 60 MINUTE MAN                | Dominoes                           |
|          |                                       |        | I Can't Escape From You      | Federal(78)12022; (45)45-12022-BM1 |
| 4        | 7                                     | 2      | GLORY OF LOVE                | Five Keys                          |
|          |                                       |        | Hucklebuck With Jimmy        | Aladdin 3099                       |
| 10       | 3                                     | 3      | CHAINS OF LOVE               | J. Turner                          |
|          |                                       |        | After My Laughter Came Tears | Atlantic 939-BM1                   |
| 13       | 4                                     | 4      | I'M WAITING JUST FOR YOU     | Lucky Millinder                    |
|          |                                       |        | Bonzo Boogie                 | King(78)4453; (45)45-4453-BM1      |
| 15       | 1                                     | 5      | DON'T YOU KNOW I LOVE YOU    | The Clovers                        |
|          |                                       |        | Skiarks                      | Atlantic 934                       |
| 1        | —                                     | 6      | SMOOTH SAILING               | E. Fitzgerald                      |
|          |                                       |        | Love You Madly               | Dec(78)27693; (45)19-27693         |
| 5        | 6                                     | 7      | "T" 99 BLUES                 | J. Nelson                          |
|          |                                       |        | Raindrop Blues               | RPM 325-BM1                        |
| 1        | —                                     | 8      | I GOT LOADED                 | Peppermint Harris                  |
|          |                                       |        | It's You, Yes It's You       | Aladdin 3097-BM1                   |
| 1        | —                                     | 8      | LAYING THE BOOGIE            | Piano Red                          |
|          |                                       |        | Baby, What's Wrong           | (V)78)22-0130; (45)50-0130-BM1     |
| 4        | 10                                    | 10     | BLOODSHOT EYES               | W. Harris                          |
|          |                                       |        | Confessin' the Blues         | King(78)4461; (45)45-4461-BM1      |
| 1        | —                                     | 10     | MONEY BLUES                  | C. Howard                          |
|          |                                       |        | Easy                         | Specialty 401-BM1                  |

## Rhythm & Blues Record Reviews

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

| ARTIST LABEL AND NO.   | TUNES COMMENT  | REVIEW   |
|--|----------------|----------|
| <b>DOLES DICKENS QUINTET</b><br>Gonna Rock This Mornin'<br>DECCA 48229—Group chants and plays a standard rocking blues. It's good, but nothing special.  | 73--75--70--73 | REVIEWED |
| Won'tcha Tell Me Where She Went?<br>Routine blues here with the group repeat-chanting title.   | 72--74--72--73 | REVIEWED |
| <b>TERRY TIMMONS</b><br>You Foolish Thing<br>VICTOR 20-4226—Miss Timmons, the Chicago lass who's a ringer for Dinah Washington, does a forthright job with a pleasant enough item she did once before for the Premium label. | 75--78--74--74 | REVIEWED |
| Ain't Supposed to be Like That<br>The thrush tries hard but finally is overwhelmed by the trite material.  | 53--55--50--55 | REVIEWED |
| <b>TERRY TIMMONS</b><br>Worried Woman Blues<br>VICTOR 20-4229—The Dinah Washington in the Timmons thrush comes to the fore in this reading of an effective slow blues.   | 75--75--75--75 | REVIEWED |
| Eating My Heart Out for You<br>Miss Timmons does over a bluesy ballad she did on the Premium label. The Washington-ish wail is peculiarly effective on this tune and the performance could attract attention.                | 79--80--78--78 | REVIEWED |
| <b>ROOSEVELT SYKES</b><br>Lucky Blues<br>UNITED U-101—Veteran blues shouter Sykes reiterates that he's a master of the medium with a lusty shout of a routine slow blues.  | 71--72--70--71 | REVIEWED |
| Fine and Brown<br>The tempo's a shade brighter here and the blues material is much stronger. Sykes again sings well and the combo backing is forthright and driving. Good blues work.  | 80--81--79--79 | REVIEWED |
| <b>MABEL SCOTT</b><br>Boogie Woogie Choo Choo Train<br>CORAL 85043—The effervescent Miss Scott digs hard into a catchy up-beat blues. Drinking doesn't bite.   | 73--74--72--74 | REVIEWED |
| Somebody Coofed<br>Lightweight rhythm novelty is done well by this talented miss.  | 67--70--66--66 | REVIEWED |
| <b>BUDDY JOHNSON</b><br>Stormy Weather<br>DECCA 27711—Ella Johnson chants the fine old standard with little feeling. Ork sets up and maintains a good temp beat, tho.  | 69--70--68--68 | REVIEWED |
| I'm in Your Power<br>Arthur Prysock's handling of an above-par ballad is musically and commercially effective. A good mood disk.   | 73--74--72--73 | REVIEWED |

## RHYTHM AND BLUES NOTES

Decca Records revamped its r.&b. department last week with Eddie Kissack, from the diskery's engineering department, stepping in to replace Joe Thomas in the department's recording slot. Paul Cohen heads the r.&b. set-up for Decca and will supervise Kissack's work. On the heels of the revamp, Cohen and Kissack made a trip to Atlanta and surrounding towns for a series of recording sessions and talent auditions. They signed four new artists: Waymon Brown, a blind blues-ballad singer; the Golden Gospel Singers; Clay Brady, a fem blues thrush; and Willie Brown, a blues shouter.

Sonny Til, lead singer of the Orioles, debuted as a single on wax for Jubilee with a coupling featuring "My Prayer" and "I Never Knew." Billy Eckstine and the George Shearing Quintet are scheduled to cut a pair of sides together for MGM Records. Coupling will be made Monday (10) and will be issued immediately to tie in with the pair's extended concert tour, which takes off from the West Coast October 12. Abbey Records signed Little Miss Moppel, that firm's entry in the teenage gal singer sweepstakes. She's a 15-year-old from New York, and will cut her first session next week.

Canadian jazz pianist Oscar Peterson finally has resolved his immigration problems and last week obtained a permanent working visa. He got it in time to prepare to join the "Jazz at the Philharmonic" concert troupe, which will take off on its annual trek on September 14 at the Bushnell Auditorium in Hartford (see story in music editorial columns for other details of the JATP tour). Todd Rhodes' band is holding down the podium at the Sportsman's Club, Newport, Ky., thru September 30.

The Dominoes are slated for a week at the Ebony Club, Cleveland, beginning Monday (10) and will follow that with a week at the Trocaviera, Columbus, O., opening September 17.

Johnny Otis' band and Little Esther, out as a package, will work 28 one-nighters this month. Another package, Ruth Brown and Willis Jackson's band, left for a tour of one-nighters heading as far West as Omaha. Both packages are being sold thru Universal Attractions. Nellie Lutcher and Joe Thomas' band will headline the Apollo Theater, New York, show the week of September 21. Earl Bostic and crew, who just finished the summer season at Wildwood, N. J., open Monday (10) at Gleason's, Cleveland, for two weeks and are set for the week of October 8 at the Club Harlem, Philadelphia. He'll work one-nighter between these location jobs.

Four Tunes, after a summer at Club Harlem, Atlantic City, open September 10 for a fortnight at the Rainbow Room, York, Pa. . . Earle Theater, Philadelphia, goes back to a steady run of r.&b. attractions to headline the stage goings-on. House ushered in the new season Labor Day (3) with Illinois Jacquet and Savannah Churchill, current week (10) offers Joe Thomas' band, Wynonie Harris and Lil Green, with next week (17) finding the spotlight shared by Erskine Hawkins' ork and Nellie Lutcher.

Modern Records has inked a term disk contract with Howling

### R&B Records to Watch

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

|                    |                               |               |
|--------------------|-------------------------------|---------------|
| I'LL NEVER GIVE UP | Wynonie Harris                | King 4468     |
| STRANGE ANGEL      | Amos Easton                   | Specialty 410 |
| TALKIN'            | Chris Powell-Five Blue Flames | Okeh 6818     |
| FOOL, FOOL, FOOL   | The Clovers                   | Atlantic 944  |
| NEEDLESS           | The Clovers                   | Atlantic 944  |

Wolf, Memphis blues warbler. First sides are "Riding in the Moonlight" and "Morning at Midnight." . . . Christmas numbers by Amos Milburn and Charles Brown are being readied by Aladdin Records. . . . Specialty Records will reissue standard

Yuletide selections with Roy Milton, Jimmy Liggins and Smokey Hogg. . . . Swing Time's Franklin Kori back at work after a seige with bronchial pneumonia. Ivory Joe Hunter's ork kicked off a name talent policy at the Waldorf Cellar September 4.

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Thanks to the DJ's for Your Help in Putting Over These Hits . . .

- DON'T YOU KNOW I LOVE YOU  
The Clovers Atlantic 934
- CHAINS OF LOVE  
Joe Turner Atlantic 939
- I KNOW  
Ruth Brown Atlantic 941

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# THE BILLBOARD Music Popularity Charts

## VOX JOX

Continued from page 72

Russ Swift, ex-WFIL, Galesburg, Ill., has moved to KVOE, Santa Ana, Calif. . . . Tom E. Wolfe has replaced George P. Zimmerman at WHBO, Tampa. . . . D. B. Shaw is back on air again with "High Time" a disk-teen-age panel show, over WIMS, Michigan City, Ind. . . . Fred Ogins, WSVS, Crewe, Va., has taken on Bill

Stell's "Mailbag" programs in addition to his own ainer, Hometown Jubilee. . . . Bill Gwaltney, ex-WCAV and WNOR, Norfolk, has joined WLPN, Suffolk, Va. . . . Sportscaster Hall Sheidler is spinning platters daily over KFWB, Hollywood. Sponsor is Century Distributors of Emerson radio and TV sets. . . .

## Classical Reviews

Continued from page 74

**BIZET: L'ARLESIENNE SUITS NOS. 1 AND 2 AND DANSE BOHEMIENNE— 82**  
Andre Kostelanetz Ork (1-12")  
Columbia (33) ML-4409  
Kosty delivers vigorous, lively readings of the pair of Bizet suites. The second suite is more familiar with its stirring farandole. Both make splendid light listening. The rich melodic contents are made to shimmer in one of Columbia's most sumptuous recording jobs. The lively "Dance Bohemienne" from "The Fair Maid of Perth" by Bizet is a fitting filler for the second side of an LP which should be quite popular both with Kosty fans and with collectors of Pops-type disks.

**BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR, OP. 92—Bruno Walter, Cond. 80**  
Philharmonic-Symphony Ork of New York (1-12")  
Columbia (33) ML-4414  
Walter puts the seventh notch in the projected recorded cycle of the nine Beethoven symphonies under his baton. Acknowledged a great interpreter of Beethoven, Walter again proves his mastery with a superb, beautifully paced and shaded reading of the Seventh. His previous Beethoven recordings have hit best-seller lists and, considering the popularity of this symphony, there's a strong possibility that this recording could repeat past performances.

**DEBUSSY: PIANO MUSIC—Walter Gieseking 75**  
(1-10")  
Columbia (33) ML-2188  
Reflets dans l'eau; Passions d'or; Cloches a travers les feuilles; Et la lune descend sur la temple qui fut; Hommage a Rameau; Mouvement.  
As may be seen from the titles of the selections, this is a presentation of Books I and II of Debussy's Images for piano; why it is not billed this way is Columbia's secret. Perhaps the fact that a disk of the Images by Claudio Arrau, also an 10-inch LP, is already in the catalog has some mysterious bearing on the billing matter. At any rate, the contents of this disk are superb—Debussy played exquisitely as only Gieseking can play Debussy. His sense of poetry and nuance, plus a monumental technique and a touch no one else can equal, make of these lovely, imagistic pieces the absorbing things they were created to be.

**VAUGHN MONROE PLAYS COLE PORTER 78**  
—Vaughn Monroe Ork (3-7")  
V (45) WP-322  
So in Love; Easy to Love; Don't Fence Me In; What Is This Thing Called Love?; I Get a Kick Out of You; I Concentrate on You.  
RCA Victor's success with last year's series of the label's orks playing the top tunes of well-known composers has brought forth a second group of similar packages. On this one, Monroe handles the lyrics on each of six Cole Porter tunes. Last year's series had Tommy Dorsey essaying the same composer's melodies. Only "I Get a Kick Out of You" appears in both sets. Both Monroe and Porter collectors should be interested in this specific album. Renditions are all in strict dance tempo. Potential single sellers are not too evident, but any of the sides makes good listening.

**BELE BARTOK PLAYING HIS OWN 75**  
WORKS (1-12")  
Columbia (33) ML-4419  
Excerpts from "Mikrokosmos."  
The third volume in Columbia's "Meet the Composer" series—the first featured Stravinsky and the second Paulenc—places the spotlight on Bela Bartok, who since his death in 1945 has been acknowledged as one of the giants of 20th century music. His music has been much recorded. However, there is very little on record of the man's own hand at work. As this LP demonstrates, Bartok was a pianist of more than just a passing ability. He played with sensitivity, insight and deep feeling. Here Columbia has dug into its bins to come up with vintage recordings the composer made of 35 selections from the 153 short pieces which comprise the monumental six-volume work for piano, "Mikrokosmos." These pieces represent the master's models for modern composition, tho they actually were intended as piano exercises for students. A good many are delightful little gems, others are not easily grasped. Generally, this is an offering which must be seriously studied for value. But as a living memento of a genius, this set should be able to find more than a moderate market.

**HANDEL: DETTINGEN TE DEUM — National Gallery Orchestra under Richard Bales and Chancel Choir of National Presbyterian Church under Theodor Schaeffer with soloists and Lloyd Geisler, trumpet. (1-12") 75**  
WCFM (33) LP-6  
This is one of Handel's most celebrated shorter works in the form of an oratorio, here accorded its first recording. This is a soaring work, indeed remarkable for its extremely difficult trumpet passages. It was written to celebrate the British victory at the battle of Dettingen and the festive nature of the work's creation is apparent throughout this musical setting of the Hymn of St. Ambrose of Milan from the "Book of Common Prayer" in its English translation. The work is performed and recorded splendidly by this highly proficient Washington, D. C., organization. Close projection is top-drawer, tho the soloists could have been more prominently recorded. Should prove a popular item with 18th century collectors, particularly Handelians, as well as for those who find pleasure in religious-flavored pieces.

**CHOPIN: PRELUDE, OP. 28—Claudio Arrau. (1-12") 75**  
Columbia (33) ML-4420  
Arrau here contributes the third recent recording of the 28 Chopin preludes. Rubinstein and Novak have beat him to the market. Arrau's reading of these remarkably diverse pieces is quite satisfactory. He is particularly brilliant with those passages which demand technique. But generally he does not match the grace, fire and poetry of Novak, whose recording of this opus is indeed one of the gems of keyboard recording. Where the Novak reading is not available and where Arrau has a following, this will provide more than an adequate representation of the preludes.

## Most Played Juke Box Rhythm & Blues Records

Based on reports received September 5, 6 and 7

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 localities require rhythm and blues records.

| POSITION | Weeks Last | This to date | Record                    | Label  |
|----------|------------|--------------|---------------------------|--|
| 17       | 1          | 1            | 60 MINUTE MAN             | Dominoes Federal (78)12022; (45)45-12022—BMI   |
| 8        | 2          | 2            | CHAINS OF LOVE            | J. Turner Atlantic 939—BMI                     |
| 12       | 3          | 3            | I'M WAITING JUST FOR YOU  | Lucky Millinder King (78)4453; (45)45-4453—BMI |
| 9        | 5          | 4            | DON'T YOU KNOW I LOVE YOU | The Clovers Atlantic 934                       |
| 7        | 10         | 5            | "T" 99 BLUES              | J. Nelson RPM 325—BMI                          |
| 2        | 6          | 6            | SLEEP                     | E. Bostic King (78)4444; (45)45-4444—ASCAP     |
| 3        | 6          | 7            | BLOODSHOT EYES            | W. Harris King (78)4461; (45)45-4461—BMI       |
| 7        | —          | 7            | TOO YOUNG                 | King Cole Cap (78)1449; (33)F-1449—ASCAP       |
| 1        | —          | 9            | SMOOTH SAILING            | E. Fitzgerald Dec (78)27693; (45)9-27693       |
| 1        | —          | 10           | SADDLE THE COW            | R. Gordon RPM 324—BMI                          |
| 1        | —          | 10           | WALKING THE CHALK LINE    | T. Bradshaw King (78)4457; (45)45-4457—BMI     |

## Rhythm & Blues Record Releases

Baby, Baby, Baby—Frank Heywood (If You) Aladdin 3098  
Blue Piano—Sunny Thompson (Sunshine Blues) King 4470  
Country Gal—Smookey Hogg (Little Car) Modern 833  
Do I Love You—Floyd Dixon (Time and) Aladdin 3101  
Glory of Love—The Skylarks (You and) Dec 48241  
Heart and Soul—Four Buddies (It's a Sin) Savoy 817  
I Can't Stop Crying—Calvin Boze (I've Got) Aladdin 3100  
If You Don't Love Me Anymore—Frank Heywood (Baby, Baby) Aladdin 3098  
I'll Never Give Up—Wynonie Harris (Man Have) King 4468  
I'm Yours Until Eternity—Ivory Joe Hunter (Woods Woman) MGM 11052  
I've Got News for You—Calvin Boze (I Can't) Aladdin 3100  
Little Car Blues—Smookey Hogg (Country Gal) Modern 833  
Lonesome Trail Blues—Amos Easton (Strange Angel) Specialty 410  
Man Have I Got Troubles—Wynonie Harris (I'll Never) King 4468  
Mr. "T" 99—Del Graham (What's Up) Modern 834  
(It's a) Sin—Four Buddies (Heart and) Savoy 817  
Time and Place—Floyd Dixon (Do I) Aladdin 3101  
Strange Angel—Amos Easton (Lonesome Trail) Specialty 410  
Somshine Blues—Sunny Thompson (Blue Piano) King 4470  
What's Up—Johnnie Ingram (Mr. "T" 99) Modern 834



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The Howlin' Wolf  
CHESS #1479
- "STILL A FOOL" and "MY FAULT"**  
Muddy Waters and His Guitar  
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# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

| ARTIST LABEL AND NO.  | TUNES COMMENT | POPULAR        |
|---|---------------|----------------|
| <b>RAY NOBLE ORK</b><br>Loretta<br>VICTOR 20-4248—Noble debuts on Victor with a sharp sounding band and a light novelty approach to a frothy new girl friend ditty.   |               | 77--80--75--75 |
| <b>I Want to Be Near You</b><br>Tasty arrangement and spirited performance of this promising 6/8 novelty could make this a contender if the song catches.   |               | 77--80--75--75 |
| <b>HENRI RENE ORK</b><br>Moonlight Sonata<br>VICTOR 20-4250—Rene's good taste and musicianly writing are at a height in this splendid, unpretentious reading of the Beethoven masterpiece, suitable just as much for dancing as for listening.  |               | 79--82--78--76 |
| <b>Intermezzo</b><br>Another lovely lush reading of a familiar romantic theme. Lou Raderman plays the violin solo. Likewise suited for dancers as well as listeners. The coupling makes fine catalog.   |               | 79--82--78--76 |
| <b>MICKEY KATZ</b><br>Sound Off<br>CAPITOL 1788—Katz turns in one of his funniest Yiddish-English parodies on this military-minded hit. Biggest market will lie in Jewish neighborhoods and wherever Katz's "Cry of the Wild Goose" scored.   |               | 85--NS--85--85 |
| <b>Come On—A My House</b><br>Katz's Yiddish interpretation of the smash Sarsyn novelty introduces a mixture of Jewish foods and Katz gags. Commercially, the market is restricted to the area defined above.  |               | 83--NS--83--83 |
| <b>MARGARET WHITING</b><br>Beer Barrel Polka<br>CAPITOL 1784—An excellent live arrangement spotting chorus and ork and a persuasive on by Maggie round out a winning revival of the standard polka. Good juke fare.   |               | 80--80--78--83 |
| <b>And So to Sleep Again</b><br>Maggie turns in one of her typical direct and unadorned ballad efforts on this highly promising new item. Simple, tasty orking backs up. Should grab a respectable share if the song connects.  |               | 84--85--84--83 |
| <b>WINIFRED ATWELL</b><br>Swanee River<br>LONDON 1132—Miss Atwell, a key board stylist of character and agility, punches out a boogie on the Foster anthem. The big recording sound and the flurry of notes could attract more than a little attention.   |               | 79--80--78--78 |
| <b>March of the Cards</b><br>The sprightly theme from the Disney "Alice in Wonderland" score makes a flashy vehicle for Miss Atwell's vigorous 88-ing. Clever recording adds to the potency of her sound.   |               | 78--80--78--75 |
| <b>INK SPOTS</b><br><b>I Don't Stand a Ghost of a Chance With You</b><br>DECCA 27742—The billing credits the Spots, this fine reading of the wonderful standard is equally divided between Bill Kenny, who sings it, and trumpeter Bobby Mackert, who plays a mess of scouff obbligato. May not break down walls, but should do well. |               | 81--84--80--80 |
| <b>I'm Lucky I Have You</b><br>Kenny sings from his toes a lovely new ballad to a small ork backing which spots piano solo instrumental relief. The performance could start something for this slicing.   |               | 82--85--80--80 |
| <b>TED MACK</b><br><b>Just a Real Old-Fashioned Sunday</b><br>PREMIER 2649—With the Ray Charles Singers, the familiar radio-TV personality provides an amiable warble and a sugary recitation on one of those unpreparing corn sentimentalizers.  |               | 68--68--68--67 |
| <b>We're in Love</b><br>(Jan Bart)<br>Bart, a high pitched tenor with a schmaltz style, is quite effective in his warble with the Charles group of a hoopy, infectious waltz lilt.  |               | 74--76--72--74 |
| <b>TENNESSEE ERNIE</b><br><b>Woman is a Five Letter Word</b><br>CAPITOL 1775—A clever calypso-ish novelty is done handsomely by Ernie with a vocal group assist. Primarily a pop, the tune could attract attention if only for title values.  |               | 82--84--80--82 |
| <b>Kissin' Bug Boogie</b><br>A current bright boogie novelty is done with drive and persuasion by Ernie in a string band setting. Could do extremely well in the country market and provide good coverage on the pop counters.  |               | 85--85--85--85 |
| <b>RUSSELL NYPE (LeRoy Holmes Ork)</b><br><b>Tra-La-La</b><br>MGM 11053—Nype debuts on wax (apart from show recording) with a pleasant reading of a Gershwin alic which will appear in the score for "An American in Paris."  |               | 70--75--68--68 |
| <b>Another Human Being of the Opposite Sex</b><br>The "Call Me Madam" juvenile does nicely with a clever Burke-Van Heusen ditty which should please the sophisticate set.   |               | 67--70--67--65 |
| <b>HARVEY STONE (LeRoy Holmes Ork)</b><br><b>Here We Go Again</b><br>MGM 11051—Stone, whose comedy routine is built on Army gags, manages to throw in a couple of these ex route thro a patriotic march novelty. There are some who will find it amusing, particularly the current crop of draftees.                                  |               | 66--68--65--65 |
| <b>Bills, Bills, Bills</b><br>Some rather obvious stuff crops up thruout this quite obvious novelty effort.   |               | 55--55--55--55 |
| <b>TED HEATH ORK (Les Gilbert)</b><br><b>The Nearness of You</b><br>LONDON 1056—The crack modern Heath band cuts a lovely instrumental reading of a splendid standard with Les Gilbert's rich alto sax featured.  |               | 69--75--68--65 |
| <b>Lyonia</b><br>The Heath band goes ultra-modern here with a Tadd Dameron original which is saturated in the Afro-Cuban idiom. Played with lustre, pitch and drive.  |               | 66--70--68--60 |
| <b>JIMMY DORSEY ORK (Pat O'Connor-Sandy Evans)</b><br><b>Cherry Pink and Apple Blossom White</b><br>COLUMBIA 38526—Dorsey exercises his twin-trump idea on this well done exhub of a pretty Anglicized import. Sandy Evans does the ballad section. J. D. blows some alto and Pat O'Connor delivers the medium beat wind-up.          |               | 76--78--75--75 |
| <b>A Kiss to Build a Dream On</b><br>A few items, being revised via "The Strip" flicker is done with taste and crop dance beat by J. D., with his vocal duo splitting the chorus.   |               | 77--79--76--76 |

(Continued on page 50)

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## "MY WIFE AND I"

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## "I'M GONNA LIVE AND DIE IN TEXAS"

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Vocal by **DON ESTES**  
DOT-78-15002 (45-15002)

### CURRENTLY RIDING HIGH

| COUNTRY AND WESTERN (New Releases)               | GOING STRONG                              |
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| <b>JOHN MADDOX &amp; The Rhythmasters</b>        | <b>SPiritual</b>                          |
| Sweet Georgia Brown DOT 1057 (45-1057)           | Don't Drive Your Children Away DOT 1040   |
| Dill Pickles DOT 1023 (45-1023)                  | featuring The Fairfield Four              |
| Memphis Blues DOT 1005 (45-1005)                 | Step It Up and Go DOT 1058                |
| Alabama Jubilee DOT 1012 (45-1012)               | After We Are Through DOT 1064             |
| Crazy Bone Rag DOT 1038 (45-1038)                | featuring Big Jeff and The Radio Playboys |
| St. Louis Tickle DOT 1069                        | Thank You DOT 1067                        |
| Hula Blues DOT 1038 (45-1038)                    | Please Send Me Someone To Love DOT 1067   |
| I Get the Blues When It Rains DOT 1012 (45-1012) | featuring Andy Wilson                     |
| <b>WES BRITT at the organ</b>                    | <b>GOING STRONG</b>                       |
| Red Sails in the Sunset DOT 1038 (45-1038)       | Step It Up and Go DOT 1058                |
| Easy Melody DOT 1069                             | After We Are Through DOT 1064             |
| <b>RHYTHM AND BLUES (New Release)</b>            | featuring Big Jeff and The Radio Playboys |
| Good Bye Baby DOT 1069                           | <b>SPiritual</b>                          |
| Raining Blues DOT 1069                           | Don't Drive Your Children Away DOT 1040   |
| featuring Cecil Gant                             | featuring The Fairfield Four              |
| <b>HOT FROM COAST TO COAST</b>                   |   |
| Tra-La-La DOT 1060                               |   |
| Hoppin' DOT 1060                                 |   |
| The Griffin Brothers featuring Tommy Brown       |   |

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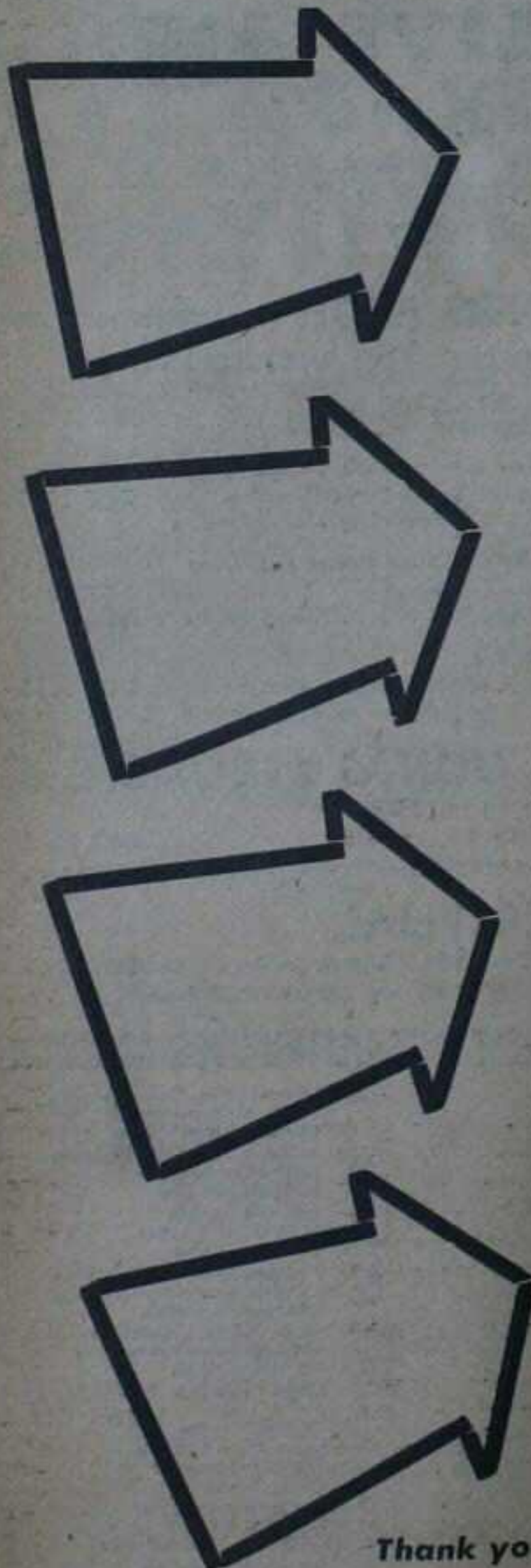
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His Orchestra  
featuring  
**LYNN HOYT**



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... with Dennis Day,  
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... 14th return engagement  
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Thank you, Mr. Karzas, Jack Benny, Dennis Day and all my friends and associates for the wonderful summer.

## THE BILLBOARD Music Popularity Charts

### Record Reviews

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

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

| LABEL AND NO.<br>ARTIST  | COMMENT<br>TUNES | POPULAR        |
|--|------------------|----------------|
| <b>EDMUNDO ROS ORK</b>   |                  |                |
| <b>The Cheeky Parakeet</b><br>LONDON 1003—Ros offers a brisk samba novelty with his own vocal spotted. Lively Latin stuff.   |                  | 74--75--72--75 |
| <b>The Fidgety Samba</b><br>Crisply played samba instrumental is pretty much routine except for the Ros fan illusion.  |                  | 68--70--66--68 |
| <b>EDDY HOWARD</b>   |                  |                |
| <b>Put All Your Kisses in an Envelope</b><br>MERCURY 5677—The clever new ditty gets an edifying go from Howard and ork. Could do much to help get the tune started.  |                  | 77--78--76--77 |
| <b>I'm Cryin'</b><br>The Howard voice is dubbed in a duet and put thru an echo chamber, too, on a Tin Pan Alley type ditty. Mood is just a little too sad.   |                  | 76--77--75--76 |
| <b>AMES BROTHERS-LES BROWN ORK</b>   |                  |                |
| <b>Undecided</b><br>CORAL 60566—The classic jazz opus is done up Brown with the Ames' pounding out the catchy and infrequently heard lyric. A splendid beat dinking which could score, particularly in jukes and with jockeys.   |                  | 87--88--86--88 |
| <b>Sentimental Journey</b><br>Brown's theme, a bit of some six years ago, sounds as fresh as ever in this fine sounding reading with the Ames' blending warmly to fill the vocal spot originally created by Doris Day. Another strong side.  |                  | 86--86--86--87 |
| <b>LES BAXTER ORK-CHORUS</b>   |                  |                |
| <b>Stay Awhile</b><br>CAPITOL 1773—A sprightly new hoodlum-designed novelty is handled with skill and taste by the Baxter ork and chorus with Sue Allen doing solo chores.   |                  | 79--80--78--80 |
| <b>You'll Know</b><br>Brisk workout of a handsome ballad from the "His Kind of Woman" flick. Miss Allen is quite persuasive in the solo role with Baxter supplying a forthright, crisp dance backing with his ork-chorus.  |                  | 80--80--80--80 |
| <b>MANTOVANI ORK</b>   |                  |                |
| <b>Under the Roofs of Paris</b><br>LONDON 1017—Mantovani's string-heavy orchestra explores this completely charming melody in a lush instrumental etching. Excellent jockey fare.  |                  | 73--78--72--70 |
| <b>Wyoming</b><br>Same sort of thing, this is another rich instrumental effort which should appeal to family trade seeking easy listening.   |                  | 73--78--72--70 |
| <b>SAMMY KAYE ORK (The Kaydets)</b>  |                  |                |
| <b>Dixie</b><br>COLUMBIA 39492—Sammy surveys the land of cotton instrumentally and to good effect. It's played cleanly, spiritedly and in a joggling way.  |                  | 77--80--75--77 |
| <b>Tennessee Tears</b><br>The maestro essays another in his country pop series, an Eddy Arnold ditty, with the Kaydets vocalizing and the-guitar whining. Pleasing, but not a stickout.  |                  | 77--78--77--77 |
| <b>JOHNNY DESMOND-MONICA LEWIS (Tony Mottola Ork)</b>  |                  |                |
| <b>More Love</b><br>MGM 11049—Desmond and Miss Lewis don't make a particularly suitable duo as they try to make something of a light bouncer.  |                  | 67--68--66--67 |
| <b>So</b><br>Again the mating just doesn't work out an another lightweight bouncer.  |                  | 67--68--66--67 |
| <b>WOODY HERMAN ORK</b>  |                  |                |
| <b>Pass the Basket</b><br>MGM 11048—Woody hits his vocal stride on a fresh pre-orchid novelty, not far from his memorable "Amen." Sack performance on an amazing idea with a heal. Could be the etching Woody's been looking for.  |                  | 83--85--82--82 |
| <b>Hollywood Blues</b><br>Woody in 1951 style, revives his "Band That Plays the Blues" conception with a clean, moving medium blues riff relative to "Farewell Blues." A tasty instrumental slice.   |                  | 74--77--74--72 |
| <b>HOAGY CARMICHAEL (Matty Matlock's All Stars)</b>  |                  |                |
| <b>Rotation Blues</b><br>DECCA 27747—Hoagy is very much at home with the blues and this timely item follows traditional blues patterns. Tune has gone well in the country market; pop-wise it could stir small attention in some areas.  |                  | 72--72--72--72 |
| <b>Flap Your Elbows, Spin Your Ears and Fly Away</b><br>This is a downright silly novelty item which draws an expert performance.  |                  | 67--68--66--67 |
| <b>CAMARATA-DON CHERRY</b>   |                  |                |
| <b>I Will Never Change</b><br>DECCA 27755—Cherry, who has been maturing in handsome style in the groove, sings with conviction, warmth and an intimate feel on a top-grade new ballad with an Italian folk song flavor. Camarata backs up beautifully. Could be a top drawer waxing. |                  | 87--87--87--87 |
| <b>The Sweetheart Waltz</b><br>The there's not more than a suggestion of a waltz in this reading. It's a well-done etching spotting a lush Camarata setting for another excellent Cherry effort.   |                  | 83--85--82--82 |
| <b>BERNIE MANN ORK (Tommy Hughes)</b>  |                  |                |
| <b>Surprise, Surprise, Surprise</b><br>KING 15116—Brightly executed novelty which doesn't impress.   |                  | 67--68--65--68 |
| <b>Down Where the Rainbow Ends</b><br>Lightweight ballad effort spots a boy-girl duet. Again, well done dance side.  |                  | 65--65--65--65 |
| <b>LARRY FOTINE ORK (Cathy Cordovan)</b>   |                  |                |
| <b>Yes, Yes, Yes</b><br>KING 15114—Highly danceable bounce orking is the main attribute of this dinking of a rather routine sort of ballad.  |                  | 67--67--66--68 |
| <b>Now and Forever</b><br>(Guy Ross)<br>Verse-chorus waltz ditty is done in a brisk manner. Nothing distinguished.   |                  | 67--67--66--68 |
| <b>GISELE MacKENZIE (Billy May Ork)</b>  |                  |                |
| <b>My Greatest Love</b><br>CAPITOL 1768—The prize-winning thrush gives notice with this performance that she's got plenty of style and distinctive class. In a fine May setting, she fashions an excellent vocal on one of the better adaptations of the "Pearl Fishers" aria.       |                  | 77--80--75--75 |
| <b>J'Attendrai</b><br>The standard Frenchie draws a sympathetic English-French vocal by the Canadian canny.  |                  | 70--72--68--70 |
| <b>FOUR KNIGHTS</b>  |                  |                |
| <b>Got Her Off My Hands</b><br>CAPITOL 1767—This excellent foursome fashions an interesting arrangement of an appealing idiosyncrasy, now in the state of revival after a doctoring job. Could help sell the song.   |                  | 81--82--80--80 |
| <b>I Go Crazy</b><br>The group apparently has built-in sound effects; all of their dinkings makes use of sound gimmicks and this is no exception. The gimmicks help make quite a listenable item of a light blues novelty.   |                  | 79--82--75--80 |

Direction:  
**MUSIC CORPORATION of AMERICA**

(Continued on page 93)

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

- Alice Blue Gown—Ralph Marterie (I Only) Mer 5706
- Another Human Being of the Opposite Sex—Russell Nype (Tra-la-la) MGM 11053
- As Summer Turns to Fall—The Jubalaires (Living a) Cap 1779
- Billie, Billie, Billie—Harvey Stone (Here We) MGM 11051
- Blues From an American in Paris—Ralph Flanagan (Love Is) V 20-4247
- Brain Wave—George Shearin Quintet (Don't Blame) MGM 11046
- But Not Like You—Bob Eberly (A Kiss) Cap 1769
- Cheeky Parakeet—Edmundo Bros. (The Fidgety) London 1003
- Cold, Cold, Heart—Eileen Wilson (Tennessee Blues) Dec 27761
- Darling, How Could You—Jerry Gray (Dreamy (Melody) Dec 27756
- Don't Blame Me—George Shearing Quintet (Brain Wave) MGM 11046
- Don'tcha Come A'Knockin'—Dottie O'Brien (Lulus Flower) Cap 1781
- Down Where the Rainbow Ends—Bernie Mann (Surprise, Surprise) King 15116
- Down Yonder—Frank Petty Trio (Precious) MGM 11057
- Dreamy Melody—Jerry Gray (Darling, How) Dec 27756
- Fidelity Samba—Edmundo Bros. (The Cheeky) London 1003
- Fifty Years Ago—Benny Lee (Kilkenny Cats) London 1035
- Flap Your Elbows, Spin Your Ears and Fly Away—Hoagy Carmichael (Rotation Blues) Dec 27747
- (I Don't Stand a) Ghost of a Chance—Allen Greene (The Glory) Mer 5702
- Glory of Love—Allen Greene (Ghost of) Mer 5702
- Got Her Off My Hands—Mills Bros. (I Ran) Dec 27762
- Grasshopper, The—Camarata (Little Jumping) Dec 27758
- Gypsy Fiddler—Ray Martin (Muriella) Cap 39530
- He Needs Me—Maggie Jackson (Till We) Cap 1780
- Here We Go Again—Harvey Stone (Billie, Billie) MGM 11051
- Hollywood Blues—Woody Herman (Pass the) MGM 11048
- I Only Have Eyes for You—Ralph Marterie (Alice Blue) Mer 5705
- I Ran All the Way Home—Mills Bros. (Got Her) Dec 27762
- I Will Never Change—Camarata-Don Cherry (The Sweetheart) Dec 27755
- I Wish I Was—Doris Drew (Where's a) Mer 5071
- In All of My Dreams—Dinning Sisters (Kiss Me) Cap 1770
- J'Attendrai—Gisele MacKenzie (My Greatest) Cap 1768
- Just in Case—Kay Armen (The Tinkle) Federal 14002
- Kilkenny Cats—Benny Lee (Fifty Years) London 1035
- Kiss Me Goodbye Love—Dinning Sisters (In All) Cap 1770
- Kiss to Build a Dream On—Bob Eberly (But Not) Cap 1769
- Little Jumping Jack—Camarata (The Grasshopper) Dec 27758
- Living a Lie—The Jubalaires (As Summer) Cap 1779
- Lulus Flower—Dottie O'Brien (Don'tcha Come) Cap 1781

- Love Is Here to Stay—Ralph Flanagan (Blues From) V 20-4247
- Love Is Such a Cheat—Andrews Sisters (Lying in) Dec 27760
- Love of a Gypsy—Arthur Prysock (Sin) Dec 27769
- Lying in the Hay—Andrews Sisters (Love Is) Dec 27760
- Lyonia—Ted Heath (The Nearness) London 1056
- Miss You—Ken Griffin (Tea for) Rondo 227
- More Love—Johnny Desmond-Monica Lewis (So) MGM 11049
- Muriella—Ray Martin (Gypsy Fiddler) Cap 39530
- My Greatest Love—Gisele MacKenzie (J'Attendrai) Cap 1768
- My Wife and I—Eddy Howard (Sin) Mer 5711
- Nearness of You—Ted Heath (Lyonia) London 1056
- Now and Forever—Larry Foline (Yes, Yes) King 15114
- Pass the Bait—Woody Herman (Hollywood Blues) MGM 11048
- Precious—Frank Petty Trio (Down Yonder) MGM 11057
- Quick—Elliot Lawrence (Sixty Minute) King 15115
- Rotation Blues—Hoagy Carmichael (Flap Your) Decca 27747
- Sentimental Journey—Les Brown-Ames Bros. (Undiscovered) Coral 60566
- Sin—Eddy Howard (My Wife) Mer 5711
- (It's) Not Sin—Arthur Prysock (The Love) Dec 27769
- Sixty Minute Man—Elliot Lawrence (Quick) King 15115
- So—Monica Lewis-Johnny Desmond (More Love) MGM 11049
- South—Preacher Rollo (What You) MGM 11047
- Surprise, Surprise, Surprise—Bernie Mann (Down Where) King 15116
- Sweetheart Waltz—Don Cherry-Camarata (I Will) Dec 27755
- Tea for Two—Ken Griffin (Miss You) Rondo 227
- Tennessee Blues—Eileen Wilson (Cold, Cold) Dec 27761
- Till We Meet Again—Pete Kelly (He Needs) Cap 1780
- Tinkle Song—Kay Armen (Just in) Federal 14002
- Tra-la-la—Russell Nype (Another Human) MGM 11053
- Undecided—Ames Bros.-Les Brown (Sentimental) Coral 60566
- Under the Roots of Paris—Mantovani (Wyoming) London 1017
- What You Goin' to Do When the Rent Comes 'Round—Preacher Rollo (South) MGM 11047
- Who's a Your House—Doris Drew (I Wish) Mer 5701
- Whoa Emma—Howard Keel (Young Folks) MGM 30415
- Wyoming—Mantovani (Under the) London 1017
- Yes, Yes, Yes—Larry Foline (Now and) King 15114
- Young Folks Should Get Married—Howard Keel (Whoa Emma) MGM 30415

### POPULAR ALBUMS

- David Rose Plays Gershwin Album (I-10") MGM (33) E-85—Love Is Here to Stay; Embraceable You; Somebody Loves Me; Liza; Rhapsody in Blue; An American in Paris; Summertime; Someone to Watch Over Me
- Teddy Wilson (Keyboard King) Album—(I-10") MGA (33) E-100—All of Me; Why Shouldn't I; Cheek to Cheek; Sunny Morning; Hallelujah; Strange Interlude; Long Ago; You're My Favorite Memory

### RELIGIOUS

- Don't Break My Heart—The Victorians (I Guess) Specialty 411
- Eyes Hath Not Seen—Sallie Martin Singers (Throw Out) Specialty 808
- I Guess You're Satisfied—The Victorians (Don't Break) Specialty 411
- Jonah (Parts 1 & 2) Rev Rimson—Specialty 805
- Let Jesus Lead You—The Detroiters (Mother, Don't) Specialty 809
- Mother, Don't Cry About Your Child—The Detroiters (Let Jesus) Specialty 809
- Throw Out the Life Line—Sallie Martin Singers (Eyes Hath) Specialty 808
- Too Late—Traveling Four (Wake Up) Score 5032
- Wake Up—Traveling Four (Too Late) Score 5032

### HOT JAZZ

- Cheek to Cheek—Flip Phillips (I've Got) Mer 8953
- I Get a Kick Out of You—Oscar Peterson (What's New) Mer 8952
- I've Got My Love to Keep Me Warm—Flip Phillips (Cheek to) Mer 8953
- What's New—Oscar Peterson (I Get) Mer 8952

### INTERNATIONAL

- Big Joe Polka—Victor Zembrski (Locomotive Polka) Remington 15012
- Locomotive Polka—Victor Zembrski (Big Joe) Remington 15012
- Songs of My People Album—Cantor Moses Silverman (I-10") MGM (33) E-101

### LATIN AMERICAN

- Cuando Suenan los Tabores—Tito Puente (Para Qui) V(45)51-5504
- Para Que Sufran los Pollos—Tito Puente (Cuando Suenan) V(45)51-5504

### COUNTRY & WESTERN

• Continued from page 84

- Let Your Conscience Be Your Guide—Johnnie and Jack (Humming Bird) V 20-4251
- Lilly Dale—Billy Jack Willis (Down in) 4 Star 1575
- Lonesome Whistle—Hank Williams (Crazy Heart) MGA 11054
- Margie—Harold Carnuck (Down Yonder) Dec 46362
- My Boogie Woogie Baby—Sage Brush Sandy (Remember When) Wrightman 1057
- Remember When—Sage Brush Sandy (My Boogie) Wrightman 1057
- Ridin' With the Blues—Skeets McDonald (I'm Hurrin') Cap 1771
- Rye Whiskey—Yodeling Slim Clark (The Swiss) Remington 16001
- Send Me the Pillow You Dream On No. 2—Hank Locklin (I Always) 4 Star 1574
- Sixty Minute Man—Roberta Lee-Hardrock Gunter (Tennessee Blues) Dec 46363
- Swiss Yodelers—Yodeling Slim Clark (Rye Whiskey) Remington 16001
- Tennessee Blues—Hardrock Gunter-Roberta Lee (Sixty Minute) Dec 46363
- You Tried to Ruin My Name—Bootsy Faye-Idaho Call (Asleep at) Cap 1772



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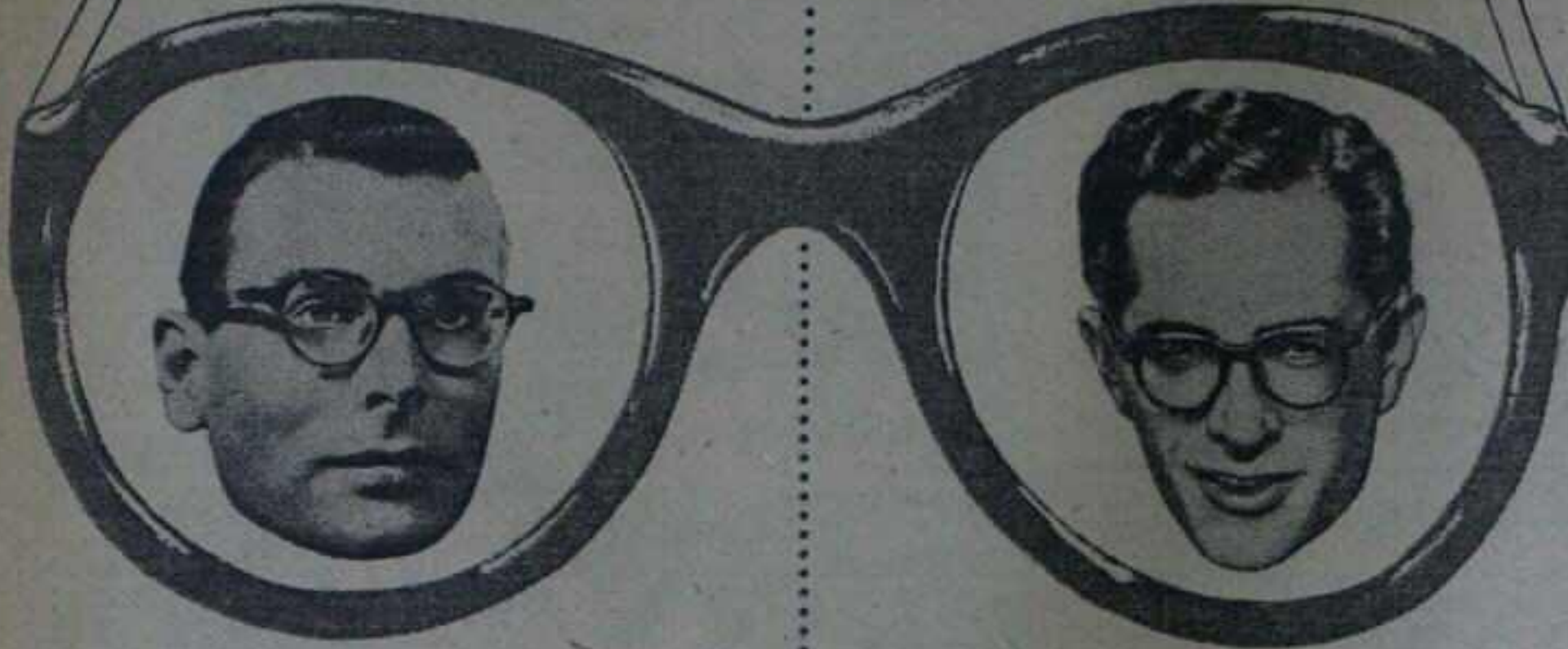
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Famous Star of "Call Me Madam"  
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45 RPM — MGM K11056

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### BILL FARRELL

BLUE VELVET  
BE MINE TONIGHT  
(NOCHE de RONDA)

78 RPM—MGM 11062  
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HOWARD KEEL  
with DAVID ROSE and his Orchestra  
YOUNG FOLKS SHOULD GET MARRIED  
WHOA EMMA

78 RPM — MGM 30415  
45 RPM — MGM K30415

### FRANK PETTY TRIO

DOWN YONDER  
PRECIOUS

78 RPM — MGM 11057  
45 RPM — MGM K11057

### WOODY HERMAN and his Orchestra

PASS THE BASKET  
HOLLYWOOD BLUES

78 RPM — MGM 11048  
45 RPM — MGM K11048

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# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

UNDECIDED  
SENTIMENTAL JOURNEY ..... Ames Brothers-Les Brown Ork. ....  
Coral 50556  
The potent combination of the Ames Brothers' warm vocal blend, Les Brown's slick writing and a pair of fine standard tunes adds up to a strong, two-sided platter.

## • The Disk Jockeys Pick

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

1. AND SO TO SLEEP AGAIN ..... Patti Page ..... Mercury 5706
2. IT'S ALL IN THE GAME ..... Dinah Shore ..... Victor 20-4223
3. KISSIN' BUG BOOGIE ..... Jo Stafford ..... Columbia 39529
4. MAKE BELIEVE LAND ..... Nat (King) Cole ..... Capitol 1747
5. BLACK STRAP MOLASSES ..... Danny Kaye, Jimmy Durante, Jane Wyman, Graccha Marx ..... Decca 27748
6. DOWN YONDER ..... Champ Butler ..... Columbia 39533
7. OH BEAUTY ..... Tony Martin ..... Victor 20-4246
8. STAY AWHILE ..... Dinah Shore ..... Victor 20-4233
9. TURN BACK THE HANDS OF TIME ..... Eddie Fisher, Hugo Winterhalter Ork. ....
10. CHERRY PINK AND APPLE BLOSSOM WHITE ..... Georgia Gibbs ..... Mercury 5687

## • 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. BLACK STRAP MOLASSES ..... Danny Kaye, Jimmy Durante, Jane Wyman, Graccha Marx ..... Decca 27748
2. WHERE'S-A YOUR HOUSE ..... Robert Q. Lewis ..... MGM 11056
3. AND SO TO SLEEP AGAIN ..... Patti Page ..... Mercury 5706
4. OVER A BOTTLE OF WINE ..... Tony Martin ..... Victor 20-4223
5. I'M WAITING JUST FOR YOU ..... Rosemary Clooney ..... Columbia 39535
6. IT'S ALL IN THE GAME ..... Tommy Edwards ..... MGM 11055
7. ENCHANTED LAND ..... Billy Eckstine ..... MGM 11028
8. IF TEARDROPS WERE PENNIES ..... Rosemary Clooney ..... Columbia 39535

## • 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 hit will be.

1. ENCHANTED LAND ..... Billy Eckstine ..... MGM 11028
2. IF TEARDROPS WERE PENNIES ..... Rosemary Clooney ..... Columbia 39535
3. BING, BONG, BING ..... Jane Terry ..... Decca 27701
4. I'M WAITING JUST FOR YOU ..... Rosemary Clooney ..... Columbia 39535

## • The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk jockeys think tomorrow's hits will be.

1. LET YOUR CONSCIENCE BE YOUR GUIDE ..... Johnnie & Jack .....
2. BLUE YODEL NO. 6 ..... Lefty Frizzell .....
3. THE SISSY SONG ..... Kenny Roberts, Tommy Sauber .....
4. TING A LING ..... Billy Walker ..... Columbia 20947

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TUNE OR  
PRODUCT  
BY A  
TOPFLIGHT  
PUBLICITY  
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**PUBLICITY** is an essential. There has yet to be written a word so good it didn't need to be sold; a picture produced so great it didn't need advertising. From Caruso to Marie Lanza, Chas. E. Harris to Berlin, exploitation has played a part.

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But the better your product, the greater your talent, the more reason to publicize it to the hilt. It's expensive—and so are stinks.

## TIM GAYLE

451 Wrightwood — Chicago 14, Ill.

Publicity—Personal Management—Song & Record  
Exploitation—Disk Jockey Promotion—Advertising

# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

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

| ARTIST LABEL AND NO. | TUNES COMMENT | POPULAR |
|----------------------|---------------|---------|
|----------------------|---------------|---------|

### POPULAR

*Continued from page 80*

|  |                |
|--|----------------|
| <b>FRANK PETTY TRIO</b><br><i>Down Yonder</i><br>MGM 11057—Mike Di Napoli does an appropriately honky ragtime piano on the title, coming fast via the Del Wood sleeper. Adequate coverage, may pick up a share of the juke play.   | 73--72--70--77 |
| <i>Precious</i><br>Leader Petty's chanting of this ballad at a lively beat is fair; pianist Di Napoli's raggy solo furnishes a bright spot.  | 69--69--68--70 |
| <b>HOWARD KEEL (David Rose Ork)</b><br><i>Young Folks Should Get Married</i><br>MGM 30415—A lovely ballad with the earthy flavor of a Rogers-Hammerstein plain-folks tune gets a big, handsome rendition from Keel. It's a Harry Warren-Dorothy Fields epic from the forthcoming "Texas Carnival" flick.                         | 84--84--84--84 |
| <i>Whoa, Emma</i><br>One of those cowboy-talking-to-his-horse clippety-clopplers, from the same flick, gets a typical production job from Keel and the Rose ork.   | 70--70--70--70 |
| <b>BOB EBERLY (Harold Mooney Ork)</b><br><i>But Not Like You</i><br>CAPITOL 1769—Eberly sings out, in big fashion, but in a rather nervous manner a likeable enough ballad.  | 73--75--71--72 |
| <i>A Kiss to Build a Dream On</i><br>The warbler eases up considerably to deliver a light croon job on this attractive title, being revived via the flick route.   | 76--77--75--75 |
| <b>DINNING SISTERS (Jack Cavan Ork)</b><br><i>In All of My Dreams</i><br>CAPITOL 1770—The Dinning do a smooth job on an appealing new nostalgic waltz.   | 73--74--71--74 |
| <i>Kiss Me Goodbye, Love</i><br>Mark up another tasty effort by the girls. Nothing sock here, but simple and easy listening.   | 73--74--71--74 |
| <b>GEORGE SHEARING QUINTET</b><br><i>Don't Blame Me</i><br>MGM 11046—The fine modern group takes the oldie at a bright, medium beat, opening with a close-to-the-melody ensemble chorus and following with the leader's contrilled bop piano.  | 75--75--76--74 |
| <i>Brain Wave</i><br>The boys get a chance to move on this brisk, up-tempo bop original. Shearing and guitarist, Chuck Wayne, turn on some fine solo.  | 72--72--74--70 |
| <b>PREACHER ROLLO AND THE FIVE SAINTS</b><br><i>What You Goin' to do When the Rent Comes 'Round?</i><br>MGM 11047—Thru Marie Marcus does a low-comedy dialect vocal on the oldie, with a capable Diddle canbo turning in some orthodox old-fashioned two-beat. A neutral kind of record, not likely to mean much in any quarter. | 64--64--62--66 |
| <i>South</i><br>The boys run down the oldie, a jukebox staple via the old Bennie Moten disk. They perform in good but so-so what Dixie style.  | 62--62--60--64 |
| <b>EILEEN WILSON (The Mellomen-Sonny Burke Ork)</b><br><i>Cold, Cold Heart</i><br>DECCA 27761—Thru and group turn out a competent but unexceptional cover job on the tune that was a country slick via Hank Williams' disk, and is climbing fast as a result of Tony Bennett's pop version.                                      | 71--72--71--70 |
| <i>Tennessee Blues</i><br>Miss Wilson is dubbed for some self-harmony on a minor country blues in waltz time.  | 73--73--73--73 |
| <b>ARTHUR PRYSOCK (Sy Oliver Ork)</b><br><i>It's No Sin</i><br>DECCA 27769—Prysock does a commendable turn with this superior "sleeper" ballad in an arrangement patterned after the original victrol etching. Should catch some of the action, particularly in S.B. areas.  | 80--80--80--80 |
| <i>The Love of a Gypsy</i><br>Prysock does a convincing job with a gypsy ballad of little more than passing interest.  | 70--71--69--71 |
| <b>MILLS BROTHERS</b><br><i>I Ran All the Way Home</i><br>DECCA 27762—The warm Mills' ballad style makes the most of a new Benjamin-Weiss tune.  | 75--76--74--74 |
| <i>Got Her Off My Hands</i><br>A real old-fashioned Mills' technique—vocal chorus, the instrument mimicry and a vocal wind-up—is quite appropriate to this re-written revival <i>Like Ill</i> to the disk, which could do okay if the song connects.   | 81--84--80--80 |
| <b>JOHN MADDOX ORK</b><br><i>San Antonio Rose</i><br>DUT 15001—Romping barroom honky tonk keyboard dominates on this spirited etching of this prime country favorite. Corny tenor sax rounds out a side which should corral a mass of nickels.   | 76--74--74--80 |
| <i>Bully of the Town</i><br>Maddox pounds his honky tonk keyboard in a bristling run-down of a traditional air. Likewise suited for the tavern trade.  | 71--71--68--74 |
| <b>ANDREWS SISTERS (Vic Schoen Ork)</b><br><i>Love is Such a Cheat</i><br>DECCA 27760—The girls gallop deftly thru the zippy <i>Blips</i> novelty to a funbeyond-up-tempo background by Schoen. The excitement they generate is tempered somewhat by the mundanity of the affair.  | 81--82--80--82 |
| <i>Lying in the Hay</i><br>A strange mood wide gets a light, relaxed go from the sisters.  | 73--73--71--75 |
| <b>CAMARATA</b><br><i>Little Jumping Jack</i><br>DECCA 27758—Tutti Camarata applies a dazzling symphonic treatment to an altogether winsome novelty tune, a convincing sound portrait of the toy. This one figures to get plenty play.   | 86--88--86--85 |
| <i>The Grasshopper</i><br>Another light, impressionistic piece of business registers strongly, as Camarata's sweeping fiddles and comic bassoon paint the sound portrait of the grasshopper.   | 80--82--80--78 |
| <b>JERRY GRAY ORK (Tommy Traynor)</b><br><i>Darling, How Could You?</i><br>DECCA 27756—Gray offers a new-Miller treatment in medium-slow dance tempo as a congenial ballad, with okay warbling by Tommy Traynor.   | 68--69--68--67 |
| <i>Dreamy Melody</i><br>With a well-defined beat, Gray offers a pleasant, conceivable treatment of the pretty ballad, with Traynor chanting adequately.  | 74--75--73--72 |
| <b>RALPH FLANAGAN ORK</b><br><i>The Blues From an American in Paris</i><br>VICTOR 20-4247—Flanagan plays the piano lead in a dance adaptation of the Germain classic. Rendition is stiff, the conversion lacks authority. Side may get promotional play because of the fascinating "American in Paris" flick.                    | 79--85--78--75 |
| <i>Love is Here to Stay</i><br>Rita Hayes and the Singing Winds group handle the vocal absolutely in a Germain saloon spotted in the flick.  | 72--74--71--70 |

## Album and LP Reviews

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

### POPULAR

|   |    |
|---|----|
| <b>ON MOONLIGHT BAY—Lawrence Welk Ork (1-10")</b><br>Coral (33) CRL-56043<br>Moonlight Bay; Smiles; Cuddle Up a Little Closer; Lavy Mine; Tell Me (Tell Me Why); You Hoop; I'm Forever Blowing Bubbles; Every Little Movement; Till We Meet Again.<br>The distinctive Welk ork has here a package which combines nostalgia with a little timeliness. Tunes, the nostalgia ingredient, are eight fine old standards. Title, the time factor, is from the Warner Bros. flick now making the rounds. All the selections are featured in the motion picture. The ork handles each ditty in smart dance tempo with the vocals canted by Roberta Linn, Garth Andrews, Dick Dale and the Sparklers—all regular members of the Welk band. This package has good catalog value, too.   | 76 |
| <b>ST. LOUIS BLUES—Bob Crosby Ork (1-10")</b><br>Coral (33) CRL-56039<br>St. Louis Blues; Loveless Love; The Memphis Blues; Yellow Dog Blues; Beale Street Blues; Joe Turner Blues; Aunt Hagar's Blues; Way Down South Where the Blues Began.<br>The old Bob Crosby Dixieland here dish out a lively batch of brand new wax. With eight W. C. Handy titles to work with, the Crosby crew provides the best slicings it has made under the old tag in the postwar period. There's quite a bit of biting jazz at hand with such sets as Eddie Miller and Matty Matlock to provide the improvising. The freedom of the two-beat has always made for good dancing and this set, in addition to the bright arrangements and persuasive jazz, is ideal for the terp set. Certainly this is a set grooved perfectly for the new Dixieland generations. | 75 |
| <b>DIXIELAND—Ben Pollack; Pee Wee Hunt band; Joe Marsala-Bobby Hackett band. (1-10")</b><br>Savoy (33) MG-15005<br>Dardonef; Muskrat Rambler; Tiger Rag; Stampin' at the Savoy; I Got Rhythm; Joe's Blues.<br>Half-dozen previously issued selections are banded together to make up quite an energetic and lively collection of jazz in the two-beat manner. "Savoy" with Pollack's group spots a meaty Matty Matlock clarinet solo and Dick Cathcart's trumpet carrying the punching ensemble. "Blues" and the "Tiger" feature some tasty cornet from the always tasty Bobby Hackett and good Marsala clarinet. Dixieland should find at least a minimum of interest in the package. The contemporary two-beat generation will be the likeliest source for customers.   | 70 |
| <b>RODGERS AND HART SONG BOOK—Vaughn Monroe-Patrice Munsel (3-7")</b><br>V (45) WP-316<br>My Furry Valentine; The Most Beautiful Girl in the World; With a Song in My Heart; Falling in Love With Love; Where or When; My Romance.<br>Six lovely Rodgers and Hart ballads are treated as concert pieces in this package: Vaughn Monroe and Patrice Munsel chant two songs each, and duet on another pair of ballads. The Miss Munsel approaches each with an operatic eye, the familiarity of fine melody and great lyrics is strong enough to sell each selection. Monroe's interpretations are typical of his other disk work. The duets, "Falling in Love With Love" and "With a Song in My Heart" are sufficiently strong in same power to make a little noise as singles. Norman Leyden conducts a studio ork thru the backgrounds.        | 80 |
| <b>SONGS OF MY PEOPLE—Cantor Moses J. Silverman and Choral ensemble. (1-10")</b><br>MGM (33) E-101<br>Cantor Silverman delivers a balanced program of liturgical, Israeli and Yiddish folk songs in an album which will have its basic appeal in Jewish-American neighborhoods. Silverman, quite an accomplished singer, has a convincing way with this variety of material. He does seven selections with choral and organ backing.  | 63 |
| <b>NEW SOUNDS IN MODERN MUSIC—DEXTER GORDON (1-10")</b><br>Savoy (33) MG-9003<br>Destiny; Deafrose; In-Dex; So Easy; Gettin' the Pace (Parts I & II)<br>Gordon is one of the second string tenormen from the bop school. He has no particular style but applies a certain amount of commercialism to his bop flights by making use of a rasping tone and an occasional honk. These sides have been available previously as singles and fared moderately well. Appeal for the package will lie with Gordon fans, a limited market, and with those who get their kicks from tenor sax solos.  | 62 |
| <b>RALPH FLANAGAN PLAYERS RODGERS &amp; HAMMERSTEIN II—Ralph Flanagan Ork. (3-7")</b><br>V (45) WP-319<br>Oklahoma; That's for Me; June is Boutin' Out All Over; The Gentlemen is a Dope! What's the Use of Wond'in'; Ball Ha!<br>There is no reason why this package of Flanagan playing Rodgers and Hammerstein tunes should do as well as did the first volume issued last year. Melodies here are as familiar and generally excellent as were those in the first package. Orking is typical of the music being dispensed by the Flanagan ork all year round. Rita Hayes handles the vocal on "The Gentlemen is a Dope," Harry Prime on "What's the Use of Wond'in" and the vocal group on "Oklahoma."   | 85 |
| <b>SEVENTEEN—Original Cast of the Broadway show. (5-7")</b><br>Victor (45) WOC-4<br>The musical version of Booth Tarkington's classic tale of adolescence met with mixed critical reaction but has been doing more than the mediocre business predicted for it. Here we have the original cast executing for the grooves a run-down of the show's score, written by Kim Gannon and Walter Kent. The score is quite a feeble thing. Little, if any of it, has been exposed to the general public. Therefore, the future of this album, tho it is done well and with a lively spirit  | 73 |

which makes much of the music seem better than it is, will lie with those who see the show and want a memento. There is one song which could prove agreeable to the public, an old-timer item called "Ooh, What You Do to Me." Recorded well and the cast, mainly an assortment of pleasant young new-comers, is most agreeable in this waxed effort.

**WAYNE KING PLAYS FRANZ LEHAR—83**  
Wayne King Ork (3-7")  
V (45) WP-321  
Merry Widow Waltz; Yours is My Heart Alone; Gold and Silver Waltz; Franquita Serenade; Villa; Say Not Love is a Dream.  
Here is another in the label's latest series of dance band albums. The King ork ran thro six Strauss melodies very profitably in last year's series. This trip, the strings and reeds play Lehar tunes. Altho Lehar is well represented on LP disks, there are not many 45-albums of the composer's music. For that reason alone this could match the Strauss set for commercial success. All of the tunes are familiar. It's good dance music.

**KEYBOARD KINGS • TEDDY WILSON 68**  
(1-10")  
MGM (33) E-100  
All of Me; Shouldn't I Cheek to Cheek; Sunny Morning; Hallelujah; Strange Interlude; Long Ago and Far Away; You're My Favorite Memory.  
MGM has dug into its collection of Musicraft masters to put together this excellent piano jazz package featuring the first-rate improvisations of Teddy Wilson. The recordings are not as clean as they might be, but they are good enough to adequately appreciate Wilson's tasty creations. Seven of the selections are of the standard variety, the eighth is "Sunny Morning," a Wilson original and his theme.



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# Chronological List Recording Artists Birthdays

EDITOR'S NOTE: Year of birth has been purposely omitted in the interests of accuracy.

- JANUARY**
- JANUARY 1 Xavier Cugat.....Columbia
  - JANUARY 3 Maxene Andrews (Andrews Sisters).....Decca
  - JANUARY 7 Dick Contino.....Victor
  - JANUARY 9 Miranda.....Decca and Columbia
  - JANUARY 10 Buddy Johnson.....Decca
  - JANUARY 11 Don Cherry.....Decca
  - JANUARY 12 Tex Ritter.....Capitol
  - JANUARY 14 Billy Butterfield.....Capitol and London
  - JANUARY 15 Gene Krupa.....RCA Victor
  - JANUARY 17 Jayne Dining (Dinning Sisters).....Capitol
  - JANUARY 18 Danny Kaye.....Decca
  - JANUARY 20 Ray Anthony.....Capitol
  - JANUARY 27 Switch Henderson.....Capitol
  - JANUARY 31 Mario Lanza.....Victor

- FEBRUARY**
- FEBRUARY 1 Hildegard.....Decca
  - FEBRUARY 9 Ernest Tubbs.....Decca
  - Kathryn Grayson.....MGM
  - FEBRUARY 10 Larry Adler.....Decca
  - FEBRUARY 11 John Mills (Mills Brothers).....Decca
  - Josh White.....London and Decca
  - FEBRUARY 13 Gene Ames (Ames Brothers).....Coral
  - Artie Wayne.....Coral
  - Lots Butler.....Capitol
  - FEBRUARY 14 Tex Beneke.....MGM
  - Elliot Lawrence.....King, Decca, Columbia

- FEBRUARY 15 Wally Fowler
- FEBRUARY 16 Patty Andrews (Andrews Sisters).....Decca
- Wayne King.....RCA Victor
- Jimmy Wakely.....Capitol
- FEBRUARY 19 Stan Kenton.....Capitol
- FEBRUARY 21 Mildred Bailey.....Decca
- FEBRUARY 26 Betty Hutton.....RCA Victor
- FEBRUARY 27 Guy Mitchell.....Columbia
- FEBRUARY 29 Jimmy Dorsey.....Columbia

- MARCH**
- MARCH 1 Dinah Shore.....RCA Victor
  - MARCH 8 Sam Donahue.....Capitol
  - MARCH 12 Gordon MacRae.....Capitol
  - Paul Weston.....Columbia
  - MARCH 13 Sammy Kaye.....Columbia
  - MARCH 14 Les Brown.....Coral
  - MARCH 15 Harry James.....Columbia
  - MARCH 16 Jerry Lewis (Martin & Lewis).....Capitol
  - MARCH 17 Nat (King) Cole.....Capitol
  - Andy Parker.....Capitol
  - MARCH 20 Sister Rosetta Tharpe.....Decca
  - MARCH 21 Eddie Kirk.....Capitol
  - MARCH 22 Sonny Burke.....Decca
  - MARCH 25 Frankie Carle.....RCA Victor
  - Sarah Vaughan.....Columbia
  - MARCH 28 Paul Whiteman.....Columbia, Victor, Decca
  - MARCH 29 Ginger Dinning (Dinning Sisters).....Capitol
  - Jean Dinning (Dinning Sisters).....Capitol

- MARCH 30 Frankie Laine.....Columbia
- MARCH 31 Red Norvo.....Discovery

- APRIL**
- APRIL 1 Eddy Duchin.....(deceased)
  - Jane Powell.....MGM
  - APRIL 2 Herbert Mills (Mills Brothers).....Decca
  - APRIL 3 Doris Day.....Columbia
  - APRIL 6 Paula Kelly (Modernaires).....Coral and Columbia
  - APRIL 7 Ralph Flanagan.....RCA Victor
  - Billie Holiday.....Aladdin
  - APRIL 13 Howard Keel.....MGM
  - APRIL 20 Lionel Hampton.....MGM
  - APRIL 21 Don Cornell.....RCA Victor
  - APRIL 25 Ella Fitzgerald.....Decca
  - APRIL 29 Duke Ellington.....Columbia
  - Russ Morgan.....Decca
  - Donald Mills (Mills Brothers).....Decca

- MAY**
- MAY 1 Kate Smith.....MGM
  - MAY 2 "Two Ton" Baker.....Mercury
  - Bing Crosby.....Decca
  - MAY 3 Joe Ames (Ames Brothers).....Coral
  - MAY 5 Monica Lewis.....MGM
  - MAY 6 Carmen Cavallaro.....Decca
  - MAY 7 Theresa Brewer.....London
  - MAY 8 Gordon Jenkins.....Decca
  - Red Nichols.....Capitol
  - Mary Lou Williams.....Circle
  - MAY 10 Pee Wee Hunt.....Capitol
  - Fred Astaire.....MGM
  - MAY 13 Louis Prima.....Robin Hood
  - MAY 16 Woody Herman.....MGM
  - MAY 18 Meredith Willson.....Decca
  - Perry Como.....RCA Victor
  - Ezio Pinza.....RCA Victor
  - MAY 19 Georgie Auld.....Coral
  - MAY 20 Nic Ames (Ames Brothers).....Coral
  - MAY 21 Dennis Day.....RCA Victor
  - Horace Heidt.....Horace Heidt Records
  - Fats Waller.....(deceased)
  - MAY 23 Betty Garrett.....MGM
  - Helen O'Connell.....Capitol
  - Artie Shaw.....Decca
  - MAY 26 Peggy Lee.....Capitol
  - MAY 28 Dave Barbour.....Capitol
  - Al Jolson.....(deceased)
  - Phil Regan.....RCA Victor
  - MAY 29 Bob Hope.....Capitol

- MAY 30 Mel Blanc.....Capitol
- Benny Goodman.....Columbia

- JUNE**
- JUNE 1 Marie Knight.....Decca
  - JUNE 2 Bill Darnel.....Coral
  - JUNE 7 Dean Martin (Martin & Lewis).....Capitol
  - Glen Gray.....Coral and Decca
  - JUNE 8 Toni Harper.....Columbia
  - JUNE 9 Fred Waring.....Decca
  - JUNE 10 Judy Garland.....MGM
  - JUNE 11 Hazel Scott.....Columbia
  - JUNE 14 Burl Ives.....Columbia
  - John Scott Trotter.....Decca
  - JUNE 15 Erroll Garner.....Columbia, Atlantic
  - JUNE 18 Kay Kyser.....Columbia
  - JUNE 19 Guy Lombardo.....Decca
  - JUNE 24 Phil Harris.....RCA Victor
  - JUNE 25 Peter Lind Hayes.....Decca
  - JUNE 28 Rosalie Allen.....RCA Victor
  - JUNE 30 Lena Horne.....MGM

- JULY**
- JULY 4 Louis Armstrong.....Decca
  - Mitch Miller.....Columbia
  - JULY 6 LaVerne Andrews (Andrews Sisters).....Decca
  - JULY 8 Louis Jordan.....Decca
  - JULY 9 Ted Steele.....Columbia
  - Eddie Ames (Ames Brothers).....Coral
  - JULY 10 Milt Buckner.....MGM
  - JULY 11 Bill Snyder.....London
  - JULY 14 Carmen Lombardo.....Decca
  - JULY 21 Kay Starr.....Capitol
  - JULY 22 Margaret Whiting.....Capitol
  - JULY 23 Gloria De Haven.....Decca
  - JULY 24 Cootie Williams.....Mercury
  - JULY 26 Buddy Clark.....(deceased)
  - Erskine Hawkins.....Coral
  - JULY 28 Rudy Vallee.....Victor

- AUGUST**
- AUGUST 3 Ray Bloch.....Signature
  - AUGUST 7 Al Goodman.....RCA Victor

- AUGUST 8 Lucky Millinder.....King
- Victor Young.....Decca
- AUGUST 10 Jane Pickens.....RCA Victor
- Claude Thornhill.....Victor
- AUGUST 11 June Hutton.....Decca
- AUGUST 15 Rose Marie.....Mercury
- Hugo Winterhalter.....RCA Victor
- AUGUST 19 Harry Mills (Mills Brothers).....Decca
- AUGUST 21 Count Basie.....Columbia
- AUGUST 22 Martha Raye.....Discovery
- AUGUST 23 Bob Crosby.....Capitol
- Tex Williams.....Capitol
- AUGUST 29 Charlie Parker.....Mercury
- AUGUST 31 Arthur Godfrey.....Columbia

- SEPTEMBER**
- SEPTEMBER 8 Benise Darcel.....London
  - SEPTEMBER 10 Raymond Scott.....MGM
  - SEPTEMBER 12 Johnny Long.....Mercury, King
  - SEPTEMBER 13 Mel Tormé.....Capitol
  - SEPTEMBER 15 Phil Brito.....MGM
  - SEPTEMBER 16 Andy Russell.....Capitol
  - SEPTEMBER 20 Frank DeVol.....Capitol
  - Jelly Roll Morton.....(deceased)
  - SEPTEMBER 24 Herb Jeffries.....Coral
  - SEPTEMBER 29 Gene Autry.....Columbia
  - SEPTEMBER 30 Bob Crosby.....Capitol

- OCTOBER**
- OCTOBER 7 Vaughn Monroe.....RCA Victor
  - Diana Lynn.....Capitol
  - OCTOBER 15 Nellie Lutcher.....Capitol
  - OCTOBER 17 Jack Owens.....Decca
  - OCTOBER 21 Dixie Gillespie.....Dee Gee Records
  - OCTOBER 26 Charlie Barnet.....Capitol
  - Tony Pastor.....Columbia
  - OCTOBER 31 Illinois Jacquet.....Mercury
  - Julia Lee.....Capitol

- NOVEMBER**
- NOVEMBER 2 Harry Babbitt.....Coral
  - NOVEMBER 3 Milt Berth.....Coral
  - NOVEMBER 5 Jan Garber.....Capitol
  - Roy Rogers.....RCA Victor
  - NOVEMBER 7 Red Ingle.....Capitol

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# Pop Theme Songs Of Artists, Orks

Listed alphabetically by artist, with record numbers and labels on which they have been recorded

- |   |  |  |
|---|--|--|
| <b>ANDREWS SISTERS</b><br>Bei Mir Bist Du Schoen... Decca 23605<br>In Apple Blossom Time... Decca 23606                     | <b>CHARLES BROWN</b><br>Drifting Blues... Modern 20-646  | <b>BUDDY JOHNSON</b><br>Far Cry... Decca 48076   |
| <b>GENE AUTRY</b><br>Back in the Saddle Again... Columbia 30036   | <b>LES BROWN ORK</b><br>Leap Frog... Columbia 37540<br>Sentimental Journey... Columbia 37547             | <b>DICK JURGENS</b><br>Day Dreams Come True at Night... Columbia 37541                       |
| <b>CHARLIE BARNET ORK</b><br>Skyliner... Decca 25234<br>Redskin Rhumba... Capitol 10174<br>National 25001<br>Victor 20-1768 | <b>HENRY BUSSE ORK</b><br>Hot Lips... Decca 25015  | <b>SAMMY KAYE</b><br>Kaye's Melody... Victor 20-2935   |
| <b>COUNT BASIE ORK</b><br>One o'Clock Jump... Decca 25056   | <b>CAB CALLOWAY ORK</b><br>Minnie the Moocher... Brunswick 80015   | <b>HAL KEMP</b><br>Oh How I'll Miss You... Columbia  |
| <b>TEX BENEKE ORK</b><br>Moonlight Serenade... Victor 20-2273   | <b>FRANKIE CARLE ORK</b><br>Sunrise Serenade... Columbia 37539   | <b>STAN KENTON</b><br>Artistry in Rhythm... Capitol 15190                                    |
| <b>FEN BERNIE ORK</b><br>Au Revoir, Pleasant Dreams... Decca 25282<br>It's a Lonesome Old Town... Decca 25282               | <b>CARMEN CAVALLARO</b><br>My Sentimental Heart... Decca   | <b>WAYNE KING</b><br>The Waltz You Saved for Me... Victor 20-2084                            |
| <b>WILL BRADLEY ORK</b><br>Think of Me... Columbia 36225  | <b>NAT COLE</b><br>Straighten Up and Fly Right... Capitol 15284  | <b>RAY KINNEY</b><br>Across the Sea... Decca 25181   |
| <b>NAT BRANDWYNNE</b><br>Whisper in the Night... Decca  | <b>DICK CONTINO</b><br>Lady of Spain... Horace Heidt 501-3   | <b>KORN KOBBLERS</b><br>Goodnight Song... MGM 10432  |
| <b>PHIL BRITO</b><br>Not So Long Ago... MGM   | <b>BING CROSBY</b><br>When the Blue of the Night Meets the Gold of the Day... Decca 25186<br>Decca 24200 | <b>ANDRE KOSTELANETZ</b><br>Lovely... Columbia   |
| <b>NOVEMBER 10</b><br>Billy May... Capitol  | <b>XAVIER CUGAT ORK</b><br>My Shawl... Columbia 36842  | <b>GENE KRUPA</b><br>Star Burst... Columbia 37539<br>That Drummer's Band... Columbia 36819   |
| <b>NOVEMBER 14</b><br>Johnny Desmond... MGM<br>Morton Downey... Decca<br>Martha Tilton... Coral                             | <b>PETE DAILY</b><br>I Want to Linger... Capitol 15095   | <b>KAY KYSER</b><br>Thinking of You... Columbia 36225<br>Columbia 36106                      |
| <b>NOVEMBER 16</b><br>Jack Smith... Capitol   | <b>CLARK DENNIS</b><br>Peg o' My Heart... Capitol 57-715   | <b>ELLIOT LAWRENCE</b><br>Heart to Heart... Columbia 37542                                   |
| <b>NOVEMBER 17</b><br>Josef Marais... Columbia  | <b>DINNING SISTERS</b><br>One Two Three... Capitol   | <b>TED LEWIS</b><br>When My Baby Smiles at Me... Decca 23916<br>Columbia 38843               |
| <b>NOVEMBER 18</b><br>Johnny Mercer... Capitol  | <b>JIMMY DORSEY</b><br>Contrasts... Decca 25294  | <b>GUY LOMBARDO</b><br>Auld Lang Syne... Decca 24260   |
| <b>NOVEMBER 19</b><br>Tommy Dorsey... Decca   | <b>TOMMY DORSEY</b><br>I'm Getting Sentimental Over You... Victor 20-2092<br>Victor 27518                | <b>JOHNNY LONG</b><br>White Star of Sigma Nu... Decca 25382                                  |
| <b>NOVEMBER 20</b><br>June Christy... Capitol   | <b>EDDY DUCHIN</b><br>My Twilight Dream... Columbia 36224  | <b>CLYDE McCOY</b><br>Sugar Blues... Decca 25014   |
| <b>NOVEMBER 21</b><br>Coleman Hawkins... Mercury<br>Ted Straeter... MGM<br>Vivian Blaine... Decca                           | <b>DUKE ELLINGTON ORK</b><br>Take the "A" Train... Victor 27380  | <b>FREDDY MARTIN</b><br>Tchaikovsky Piano Concerto No. 1... Victor 20-2933<br>Victor 20-2980 |
| <b>NOVEMBER 22</b><br>Hoagy Carmichael... Decca<br>Ethel Smith... Decca   | <b>SHEP FIELDS</b><br>Rippling Rhythm... Victor  | <b>AMOS MILBURN</b><br>Chicken-Snack Boogie... Aladdin 3014                                  |
| <b>NOVEMBER 24</b><br>Eileen Barton... National<br>Teddy Wilson... MGM  | <b>ELLA FITZGERALD</b><br>Let's Get Together... Decca  | <b>GLENN MILLER</b><br>Moonlight Serenade... Victor 20-1566<br>Victor 42-0028                |

## DECEMBER

- |   |  |  |
|---|--|--|
| <b>DECEMBER 1</b><br>Mary Martin... Columbia<br>Johnny Johnston... MGM          | <b>GLEN GRAY</b><br>Smoke Rings... Decca 25135   | <b>ROY MILTON</b><br>Rhythm Cocktail... Specialty                                |
| <b>DECEMBER 2</b><br>Charlie Ventura... Mercury                                 | <b>LARRY GREEN</b><br>My Promise to You... Victor 20-2935  | <b>VAUGHN MONROE</b><br>Racing With the Moon... Victor 20-2938<br>Victor 20-1707 |
| <b>DECEMBER 9</b><br>Freddie Martin... RCA Victor                               | <b>PHIL HARRIS</b><br>That's What I Like About the South... Victor 2471<br>Harmony 1024                          | <b>ART MOONEY</b><br>Sunset to Sunrise... MGM 16207                              |
| <b>DECEMBER 10</b><br>Morton Gould... Columbia                                  | <b>ERSKINE HAWKINS ORK</b><br>Swing Out... Victor  | <b>RUSS MORGAN</b><br>Does Your Heart Beat for Me?... Decca 25080                |
| <b>DECEMBER 12</b><br>Eddy Howard... Mercury<br>Frank Sinatra... Columbia       | <b>HORACE HEIDT</b><br>Pretty Little Petticoat... Columbia 36226<br>I'll Love You in My Dreams... Columbia 36227 | <b>LEIGHTON NOBLE</b><br>Moonbeam... Coral                                       |
| <b>DECEMBER 14</b><br>Spike Jones... RCA Victor                                 | <b>HILDEGARDE</b><br>Darling, Je Vous Aime Beaucoup... Decca 28218   | <b>RAY NOBLE</b><br>The Very Thought of You... Columbia 37542-38470              |
| <b>DECEMBER 15</b><br>Buddy Cole... Capitol<br>Marjorie Hughes... RCA Victor    | <b>THE INK SPOTS</b><br>If I Didn't Care... Decca 23692  | <b>TONY PASTOR</b><br>Blossoms... Columbia                                       |
| <b>DECEMBER 17</b><br>Ray Noble... Columbia                                     | <b>HARRY JAMES</b><br>Ciribiribin... Columbia 37141<br>Columbia 36226  | <b>LOUIS PRIMA</b><br>Play Pretty... Victor                                      |
| <b>DECEMBER 18</b><br>Eddie Vinson... King<br>Anita O'Day... London             | <b>SKITCH HENDERSON</b><br>Anita... Capitol  | <b>ANDY RUSSELL</b><br>Magic Is the Moonlight... Capitol                         |
| <b>DECEMBER 19</b><br>Clark Dennis... Capitol                                   | <b>WOODY HERMAN</b><br>Blue Flame... Decca 25151   | <b>HAZEL SCOTT</b><br>Swingly Serenade... Decca                                  |
| <b>DECEMBER 21</b><br>Andre Kostelanetz... Columbia<br>Xavier Cugat... Columbia | <b>THE THREE SUNS</b><br>Twilight Time... Victor 20-2834   | <b>RAYMOND SCOTT</b><br>I'll Love You in My Dreams... Columbia                   |
| <b>DECEMBER 25</b><br>Tony Martin... RCA Victor                                 | <b>ERNEST TUMB</b><br>Walking the Floor Over You... Decca 46006  | <b>ARTIE SHAW ORK</b><br>Nightmare... Victor 20-1752                             |
| <b>DECEMBER 28</b><br>Earl (Father) Hines... Columbia                           |  | <b>FRANK SINATRA</b><br>Night and Day... Victor 20-1580                          |
| <b>DECEMBER 31</b><br>Evelyn Knight... Decca                                    |  | <b>HAL SINGER</b><br>Corn Bread... Savoy 671                                     |

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| <b>ORRIN TUCKER</b><br>Drifting and Dreaming... Columbia 36227-35832  | <b>TED WEEMS</b><br>Out of the Night... Decca                   |
| <b>SOPHIE TUCKER</b><br>Some of These Days... Decca 24279             | <b>LAWRENCE WELK</b><br>Bubbles in the Wine... Decca 24442      |
| <b>TOMMY TUCKER</b><br>I Love You, Oh How I Love You... MGM           | <b>PAUL WHITEMAN</b><br>Rhapsody in Blue... Decca 29051         |
| <b>JERRY WALD</b><br>The Moon's On Fire... Columbia                   | <b>WHOOPEE JOHN WILFAHRT</b><br>Marietchen Waltz... Decca 40100 |
| <b>FRED WARING</b><br>A Cigarette, Sweet Music and You... Decca 18771 | <b>PAUL WILLIAMS</b><br>Hucklebuck... Savoy 683                 |
|   | <b>MEREDITH WILLSON</b><br>You and I... Decca 18200             |



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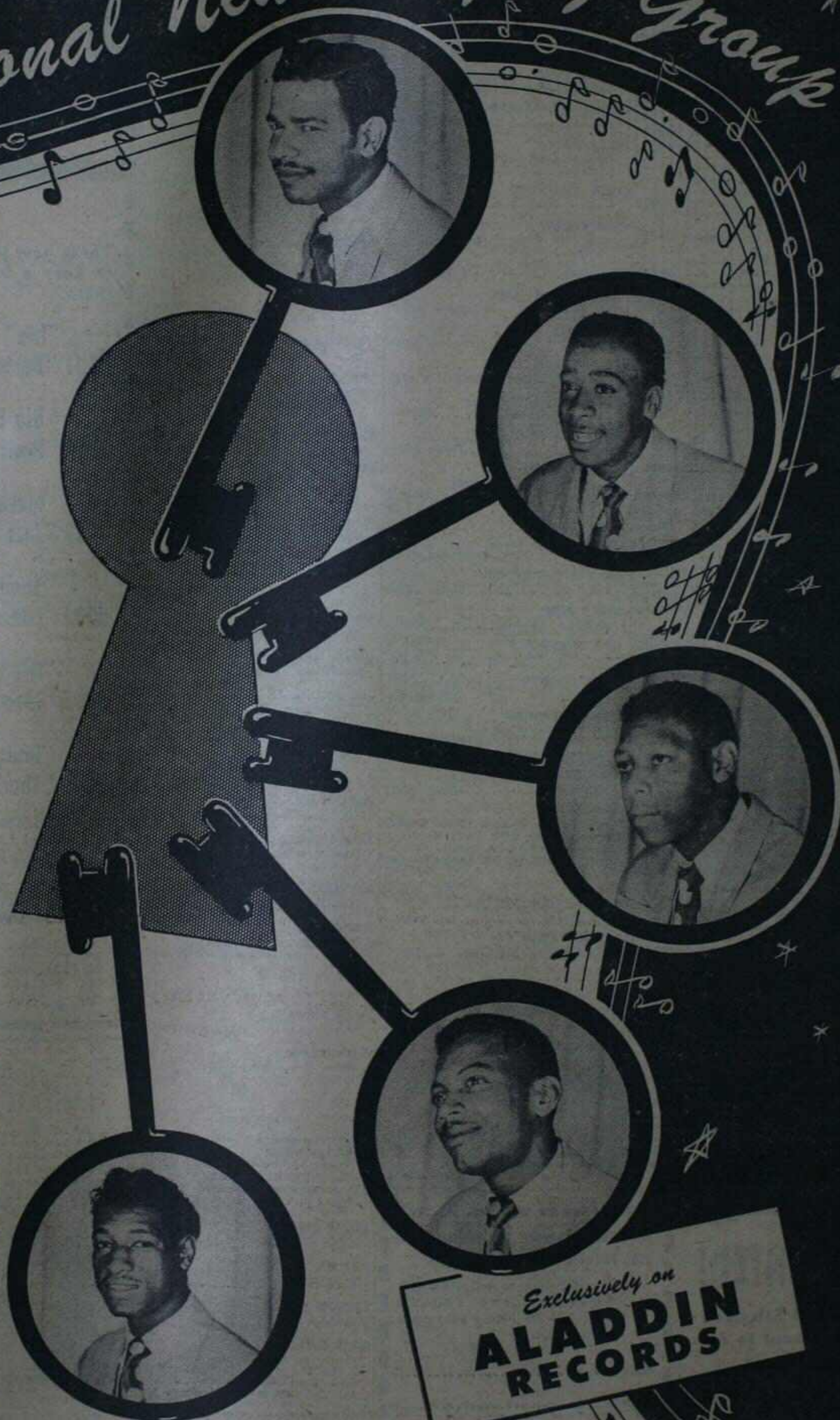
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Milton Ager

In his teens, Milton Ager worked as a peanut vendor at the old Cub ball park in Chicago, and after graduating from McKinley High School, he persuaded the manager of the Chicago branch of Waterson, Berlin & Snyder to hire him as a song plugger.

In 1914 he was made an arranger in the New York office where he learned what makes a popular song click by taking down piano copies for Irving Berlin, Walter Donaldson, George Meyer and other top composers on the Waterson, Berlin & Snyder staff.

What's in a Name also brought Ager and Jack Yellen, the lyricist, together for the first time, a meeting that resulted two years later in the founding of Ager, Yellen & Bornstein, a music publishing firm that made Tin Pan Alley history by successfully challenging the prestige of such other houses as Harms, Witmark, Remick and Harry Von Tilzer.

During the next 10 years as a team, Ager and Yellen wrote and published such outstanding popular songs as Who Cares? I Wonder What's Become of Sally? and Ain't She Sweet, and with the advent of talking pictures, they contributed the music for several films.

When Warner Brothers bought into Ager, Yellen & Bornstein, Jack Yellen retired to his farm but was lured back to Broadway in 1931. Milton Ager, in the meantime, has carried on with other lyricists.

Popular Songs

- 1921—I'M NOBODY'S BABY Lyrics by Benny Davis and Lester Sontly (Dorothy Ann with Will Bradley, Columbia 25582)
1922—WHO CARES? (Bob Grant, Decca 24023)
1923—LOUISVILLE LOU, THAT VAMP-IN LADY Lyrics by Jack Yellen, (Cass Daley-Matty Matlock's All Stars, Decca 27044; Sophie Tucker, Decca 24289)
1924—I WONDER WHAT'S BECOME OF SALLY? Lyrics by Jack Yellen, (Ray Anthony, Capitol 1352; Buddy Clark, Columbia 30488; Bing Crosby, Decca 18531; Ted Merz, Harmony 1022; Frankie Carle, Victor 20-3745)
1925—MAMA GOES WHERE PAPA GOES OR PAPA DON'T GO OUT TONIGHT Lyrics by Jack Yellen, (Kay Starr, Capitol 1205)
1926—LET IT SNOW, LET IT SNOW Lyrics by Sammy Cahn, (Frank Sinatra, Columbia 39069; Ray Bloch, Signature 15152; Vaughn Monroe, Victor 20-1759)
1927—FORGIVE ME Lyrics by Jack Yellen, (Alan Foster, Columbia 38959; Wiley Walker-Gene Sullivan, Columbia 20004)
1928—CRAZY WORDS, CRAZY TUNES Lyrics by Jack Yellen, (Tommy Reynolds, Atlantic 910)
1929—COULD I BE CERTAINLY COULD Lyrics by Jack Yellen, (Arthur Godfrey, Columbia 3847)
1930—AIN'T SHE SWEET Lyrics by Jack Yellen, (Ulmie Lunceford, Columbia 28097; Mill Herth Trio, Coral 60079; Mister Goose Bones and Ration Ford, Crystallite 601; Sy Oliver, Decca 27418; Bob Hannon and Johnny Ryan, Decca 24739; Pearl Bailey-Mariners, Harmony 1054; Tiny Hill, Mercury 5308; Gould Brothers, Regent 6000; Leighton Noble, Vocalion 35030)
1931—GLAD RAG DOLL Lyrics by Dan Dougherty and Jack Yellen, (This was the theme song for the film of the same name in which Doro Merande was starring) (Uellie Letzter, Capitol 70044)
1932—AUF WEIDERSEHN, MY DEAR With Al Goldman, Ed Nelson and Al Hoffman (Derry Falligan, MGM 10256; John Laurou-Joe Ventu, Pan American 0541; Russ Columbo, Victor 27637)
1933—IF I DIDN'T CARE Lyrics by Joe Young (Bek Spets, Decca 23632)
1934—TRUST IN ME With Jean Schwartz, Lyrics by Ned Weyer (Ernie Andrews, Aladdin 192; Paul Gayten, DeLuxe 3078; Bill Moose Jackson, King Solomon 4451; Hadda Brooks, Modern 150)
1935—THERE'S RAIN IN MY EYES With Jean Schwartz, Lyrics by Benny Davis, (Robbit with Johnny Oik Quintette, Savoy 752)

Stage Musicals

- 1923—ZIG ZAG A revue starring Bessie McCoy Davis on the road and featuring Gusl Lusa and Cleo Mayfield on Broadway. Lyrics by Jack Yellen.
1924—ZIG ZAG With Wither and His Jazz Band, Circle 1664

The Top Active Songwriters and Records of Their Greatest Songs

Brief biogs of a selected group of living authors and composers and a listing of the currently available records of their tunes. Songwriters' Protective Association will furnish, upon request, the addresses of these tunesmiths to disk jockeys interested in having them make guest appearances on their programs.

1928—RAIN OR SHINE

With Owen Murphy. Book by James Gleason and Maurice Marks. Lyrics by Jack Yellen. Starring Joe Cook in a cast that included Tom Howard, Warren Hull, Joe Lyons and Nancy Welford. CIRCUS DAYS (Starlighters, Capitol 90044; Frank DeVol, Capitol 1560; Harry James, Columbia 39024)
50 WOULD I (Claude Thornhill, Columbia 37169; Bing Crosby-Russ Morgan, Decca 23784)
RAIN OR SHINE (Guy Lombardo, Decca 24825; Dick Todd-Eddie "Piano" Miller, Rainbow 90033)
FALLING STAR (Bob Darnell, Fanfare 132)

Film Songs and Scores

- 1929—HONKY TONK A Warner Brothers' picture starring Sophie Tucker. Lyrics by Jack Yellen. HE'S A GOOD MAN TO HAVE AROUND (Kay Starr, Capitol 1072)

Jule Styne

Born in London, Jule Styne made his first public appearance as a guest pianist with the Chicago and Detroit symphony orchestras when he was nine years old. At the age of 13, he won a scholarship at the Chicago College of Music. In 1922 he deserted the classics to head his own dance band at the Bismark Hotel in Chicago.

In Hollywood, he not only wrote background music and off-the-cuff film songs, but served as a vocal coach at 20th Century-Fox where his pupils included Alice Faye, Shirley Temple and Linda Darnell.

He was a comparative unknown until he met lyricist Sammy Cahn and collaborated with him on such early hits as I've Heard That Song Before, Poor Little Rhode Island and I'll Walk Alone. The films for which they provided scores played to capacity, and their first Broadway show, High Button Shoes, ran for 721 performances.

- 1943—I'VE HEARD THAT SONG BEFORE Lyrics by Sammy Cahn, (Harry James, Columbia 37521)
1944—IT'S BEEN A LONG, LONG TIME Lyrics by Sammy Cahn, (Harry James, Columbia 36838; Floyd Tillman, Decca 46182; Bing Crosby, Decca 25185)
1945—LET IT SNOW, LET IT SNOW Lyrics by Sammy Cahn, (Frank Sinatra, Columbia 39069; Ray Bloch, Signature 15152; Vaughn Monroe, Victor 20-1759)
1946—THE THINGS WE DID LAST SUMMER Lyrics by Sammy Cahn, (Frank Sinatra, Columbia 37089; Bing Crosby, Decca 23655; Larry Douglas, Signature 15074; Kern and Stoep, Tempo 966)
1947—WE KNEW IT ALL THE TIME Lyrics by George R. Brown, (Jack Finn, Mercury 5050; Raymond Scott, MGM 10006)
1948—BOP GOES MY HEART Lyrics by Walter Bishop, (Frank Sinatra, Columbia 38421; Marion Hutton, MGM 10395)

Film Songs and Scores

- 1942—PRIORITIES ON PARADE A Paramount picture with Ann Miller, Johnny Johnston, Jerry Colonna and Betty Rhodes. Lyrics by Herb Magidson. YOU'RE IN LOVE WITH SOMEONE BUT I'M IN LOVE WITH YOU Lyrics by Frank Loesser, (Buddy Clark, Columbia 36587; Bing Crosby, Decca 24709; Frank Warren, Victor 20-3551)
1942—SWEATER GIRL A Paramount picture with Eddie Bracken, June Preisler and Betty Jane Rhodes. Lyrics by Frank Loesser. I DON'T WANT TO WALK WITH YOU Lyrics by Frank Loesser, (Harry James, Columbia 37521)
1944—FOLLOW THE BOYS A Universal picture with George Raft, Vera Zorina and Grace McDonald. Lyrics by Sammy Cahn. I'LL WALK ALONE (Mary Martin, Decca 23340; Louis Prima, Mercury 4218; Allan Jones, Victor 10-1151)
1944—JAM SESSION A Columbia picture with Ann Miller. Lyrics by Sammy Cahn. VICTORY POLKA (Sula's Masette, Continental 1139; Joseph Sutior, Sonart 582)
1945—ANCHORS AWEIGH An MGM picture with Frank Sinatra, Kathryn Grayson, Gene Kelly and Jose Iturbi. Lyrics by Sammy Cahn. WHAT MAKES THE SUN SET? (Frank Sinatra, Columbia 36774)
I BEGGED HER (Frank Sinatra, Columbia 36744)

1945—STORK CLUB

A Paramount picture with Betty Hutton, Barry Fitzgerald, Andy Russell and Robert Benchley. Lyrics by Sammy Cahn. LOVE ME (Helen O'Connell, Capitol 1512; Frank Sinatra, Columbia 39346; Herb Jeffries, Coral 60425; Mills Brothers-Victor Young, Decca 27615; Denny Dennis, London 417; Ray Barber-Russ Case, Mercury 3624; Billy Eckstine, MGM 10982)
1946—TARS AND SPARS A Columbia picture with Janet Blair, Alfred Drake, and Marc Platt. Lyrics by Sammy Cahn. I'M GLAD I WAITED FOR YOU (Homer and Jethro, Federal 10019)
1946—CINDERELLA JONES A Warner Brothers picture with Joan Leslie, Robert Alda, Julie Bishop and Edward Everett Horton. Lyrics by Sammy Cahn. WHEN THE ONE YOU LOVE SIMPLY WON'T LOVE BACK (Charlie Barnett, Decca 18761)
1946—SWEETHEART OF SIGMA CHI A Monogram picture with Phil Regan and Elyse Knox. Lyrics by Sammy Cahn. GIVE ME FIVE MINUTES MORE (Homer and Jethro, King 571)
1946—THE KID FROM BROOKLYN An RKO picture with Sammy Kaye, Virginia Mayo, Walter Abel and Fay Bainter. Lyrics by Sammy Cahn. YOU'RE THE CAUSE OF IT ALL (Kay Kyser, Columbia 36989; Dick Haymes, Decca 24740)
1947—LADIES' MAN A Paramount picture with Eddie Bracken, Cass Daley, Virginia Welles, and Spike Jones' City Slickers. Lyrics by Sammy Cahn. I GOT A GAL I LOVE (Frank Sinatra, Columbia 37251)
1947—IT HAPPENED IN BROOKLYN An MGM picture with Frank Sinatra, Peter Lawford, Kathryn Grayson and Jimmy Durante. Lyrics by Sammy Cahn. IT'S THE SAME OLD DREAM (Frank Sinatra, Columbia 37280)
TIME AFTER TIME (Ernest Tubbs, Decca 46091; Glen Gray, Mercury 5041; Jimmy Dorsey, MGM 10010)
I BELIEVE (Zippy Elmán, 10026; Eddie Memphis, RPM 308)
1948—ROMANCE ON THE HIGH SEAS A Warner Brothers' picture with Jack Carson, Janis Paige, Don DeFore, Durk Day and Oscar Levant. Lyrics by Sammy Cahn. IT'S MAGIC (Doris Day, Columbia 38188; Vic Danone, Mercury 5138; Felix King, London 325; Buddy Kaye Quiet-Tune Timers; MGM 10187)
RUN, RUN RUN (Edmundo Ros, London 439)
PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (AND THROW THEM IN THE DEEP BLUE SEA) (Doris Day, Columbia 38188; Frankie Lane, Mercury 5130; Hal McIntyre, MGM 10193)
1948—TWO GUYS FROM TEXAS A Warner Brothers' picture with Dennis Morgan, Jack Carson, Dorothy Malone and Penny Edwards. Lyrics by Sammy Cahn. EVERY DAY I LOVE YOU (JUST A LITTLE BIT MORE) (Dick Haymes, Decca 24457; Blue Baron, MGM 10237)
HANKERIN' (Harry James, Columbia 38231; Dick Haymes, Decca 24457; Felix King, London 326; Art Kassel, Mercury 5146; Hal McIntyre, MGM 10223)
I DON'T CARE IF IT RAINS ALL NIGHT (Johnny Johnston, MGM 10222)
AT THE RODEO (Beatrice Kay, Columbia 38232)
1949—IT'S A GREAT FEELING A Warner Brothers' picture with Dennis Morgan, Doris Day, Frank Carson and a cast of Warner Brothers' stars that included Gary Cooper, Joan Crawford, Errol Flynn, Edward G. Robinson and Jane Wyman. Lyrics by Sammy Cahn. GIVE ME A SONG WITH A BEAUTIFUL MELODY (Jack Carson, Capitol 672; Denny Dennis, London 467; Helen Forrest, MGM 10489; Larry Green, Victor 20-3505)
IT'S A GREAT FEELING (Doris Day, Columbia 38517; Pearl Bailey, Harmony 1054; Sammy Kaye, Victor 20-3483)
FIDDLE-DEE-DEE (Jimmy Dorsey, Columbia 28523; Johnston-Olsen, London 547; Johnny Desmond, MGM 10480)

Stage Musicals

- 1947—HIGH BUTTON SHOES Book by Stephen Longstreet, and presented by a cast headed by Phil Silvers, Joey Faye, Nanette Fabray, Mark Dawson, Jack McCallery and Lois Lee. Lyrics by Sammy Cahn. I STILL GET JEALOUS (Guy Lombardo, Decca 24226; Jimmy Dorsey, MGM 10096; High Button Shoes

1949—GENTLEMEN PREFER BLONDES

A musical version of the comedy hit of the 1920's of the same title with a book by Anita Loos and Joseph Fields, lyrics by Leo Robin, and presented by a cast that included Carol Channing, Yvonne Adair, Eric Brauterson, Jerry Cooper and Alice France. IT'S HIGH TIME (Yvonne Adair, Columbia 4599-M)
BYE BYE BABY (Ray Anthony, Capitol 761; Frank Sinatra, Columbia 38556; Carol Channing, Columbia 4600; Guy Lombardo, Decca 24793; 793; Art Lund, MGM 10542; Tony Martin, Victor 20-3598)
A LITTLE GIRL FROM LITTLE ROCK (Dorothy Shay, Columbia 38669; Carol Channing, Columbia 4601-M; Ethel Merman, Decca 24866)
I LOVE WHAT I'M DOING (Yvonne Adair, Columbia 4602-M)
JUST A KISS APART (Ezio Pinza, Columbia 38748; Frank Sinatra, Columbia 38556; Ezio Pinza, Columbia 4605-M; Yvonne Adair-Eric Brauterson, Columbia 4602-M; Jack McLean, Crystallite 617; Guy Lombardo, Decca 27493; Bob Houston, MGM 10557; Pled Pipher, Victor 20-3592)
IT'S DELIGHTFUL DOWN IN CHILE (Ray Noble, Columbia 38658; Carol Channing-Male Chorus, Columbia 4604-M)
SUNSHINE (Yvonne Adair, Columbia 4602-M; Larry Green, Victor 20-3624)
YOU SAY YOU CARE (Sarah Vaughn, Columbia 30630; Yvonne Adair-Eric Brauterson, Columbia 4604-M)
MAMIE IS MIMI (Pearl Bailey-Tony Pastor, Columbia 38694; Momi Cole, Columbia 4600-M)
DIAMONDS ARE A GIRL'S BEST FRIEND (Lo Stafford, Capitol 824; Dorothy Shay, Columbia 38669; Carol Channing, Columbia 4601-M; Ethel Merman, Decca 24866; Jane Harvey, MGM 10650)
COQUETTE (Edmund Hall Sextet, Commodore 7546; Claude Thornhill, Columbia 38360; John Kirby, Columbia 35999; Jack Queens, Decca 27091; Ink Spots, Decca 25240; Guy Lombardo, Decca 24689; Johnny Green, Decca 23531; Johnny Guarneri, Mercury 1118; Frank Petty Trio, MGM 10880; Four Star Rhythm Section, Rhythm 105; Ben Light, Tempo 554; Six Fat Dutchmen, Victor 25-1194)
GENTLEMEN PREFER BLONDES (Gentlemen Prefer Blondes Entire Cast, Columbia 4598-M)
KEEPING COOL WITH COOLIDGE (Gentlemen Prefer Blondes Cast, Columbia 4598-M)
1950—MICHAEL TODD'S PEEP SHOW A rough and rube revue that brought burlesque back to Broadway. Lyrics by Bob Hilliard. STAY WITH THE HAPPY PEOPLE (Margaret Whiting, Capitol 934; Georgia Gibbs, Coral 60169; Hoagy Carmichael-Cass Daley, Decca 24977; Art Mooney, MGM 10676; Don Cornell, Victor 20-3749)
FRANCIE (Ray Anthony, Capitol 1051; Ray Bolger, Decca 27063; Art Lund, MGM 10750; Larry Green, Victor 20-3826)

J. Fred Coots

When he finished school at the age of 16, Fred Coots wanted to be a banker. He went to work for the Farmer's Loan & Trust Company at \$130 a month. In 1914 he dropped into a music store and came under the spell of a professional pianist. Then and there he lost all interest in banking. He left the bank to work as a stock boy and pianist for the McKinley Music Company at \$15 a week. Fred Coots' first song hit the music ranks in 1917. It was titled Mister Ford You've Got the Right Idea, and was inspired by the efforts of the automobile manufacturer to end World War I by sending a peace ship to embattled Europe. During the next two years, Fred wrote special material for vaudeville artists and managed to save enough to join the Friars. There he struck up an acquaintance with Eddie Dowling and got the contract to write the score for the Dowling show Sally, Irene and Mary. The success of this show both on Broadway and on the road earned him a contract with the Shuberts that ran for nine years. During this time he supplied songs and acted as director of musical numbers for their Broadway revues.

As a musical comedy composer, Fred Coots ended his Broadway career with a smash hit, Sons o' Guns, that ran for 231 performances in 1920. He then turned his talents to the writing of popular songs, and it is in this field that he has gained his greatest and most enduring fame.

Of the many popular songs Fred Coots has written during the past two decades, at least three have become standard numbers of timeless appeal; Beautiful Lady in Blue, You Go to

My Head and Santa Claus Is Coming to Town.

Popular Songs

- 1928—A PRECIOUS LITTLE THING CALLED LOVE Lyrics by Leo Davis, (This song was introduced in the Paramount film, "Shipworn Angel," starring Nancy Carroll in a cast that included Gary Cooper and Paul Lukas. (Rose Murphy, Decca 24968; Frank Petty Trio, MGM 10669)
1930—I STILL GET A THRILL (THINKING OF YOU) (Francis Craig, Bullet 1040; Harry Belafonte, Capitol 1018; Dean Martin, Capitol 1002; Dinah Shore, Columbia 38837; Buddy Clark, Columbia 38314; Dick Haymes; Decca 27008; Mercury Studio Ork, Mercury 5430; Art Lund, MGM 10295; Tony Martin, Victor 20-3799)
1931—LOVE LETTERS IN THE SAND With Charles Kenny. Lyrics by Nick Kenny. (Frank DeVol, Capitol 1178)
1934—SANTA CLAUS IS COMING TO TOWN Lyrics by Haven Gillespie. (Jan Garber, Capitol 90012; Johnny Mercer and Pled Pipher, Capitol 15004 and 1261; Frank Sinatra, Columbia 38259; Ozzie Nelson, Columbia 35786; American Novelty Ork, Columbia 20472; Mill Herth Trio, Coral 60116; Ralph Ford, Crystallite 613; Bing Crosby-Andrew Sisters, Decca 23201; Woody Herman, Decca 18512; Strivie Merrill, Hollywood Rhythms 1506; Kaye Kobblers, MGM 60004; Blue Baron, MGM 10523; Ray Bloch, Signature 15152; Eddy Arnold, Victor 21-0390; Three Sims, Victor 20-3567; Perry Como, Victor 20-1969; Tommy Dorsey, Victor 25145; Three Keyboards, Writmas 1040-P)
FOR ALL WE KNOW Lyrics by Sam Lewis. (Walter Schumann, Capitol 1593; King Cole Trio, Capitol 643; Vinni De Campo, Coral 60520; Korla Pandit, Vita 216)
1935—BEAUTIFUL LADY IN BLUE Lyrics by Sam Lewis. (Carl Brisson, Apollo 1052; Jan Garber, Coral 60008)
1938—YOU GO TO MY HEAD Lyrics by Haven Gillespie. (Bud Powell Trio, Blue Note 1566; Paul Weston, Capitol 20085; Mel Powell, Capitol 10136; Kenny Clarke, Century 1501; Tallulah Bankhead, Columbia 39109; Doris Day, Columbia 38545; Frank Sinatra, Columbia 36916; Glen Gray, Decca 25138; Marlene Dietrich, Decca 23140; Paul Gayten Trio, DeLuxe 3105; Don Byas, Gotham 132; Eddie Heywood, London 697; Ted Heath, London 259; Billy Eckstine, MGM 10607; Lee Konitz, New Jazz 827; Zoot Sims, Prestige 719; Coleman Hawkins Quintet, Ronda 1555; Dorothy Kirsten, Victor 10-1499)

Stage Musicals

- 1922—SALLY, IRENE AND MARY A musical comedy with book by Eddie Dowling and Cyrus Wood, lyrics by Raymond Klages, and starring Eddie Dowling in a cast that included Edna Moon, Jean Brown and Kitty Flynn in the title roles. TIME WILL TELL (Bob Atcher-Bonnie Blue Eyes, Columbia 20468; Hank Penny, King 551)
I WONDER WHY (Viola Watkins, MGM 10232; Robert Blake, Writmas 1007)
DO YOU REMEMBER (Big Macco, Specialty 320)
OPPORTUNITY (Eskine Hawkins-Deep River Boys, Victor 20-3835)

Isham Jones

Born in Coaltown, O., in January, 1894, Isham Jones as a boy had musical aspirations, studied piano and saxophone while in grade and high school, and at the age of 20, formed his own orchestra that played for dances in Sigman, Bay City and other nearby Michigan towns.

After a year of advanced musical study in Chicago and work as a saxophonist with several local dance bands, Jones decided he was ready to crack the big time. He and his orchestra, the pride of Chicago, packed 'em in at the Green Mill, opened the million-dollar Rainbow Gardens, played the College Inn for six years, and then duplicated their Windy City triumphs on a transcontinental vaudeville tour and at New York's Rue de la Paix and London's swank Kit Kat Club. The songs he wrote and popularized were closely allied to the band he directed. In the year 1924 alone, he wrote four smash song hits: Spain, The One I Love Belongs to Somebody Else, I'll See You in My Dreams and It Had to Be You, the last a million-copy seller.

When the depression made the cover charge prohibitive and emptied the country's dance floors, Isham Jones gave up his band and devoted full time to songwriting.

Popular Songs

- 1922—ON THE ALAMO Lyrics by Gilbert Keyes and Joe Lyons. (Lo Stafford-Starlighters, Capitol 15410; Jo Stafford, Capitol 996; Isham Jones Ork-Curt Macey, Coast 8022; Benny Goodman Sextet, Columbia 37513; Benny Goodman, Columbia 36988; Eddie Heywood, Decca 23611; Harmonicals, Mercury 5389; Kern and Stoep, Tempo 1048)
1923—INDIANA MOON Lyrics by Benny Davis. (Dennis Day, Victor 20-3730)
SWINGING DOWN THE LANE Lyrics by Gus Kahn. (All Star Stompers, Circle 1040; Isham Jones-Curt Macey, Coast 8023; Frankie Carle, Columbia 36332; Bing Crosby, Decca 24515; Primo Scala, London 401; Rose Murphy, Mercury 8112; Kern and Stoep, Tempo 1062)
1924—IT HAD TO BE YOU Lyrics by Gus Kahn. (Edmund Hall Quartet-Teddy Wilson, Com-

- modern 581; Isham Jones-Curt Massey, Coast 8022; Buddy Clark, Columbia 38040; Eddy Duchin, Columbia 36744; Henry Busch, Decca 25302; Jimmie Lunceford, Decca 24254; Dick Haymes-Helen Forrest, Decca 23349; Django Reinhardt-Sephane Grappelli, Decca 23079; Kate Smith, MGM 10113; Eddie "Piano" Miller, Rainbow 80011; Four Star Rhythm Section, Rhythm 302; Art Tatum, Steinon 356-1; Hugo Winterhalter, Victor 20-3858)
- I'LL SEE YOU IN MY DREAMS**  
Lyrics by Gus Kahn.  
(Andy Russell, Capitol 20036; Ray Anthony, Capitol 319; Buddy Clark, Columbia 37910; Eddy Duchin, Columbia 36744; Morton Gould, Columbia 4627-M; Guy Lombardo, Decca 25358; Bing Crosby-Victor Young, Decca 24721; Mary Martin, Decca 24112; Carmen Cavallaro, Decca 18851; Borrah Minevitch and Harmonica Rascals, DeLuxe 1103; Tony Martin, Mercury 5033 and Mercury 1040; Jack Fina, MGM 30119; Monica Lewis, Signature 15104; Ben Light, Tempo 682; Hugo Winterhalter, Victor 20-3857; Tommy Dorsey, Victor 20-3500; Vaughn Monroe, Victor 20-1964)
- SPAIN**  
Lyrics by Gus Kahn.  
(Charlie Barnet, Capitol 1404; Jan August, Mercury 5400)
- THE ONE I LOVE (BELONGS TO SOMEBODY ELSE)**  
Lyrics by Gus Kahn.  
(Helle Lutzner, Capitol 10108; Isham Jones, Coast 8025; Frankie Carl, Columbia 36334; Ella Fitzgerald, Decca 25123; Glenn Miller, His Master's Voice BD-5698; Gesella Glob, Mercury 5269; Tommy Dorsey, Victor 20-2446; Allan Jones, Victor 4381)
- 1925—IDA I DO**  
Lyrics by Gus Kahn.  
(Bing Crosby, Decca 24476)
- 1932—IF YOU WERE ONLY MINE**  
Lyrics by Charles Newman  
(Eddie Wilcox, Abbey 3021; Margaret Whiting, Capitol 1041; Buddy Clark, Columbia 38491; Dick Haymes-Artie Shaw, Decca 27042; Abigail and Buddy, Imperial 6057; Perry Como, Victor 20-3763)
- 1933—YOU'VE GOT ME CRYING AGAIN**  
Lyrics by Charles Newman  
(Isham Jones-Curt Massey, Coast 8023; Sammy Kaye, Columbia 39015; Betty Brewer, Decca 27204; Teresa Brewer, London 795; Jan August, Mercury 5478; Billy Eckstine, MGM 10778; Coleman Hawkins, Roost 519; Hugo Winterhalter, Victor 20-3858)
- WHY CANT THIS NIGHT GO ON FOREVER?**  
Lyrics by Charles Newman  
(Hugo Winterhalter, Victor 20-3857)
- 1936—THERE IS NO GREATER LOVE**  
Lyrics by Marty Symes.  
(Erroll Garner, Atlantic 673; Sammy Kaye, Columbia 39017; Billie Holiday, Decca 23853; John Lazzara, Mercury 5049; Jimmy Dorsey, MGM 10001; Hugo Winterhalter, Victor 20-3856)
- 1942—MY BEST TO YOU**  
Lyrics by Gene Willard.  
(Eddy Howard, Mercury 5217; Sons of the Pioneers, Victor 20-2199)
- 1948—HOW MANY TEARS MUST FALL?**  
(Sam Browne, London 394; Frankie Masters, MGM 10371)

**Billy Rose**

Born on New York's Lower East Side in 1899 and the son of a button-and-trimming salesman, Billy Rose was the oldest of three children who often shared a loaf of stale bread with their parents as a daily ration and frequently spent the night on the sidewalk when dispossessed from their squalid lodgings.

In high school Billy fell madly in love with shorthand and in his sophomore year, he won the New York City student title for speed and accuracy. Later, under the tutelage of John Robert Gregg, he was acclaimed the world's champion.

At the outbreak of World War I Billy Rose went to work as a stenographer for the War Industries Board. His skill attracted the attention of Bernard Baruch, chairman of the WIB, and soon Billy was head of the clerical staff and sitting in on the conferences of the country's industrial tycoons. With the signing of the armistice, Billy decided to pattern his life after these tycoons in order to achieve power and wealth. He heard that some songwriters made \$75,000 a year, and set out to get some of that gravy. He spent five months in the Public Library methodically studying songs of the past years, dividing them into different categories and analyzing them to see what made them click.

Billy Rose's first published song sold 100,000 copies and put about \$5,000 in the empty pockets of its lyricist.

The following year the success of *That Old Gang of Mine*, a million-copy seller, put Billy Rose in the \$100,000 tax bracket, and he went in for glamour in a big way.

He took on a sideline to songwriting in 1924 when he opened the Back Stage Club. It was an immediate success. At the end of seven months he closed the Back Stage Club and invested his earnings in the Fifth Avenue Club. This new enterprise was not successful, but Rose more than recouped in his losses when he opened the Casino de Paree. Its successor, The Diamond Horseshoe, was one of the world's most famous clubs and the magnet for every out-of-town visitor.

In 1931 Billy Rose instigated the founding of the Songwriters' Protective Association. He also added to his prestige and bankroll as the creator of colossal and colorful outdoor spectacles.

On Broadway his Jumbo and Carmen Jones made theatrical history. When he reopened the Ziegfeld Theater as a legitimate playhouse, he served vintage champagne to his patrons on the opening night of Cole Porter's *Seven Lively Arts*.

- Popular Songs**
- 1924—DOES THE SPEARMINT LOSE ITS FLAVOR ON THE BED-POST OVER NIGHT?**  
Music by Ernest Ininger with Marty Bloom.  
(Benney Strong, Capitol 916; Homer and Jethro, Victor 21-0308)
- 1926—TONIGHT YOU BELONG TO ME**  
Music by Lee David.  
(Peggy Lee, Capitol 1573; Tamara Hayes-Joe Thomas, Decca 27650; Jimmie Mitchell, King Solomon 4428; Korla Pandit-Jette Sasin, Vita 220)
- 1927—ME AND MY SHADOW**  
Music by Dave Dreyer-Al Jolson, co-lyricist.  
(Sportamen, Capitol 1507; Jack Owens, Decca 27090; Rose Murphy, Decca 24988; Bill Snyder, London 876; Russ Case, MGM 30336; Ziggy Elman, MGM 10543; Eddie (Piano) Miller, Rainbow 60044; Julian Gould, Regent 512; Kern and Sloo, Tempo 2054; Perry Como, Victor 20-4034)
- 1928—THERE'S A RAINBOW 'ROUND MY SHOULDER**  
Music by Dave Dreyer. Al Jolson co-lyricist.  
(Al Jolson, Decca 24409)
- BACK IN YOUR OWN BACK YARD**  
Music by Dave Dreyer. Al Jolson, co-lyricist.  
(Benney Goodman, Capitol 733; Freddie Steward, Capitol 459; Eddie Condon, Commodore 551; Al Jolson, Decca 24108; Tiny Hill, Mercury 5508; Patti Page, Mercury 5463; Clark Sisters, MGM 10177; Roberta Lee, Tempo 430; Page Cavanaugh Trio, Victor 20-3149)
- GOLDEN GATE**  
Music by Dave Dreyer and Joe Meyer.  
(Al Jolson, Decca 24107)
- 1932—I WANNA BE LOVED**  
Music by Johnny Green. Ed Heyman, co-lyricist.  
(Dottie O'Brien-Joe Garber, Capitol 1044; Tony Bennett, Columbia 38825; Buddy Clark, Columbia 38491; Bill Cox-Cliff Hobbs, Columbia 20279; Owen Bradley, Coral 60241; Andrews Sisters, Decca 27007; Dinah Washington, Mercury 8181; Billy Eckstine, MGM 10716; Gene Ammons, Prestige 717; Fontaine Sisters, Victor 20-3772; Ray McInley, Victor 20-3436)
- 1939—THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL**  
Music by Dana Suesz, Irving Kahal, co-lyricist.  
(Budd Cole, Capitol 20092 and 15480; Ray Anthony, Capitol 1310; Dick Haymes, Decca 27392 and Decca 18636; Bill Snyder, London 876; Vic Damone, Mercury 5566; Ziggy Elman, MGM 10332; Vaughn Monroe, Victor 20-4007)
- YOURS FOR A SONG**  
Music by Dana Suesz. Ted Fetter, co-lyricist. (Written for the Billy Rose Aquacade at the N. Y. World's Fair.)  
(Lady Kane-Chris O'Brien, London 517)

**Allie Wrubel**

Allie Wrubel, who was born in Middletown, Conn., served his musical apprenticeship by singing in the church choir and playing in the high school orchestra and band, and, before entering Wesleyan University in 1922, played woodwinds and saxophone for a year with Paul Whiteman's orchestra.

Although well grounded in music at the age of 17, Allie had no intention of making music his career. Instead, he planned to study medicine, but in his junior year, one of his professors persuaded him to follow his marked and unusual musical bent.

After graduating from Wesleyan in 1926 and completing a post-graduate course in music at Columbia, Allie Wrubel started making the rounds of Tin Pan Alley, but the reception he received sent him scurrying to the more hospitable state of New Jersey where he managed movie theaters for three years.

In 1931, his first hit, *Now You're in My Arms*, was introduced by Morton Downey in that year's Garrick Gaities. This song was followed by four other hits, and in 1934 Warner Brothers put Allie under contract as a studio composer.

Alternating between film numbers and popular songs, Allie Wrubel today has no reason to regret his choice of a Steinway over a stethoscope. In 1941, his *My Own America* took first prize in a national patriotic songwriting contest and five years later his *Zip-A-Dee-Doo-Dah* was awarded the Oscar for the best film song of 1946.

**1932—AS YOU DESIRE ME**  
(Sarah Vaughn, Columbia 38462; Ink Spots, Decca 24585; Tony Martin, Mercury 5030 and Mercury 1061; Derry Falligan, MGM 16388)

**1933—FAREWELL TO ARMS**  
With Alton Silver.  
(Harry Belafonte, Capitol 1018; Vera Lynn, London 199)

**1937—GONE WITH THE WIND**  
Lyrics by Herb Magidson.  
(Art Tatum, Brunswick 80159; Paul Weston, Capitol 10129; Stan Freeman, Columbia 39151; Mel Torme, MGM 10584; Al Goodman, Victor 25-0419)

**1938—MUSIC, MAESTRO, PLEASE**  
Lyrics by Herb Magidson.  
(Larry "98" Kern, Banner 555; Benny Goodman, Capitol 4-20127; Sammy Kaye, Columbia 39015; Don Cherry-Tommy Dorsey, Decca 27247; Larry Raine, London 781; Frankie Lane, Mercury 5458; Tony Martin, Victor 20-3883)

**1940—I'M STEPPING OUT WITH A MEMORY TONIGHT**  
(Tony Martin, Decca 25054)

**1941—WHY DON'T WE DO THIS MORE OFTEN?**  
Lyrics by Charles Newman.  
(Benney Goodman, Capitol 736; Kay Kyser-Guy Simms-Harry Babolt, Columbia 38632; Margaret Phelan, MGM 10514)

**1946—WHY DOES IT GET SO LATE SO EARLY?**  
Lyrics by John Lehmann.

- Dick Haymes-Helen Forrest, Decca 23611; Barry Green, Rainbow 70017; I DO DO DO LIKE LOU (Bing Crosby, Decca 23954)**
- 1947—THE LADY FROM TWENTY-NINE PALMS**  
(Pied Piper, Capitol 460; Curt Massey, Coast 8011; Tony Pastor, Columbia 37362; Andrews Sisters, Decca 23976; Freddy Martin, Victor 20-2347)
- 1948—AT THE FLYING W I'M A-COMIN' A-COURTIN' CORABELLE**  
Lyrics by Charles Newman.  
(Hi, Lo, Jack and the Dame, Bullet 1019; Ted Weems, Mercury 5097; Kara Kobblers, MGM 10120)
- Film Songs and Scores**
- 1935—IN CALIENTE**  
A First National Picture with Dolores Del Rio, Pat O'Brien, Leo Carrillo, Edward Everett Horton, Glenda Farrell, Phil Regan and The De Marcos. Lyrics by Mort Dixon.  
**THE LADY IN RED**  
(Emil Coleman, De Luxe 1025; Stan Getz, Prestige 712; Ben Light, Tempo 1202; Xavier Cugat, Victor 27442)
- 1945—SING YOUR WAY HOME**  
An RKO picture with Jack Haley, Marcy McGuire and Anne Jeffreys. Lyrics by Herb Magidson.  
**I'LL BUY THAT DREAM**  
(Harry James, Columbia 36833; Dick Haymes-Helen Forrest, Decca 23434)
- 1946—SONG OF THE SOUTH**  
A Walt Disney-RKO picture with Ruth Wierick, Bobby Driscoll, James Baskette, Lucille Watson and Hattie McDaniel. Lyrics by Ray Gilbert.  
**ZIP-A-DEE-DOO-DAH**  
(This song was awarded the 1946 Oscar.)  
(Modernaires-Paula Kelly, Columbia 37147)
- 1947—THE FABULOUS DORSEYS**  
A United Artists picture with Jimmy and Tommy Dorsey, James Blair and Paul Whiteman. Lyrics by Don George.  
**TO ME**  
(Tommy Dorsey, Victor 20-2064)
- 1947—I WALK ALONE**  
A Paramount picture with Bert Lancaster, Elizabeth Scott and Kirk Douglas. Lyrics by Ned Washington.  
**DON'T CALL IT LOVE**  
(Claude Thornhill, Columbia 37979; Monica Lewis-Guy Lombardo, Decca 24298; Jove Melit, Mercury 5004)
- 1948—MELODY TIME**  
A Walt Disney picture with Roy Rogers and Trigger, Dennis Day, Andrews Sisters, Fred Waring, Freddy Martin, Frances Langford, Ethel Smith and Buddy Clark.  
**LITTLE TOOT**  
(King's Men, MGM 10178)

**Harry Revel**

Born in London, Harry Revel started taking music lessons at the age of nine. In 1920 he took his first professional step in music when he joined a Hawaiian band in Paris.

While playing engagements in the various capitols, he started to compose songs, his first number, *Oriental Eyes*, being published in Rome.

After two years with the Hawaiian band, Revel became affiliated with a Continental orchestra and made the Grand Circle Tour of Europe before settling down in Berlin, where he wrote the score for his first production, *Was Frauen Traumen*. This light opera attracted such favorable comment that he was commissioned to compose the music for productions staged in Paris, Copenhagen, Vienna and London, where he finished his European musical career by furnishing the songs for *Andre Charlot's Revue* of 1927.

Despite his success on the other side of the Atlantic, Harry Revel was a comparative unknown in the U. S. when he landed in New York City in 1929. During his rounds of the music publishing houses he met lyricist Max Gordon and accompanied him on a coast-to-coast vaudeville tour.

During their first week on the road Gordon and Revel knocked out 19 popular songs, one of which, *Underneath the Harlem Moon*, got such a terrific reception that they were engaged to write the music for several Broadway productions before being put under a Hollywood contract with Paramount. In 1935 ASCAP awarded them nine bonus prizes for writing as many of the outstanding songs of that year.

In 1942 the team of Gordon and Revel was dissolved. Harry Revel took charge of the Hollywood USO and staged shows at military hospitals, air bases and on flattops. He also edited and published a magazine for hospitalized veterans.

After the war Revel turned his talents to new fields, writing two albums of therapeutical compositions, *Music Out of the Moon* and *Music for Peace of Mind*, both of which were recorded by Capitol. He later formed a music publishing company and wrote the score for an operetta.

**Film Songs and Scores**

**1933—SITTING PRETTY**  
A Paramount picture with Jack Oakie, Jack Haley, Ginger Rogers, Thelma Todd, Gregory Rasoff, Lew Cody and Gordon and Revel. Lyrics by Mack Gordon.  
**DID YOU EVER SEE A DREAM WALKING?**  
(Bing Crosby, Columbia 4532-M; David Allen-Paul Smith Quartet, Discovery 518; Snooky Lanson, London 555; Jack Fina, MGM 30118; Vaughn Monroe, Victor 20-1966)

**1934—WE'RE NOT DRESSING**  
A Paramount picture with Bing Crosby, Carole Lombard, George Burns, Gracie Allen, Ethel Merman, and Lew Errol.  
Lyrics by Mack Gordon.  
**LOVE THY NEIGHBOR**  
(Bing Crosby, Decca 24471)

**1934—SHOOT THE WORKS**  
A Paramount picture with Jack Baeis, Ben Bernie, Dorothy Dell, Arline Judge

- and Rozal Karna. Lyrics by Mack Gordon.
- WITH MY EYES WIDE OPEN I'M DREAMING**  
(Bob Eberly, Coral 60158; Ink Spots, Decca 24887; Patti Page, Mercury 5344; Russ Case, MGM 10644)
- 1934—COLLEGE RHYTHM**  
A Paramount picture with Jack DeGlo, Joe Pomeroy, Lydia Roberts, Lacey Ross, Brian Mack and George Barber. Lyrics by Mack Gordon.  
**STAY AS SWEET AS YOU ARE**  
(Buddy Clark, Columbia 38409; Carmen Cavallaro, Decca 24955; Frankie Laine, Mercury 5028)
- 1936—STOWAWAY**  
A 20th Century-Fox picture starring Shirley Temple, Robert Young, Alice Faye and Helen Westley. Lyrics by Mack Gordon.  
**GOOD NIGHT, MY LOVE**  
(Andy Russell, Capitol 10113; California Commanders, Capitol 1089; Sarah Vaughan, Columbia 38897; Ray-O-Vacs, Decca 48187; Ames Brothers, National 9069)
- Vernon Duke**
- Vernon Duke was born Vladimir Dukelsky at Pskoff, Russia, in 1903. At the age of nine, he studied composition with Gliere and piano with Dondrovsky, and four years later, entered the Kiev Conservatory of Music to complete his music education. Then came the Revolution, and his family fled from the country.
- Coming to New York in 1923, he turned to music for a livelihood, playing piano in a burlesque house, writing the background music for a magician's act, and eventually making the acquaintance of George Gershwin, who helped school him in composing songs to the American taste.
- Returning to Europe in 1924, Duke attracted the attention of Diaghileff the celebrated impresario of the Russian ballet, who commissioned him to write the music for the ballet *Zephyr et Flore*.
- While in London, he wrote a musical play, *The Yellow Mask*, with Edgar Wallace, author of mystery thrillers. Visiting America for a second time in 1929, he found regular employment in a Long Island picture studio where he wrote and arranged incidental film music.
- A year later, Vladimir Dukelsky became Vernon Duke, putting into practice what George Gershwin had taught him in the interpolated numbers he wrote for the Garrick Gaities of 1930, *Shoot the Works* and *Americana* before composing the complete score for *Walk a Little Faster* in which he made his first bid for Tin Pan Alley immortality with *April in Paris*. He was then commissioned by the Shuberts to provide the music for the *Ziegfeld Follies* of 1934 and 1936-'37 and in 1941 followed with *Cabin in the Sky* in which Ethel Waters introduced his songs.

**Stage Musicals**

- 1932—WALK A LITTLE FASTER**  
A revue with Beatrice Lillie, Clark and McCullough, Evelyn Hoey, John Hundry and Donald Barr. Lyrics by E. Y. Harburg.  
**APRIL IN PARIS**  
(Paul Weston, Capitol 10129; Ray Noble-Cathy and Elliot Lewis, Columbia 38471; Eddy Duchin, Columbia 35703; Victor Young, Decca 27025; Hildegarde, Decca 23161; Freddy Martin, Harmony 1043 & Liberty 155; Charlie Spivak, London 652; Charlie Parker, Mercury 11037; Kaye Brothers, Stinson 777-2; Coleman Hawkins, Victor 20-3057; Dorothy Kirsten, Victor 10-1137)
- 1934—ZIEGFELD FOLLIES OF 1934**  
Presented by Billie Burke (Mrs. Florence Ziegfeld) with a cast headed by Fanny Brice, Jane Froman, Patricia Bowman, Willie and Eugene Howard, Everett Marshall and Vilma and Buddy Ebsen. Sketches by H. I. Phillips, Fred Allen and David Freedman. Lyrics by E. Y. Harburg.  
**WHAT IS THERE TO SAY?**  
(Bobby Hackett, Brunswick 80101; Bud Freeman and Wiley City 5, Decca 18113; Dizzy Gillespie, Downery 143; Jack Pleis, London 775)
- 1936—ZIEGFELD FOLLIES OF 1936-'37**  
Sketches by David Freedman, lyrics by Ira Gershwin and presented by a cast that included Fanny Brice, Bobby Clark, Gypsy Rose Lee, Cate Daley, Jane Pickens and Hugh Cameron.  
**TIME MARCHES ON**  
(Gail Daniels, Four Star 1325)  
**I CAN'T GET STARTED (WITH YOU)**  
(King Cole, Lester Young, Red Callender, Aladdin 1001; George Auld, Apollo 763; Benny Carter, Capitol 48035; Charles, Columbia 37915; Billie Holiday, Columbia 37494; Teddy Wilson, Columbia 36633; Dizzy Gillespie, Columbia 30147; Elliot Lammont, Decca 27125; Ray Eldridge, Decca 24417; Calvin Jackson, Discovery 112; Jane Russell, London 956; Jazz at the Philharmonic, Mercury 11024; Dinah Washington, Mercury 2052; Lesau Tristano, Mercury 1062; Erroll Garner, Mercury 1003; Sarah Vaughan, MGM 10752; Benny Berlin, Victor 20-4094; Benny Berlin, Victor 20-1500; Benny Berlin, Victor 36208)
- 1941—CABIN IN THE SKY**  
Book by Lynn Root, lyrics by John LaTourche, and starring Ethel Waters, in a cast that included Dorothy Wilson, Todd Duncan, Rex Ingram and Katherine Dunham.  
**TAKING A CHANCE ON LOVE**  
(Les Brown, Columbia 38838)
- CABIN IN THE SKY**  
(Les Brown, Columbia 38967; Stan Freeman, Columbia 39150; Ethel Waters, Continental 10056; Ella Fitzgerald, Decca 25125)  
**LOVE ME TOMORROW**  
(Al Casey, Crystal 261)
- 1944—SADIE THOMPSON**  
A musical version of "Sadie" with June Haver as "Sadie Thompson," Ralph Dunke as "Joe Hunt" and Lansing Hilditch as "Doc Davidson." Book and lyrics by Rowden Marmulach and Howard Dietz.

- THE LOVE I LONG FOR**  
(Harry James, Columbia 36798; Beverly Krizan, Victor 20-1137)
- Interpolated Numbers in Stage Musicals**
- 1935—THUMBS UP**  
A revue with Clark and McCullough, Hal LeRoy, J. Harold Murray, Eddie Carr, Ray Deely, the Pickens Sisters and Sheila Barratt.  
**AUTUMN IN NEW YORK**  
(Selick Henderson, Capitol 10178; Jo Stafford, Capitol 1248; Buddy Ward, Columbia 39076; Frank Sinatra, Columbia 38316)
- 1936—THE SHOW IS ON**  
A revue with Bert Lahr, Beatrice Lillie, Mitzie Mayfair, Gracie Barrie and Paul Hession. Lyrics by Ted Fetter.  
**NOW**  
(Ira Pettine, Columbia 7537; Kitty Carlisle, Decca 40123; Hildegarde, Decca 23161)

**Film Musical**

- 1942—CABIN IN THE SKY**  
An MGM picture with Ethel Waters, Lesau Hone, Eddie "Reddick" Anderson, "Fats" Waller and Duke Ellington. This film utilized the songs from the stage score.

**Sammy Fain**

Sammy Fain's boyhood ambition was to be a Broadway celebrity like his uncle, Willie Howard. He taught himself to play the piano, composed innumerable songs, and spent most of his allowance on postage stamps, submitting his songs by mail to New York music publishers. After graduating from high school, he came to New York and persuaded Jack Mills to take him on as a staff pianist. He played the local vaudeville houses with Artie Dunn as a partner, and made a name for himself as a radio entertainer before his first song was published in 1925.

Two years later, Sammy Fain met Irving Kahal and for the next 17 years collaborated with him on such songs as *Let a Smile Be Your Umbrella*, *Wedding Bells Are Breaking Up That Old Gang of Mine* and *When I Take My Sugar to Tea*.

Now celebrating his silver anniversary as a songwriter, Sammy Fain has realized his dream to become a Broadway celebrity, and with outstanding film songs to his credit he has attained an eminence in Hollywood that his uncle never reached.

**Popular Songs**

- 1927—LET A SMILE BE YOUR UMBRELLA (ON A RAINY DAY)**  
Lyrics by Irving Kahal and Francis Wheeler.  
(Lawrence Cook, Abbey 13012; Jimmy Dorsey, Columbia 36966; Frankie Carl, Columbia 38388; Don Cornell, Victor 20-4042)
- 1929—WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE**  
Lyrics by Irving Kahal and Willie Raklin.  
(Freddie Hall, London 518; Steve Gibson-Red Case, Mercury 8069; Snake Street Boys, MGM 10197; Savannah Churchill, Royal 3313; Don Cornell, Victor 20-4042)
- 1931—WAS THAT THE HUMAN THING TO DO?**  
Lyrics by Joe Young.  
(Kay Thompson, Decca 27130; Don Cornell, Victor 20-4043)
- WHEN I TAKE MY SUGAR TO TEA**  
Lyrics by Irving Kahal and Pierre Norman.  
(Boswell Sisters, Brunswick 80011; King Cole Trio, Capitol 815; Benny Strong, Tower 1401; Don Cornell, Victor 20-4044)
- 1938—I CAN DREAM, CANT I?**  
Lyrics by Irving Kahal.  
(Ruth Brown, Atlantic 905; Toots Arden, Columbia 38612; Glen Gray, Coral 60106; Andrews Sisters, Decca 24705; Sisters, National 4092; Jimmy Saunders, Brunswick 10083; Tex Beneke, Victor 20-3533)
- 1947—WILDEST GAL IN TOWN, THE**  
Lyrics by Jack Yellen.  
(Billy Eckstine, MGM 10049)
- 1948—CHURCH BELLS ON SUNDAY MORNING**  
Lyrics by Jack Yellen.  
(Gracie Fields, London 483)
- CHEAP CIGARS**  
Lyrics by Bob Williams.  
(Gene Harvey, MGM 10515; Pied Piper, Victor 20-2033)
- DEAR HEARTS AND GENTLE PEOPLE**  
Lyrics by Bob Williams.  
(Ralph Flanagan, Brunswick 36-8014; Eddie Kirk, Capitol 40216; Gordon MacRae, Capitol 777; Benny Strong, Capitol 757; Dinah Shore, Columbia 38605; Bing Crosby, Decca 24833 & Decca 24798; Bob Hawman-Johnny Ryan, Decca 24794; Buddy Gray, London 558; Patti Page, Mercury 5336; Donna Ray, Victor 20-3596)
- 1950—LOCK, STOCK AND BARREL**  
Lyrics by Paul Francis Webster.  
(Laurie Seay-Smythers, Columbia 12216-F; Bing Crosby-Andrews Sisters, Decca 24942; Dale Evans, Victor 21-0310)

**Stage Songs and Scores**

- 1935—GEORGE WHITE'S SCANDALS OF 1935**  
A revue with book by Eddie Davis, Matt Brooks and George White, lyrics by Jack Yellen, and presented by a cast that included Wilton and Eugene Newark, Don Rice, Ella Logan and Ann Miller.  
**ARE YOU HAVIN' ANY FUN**  
(Ella Logan, Columbia 25251; Freddy Miller, King 15079)
- SOMETHING I DREAMED LAST NIGHT**  
(Ella Logan, Columbia 25251; Anita O'Day, London 475; Teddy Wilson, MGM 10875)
- 1945—TOPLITSKY OF NOTRE DAME**  
Book and lyrics by George Marion, Jr. and Jack Barlow. Lyrics by George Marion, Jr. and Jack Barlow.

headed by J. Edward Bromberg, Gus Van, Betty Jane Watson, Wardie Dorwan, Estelle Sloan, Walter Long, Frank MacLean and Phyllis Lynn.

**LOVE IS A RANDOM THING**  
(Ray Noble-Buddy Clark, Columbia 37215; Kern & Sloop, Tempo 1016)

**1950—MICHAEL TODD'S PEEP SHOW**  
A revue that revolved burlesque with striptease girls and prat-fall comics. Lyrics by Herb Magidson.

**VIOLINS FROM NOWHERE**  
(Percy Faith, Columbia 38800; Todd Manors, MGM 10710; Vaughn Monroe, Victor 20-3606)

Film Songs and Scores

**1930—THE BIG POND**  
A Paramount picture with Maurice Chevalier and Claudette Colbert. Lyrics by Irving Kahal and Pierre Norman.

**YOU BROUGHT A NEW KIND OF LOVE TO ME**  
(Bert Wood, Aladdin 532; Jonah Jones, Commodore, 17507; Milton Jefferson, Commodore 7512; Eileen Barton, Mercury 5410)

**1933—FOOTLIGHT PARADE**  
A Warner Brothers' picture with James Cagney, Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbe, Frank McHugh and Hugh Herbert. Lyrics by Irving Kahal.

**BY A WATERFALL**  
(Dick Powell, Decca 24232)

**1936—THE GREAT ZIEGFELD**  
An MGM picture with William Powell, Myrna Loy and Louise Rainer. Lyrics by Lew Brown.

**THAT OLD FEELING**  
(Gail Meredith, Apollo 1093; Peggy Lee, Capitol 10012; Doris Day, Columbia 38542; Claude Thornhill, Columbia 38359; Count Basie, Columbia 36795; Kay Thompson, Decca 27130; Lee Richardson, DeLuxe 3307; Eddie Miller, Rainbow 90022; Larry Darmell, Regal 3310; Don Cornell, Victor 20-4043)

**1944—I'LL BE SEEING YOU**  
A United Artists' picture with Ginger Rogers and Joseph Cotton. Lyrics by Irving Kahal.

**I'LL BE SEEING YOU**  
(Erol Garner, Atlantic 674; Paul Weston, Capitol 20083; Paul Weston, Capitol 918; Billie Holiday, Commodore 7515 and Commodore 553; Tallulah Bankhead, Columbia 39109; Dinah Shore, Columbia 38568 and 36201; Eleanor Steber, Columbia 4609-M; Bing Crosby, Decca 24256; Hildegarde, Decca 24250; Bing Crosby, Decca 19595; Little Jimmy Scott, Roost 415; Don Cornell, Victor 20-4044; Tommy Dorsey, Victor 20-2508)

**1945—THRILL OF ROMANCE**  
An MGM picture with Van Johnson, Esther Williams, Henry Travers, Spring Byington, and Lauritz Melchior. Lyrics by Ralph Freed.

**PLEASE DON'T SAY "NO" (SAY MAYBE)**  
(Woody Herman, Coral 60003)

**1948—THREE DARING DAUGHTERS**  
An MGM picture with Jeanette MacDonald, Jane Darwell, Jane Powell and Edward Arnold. Lyrics by Howard Dietz.

**THE DICKEY BIRD SONG**  
(Blue Baron, MGM 10138)

Jimmy McHugh

After graduating from St. Paul's Preparatory School and serving an apprenticeship as a plumber's helper under his father, Jimmy McHugh declined a New England Conservatory of Music scholarship and went to work as an office boy and rehearsal pianist for the managing director of the newly opened Boston Opera House.

When he was offered a job as a song plugger in the Boston branch of Irving Berlin's publishing house, he became one of the firm's 22 pianists and vocalists who peddled around Boston and its suburbs on bicycles, singing and playing illustrated songs in the Berlin catalogue. He worked at least three theaters a night and doubled on Saturdays at the music counters of five-and-dime stores. In return he received \$8 a week—and Berlin supplied the bicycle. Eventually, McHugh decided to go to New York, where he wrote the music for the Cotton Club Revues for seven years, and became a Broadway celebrity in 1928-'29 when his *Blackbirds* ran for 518 performances at the Liberty Theater.

He was one of the founders of St. Malachy's, the actor's church in New York City, where he served as organist, and had four successful musical shows to his credit before he answered the call of Hollywood when films became articulate.

Contributing songs to more than 50 pictures during the past 20 years, Jimmy McHugh has more than duplicated his Broadway triumphs in the film capital. In addition to rating a doctor's degree conferred upon him by Los Angeles City College, he was the recipient of the Presidential Certificate of Merit for his wartime activities, which included the writing of songs for the 7th and 8th War Bond drives and producing the 1945 War Bond Aquacade at the Beverly Hills Hotel. He wrote two of the outstanding songs of World War II: *Coming in on a Wing* and *A Prayer and Say a Prayer for the Boys Over There*.

Jimmy McHugh also rates a bow as the discoverer of stellar talent. He brought Duke Ellington into the Cotton Club for its opening during the fabulous Twenties and started him on a spectacular career. His *South American Way* made Carmen Miranda the toast of Broadway overnight. And he booked a band for Ben Marden's *Riviera Revue* that was a steal at \$1,400 a week, the members of the organization including Tommy and Jimmy Dorsey, Glenn Miller, Bob Crosby and Ray McKinley.

Popular Songs

**1931—EMALINE**  
Lyrics by George A. Little. (Hazel Scott, Columbia 32997; Art Tatum, Decca 25202; Peggy Prince, Mercury 2214)

Jerry Jerome Trio, Stinson 359-1; Frankie Carlle, Victor 20-3744)

**1924—WHEN MY SUGAR WALKS DOWN THE STREET**  
Lyrics by Irving Mills and Gene Austin. (Benny Strong, Capitol 750; Bob Crosby, Coral 60171; Sy Oliver, Decca 24662; Turk Murphy, Tower 1547)

**1926—I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME**  
Lyrics by Clarence Gaskill. (Edmond Hall & Swinglet, Blue Note 511; Coleman Hawkins-Chocolate Dandies, Commodore 15701; Eddie Heywood, Commodore 7524; Jess Stacy, Commodore 601; Eddie Heywood, Commodore 577; Frankie Carlle, Columbia 36333; Ella Fitzgerald, Decca 25124; Bing Crosby-Carmen Cavaliaro, Decca 23457; David Allen-Paul-Smith Quartet, Discovery 532 and Discovery 518; Red Norvo Trio, Discovery 144; Bill Snyder, London 971; Frankie Laine, Mercury 1028; Lionel Hampton, MGM 10979; Erroll Garner, Savoy 723; Mel Henke, Tempo 444; Lisa Kirk, Victor 20-4031)

**1933—HAPPY TIMES**  
Lyrics by Dorothy Fields. (Jo Stafford, Capitol 785; Dinah Shore, Columbia 38659; Danny Kaye, Decca 24820; Benny Lee, London 376)

Stage Musicals

**1928—BLACKBIRDS OF 1928**  
Book and lyrics by Dorothy Fields and presented by an all-Negro cast headed by Adelaide Hall, Aida Ward and Bill Robinson.

**I CAN'T GIVE YOU ANYTHING BUT LOVE (BABY)**  
(Erroll Garner, Atlantic 666; Frank DeVol, Capitol 8-28011; Peggy Lee, Capitol 10118; Tony Bennett, Columbia 39187 and 38856; Louis Armstrong, Columbia 38221 and 38053; Louis Jordan, Decca 27620; Sy Oliver, Decca 27185; Louis Armstrong, Decca 25355; Connie Boswell, Decca 25313; Ben Pollack, Discovery 131; Pierre Brastavsky, Jumbo 27; Earl Bostic, King 4437; Ruth Berman, Liberty 354; Buddy Greco, London 655; Sabby Lewis, London 516; Rose Murphy, Mercury 8111; Tim Hill, Mercury 5546; Gene Ammons, Prestige 731; "Bumps" Myers, RPM 306; Ben Light, Tempo 558; Buddy Morrow, Victor 20-3947)

**DIGA-DIGA-DO**  
(Frank DeVol, Capitol 8-28013; Sonny Kendis, Columbia 36396; Rex Stewart's Big Seven, HRS 2004; Helen Gray, London 761; George Hartman, Mercury 5185)

**I MUST HAVE THAT MAN**  
(Miff Mole, Coral 620; Jane Russell, Columbia 37916; Teddy Wilson-Billie Holiday, Columbia 36207; Connie Haines, Coral 60320; Ella Fitzgerald, Decca 25126)

**1930—INTERNATIONAL REVUE**  
Book by Nat Dorfman and Lew Leslie, lyrics by Dorothy Fields and presented by a cast that included Florence Moore, Gertrude Lawrence, Harry Richman, Jack Pearl, Moss and Fantana, Jans and Whalen and Argentina.

**MAKE UP YOUR MIND**  
(Kitty Wells, Victor 21-0333)

**ON THE SUNNY SIDE OF THE STREET**  
(Lester Young, Aladdin 164; Frank DeVol, Capitol 8-28013; Jay McShann, Capitol 10039; Chu Berry, Commodore 1508; Billie Holiday, Commodore 614; Duke Ellington, Columbia 36702; Benny Goodman-Peggy Lee, Columbia 38292; Benny Goodman Sextet-Peggy Lee, Columbia 38219; Charioteers, Columbia 37918; Benny Goodman Sextet-Peggy Lee, Columbia 37514; Ted Lewis, Columbia 36300; Chris Powell & Five Blue Flames, Columbia 30175; Morton Gould, Columbia 4555-M; Rice Brothers Gang, Decca 46069; Harry Richman, Decca 24390; Bing Crosby-Lionel Hampton, Decca 23843; Eddie Heywood, Decca 23534; Judy Garland, Decca 18524; Jack Parnell, London 162; Coleman Hawkins, Mercury 1109; Frankie Laine, Mercury 1027; Scotty Graham, National 9141; Pee Wee Hunt, Regent 139; Four Star Rhythm Section, Rhythm 301 and 107; Olive Marion, Rondo 200; Erroll Garner, Savoy 772; Nat (King) Cole, Savoy 600; Roy Milton, Specialty 513; Coleman Hawkins-Cozy Cole, Savoy 550; Ben Light, Tempo 574; Tommy Dorsey, Victor 20-2005.)

**EXACTLY LIKE YOU**  
(Frank DeVol, Capitol 8-28013; King Cole & Trio, Capitol 70050; Bud Freeman, Commodore 513; Punch Miller, Century 4006; Eddy Howard, Columbia 37992; Count Basie-Jimmy Rushing, Coral 60037; Charles LaVere's Chicago Looper, Jumbo 6; Oscar Peterson, Mercury 8930; Frankie Laine, Mercury 1179; Cliff Lang, Pan American 142; Kern & Sloop, Tempo 750; Lisa Kirk, Victor 20-4032)

**1939—STREETS OF PARIS**  
Lyrics by Al Dubin and presented by a cast headed by Lucille Larr, Carmen Miranda, Yvonne Bouvier, Bobby Clark and Abbott and Costello.

**SOUTH AMERICAN WAY**  
(Andrews Sisters, Decca 25095; Carmen Miranda, Decca 23911 and Decca 23130.)

**1948—AS THE GIRLS GO**  
A musical comedy in which Bobby Clark played the harassed husband of the first woman president of the United States, a role in which Irene Rich made her stage debut. The cast also included Betty Lou Barbe, Bill Callahan and Kathryn Lee. Book by William Roos and lyrics by Harold Adamson.

**I GOT LUCKY IN THE RAIN**  
(Jerry Wayne-Janette Davis, Columbia 38387)

**AS THE GIRLS GO**  
(Bobby Clark, Victor 20-3451)

**FATHER'S DAY**  
(Bobby Clark, Victor 20-3451)

Film Songs and Scores

**1931—CUBAN LOVE SONG**  
An MGM picture starring Lawrence Tibbett in a cast that included Lupe Velez and Jimmy Durante. Lyrics by Dorothy Fields.

**CUBAN LOVE SONG**  
(Sonny Galindo, Apollo 1170; Frank DeVol, Capitol 8-28012; Gordon MacRae, Capitol 1545)

**1933—DINNER AT EIGHT**  
An MGM picture with a cast that included Marie Dressler, John Barrymore, Wallace Beery, Jean Harlow, Lionel Barrymore, Lee Tracy, Edmund Lowe, Billie Burke, Madge Evans and Jean Harlow. Lyrics by Dorothy Fields.

**DON'T BLAME ME**  
(Frank DeVol, Capitol 8-28011; Paul

Weston, Capitol 4-26023; Art Tatum, Capitol 15713; Andy Russell, Capitol 10112; Charlie Parker, Dial 1021; Coleman Hawkins, Mercury 1131; Erroll Garner, Mercury 1032; Hal McIntyre, MGM 30102; Betty Garrett, MGM 30100 and MGM 30180; J. J. Johnson, Savoy 949; Illinois Jacquet, Savoy 651; Lisa Kirk, Victor 20-4030)

**1934—HAVE A HEART**  
An MGM picture with a cast that included Jean Parker, James Dunn, Una Merkel and Stuart Erwin. Lyrics by Dorothy Fields.

**LOST IN A FOG**  
(Frank DeVol, Capitol 8-28012; Coleman Hawkins-Stanley Black, Decca 16252)

**1935—I DREAM TOO MUCH**  
An RKO picture starring Lily Pons in a cast that included Henry Fonda, Eric Blone, Lucille Ball and Osgood Perkins. Lyrics by Dorothy Fields.

**JOCKEY ON THE CAROUSEL**  
With Jerome Kern. (Lily Pons, Columbia 71698-D; André Kostelanetz, Columbia 7460)

**1935—EVERY NIGHT AT EIGHT**  
A Paramount picture with George Raft, Alice Faye, Frances Langford and Patsy Kelly. Lyrics by Dorothy Fields.

**STRICTLY CONFIDENTIAL**  
(Bud Powell, Mercury 11047)

**I'M IN THE MOOD FOR LOVE**  
(Louis Armstrong, Brunswick 80107; Frank DeVol, Capitol 8-28012; King Cole Trio, Capitol 4-20063; Paul Weston, Capitol 4-20024; Red Nichols, Capitol 10029; Erroll Garner, Columbia 39274; Dardanelle, Columbia 39146; Mary Kaye Trio, Columbia 38495; Freddy Gardner, Columbia 38346; Charioteers, Columbia 37912; Morton Gould, Columbia 4537-M; Elliot Lawrence, Decca 27126; Hildegarde, Decca 23544; Charlie Ventura Imperial 5079; Charlie Parker, Mercury 11071; Coleman Hawkins, Mercury 8101; Frankie Laine, Mercury 1178; Georgie Stoll & MGM Ork, MGM 30051; Billy Eckstine, National 9016; James Moody, Prestige 703; Four Star Rhythm Section, Rhythm 302; Erroll Garner, Savoy 725; Johnny Guarnieri Trio, Savoy 554; Lisa Kirk, Victor 20-4031; Juanita Hall, Victor 20-3633)

**I FEEL A SONG COMING ON**  
(Frank DeVol, Capitol 8-28011; Lisa Kirk, Victor 20-4030)

**1935—HOORAY FOR LOVE**  
An RKO picture with Ann Southern, Gene Raymond and Bill Robinson. Lyrics by Dorothy Fields.

**HOORAY FOR LOVE**  
(Dinah Shore, Columbia 38094)

**1936—ROBERTA**  
An RKO picture with Irene Dunne, Fred Astaire and Ginger Rogers. Lyrics by Dorothy Fields.

**LOVELY TO LOOK AT**  
With Jerome Kern. (Eddy Duchin, Columbia 35704; Carmen Cavallaro, Decca 23793; Kitty Carlisle & Alfred Drake, Decca 23572; Lew White, MGM 30105; Kern & Sloop, Tempo 1088; Al Goodman, Victor 45-0072)

**1937—YOU'RE A SWEETHEART**  
A Universal picture with Alice Faye, George Murphy, Ken Murray and Charles Winninger. Lyrics by Harold Adamson.

**YOU'RE A SWEETHEART**  
(Ethel Waters, Brunswick 80146; Frank DeVol, Capitol 8-28012; Harry James, Columbia 38717; Jack Owens & 3 Beas & a Beep, Decca 24935; Carmen Cavallaro, Decca 23794; Jane Harvey, MGM 10670; Lisa Kirk, Victor 20-4032)

**1943—HAPPY GO LUCKY**  
A Paramount picture with Mary Martin, Dick Powell, Eddie Bracken, Betty Hutton and Rudy Vallee. Lyrics by Frank Loesser.

**LET'S GET LOST**  
(Frank DeVol, Capitol 8-28012)

**MURDER, HE SAYS**  
(Betty Hutton, Victor 20-4179)

**SING A TROPICAL SONG**  
(Andrews Sisters, Decca 24995; Frank Loesser, MGM 10044)

**1943—HERS TO HOLD**  
A Universal picture starring Deanna Durbin in a cast that included Joseph Cotten and Charles Winninger. Lyrics by Herb Magidson.

**SAY A PRAYER FOR THE BOYS OVER THERE**  
(Deanna Durbin, Decca 18575)

**1944—FOLLOW THE BOYS**  
A Universal picture with George Raft, Vera Zorina and Grace McDonald. Lyrics by Dorothy Fields.

**I FEEL A SONG COMING ON**  
(For records available, see 1935—EVERY NIGHT AT EIGHT)

**1944—JAM SESSION**  
A Columbia picture with Ann Miller, the Pied Pipers and the bands of Charlie Barnett, Louis Armstrong, Alvino Rey, Jan Garber, Glen Gray and Teddy Powell.

**I CAN'T GIVE YOU ANYTHING BUT LOVE**  
Lyrics by Dorothy Fields. (For records available, see 1928—BLACKBIRDS OF 1928 (stage musical))

**MURDER, HE SAYS**  
Lyrics by Frank Loesser. (Betty Hutton, Victor 20-4179)

**1944—SOMETHING FOR THE BOYS**  
A 20th Century-Fox picture with Carmen Miranda, Michael O'Shea, Vivian Blaine, Phil Stevens and Perry Como. Lyrics by Harold Adamson and Frank Loesser.

**WOULDN'T IT BE NICE**  
(Carmen Cavallaro, Decca 18631)

**1944—BETWEEN TWO WOMEN**  
An MGM picture with Van Johnson, Lionel Barrymore and Gloria DeHaven.

**I'M IN THE MOOD FOR LOVE**  
Lyrics by Dorothy Fields. (For available records, see 1935—EVERY NIGHT AT EIGHT)

**1946—DO YOU LOVE ME?**  
A 20th Century-Fox picture with Maureen O'Hara, Dick Haymes, Harry James and Rosalind Gardner. Lyrics by Harold Adamson.

**I DIDN'T MEAN A WORD I SAID**  
(Harry James, Columbia 36973; Ted Martin, DeLuxe 1017)

**1947—SMASH UP**  
A Universal picture with Susan Hayward, Marsha Hunt and Lee Bowman. Lyrics by Harold Adamson.

**LIFE CAN BE BEAUTIFUL**  
(Harry James, Columbia 37156)

**1948—IF YOU KNEW SUSIE**  
An RKO picture starring Edie Cantor and Joan Davis. Lyrics by Harold Adamson.

**MY HOW THE TIME GOES BY**  
(Hal McIntyre, MGM 10075)

**1948—A DATE WITH JUDY**  
An MGM picture with Wallace Beery, Jane Powell, Elizabeth Taylor, Carmen Miranda and Xavier Cugat and his orchestra. Lyrics by Harold Adamson.

**IT'S A MOST UNUSUAL DAY**  
(Frank DeVol, Capitol 8-28013; Margaret Whiting, Capitol 724; Ray Noble-Anita Gordon, Columbia 38200; Vera Lynn, London 229)

Abel Baer

Abel Baer was preparing for a professional career in 1917 when his induction into the army interrupted his dental studies. He then decided to take up flying after passing his tests for the Army Air Corps, but never got off the ground, transferring to the infantry in deference to his parents' wishes.

At the close of the war he took over an orchestra leader's baton from his older brother. After two years as an orchestra conductor in and around Boston, he came to New York with an ambition to write songs.

A year after his arrival, Paul Whiteman introduced *All That I Need Is You* at the Palais Royale. Paul White-

man, in fact, took a particular fancy to the young composer's music, and included Baer's *Mama Loves Papa* on the historic Aeolian Hall Concert program of February 12, 1924, when George Gershwin's *Rhapsody in Blue* had its premiere. That same year Baer's *Jane Night* was the first popular song ever to be played in Carnegie Hall, and later his *I Miss My Sweets* was the hit of the *Chaunce Soursis*, the imported Russian revue.

**1924—MAMA LOVES PAPA**  
With Cliff Friend. (Tony Pastor, Columbia 38741)

**JUNE NIGHT**  
With Cliff Friend. (Dorothy Ann-Wil Bradley, Atlantic 9129; Cliff Edwards, Mercury 5309)

**1928—I AIN'T GOT NOBODY**  
Lyrics by Irving Caesar. (Art Tatum, Brunswick 80131; Sammy Davis Jr., Capitol 70004; Earl Hines, Columbia 35873; Sy Oliver, Decca 27094; Coleman Hawkins-Buck Washington, Decca 18252; Sister Slocum, King 15020; Judy Canova, Mercury 6149; Bob Wills, MGM 10459; Coleman, Regal 3308)

**1929—BLUE HAWAII**  
Lyrics by Irving Caesar. (Bing Crosby, Decca 25011; Bing Cros-

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**MY MOTHER'S EYES**  
 Lyrics by L. Wolfe Gilbert and George Jessel.  
 (Nellie Lutcher, Capitol 40042)  
**1934—AM I TO BLAME?**  
 Lyrics by Sam Lewis.  
 (Artie Wayne, Coral 60457; Johnny Daischel, Crystal 269; Meredith Howard, Mercury 8233)  
**1943—THERE ARE SUCH THINGS**  
 With George Meyer. Lyrics by Stanley Adams.  
 (Billy Eckstine, National 9096)

**Peter De Rose**

One of a family of nine children, all of whom had marked musical talent, Peter De Rose started his musical education when he was 12 years old, but after taking just four piano lessons from an older sister, he found it was easier for him to play by ear than by note and he taught himself to compose simple melodies. After graduating from high school, De Rose went to work as a stockroom clerk for Schirmer's where in 1920 he composed his first song, *When You're Gone I Won't Forget*. He persuaded F. P. Haviland to buy the song for \$25. It sold close to a million copies and its popularity prompted Ricordi & Company, to give De Rose a job. Three years later he made his debut as a radio entertainer with May Singhi Breen as his partner, and for the next 10 years they were billed over NBC as *The Sweethearts of the Air*. Peter played the piano and Miss Breen the ukulele, and they introduced a new and inimitable style of singing in which they helped popularize many of the songs that De Rose wrote during this period. Among his many hits, including *Muddy Water and Who Do You Know in Heaven*, his *Deep Purple* is universally regarded as his piece de resistance. Written as a piano solo in 1933 and introduced for the first time as an orchestral number by Paul Whiteman in 1934, it has gained recognition as one of the outstanding classics of modern American music.

**Popular Songs**

- 1931—WHEN YOUR HAIR HAS TURNED TO SILVER**  
 Lyrics by Charles Tobias.  
 (Mona Lewis-Bob Eberly, Decca 24325; Vera Lynn, London 107; Denver Darlings, MGM 10084; Perry Como, Victor 20-589)  
**WAGON WHEELS**  
 Lyrics by Billy Hill.  
 (Sammy Davis Jr., Capitol 822; Paul Robeson, Columbia 17519-D; Sy Oliver, Decca 270944; Ben Light, Tempo 602; Spade Cooley, Victor 20-3672)  
**1932—SOMEBODY LOVES YOU**  
 Lyrics by Charles Tobias.  
 (David Middleton, Capitol 727; Ken Griffin, Columbia 39085; Johnny Bond, Columbia 20592)  
**1933—HAVE YOU EVER BEEN LONELY (HAVE YOU EVER BEEN BLUE)**  
 Lyrics by Billy Hill.  
 (Little Sam & Lee, Apollo 1153; Oklahoma Sweethearts, Capitol 40070; Janetie Davis, Columbia 38890; W. Lee O'Daniel, Columbia 20307; Ernest Tubbs, Decca 46144; Marie Henderson, King 4268; Lisa Kirk-Don Cornell, Victor 20-3694)  
**1938—DEEP PURPLE**  
 Lyrics by Mitchell Parish.  
 (Published first as a piano solo in 1933)

and introduced as an instrumental number in 1934 (Charlie Barnet, Apollo 1092; Art Tatum, Brunswick 80141; Paul Weston, Capitol 4-20062 and Capitol 15294; Sara Vaughan, Columbia 39370; Frankie Carle, Columbia 37316; Don Baker, Columbia 36626; Morton Gould, Columbia 4667-M; Elliot Lawrence, Decca 27126; Bing Crosby, Decca 25285; Phil Moore, Discovery 127; Elmer Bieck, Hollywood Rhythms 1529; Mercury Studio Ork, Mercury 5438; David Rose, MGM 30164; Hank D'Amico and Sextet, MGM 10639; Ravens, National 9065; Errol Garner, Roost 604; Ray Block, Signature 15116; Ben Light, Tempo 592; Larry Clinton, Victor 42-6033; Percy Faith, Victor 20-3525; Three Suns, Victor 20-2357; Paul Whiteman, Victor 36131)  
**THE LAMP IS LOW**  
 With Bert Shefter. Lyrics by Mitchell Parish.  
 (Frank DeVol, Capitol 10138; Rita Stevens, Columbia 4550-M; Junior Daniels, Discovery 507; Jack Fina, Mercury 1025)  
**ON A LITTLE STREET IN SINGAPORE**  
 Lyrics by Billy Hill.  
 (Jose Melis, Columbia 39182; Rey Smeck & Serenaders, Coral 60285)  
**1942—ALL I NEED IS YOU**  
 Lyrics by Benny Davis and Mitchell Parish.  
 (Hadda Brooks, London 8651)  
**1945—AMERICAN WALTZ**  
 Lyrics by Mitchell Parish.  
 (Meredith Willson, Decca 23214)  
**1947—THAT'S WHERE I CAME IN**  
 Lyrics by Charles Tobias.  
 (Dick Jurgens, Columbia 37290; Ink Spots, Decca 23809; Jack Fina, Mercury 5021; Perry Como, Victor 20-2117)  
**AS YEARS GO BY**  
 Lyrics by Charles Tobias.  
 (Based on Brahms' Hungarian Dance No.4; introduced in the film, "Song of Love.")  
 (Elliott Lawrence, Columbia 37545; Rose Stevens, Columbia 4549-M; Air Lane Trio, DeLuxe 1094; Bob Houston, MGM 10063)  
**1948—IN THE MARKET PLACE IN OLD MONTEREY**  
 Lyrics by Stanley Adams.  
 (Vic Damone, Mercury 5207; Art Mooney, MGM 10298)  
**ON THE LITTLE VILLAGE GREEN**  
 Lyrics by Stanley Adams.  
 (Larry Clinton, Decca 24438)  
**1949—WHO DO YOU KNOW IN HEAVEN? (THAT MADE YOU THE ANGEL YOU ARE)**  
 Lyrics by Al Stillman.  
 (Jack Searle, Bluebird 31-0012; King Cole & Trio, Capitol 680; Dick Jurgens, Columbia 38530; Ink Spots, Decca 24693; Eddy Duchin, Harmony 1055; Dick James, London 399; Claude Thornhill, Victor 20-3506)  
**TWENTY FOUR HOURS OF SUNSHINE**  
 Lyrics by Carl Sigman.  
 (Tattlers, Bluebird 31-0011; Gordon MacRae, Capitol 711; Dick Jurgens, Columbia 38530; Art Mooney, MGM 10446)  
**1950—THE BREEZE IS MY SWEET-HEART**  
 Lyrics by Carl Sigman.  
 (Art Mooney, MGM 10721)  
**NO RANGE TO RIDE NO MORE**  
 Lyrics by Carl Sigman.  
 (Vaughn Monroe, Victor 20-3811)

**Joseph Meyer**

On a trip to Europe when he was 17 years old Joseph Meyer studied violin for a year in Paris. On his return to the United States he mastered the piano while working in a haberdashery store. He played with a dance

and concert orchestra at the Teahau Tavern in San Francisco for a year and a half before serving a 13-month hitch in the Army during World War I.  
 When Joe discarded khaki for mufti he became a businessman much against his will. His father set him up in a wholesale dry goods house in a futile attempt to have his son follow in his footsteps. After one year Joe came to New York to shape a career of his own choosing.  
 Like other unknown songwriters, Joe Meyer struggled and starved for two years. Then Buddy DeSylva handed him the title for a song and he completed the melody within an hour. Al Jolson introduced the song at the Winter Garden and California. *Here I Come* became a hit that sold more than a million sheet music copies.  
 Soon Joe Meyer had other headline artists plugging his songs. Gertrude Lawrence and Jack Buchanan stopped the show when they sang *A Cup of Coffee, a Sandwich and You in Andre Charlot's Revue* the following year. *Clap Hands, Here Comes Charley and Golden Gate* were equally successful. When Al Jolson turned thumbs down on *If You Knew Susie*, Eddie Cantor grabbed it and made it a rung in his ladder to fame.

- 1922—MY HONEY'S LOVIN' ARMS**  
 Lyrics by Herman Ruby.  
 (Available on the following records: Bud Freeman Trio, Commodore 504; Sextette From Hunger, MacGregor 1011; Bing Crosby & Mills Brothers, Columbia 4420-M in album MM-555)  
**CLAP HANDS, HERE COMES CHARLEY**  
 Lyrics by Billy Rose and Ballard MacDonald.  
 (Chick Webb Brunswick 80152; Jimmy Dorsey, Columbia 38731; Count Basie, Columbia 30231)  
**IF YOU KNEW SUSIE**  
 Lyrics by B. G. DeSylva.  
 Sextette From Hunger, MacGregor 1017; Tiny Hill, Mercury 6067; Frankie Masters, MGM 10155)  
**1928—GOLDEN GATE**  
 With Dave Dreyer. Lyrics by Billy Rose. Al Jolson, Decca 24107)  
**1932—WHOSE ARMS ARE YOU IN TONIGHT?**  
 With Charles Tobias.  
 (Lee Mont's Tu-Tones, London 613)  
**1938—HURRY HOME**  
 Lyrics by Buddy Bernier.  
 (Ernie Andrews, Aladdin 195)  
**1949—MEADOWS OF HEAVEN, THE**  
 Lyrics by Joseph McCarthy Jr.  
 (Mel Tormé, Capitol; Dick Jurgens, Columbia 38575; Bing Crosby-Ken Lane Singers, Decca 24721; Bob Houston, MGM 10509; Perry Como, RCA Victor 20-3543)

**Stage Songs and Scores**

- 1925—BIG BOY**  
 Starring Al Jolson. Lyrics by B. G. DeSylva.  
**CALIFORNIA, HERE I COME**  
 Al Jolson, co-lyricist.  
 (Available on the following records: Ben Pollack, Brunswick 80148; Al Jolson, Decca 23612; Eddie "Piano" Miller, Rainbow 40066)  
**1928—HERE'S HOWE**  
 With Irene Delroy, Allen Kearns and Eric Blues. Lyrics by Irving Caesar.  
**CRAZY RHYTHM**  
 Roger Wolfe Kahn, co-composer.  
 (Cy Walter, Apollo 1134; Doris Day, Columbia 38951; Harry James, Columbia 36545; Three Suns, Decca 6; Coleman Hawkins, Signature 28104)  
**1931—POSSESSED**  
 An MGM Picture with Clark Gable, Joan Crawford and Wallace Ford. Lyrics by Max Lait.  
**HOW LONG WILL IT LAST?**  
 (Freddy Miller, King Solomon 15054)

**Frank Loesser**

At the age of 18 Frank Loesser went to work as an office boy for a wholesale jewelry house. Later he became a reporter for a New Rochelle newspaper, a process server and a private eye for a chain restaurant. He then decided to capitalize on his ability to make words rhyme and become a songwriter.  
 Frank Loesser's first published song put him on the pay roll of RKO Radio Pictures. None of the dozens of songs Frank wrote during the next year were published. When his RKO contract wasn't renewed, he spent the next two years doing odd lyrical chores for Joe Meyer, J. Fred Coots and Otto Motzian.  
 In 1936 Hollywood took a chance on Frank Loesser. Working as a lyricist with Burton Lane, Hoagy Carmichael, Jimmy McHugh and other top-drawer composers, he acquired no small measure of fame and affluence.  
 During the war Frank Loesser was a private in the Special Services Division, assigned to the writing of "Blueprint Specials," soldier shows in one complete package — songs, sketches, orchestrations and instructions on scenic design and staging. The Army made a composer—a one-man songwriter—out of Frank Loesser.  
 His "battle hymns of the republic" included *Praise the Lord and Pass the Ammunition, What Do They Do in the Infantry?*, *Rodger Young and First Class Private Mary Brown*.  
 With the signing of the peace treaty, Frank Loesser returned to Hollywood. In October, 1948, he crashed Broadway with a "sleeper," *Where's Charley?*, which in a two-year run paid a million-dollar profit on a \$200,000 investment. He followed with *Guys and Dolls*, still on the boards and bidding for all-time gross records.

**Popular Songs**

- 1942—PRAISE THE LORD AND PASS THE AMMUNITION**  
 (Helen Eddy, Columbia 7426-M)

- 1943—HAVE I STAYED AWAY TOO LONG?**  
 (Tex Ritter, Capitol 15258 and 147; Tex Grande, DeLuxe 5004.)  
**SKIRTS (Night After Night in the Army)**  
 (Ray Robinson, Capitol 778; Tiny Hill, Columbia 38452; Johnny Long, King 15018; Tiny Hill, Mercury 1053.)  
**SPRING WILL BE A LITTLE LATE THIS YEAR**  
 (Deanna Durbin, Decca 23397; Frankie Carle, Victor 20-3732; Ralph Flanagan, Victor 20-3724.)  
**1945—RODGER YOUNG**  
 (Nelson Eddy, Columbia 7426-M; Burt Ives, Decca 23405.)  
**WAVE TO ME, MY LADY**  
 With William Strin.  
 (Owen Bradley, Ballet 600; Homesteaders, Mercury 2054; Hugo Winterhalter, Victor 20-4167; Elton Britt, Victor 20-1789.)  
**1947—BLOOP-BLEEP (I CAN'T SLEEP)**  
 (Dick "Two Tons" Baker, Mercury 5058; Frank Loesser, MGM 10044.)  
**A TUNE FOR HUMMING**  
 (Bob Houston, MGM 10093.)  
**WHAT ARE YOU DOING NEW YEAR'S EVE?**  
 (Dick Haymes, Decca 24168; Orioles, Jubilee 5017; Art Lund, MGM 10046.)  
**1948—THAT FEATHERY FEELING**  
 (Gordon MacRae, Capitol 15041; Tommy Tucker, Columbia 38108; Hoagy Carmichael, Decca 24299; Sam Browne, London 143; Vic Damone, Mercury 5107; Helen Forrest, MGM 10146.)  
**ON A SLOW BOAT TO CHINA**  
 (Eddy Howard, Mercury 5210; Snooky Lanson, Mercury 5191; Art Lund, MGM 10269.)  
**1950—HOOP-DE-DO**  
 With Milton DeLugg.  
 (Kay Starr, Capitol 980; Frankie Yankovic, Columbia 38799; Doris Day, Columbia 38771; Frankie Yankovic, Columbia 12520F; Ames Brothers, Coral 60209; Paulette Goddard, Decca 27222; Guy Lombardo, Decca 25189; Dorothy Lamour, Decca 23324; David Rose, MGM 30120; Frankie Carle, Victor 20-3733; Vaughn Monroe, Victor 20-1704)  
**1937—WALTER WANGER'S VOGUES OF 1938**  
 A United Artists picture with Warren Baxter and Joan Bennett. Music by Manning Sherwin.  
**LOVELY ONE**  
 (Lad Dees, Crystal 243.)  
**1938—COLLEGE SWING**  
 A Paramount picture with Burns and Allen, Martha Raye and Bob Hope. Music by Manning Sherwin.  
**I FALL IN LOVE WITH YOU EVERY DAY**  
 (Johnny Desmond, MGM 10974.)  
**1941—KISS THE BOYS GOOD-BYE**  
 A Paramount picture with Mary Martin, Don Ameche and Oscar Levant. Music by Victor Schertzinger.  
**I'LL NEVER LET A DAY PASS BY**  
 (Florence Wright, National 9124.)  
**1942—FOREST RANGERS**  
 A Paramount picture with Fred MacMurray, Paulette Goddard and Susan Hayward.  
**(I'VE GOT SPURS THAT) JINGLE, JANGLE, JINGLE**  
 Music by Joseph J. Lilley.  
 (Gene Autry, Columbia 20133; Brother Bones, Tempo 692.)  
**1942—THE FLEET'S IN**  
 A Paramount picture with Dorothy Lamour and William Holden. Music by Victor Schertzinger.  
**TANGERINE**  
 (Jimmy Dorsey, Decca 25255.)  
**1944—SEE HERE, PRIVATE HARGROVE**  
 An MGM picture with Robert Walker, Donna Reed, Keenan Wynn and Robert Benchley. Music by Ted Gray.  
**IN MY ARMS**  
 (Mitch Miller, Columbia 38964; Dick Haymes, Decca 18567.)  
**1947—VARIETY GIRL**  
 A Paramount picture with Mary Hatchler, Olga San Juan, DeForest Kelley and William Demarest.  
**TALLAHASSEE**  
 (Kate Smith, MGM 10028.)  
**1947—PERILS OF PAULINE**  
 A Paramount picture starring Betty Hutton in a cast that included John Lund, Constance Collier, Billy DeWolfe and William Demarest.  
**POPPA, DON'T PREACH TO ME**  
 (Dinah Shore, Columbia 37344.)  
**RUMBLE, RUMBLE, RUMBLE**  
 (Betty Hutton, Capitol 380.)  
**I WISH I DIDN'T LOVE YOU SO**  
 (Helen Forrest, MGM 10040.)  
**1949—RED, HOT AND BLUE**  
 A Paramount picture starring Betty Hutton, in a cast that included Victor Mature, June Haver, William Demarest and Frank Loesser himself as a gangster.  
**THAT'S LOYALTY**  
 (Betty Hutton, Capitol 676.)  
**I WAKE UP IN THE MORNING FEELING FINE**  
 (Lenny Rogers, King 15024; Steve Gibson-Red Caps, Mercury 8165.)  
**HANLEY**  
 (Betty Hutton, Capitol 676.)  
**(WHERE ARE YOU) NOW THAT I NEED YOU**  
 (Janet Gray, Capitol 719; Betty Hutton, Capitol 620; Doris Day, Columbia 38507; Kay Thompson, Decca 24695; Eddy Duchin, Harmony 1050; Vera Lynn, London 458; Frankie Lane, Mercury 5311; Jane Harvey, MGM 10453; Fran Warren, Victor 20-3482; Bill Harington, Vocalion 55059.)

**Film Songs and Scores**

- 1937—THE HURRICANE**  
 A United Artists picture with Dorothy Lamour and Jan Hall. Music by Alfred Newman.  
**MOON OF MANAKOORA**  
 (Alvino Rey, Capitol 10206; Harry James, Columbia 39289; Ray Noble-Tony Martin, Columbia 38770; Alfred Apaka-Danny Stewart, Decca 27222; Guy Lombardo, Decca 25189; Dorothy Lamour, Decca 23324; David Rose, MGM 30120; Frankie Carle, Victor 20-3733; Vaughn Monroe, Victor 20-1704)  
**1937—WALTER WANGER'S VOGUES OF 1938**  
 A United Artists picture with Warren Baxter and Joan Bennett. Music by Manning Sherwin.  
**LOVELY ONE**  
 (Lad Dees, Crystal 243.)  
**1938—COLLEGE SWING**  
 A Paramount picture with Burns and Allen, Martha Raye and Bob Hope. Music by Manning Sherwin.  
**I FALL IN LOVE WITH YOU EVERY DAY**  
 (Johnny Desmond, MGM 10974.)  
**1941—KISS THE BOYS GOOD-BYE**  
 A Paramount picture with Mary Martin, Don Ameche and Oscar Levant. Music by Victor Schertzinger.  
**I'LL NEVER LET A DAY PASS BY**  
 (Florence Wright, National 9124.)  
**1942—FOREST RANGERS**  
 A Paramount picture with Fred MacMurray, Paulette Goddard and Susan Hayward.  
**(I'VE GOT SPURS THAT) JINGLE, JANGLE, JINGLE**  
 Music by Joseph J. Lilley.  
 (Gene Autry, Columbia 20133; Brother Bones, Tempo 692.)  
**1942—THE FLEET'S IN**  
 A Paramount picture with Dorothy Lamour and William Holden. Music by Victor Schertzinger.  
**TANGERINE**  
 (Jimmy Dorsey, Decca 25255.)  
**1944—SEE HERE, PRIVATE HARGROVE**  
 An MGM picture with Robert Walker, Donna Reed, Keenan Wynn and Robert Benchley. Music by Ted Gray.  
**IN MY ARMS**  
 (Mitch Miller, Columbia 38964; Dick Haymes, Decca 18567.)  
**1947—VARIETY GIRL**  
 A Paramount picture with Mary Hatchler, Olga San Juan, DeForest Kelley and William Demarest.  
**TALLAHASSEE**  
 (Kate Smith, MGM 10028.)  
**1947—PERILS OF PAULINE**  
 A Paramount picture starring Betty Hutton in a cast that included John Lund, Constance Collier, Billy DeWolfe and William Demarest.  
**POPPA, DON'T PREACH TO ME**  
 (Dinah Shore, Columbia 37344.)  
**RUMBLE, RUMBLE, RUMBLE**  
 (Betty Hutton, Capitol 380.)  
**I WISH I DIDN'T LOVE YOU SO**  
 (Helen Forrest, MGM 10040.)  
**1949—RED, HOT AND BLUE**  
 A Paramount picture starring Betty Hutton, in a cast that included Victor Mature, June Haver, William Demarest and Frank Loesser himself as a gangster.  
**THAT'S LOYALTY**  
 (Betty Hutton, Capitol 676.)  
**I WAKE UP IN THE MORNING FEELING FINE**  
 (Lenny Rogers, King 15024; Steve Gibson-Red Caps, Mercury 8165.)  
**HANLEY**  
 (Betty Hutton, Capitol 676.)  
**(WHERE ARE YOU) NOW THAT I NEED YOU**  
 (Janet Gray, Capitol 719; Betty Hutton, Capitol 620; Doris Day, Columbia 38507; Kay Thompson, Decca 24695; Eddy Duchin, Harmony 1050; Vera Lynn, London 458; Frankie Lane, Mercury 5311; Jane Harvey, MGM 10453; Fran Warren, Victor 20-3482; Bill Harington, Vocalion 55059.)

- 1948—NEPTUNE'S DAUGHTER**  
 An MGM picture starring Esther Williams and Red Skelton in a cast that included Betty Garrett, Keenan Wynn and Xavier Cugat.  
**MY HEART BEATS FASTER**  
 (Leslie Williams-Ricardo Montalban, MGM 30197; Tony Martin, Victor 20-3454.)  
**BABY, IT'S COLD OUTSIDE**  
 (Margaret Whiting-Johnny Mercer, Capitol 567; Dinah Shore-Buddy Clark, Columbia 39463; Ella Fitzgerald-Louis Jordan, Decca 24644; Lynn and Frank Loesser, Mercury 5307; Esther Williams-Ricardo Montalban, MGM 30197; Homer and Jehro-June Carter, Victor 21-0078; Don Cornell-Laure Leslie-Sammy Kaye Ork., Victor 20-3448.)  
**1949—ROSEANNA McCOY**  
 An RKO picture, based on the Hatfield-McCoy feud, with a cast headed by Farley Granger, Joan Evans, Charles Bickford and Raymond Massey.  
**ROSEANNA**  
 (Milton DeLugg, Mac Gregor 1006; John Laorenz, Mercury 5302; Derry Falligan, MGM 10486; Freddy Martin, Victor 20-3484.)  
**1950—LET'S DANCE**  
 A Paramount picture with Betty Hutton, Fred Astaire, Roland Young, Ruth Warrick and Lucille Watson.  
**OH, THEM DUDES**  
 (Dorothy Shay, Columbia 38916; Pully Berger, Victor 20-3886.)  
**WHY FIGHT THE FEELING**  
 (Rosemary Clooney, Columbia 38900; Mills Brothers, Decca 27104; Richard Hayes, Mercury 5456; Ted Strasser, MGM 10821; Vaughn Monroe, Victor 20-3880.)  
**TUNNEL OF LOVE**  
 (Nat (King) Cole and Trio, Capitol 1133; Dinah Shore-Jack Smith, Columbia 38893; Mills Brothers, Decca 27104; Tex Beneke, Victor 20-3830.)

**Stage Musicals**

- 1948—WHERE'S CHARLEY?**  
 A musical comedy, based on Brandon Thomas' successful farce of 1873, "Charley's Aunt," by George Abbott, starring Ray Bolger in a cast that included Byron Palmer, Alyn Ann MacLerie, Doretta Morrow and Jane Lawrence.  
**THE NEW ASHMOLEAN MARCHING SOCIETY AND STUDENTS' CONSERVATORY BAND**  
 (Johnny Mercer, Capitol 15385; Mademoiselles, Decca 28410.)  
**MY DARLING, MY DARLING**  
 (Doris Day-Buddy Clark, Columbia 38553; Gracie Fields, London 369; Frankie Carle, Victor 20-3733.)  
**MAKE A MIRACLE**  
 (Ray Bolger-Allyn MacLerie, Decca 40065; Lynn and Frank Loesser, Mercury 5307.)  
**ONCE IN LOVE WITH AMY**  
 (Frank Sinatra, Columbia 38391; Ray Bolger, Decca 40065; John Laorenz, Mercury 5226; Frankie Carle, Victor 20-3733.)  
**1950—GUYS AND DOLLS**  
 A musical, based on a story by Damon Runyan, by Jo Swerling and Abe Burroughs, with a cast that included Sam Levent, Robert Alda, Vivian Blaine, Isabel Bigley, Stubby Kaye, B. S. Pully and Pat Rooney Sr.  
**FOLLOW THE FOLD**  
 (Stubby Kaye, Decca 27379.)  
**I'LL KNOW**  
 (Sarah Vaughn, Columbia 39124; Harry James, Columbia 39009; Georgia Gibbs, Coral 60310; Robert Alda-Isabel Bigley, Decca 27381; Tommy Dorsey, Decca 27313; Billy Eckstine, MGM 10825; Coleman Hawkins, Roost 513; Al Goodman, Victor 45-0093; Fran Warren, Victor 20-3956.)  
**A BUSHEL AND A PECK**  
 (Margaret Whiting-Jimmy Wakely, Capitol 1234; Doris Day, Columbia 39008; Connie Haines, Coral 60309; Vivian Blaine, Decca 27382; Andrews Sisters, Decca 27252; Souzette Chanteuse, Jubilee 3520; Richard Hayes-Kitty Kallen, Mercury 5501; Johnny Desmond, MGM 10800; Al Goodman, Victor 45-0094; Percy Como-Betty Hutton, Victor 20-3930.)  
**ADELAIDE'S LAMENT**  
 (Vivian Blaine, Decca 27383.)  
**GUYS AND DOLLS**  
 (Harry James, Columbia 39009; Connie Haines, Coral 60309; Stubby Kaye-Johnny Silver, Decca 27384; Andrews Sisters, Decca 27252; Al Goodman, Victor 45-0091.)  
**IF I WERE A BELL**  
 (Jan Garber, Capitol 1325; Doris Day, Columbia 39031; Georgia Gibbs, Coral 60310; Isabel Bigley, Decca 27385; Bing Crosby, Decca 27232; Frankie Lane, Mercury 5500; Art Lund, MGM 10826; Al Goodman, Victor 45-0092; Mindy Carson, Victor 20-3944.)  
**MY TIME OF DAY**  
 (Carmen Cavallaro, Decca 27573; Robert Alda, Decca 27382; Al Goodman, Victor 45-0092.)  
**I'VE NEVER BEEN IN LOVE BEFORE**  
 (Margaret Whiting, Capitol 1213; Doris Day, Columbia 39031; Joe Graydon, Coral 60311; Carmen Cavallaro, Decca 27572; Robert Alda-Isabel Bigley, Decca 27385; Bing Crosby, Decca 27232; Dick Brown, Jubilee 4011; Bob Haymes, King 15087; Bette Chapel-LeWinter, Mercury 5545; Billy Eckstine, MGM 10825; Al Goodman, Victor 45-0093; Ralph Flanagan, Victor 20-3949.)  
**MORE I CANNOT WISH YOU**  
 (Carmen Cavallaro, Decca 27574; Bing Crosby, Decca 27508; Pat Rooney Sr., Decca 27383)  
**SUE ME**  
 (Vivian Blaine-Sam Levent, Decca 27381; Al Goodman, Victor 45-0091; Don Cornell, Victor 20-3991.)  
**SIT DOWN, YOU'RE ROCKIN' THE BOAT**  
 (Lauli Armstrong, Decca 27254.)

**Duke Ellington**

Edward Kennedy Ellington was nicknamed the Duke by the kids in his neighborhood. In his senior year in high school he won a scholarship at Pratt Institute, Brooklyn, and planned to become a commercial artist. During his summer vacation, however, he composed his first tune, *Soda Fountain Rag*, while working up a soda jerker. After playing at several "rent parties," the Duke organized his first

**MANY THANKS TO THE D.J.'s**



**TOMMY EDWARDS**

"IT'S ALL IN THE GAME" "MORNING SIDE OF THE MOUNTAIN"  
 "ALL OVER AGAIN" "FR INSTANCE"  
 MGM (78)11035 (45)K11035 MGM (78)10989 (45)K10989

CURRENTLY  
**EARLE THEATRE, Phila., Sept. 13**  
**APOLLO THEATRE, New York, Sept. 21**

Writer and Composer of  
**THAT CHICK'S TOO YOUNG TO FRY**  
 and **ALL OVER AGAIN**  
 Direction: GENERAL ARTISTS CORP.

Personal Management  
**DANIEL HOLLYWOOD, 38 W. 53 St., New York**  
 Exclusive **MGM** Artist

band in Washington in 1918. Five years later he played with Wilbur Sweatman's band in Harlem theaters, and in 1924 the Broadway mob of prohibition days paid him homage at the Kentucky Club on 49th Street. During this time the Duke wrote his first smash hits, *The Blues I Love To Sing* and *Black and Tan Fantasy*. Irving Mills, the publisher, put Ellington under contract and sent him on the road with an augmented 12-piece band.

After a five-year engagement at the Cotton Club, he went to London and Paris, giving a command performance at Buckingham Palace. In 1930 he gave 28 concerts in as many nights in France, Holland, Norway, Denmark and Sweden, sailing for America just before the war started.

In 1943 he invaded the sacred precincts of Carnegie Hall and, after a two-hour concert, was hailed as "the most original musical mind in America."

In 1947 the Liberian government commissioned the Duke to compose an orchestral suite to commemorate the 100th anniversary of this African republic, founded by freed American slaves.

In addition to being a prolific composer, the Duke probably piles up more mileage a year than any other band leader. He covers the country, playing one-night stands at dances and concerts and resting up between jumps by doing live shows daily for sedentary week or two at metropolitan movie theaters.

**Popular Songs**

**1928—BABY WHEN YOU AIN'T THERE**  
Lyrics by Mitchell Parish  
(Duke Ellington, Columbia 35835)

**THE MOOCHE**  
Lyrics by Irving Mills  
(Duke Ellington, Brunswick 8002; Sonny Greer and Duke's Men, Capitol 10028; Duke Ellington, Victor 24486)

**1930—RING DEM BELLS**  
Lyrics by Irving Mills  
(Lionel Hampton, Victor 40-0111)

**1932—BEST WISHES**  
Lyrics by Ted Koehler  
(Duke Ellington, Columbia 35836)

**IT DON'T MEAN A THING 'IF YOU AIN'T GOT THAT SWING'**  
Lyrics by Irving Mills  
(The Hot Club of France, Decca 23032; Charlie Ventura, Victor 20-3669)

**1933—SOPHISTICATED LADY**  
Lyrics by Mitchell Parish and Irving Mills  
(Buddy Cole, Capitol 20135; Duke Ellington, Columbia 36312 and 35556; Andre Morton Gould, Columbia 4447-M; Phil Moore, Discovery 128; Jack Plein, London 871; Billy Eckstine, National 9049; George Shearing, Savoy 718; Charlie Ventura, Victor 20-3669)

**DROP ME OFF AT HARLEM**  
Lyrics by Rick Kenny  
(Duke Ellington, Columbia 35837)

**1934—SOLITUDE**  
Lyrics by Eddie De Lange and Irving Mills  
(Weade "Lux" Lewis, Blue Note 3; Capitol Jazzman-Dave Matthews, Capitol 10010; Duke Ellington, Columbia 36312; Andre Kostelanetz, Columbia 7507-M & 7430-M; Morton Gould, Columbia 4448-M; Dorsey Brothers, Decca 29238; Billie Holiday, Decca 23055; Herb Jeffries, Mercury 5539; Billy Day, Modern 20-702; Billy Eckstine, National 9086; Billie Stewart, Savoy 647; Percy Faith, Victor 20-4001; Charlie Ventura, Victor 20-3670)

**MOOD INDIGO.**  
Lyrics by Altkany Bopart and Irving Mills  
(Duke Ellington, Brunswick 80003; Buddy Cole, Capitol 42009; Sonny Greer and Duke's Men, Capitol, 10028; Duke Ellington, Columbia 38221; Boswell Sisters, Columbia 36521; Duke Ellington, Columbia 36312 and 35427; Andre Kostelanetz, Columbia 7506-M and 7430-M; Phil Moore, Discovery 128; Phil Green, London 244; Rex Wright, Tempo 494; Charlie Ventura, Victor 20-3671; Raymond Paige, Victor 36380; Duke Ellington, Victor 24486)

**1935—IN A SENTIMENTAL MOOD**  
Lyrics by Mabel Curtis and Irving Mills  
(Duke Ellington, Columbia 36312 and 36112; Casper Rivardon, Liberty 193; Buzz Astum, MGM 10323; Billy Eckstine, National 9060; Duke Ellington, Victor 20-3291)

**1937—CANAVAN**  
With Juan Tizol. Lyrics by Irving Mills.  
(Charlie Barnet, Apollo 1070; Edgar Hayes, Brunswick 80139; Alice Hall Trio, Capitol 60067; Teddy Wilson, Commodore 7527; Morton Gould, Columbia 4666-M; Dean Home, Crystalite 124; Sr. Oliver, Decca 24653; Dick Contino, Harca Heald 500-E; Jack Plein, London 853; Phil Green, London 244; Flip Phillips, Mercury 11018; Billy Eckstine, MGM 10518; Bob Matthews, MGM 10266; Ames Brothers, National 9069; Gordon Trio, Rondo 184; Kern and Sleep, Tempo 942; Joe Venuti-Bobby Maxwell, Tempo 408; Duke Ellington, Victor 20-3291; Russ Case, Victor 20-2828; Bunny Berigan, Victor 25653)

**CLOUDS IN MY HEART**  
With Barney Bigard. Lyrics by Irving Mills.  
(Duke Ellington, Columbia 37299)

**1938—I LET A SONG GO OUT OF MY HEART**  
Lyrics by Henry Keme and Irving Mills.  
(Duke Ellington, Columbia 36100)

**FRELUDE TO A KISS**  
Lyrics by Irving Gordon and Irving Mills.  
(Gene Ammons, Chess 1450; Stan Getz, Ross 328; John Harber Quartet, Sittin' With 503; Charlie Ventura, Victor 20-3671)

**1939—CAL FROM JOE'S**  
Lyrics by Billy Strayhorn and Irving Mills.  
(Charlie Barnet, Apollo 1106; Duke Ellington, Columbia 36108)

**GRIEVIN'**  
Lyrics by Billy Strayhorn and Irving Mills.  
(Duke Ellington, Columbia 35310)

**1942—ROCKIN' IN RHYTHM**  
Lyrics by Harry Carney and Irving Mills.  
(Charlie Barnet, Apollo 1106; Duke Ellington, Brunswick 80001; Milt Herth Trio, Decca 25064; Lionel Hampton, Decca 24415)

**1943—TONIGHT I SHALL SLEEP WITH A SMILE ON MY FACE**  
With Maxine Ellington. Lyrics by Irving Gordon.  
(Sarah Vaughn, Columbia 30512)

**DO NOTHING TILL YOU HEAR FROM ME**

Lyrics by Bob Russell,  
(Duke Ellington, Columbia 36363)

**DON'T GET AROUND MUCH ANYMORE**  
Lyrics by Bob Russell,  
(Duke Ellington, Columbia 36464; Ink Spots, Decca 18503; Duke Ellington, Victor 26610)

**1944—DON'T YOU KNOW I CARE?**  
Lyrics by Mack David,  
(Bert Davis, London 101)

**I DIDN'T KNOW ABOUT YOU**  
Lyrics by Bob Russell,  
(Count Basie, Columbia 36766)

**I'M BEGINNING TO SEE THE LIGHT**  
Lyrics by Johnny Hodson and Dan George,  
(Harry James, Columbia 38434 and 36758; Ink Spots-Ella Fitzgerald, Decca 25344 and 23399)

**1945—I AIN'T GOT NOTHIN' BUT THE BLUES**  
Lyrics by Dan George,  
(Woods Herman, Coral 60066)

**I'M JUST A LUCKY SO-AND-SO**  
Lyrics by Mack David,  
(Mister T., Aladdin 3053)

**AIR-CONDITIONED JUNGLE**  
Lyrics by Jimmy Munsifan,  
(Duke Ellington, Columbia 38165)

**1946—JUST SQUEEZE ME (BUT DON'T TEASE ME)**  
Lyrics by Lee Gaines,  
(Paul Weston, Capitol 285; Duke Ellington, Victor 20-1992)

**1947—T. T. ON TOAST**  
Lyrics by Irving Mills,  
(Duke Ellington, Columbia 37296)

**I DON'T KNOW WHY I LOVE YOU SO**  
Lyrics by Irving Mills,  
(Duke Ellington, Columbia 37296; Lonnie Gorson, Mercury 6109)

**1949—INDIGO ECHOES**  
Lyrics by Irving Mills,  
(Duke Ellington, Columbia 55003 and 1 I COULD GET A MAN  
Lyrics by Bill Cottrell  
(Duke Ellington, Columbia 38519)

**Instrumental Numbers**

**1927—BLACK AND TAN FANTASY**  
(Duke Ellington, Brunswick 80002 and Victor 24861)

**CREOLE LOVE SONG**  
Duke Ellington, Columbia 55003 and 38606; Larry Adler, Decca 24137; Phil Green, London 245; Duke Ellington, Victor 24861

**EAST ST LOUIS TOODLE-OO**  
(Duke Ellington, Brunswick 80000)

**1930—SLIPPERY HORN**  
(Duke Ellington, Columbia 37299)

**1935—MERRY-GO-ROUND**  
(Duke Ellington, Columbia 35837; Charlie Parker, Savoy 937)

**SHOWBOAT SHUFFLE**  
(Duke Ellington, Columbia 36112)

**1936—ECHOES OF HARLEM**  
(Duke Ellington, Columbia 36283)

**1939—TOOTIN' THROUGH THE ROOF**  
(Duke Ellington, Columbia 35310)

**AZURE**  
(Chick Webb, Brunswick 80133; Sammy Davis Jr., Capitol 70045; Duke Ellington, Columbia 36120; Bob Matthews; MGM 10266)

**1942—AMERICAN LULLABY**  
(Meredith Wilson, Decca 23215)

**1943—BLUE RAMBLE**  
(Duke Ellington, Columbia 35834)

**1944—"C" JAM BLUES**  
(Timy Grimes and Swingtrot, Blue Note 525; Just Jazz All Stars, Modern 20-696; Duke Ellington, Victor 27856)

**COTTON TAIL**  
(Duke Ellington, Victor 26610)

**1945—TOUGH TRUCKIN'**  
(Duke Ellington, Columbia 37207)

**Stage Musicals**

**1941—JUMP FOR JOY**  
A Negro revue with sketches by Sid Kuller and Hal Fimberg. Lyrics by Paul Webster and staged on the Pacific Coast with a cast that included Dorothy Dandridge, by Anderson and Herb Jeffries

**ROCKS IN MY BED**  
(Johnny Moore's Three Blazers, Aladdin 130)

**I GOT IT BAD AND THAT AIN'T GOOD**  
(Al Huddler-Harry Carney, Aladdin 154; Woody Herman, Capitol 15427; Benny Goodman, Columbia 36421; Ella Fitzgerald, Decca 25125; Duke Ellington, Victor 20-1560)

**NOTHING**  
(Harry James, Columbia 36399)

**1946—BEGGAR'S HOLIDAY**  
A modernized version of John Gai's 18th Century "Beggars' Opera" with book and lyrics by John La Touche and presented by a cast headed by Alfred Drake, Bernice Peters, Zerk Mistel and Avon Long

**WOMEN, WOMEN, WOMEN**  
(Dick Jensen, Columbia 38436)

**TAKE LOVE EASY**  
(Duke Ellington, Columbia 38519; Lena Horne, MGM 10100)

**Nacio Herb Brown**

Despite his musical ability, Herb Brown never intended to be a songwriter. His mother, an accomplished musician, taught him the rudiments of the piano when he was five years old and later encouraged him to take up the study of the violin.

After completing high school in Los Angeles, his parents tried to persuade him to study for a business career at the University of California, but before the college term opened that fall, Herb met Alice Doll, a singer at the Orpheum Theater and worked for a year as her accompanist.

Fed up with show business, he opened up a merchant tailoring establishment on his return to Los Angeles. The business prospered, but in 1920 he saw greater opportunities in real estate. The new venture boomed from the outset and Herb Brown shrugged his shoulders disdainfully when his first published song, *Coral Sea*, became a hit and

was equally cool to the reception accorded his *Doll Dance*, the high spot of Carter DeHaven's *Music Box Revue*. Two years later, however, he was persuaded to take a vacation from reality to collaborate with Arthur Freed in writing the songs for MGM's first musical, *Broadway Melody*. After writing several more song hits, which included *Singing in the Rain*, *You Were Meant for Me* and *Pagan Love Song*, he sold his real estate business and spent his full time at MGM.

When musical pictures suddenly went out of vogue, Herb Brown spent the next year and a half in New York, where he wrote *You're An Old Smoothie*, *Free for All* and *Paradise*, before returning to MGM in 1933 at the insistence of Irving Thalberg and Arthur Freed.

He retired in 1943, but returned to MGM in 1948 to write the music for *On An Island With You* and *The Kissing Bandit*.

**Popular Songs**

**1921—WHEN BUDDHA SMILES**  
With King Zany. Lyrics by Arthur Freed.  
(Jan Saitt, Brunswick 80122)

**1928—AVALON TOWN**  
Lyrics by Grant Clarke,  
(Cavanaugh's Carstone Cops, Capitol 1157)

**1932—YOU'RE AN OLD SMOOTHIE**  
(This was an interpolated number in the Broadway revue, *Free for All*)  
(Margaret Whiting, Capitol 809)

**Film Songs and Scores**

**1929—BROADWAY MELODY**  
An MGM picture with Bessie Love, Anita Page and Charles King. Lyrics by Arthur Freed.

**SINGING IN THE RAIN**  
(Danny Thomas, MGM 30120)

**YOU WERE MEANT FOR ME**  
(Claude Thornhill, Columbia 36298; Connie Benwell, Decca 25313; Harry Babbitt, Mercury 5117; George S. Holt, MGM 30049; Helen Forrest, MGM 10146; Art Mooney, MGM 10140; Ben Light, Tempo 678; Rose Murphy, Victor 22-0028; Tony Martin, Victor 20-4050)

**1929—HOLLYWOOD REVUE**  
An MGM picture with an all-star cast that included Marion Davies, Norma Shearer, Juan Crawford, Bessie Love, Conrad Nagel, Jack Benny, Lionel Barrymore, Cliff Edwards, Laurel and Hardy, John Gilbert, Anita Page, William Haines, Buster Keaton, Marla Dressler, Polly Moran and Charles King. Lyrics by Arthur Freed.

**1929—THE PAGAN**  
An MGM picture starring Ramon Novarro in a cast that included Renee Adoree, Dorothy Janis and Donald Crisp. Lyrics by Arthur Freed.

**PAGAN LOVE SONG**  
(Harry Owen, Capitol 4-20008; Alvino Rey, Capitol 10206; Julia Lee, Capitol 1149; Jo Stafford, Capitol 1039; Dorothy Lamour, Coast 8037 & 402; Herb Jeffries, Columbia 38835 & 38538; Ray Kinney, Decca 25028; Hile's Kalima Brothers, Forty Ninth Street 106; Ted Heath, London 329; Jerry Brud, Mercury 5531; Howard Keel, MGM 30280; Georgie Stoll, MGM 30252; Ziggy Elman, MGM 10815; Eddie Miller, Rainbow 40055; Ted Meyer, Spiro 9002; Ben Light, Tempo 594; Tony Martin, Victor 20-4048)

**1932—A WOMAN COMMANDS**  
An MGM picture starring Pola Negri in a cast that included Basil Rathbone, Renald Young and H. B. Warner. Lyrics by Gordon Clifford.

**PARADISE**  
(Andy Russell, Capitol 10114; Kay Kyser, Columbia 38596; Frank Sinatra, Columbia 36921; Claude Thornhill, Columbia 36298; Kitty White, Decca 27571; Paradise Island Trio, Decca 25159; Henry Jerome, London 759; Russ Columbo, Victor 27636)

**1933—THE BARBARIAN**  
An MGM picture starring Ramon Novarro in a cast that included Myrna Loy, Reginald Denney, Louise Clisser Hale, C. Aubrey Smith and Edward Arnold. Lyrics by Arthur Freed.

**LOVE SONGS OF THE NILE**  
(Alvino Rey, Capitol 10204)

**1939—PEG O' MY HEART**  
An MGM picture starring Marion Davis in a cast that included Orelow Stevens and Alan Mowbray. Lyrics by Arthur Freed.

**SWEETHEART DARLIN'**  
(Floyd Tillman, Columbia 20126; George Murphy, MGM 30091; Johnny Thompson, Regal 108; Phil Regan, Victor 20-4024)

**TEMPTATION**  
(Red Ingle-Natural Seven, Capitol 722; Buddy Cole, Capitol 20053; Morize Gould, Columbia 55033; Xavier Cugat, Columbia 35923; Bing Crosby, Columbia 4533-M & Decca 23754; Rise Stevens, Columbia 4928-M; Roberto Inglez, Coral 60382; Carmen Cavallaro, Decca 25402; Gordon Jenkins, Decca 24523; Eddie Heywood, Decca 23811; Gordon Jenkins, Decca 23633; Gertrude Nielsen, Decca 18351; Ted Martin, Deluxe 1014; Earl Bestie, Gotham 160; & King 4214; Georgie Stoll, MGM 30050; Billy Eckstine, MGM 10458; Liberace, Signature 15238; Kern and Sleep, Tempo 942; Perry Como, Victor 20-3298 & 20-1919; Artie Shaw, Victor 27230; Kerla Pandit, Vita 202)

**1939—RIP TIDE**  
An MGM picture with Norman Shearer, Robert Montgomery and Mrs. Patrick Campbell. Lyrics by Arthur Freed.

**WE'RE TOGETHER AGAIN**  
(Rabon Tarrant, Apollo 366)

**1934—SADIE McKEE**  
An MGM picture starring Jean Crawford in a cast that included Gene Raymond, Franchot Tone and Edward Arnold. Lyrics by Arthur Freed.

**ALL I DO IS DREAM OF YOU**  
(Betty Barclay, Discovery 50F; Jack Finn, MGM 30117; Jane Harvey, MGM 10870)

**1934—STUDENT TOUR**  
An MGM picture with Jimmy Durante, Charles Butterworth, Maxine Doyle, Phil Regan, Monte Blue and Betty Grable. Lyrics by Arthur Freed.

**FROM NOW ON**  
(Jimmy Walker, Coast 251)

**MUSIC-RECORD PROGRAMING GUIDE**

**1935—BROADWAY MELODY OF 1936**  
An MGM picture with Robert Montgomery, Maureen O'Sullivan, Edward Arnold and Mickey Rooney. Lyrics by Arthur Freed.

**YOU ARE MY LUCKY STAR**  
(Louis Armstrong, Brunswick 80107; Sammy Davis, Capitol 70004; Carmen Cavallaro, Decca 23795; Tony Martin, Victor 20-4049; Phil Regan, Victor 20-3833)

**ON A SUNDAY AFTERNOON**  
(Bernard Music Box, Bernard Music Box 18549)

**1935—A NIGHT AT THE OPERA**  
An MGM picture starring Genevieve, Harpo and Chico Marx in a cast that included Kitty Carlisle and Allen Jones. Lyrics by Arthur Freed.

**ALONE**  
(Bob Eberly, Capitol 1533; Bettie Crooney, King 15103; Redd Stewart, King 783; Allan Jones, Victor 10-1494)

**1936—SAN FRANCISCO**  
An MGM picture with Jeanette MacDonald, Clark Gable and Spencer Tracy. Lyrics by Arthur Freed.

**WOULD YOU?**  
(Bing Crosby, Decca 18790)

**1937—BROADWAY MELODY OF 1937**  
An MGM picture with Robert Taylor, Eleanor Powell, George Murphy, Judy Garland, Sophie Tucker, Willie Howard, and Robert Benchley. Lyrics by Arthur Freed.

**SUN SHOWERS**  
(Shep Fields, MGM 10678)

**1939—BONES IN ARMS**  
An MGM picture with Mickey Rourke and Judy Garland. Lyrics by Arthur Freed.

**GOOD MORNING**  
(Victor Young, Decca 27423)

**1941—ZIEGFELD GIRL**  
An MGM picture with James Stewart, Judy Garland, Hedy Lamour, Lana Turner, Tom Martin and Jackie Cooper. Lyrics by Gus Kahn.

**YOU STEPPED OUT OF A DREAM**  
(Barbara Carroll Trio, Discovery 129; Dave Brubeck Trio, Fantasy 501)

**1948—ON AN ISLAND WITH YOU**  
An MGM picture with Esther Williams, Peter Lawford and Jimmy Durante. Lyrics by Edward Heyman.

**TARIN' MISS MARY TO THE BALL**  
(Jack Smith, Capitol 15073; Kay Kyser, Columbia 38202; Squadrons, London 224)

**ON AN ISLAND WITH YOU**  
(Xavier Cugat, Columbia 38194; Squadrons, London 224; Hal McIntyre, MGM 10193)

**1948—THE KISSING BANDIT**  
An MGM picture starring Frank Sinatra and Kathryn Grayson in a cast that included J. Carroll Nash and Mildred Natwick. Lyrics by Edward Heyman and Earl Brent.

**IF I STEAL A KISS**  
(Frank Sinatra, Columbia 38334; Johnnie Johnston, MGM 10290; Vaughn Monroe, Victor 20-3204)

**SENONITA**  
(Frank Sinatra, Columbia 38334; Jack Smith and Clark Sisters, Capitol 15293; Denny Dennis, London 317; Vic Damone, Mercury 5198; Eddy Howard, Mercury 5211; Johnny Johnston, MGM 10290; Dennis Day, Victor 20-3208)

**LOVE IS WHERE YOU FIND IT**  
(Kathryn Grayson, MGM 30133)

**WHAT'S WRONG WITH ME?**  
(Big Bill, Columbia 30026; Patti Page, Mercury 5199; Kathryn Grayson, MGM 30133)

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Harry Warren

The son of a bootmaker and one of a family of eleven children, Harry Warren at the age of 15 got a job as a snare drummer with the John Victor Brass Band...

He worked as a stage hand at the old Liberty Theater in Brooklyn, a vaudeville and picture house, and was a member of the crew that set the stage for the opening performance at Brooklyn's Palace Theater...

Harry Warren's first song, "I Learned to Love You When I Learned My A-B-Cs," was never published. Billy Joyce and Jack Egan, then employed by music publishers...

In the past 17 years, Warren's songs have been recorded on the sound tracks of 60 or more films, and he is the only songwriter with three Oscars to his credit.

1922—ROSE OF THE RIO GRANDE Lyrics by Edgar Leslie (Jan Savitt, Brunswick 80140; Chuck Thomas, Capitol 746; Jonah Jones, Commodore 7548; Eddie Condon, Decca 24-220; Santa and Band, Mercury 8914)

1923—I LOVE MY BABY (MY BABY LOVES ME) Lyrics by Bud Green (Taff Green, Bullet 321; Jan Garber, Capitol 771; Larry Darnell, Regal 3274)

1926—WHERE DO YOU WORK, JOHN? Lyrics by Mort Weisinger and Charles Marks (Dick Robertson, Decca 25352)

1928—NAGASAKI Lyrics by Mort Dixon (Jesse Price, Capitol 40047; Benny Goodman Sextet, Capitol 15008; Fletcher Henderson, Decca 18253; Slocum Brothers, King 15082)

1928—ABSENCE MAKES THE HEART GROW FONDER (FOR SOMEBODY ELSE) Lyrics by Sam Lewis and Joe Young (Russ Morgan, Decca 23994)

1931—BY THE RIVER SAINTE MARIE Lyrics by Edgar Leslie (Gene Krupa, Columbia 38590; Sy Oliver and Ork, Decca 27315; Russ Morgan, Decca 23992; Frankie Laine, Mercury 5007)

1944—YOU'VE GOT ME WHERE YOU WANT ME Lyrics by Mack Gordon (Bing Crosby and Judy Garland, Decca 23-110)

1956—THIS IS ALWAYS Originally written for the film "Three Little Girls in Blue," this was published as a popular song when it was cut out of the picture. (Dick Balou, Continental 1194; Dick Haymes, Decca 23755; Charlie Parker Quintet, Dial 1019)

Stage Musicals

1930—SWEET AND LOW Book by David Freedman, lyrics by Billy Rose and Ira Gershwin and presented by a cast headed by James Barton, Fannie Brice, George Jessel and Hannah Williams. WOULD YOU LIKE TO TAKE A WALK?

Lyrics by Mort Dixon and Billy Rose. (California Commanders, Capitol 1089; Russ Morgan, Decca 23993)

1931—THE LAUGH PARADE Book by Ed Wynn and Ed Preble, lyrics by Mort Dixon and Joe Young and starring Ed Wynn, in a cast that included Eunice Kelly, Bartlett Simons and Ed Cheney. YOU'RE MY EVERYTHING (Bob Crosby, Bullet 1020; Red Nichols, Capitol 48012; Eddy Duchin, Columbia 36743; Russ Morgan, Decca 23992; Carmen Cavallara, Decca 23796; Billy Eckstine, National 9052)

1931—BILLY ROSE'S CRAZY QUILT Book by David Freedman, lyrics by Billy Rose and Mort Dixon and starring Fanny Brice in a cast that included Phil Baker, Ted Healy, Lew Brice, Ethel Narvic and Gomez and Winona. I FOUND A MILLION DOLLAR BABY (IN THE FIVE-AND-TEN CENT STORE) (Bing Crosby, Brunswick 80045; Bob Troup Trio, Bullet 1055; Sportsmen, Capitol 1507; Dicky Gillespie, Discovery 143; Russ Case, MGM 30337; Eddie "Piano" Miller, Rainbow 70011; Perry Como, Victor 20-4055)

WOULD YOU LIKE TO TAKE A WALK (SUM'N GOOD'LL COME FROM THAT) (California Commanders, Capitol 1089; Russ Morgan, Decca 23993)

Film Songs and Scores

1930—SPRING IS HERE A First National Picture with Alexander Gray and Bernice Claire. Lyrics by Sam Lewis and Joe Young. HAVE A LITTLE FAITH IN ME (Russ Morgan, Decca 23994)

1933—GOLD DIGGERS OF 1933 A Warner Brothers picture with William Warren, Joan Blondell, Aline Mahon, Ruby Keeler, Dick Powell, Guy Kibbe, Ned Sparks and Ginger Rogers. Lyrics by Al Dubin. GOLD DIGGERS' SONG (WE'RE IN THE MONEY) (Benny Morton, Columbia 36011)

I'VE GOT TO SING A TORCH SONG (Fletcher Henderson, Decca 18254)

SHADOW WALTZ (Frank DeVol, Capitol 20076; Morton Gould, Columbia 7554-M; Pan-Pacific Tempo, Coral 60011; Russ Morgan, Decca 23991; Guy Lombardo, Decca 23764; April Stevens, Society 13; Buddy Morrow, Victor 20-3994)

1933—FORTY SECOND STREET A Warner Brothers picture with Warner Baxter, Bebe Daniels, George Brent, Ruby Keeler, Dick Powell, Ginger Rogers and Guy Kibbe. Lyrics by Al Dubin. FORTY-SECOND STREET (Victor Silvester, Columbia 38439)

SHUFFLE OFF TO BUFFALO (California Commanders, Capitol 1125; Keys, London 574)

YOU'RE GETTING TO BE A HABIT WITH ME (Mel Torme, Capitol 1402 and 591; Doris Day, Columbia 39199)

1934—MOULIN ROUGE A United Artists picture with Constance Bennett, Franchot Tone, Tullio Carminati and Helen Westley. Lyrics by Al Dubin. BOULEVARD OF BROKEN DREAMS (Tony Bennett, Columbia 38825; Owen Bradley and Sextet, Coral 60294; Dick Haymes, Decca 27195)

1934—TWENTY MILLION SWEET-HEARTS A First National picture with Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins and Joseph Cowthorn. Lyrics by Al Dubin. I'LL STRING ALONG WITH YOU (Jo Stafford-Gordon MacRae, Capitol 768 and 15342; King Cole Trio, Capitol 10-102; Doris Day-Buddy Clark, Columbia 38394; Hugh Cameron, Crystal 201; Dick Powell, Decca 24229; Ronnie Deauville, Mercury 5267)

1934—DAMES A Warner Brothers picture with Joan Blondell, Dick Powell, Ruby Keller, Zazu Pitts, Guy Kibbe and Sammy Fain. Lyrics by Al Dubin.

I ONLY HAVE EYES FOR YOU (Paul Weston, Capitol 4-20021 and 15294; Doris Day, Columbia 38953; Frank Sinatra, Columbia 38550; Freddy Garner, Columbia 38346; Al Jolson, Decca 24684 and 24601; Dick Powell, Decca 24231; George Shearing, London 412; Ralph Marterie, Mercury 5507; Ronnie Deauville, Mercury 5203; Coleman Hawkins, Mercury 1145; Hank 'B' Amico, MGM 10638; Kate Smith, MGM 10529; Billy Eckstine, National 9076; Erroll Garner, Savoy 723; Tommy Dorsey, Victor 20-3560; Jane Pickens, Victor 20-3458)

1935—GO INTO YOUR DANCE A First National Picture starring Al Jolson in a cast that included Ruby Keeler, Glenda Farrell, Benny Rubin and Phil Regan. Lyrics by Al Dubin. ABOUT A QUARTER TO NINE (Al Jolson, Decca 24400)

1935—GOLD DIGGERS OF BROADWAY A First National picture with Dick Powell, Adolph Menjou, Gloria Stuart, Alice Brady and Glenda Farrell. Lyrics by Al Dubin. LULLABY OF BROADWAY (This was the first of Harry Warren's three Oscar-winning songs.) (Frank DeVol, Capitol 1354; Doris Day, Columbia 39197 and 39159; Hal Kemp, Columbia 35929; Andrews Sisters, Decca 27432; Tommy Dorsey, Decca 27396; Benny Fields, MGM 10867; David Rose, Victor 20-1512)

1936—SING ME A LOVE SONG A First National picture with James Melton, Patricia Ellis, Hugh Herbert, Zazu Pitts and Allen Jenkins. Lyrics by Al Dubin. SUMMER NIGHT (Red Norvo, Capitol 10186; Clark Dennis, Capitol 971; Ralph Marterie, Mercury 5491)

1937—MR. DODD TAKES THE AIR A Warner Brothers picture with Kenny Baker, Jane Wyman, Frank McHugh and Alice Brady. REMEMBER ME (Ozzie Waters, Coast 239; Bailes Brothers, Columbia 20408; Bing Crosby, Decca 18866; T. Texas Tyler, Four Star 1008; Ray Smith, National 5016; Skinnay Ennis, Signature 15032)

1937—MELODY FOR TWO A Warner Brothers picture with Kenny Baker, Patricia Ellis, Marie Wilson and Fred Keating. Lyrics by Al Dubin. SEPTEMBER IN THE RAIN (Paul Weston, Capitol 15653; Muggsy Spanier, Commodore 1517; Andy Kirk, Coral 60343; Lionel Hampton, Decca 27176; Dave Brubeck Octet, Fantasy 510; Bob Anderson, Jumbo 17; Johnny Hartman-Erroll Garner, Mercury 5378; Frankie Laine, Mercury 5275 and 5003; Alfred Newman, Mercury 4016; Willie Smith, Mercury 1107; George Shearing Quintet, MGM 30250; Georgie Stoll and MGM Studio Ork, MGM 30030; George Shearing Quintet, MGM 10426; Kern and Sloop, Tempo 514; Roberta Lee, Tempo 464)

1938—HARD TO GET A Warner Brothers picture with Dick Powell, Olivia De Havilland and Charles Winninger. Lyrics by Johnny Mercer. YOU MUST HAVE BEEN A BEAUTIFUL BABY (Robert Clary, Capitol 891; Ralph Ford, Crystallite 624; Perry Como, Victor 20-1916)

1941—THAT NIGHT IN RIO A 20th Century-Fox picture with Alice Faye, Carmen Miranda and Don Ameche. Lyrics by Mack Gordon. CHICA CHICA BUM CHIC (Xavier Cugat, Columbia 35995; Carmen Miranda, Decca 23210)

1941—WEEK-END IN HAVANA A 20th Century-Fox picture with Alice Faye, Carmen Miranda, John Payne and Cesar Romero. Lyrics by Mack Gordon. WHEN I LOVE I LOVE (Carmen Miranda, Decca 28340; Phil Green-Cuban Caballeros, Pan American 088)

1941—SUN VALLEY SERENADE A 20th Century-Fox picture with Sonja Henie, John Payne, Milton Berle and Glenn Miller's Ork. Lyrics by Mack Gordon. CHATTANOOGA CHOO-CHOO (Modernaires, Columbia 36992; Carmen Miranda, Decca 23265; Glenn Miller, Harmony 8D-5720 and Victor 20-2410 and Victor 42-0026)

IT HAPPENED IN SUN VALLEY (Kern and Sloop, Tempo 632) THE KISS POLKA (Lenny Herman and Quintet, Coral 60133; Harry Harden, Decca 45018)

1942—SPRINGTIME IN THE ROCKIES A 20th Century-Fox picture with Betty Grable, John Payne, Carmen Miranda and Cesar Romero. Lyrics by Mack Gordon. I HAD THE CRAZIEST DREAM (Harry James, Columbia 36659)

1942—ORCHESTRA WIVES A 20th Century-Fox picture with George Montgomery, Ann Rutherford, Lynn Bari, Carroll Landis and Glenn Miller's ork. Lyrics by Mack Gordon. SERENADE IN BLUE (Erroll Garner, Atlantic 675; Benny Goodman, Columbia 37514; Artie Shaw, Decca 27270; David Rose, MGM 30125; Art Mooney, MGM 10822; Billy Eckstine, National 9132; Glenn Miller Ork, Victor 20-2889)

1942—SONG OF THE ISLANDS A 20th Century-Fox picture with Betty Grable, Victor Mature and Jack Oakie. Lyrics by Mack Gordon. SING ME A SONG OF THE ISLANDS (Lani McIntire, Columbia 38808; Eddy Howard, Columbia 37993; Harry Owens, Columbia 37550; Bing Crosby, Decca 25025)

1943—HELLO, FRISCO, HELLO A 20th Century-Fox picture with Alice Faye, John Payne, Jack Oakie, Lynn Bari and June Havoc. Lyrics by Mack Gordon. YOU'LL NEVER KNOW (Frank Sinatra, Columbia 26678; Dick Haymes, Decca 18556)

1945—DIAMOND HORSESHOE A 20th Century-Fox picture with Betty Grable, Dick Haymes, Phil Silvers, William Gaxton, Beatrice Kay and Carmen Cavallara. Lyrics by Mack Gordon. THE MORE I SEE OF YOU (Bing Crosby, Decca 18662) IN ACAPULCO (Carmen Cavallara, Decca 18671)

1946—THE HARVEY GIRLS A MGM picture with Judy Garland, John Hodiak, Ray Bolger, Angela Lansbury, Pres-

tan Foster, Virginia O'Brien, Kenny Baker and Marjorie Main. Lyrics by Johnny Mercer.

ON THE ATCHINSON, TOPEKA AND THE SANTA FE (Johnny Mercer, Capitol 10156; Judy Garland, Decca 23458 and 23436; Bing Crosby, Decca 18690)

IT'S A GREAT WORLD (Judy Garland-Virginia O'Brien-Betty Russell, Decca 23460)

1946—ZIEGFELD FOLLIES An MGM picture with Fred Astaire, Lucille Ball, Lucille Bremer, Fanny Brice, Judy Garland, Kathryn Grayson, Lena Horne, Gene Kelly, Victor Moore, Red Skelton, Esther Williams, William Powell and Edward Arnold. Lyrics by Arthur Freed. THIS HEART OF MINE (Count Basie, Columbia 36795; Fred Astaire, Decca 23888)

1948—THE BARCLAYS OF BROADWAY An MGM picture with Fred Astaire, Ginger Rogers, Oscar Levant and Billie Burke. Lyrics by Ira Gershwin. YOU'LL BE HARD TO REPLACE (Fred Astaire, MGM 50016)

MY ONE AND ONLY HIGHLAND FLING (Jo Stafford-Gordon MacRae, Capitol 566; Dinah Shore-Buddy Clark, Columbia 38463; Dick Haymes-Dorothy Carless, Decca 24654; Fred Astaire-Ginger Rogers, MGM 50016; Freddy Martin, Victor 20-3432)

1948—MY DREAM IS YOURS A Warner Brothers picture with Jack Carson and Doris Day. Lyrics by Ralph Blane. SOMEONE LIKE YOU (Doris Day, Columbia 38375; Dick James, London 384; Eimer Christian, Mercury 6039; Eddy Howard, Mercury 5254; Art Lund, MGM 10348)

1950—SUMMER STOCK An MGM picture with Judy Garland, Gene Kelly, Eddie Bracken, Gloria DeHaven, Marjorie Main and Phil Silvers. Lyrics by Mack Gordon. FRIENDLY STAR (Margaret Whiting, Capitol 1132; Percy Faith, Columbia 38880; Charlie Savrak, London 763; Kay Brown, Mercury 5479; Judy Garland, MGM 30254)

YOU WONDERFUL YOU (Alan Dale, Columbia 38874; Jerry Gray, Decca 27122; Snooky Lanson, London 765; Roberta Quinlan, Mercury 5480; Gene Krilly, MGM 30252; Art Lund, MGM 10750; Don Cornell, Victor 20-3839; Rose Murphy, Victor 20-3534)

MEM'RY ISLAND (De Haven and Roberts, MGM 30252; Freddy Martin, Victor 30-3841)

DIG-DIG-DIG FOR YOUR DINNER (Modernaires-Les Brown, Columbia 38904; Jerry Gray, Decca 27122; Kelly and Silvers; MGM 30253; Phil Harris, Victor 20-38257)

IF YOU FEEL LIKE SINGING. SING (Judy Garland, MGM 30251)

HAPPY HARVEST (Judy Garland, MGM 30251)

Instrumental Numbers

1942—AMERICAN BARCAROLE (Meredith Willson, Decca 23215)

Arthur Schwartz

Arthur Schwartz taught himself to play the piano and worked as a pianist in a movie house to help defray the cost of his college education. He had no intention of making a career of music until 26 years old. After practicing law for two years, he started planning for a musical future by saving enough money to tide him over the lean years of his musical apprenticeship. His first published song, Baltimore M. D. You're the Only Doctor for Me, netted him only 88.43. He built up a cash reserve by writing both music and lyrics for vaudeville acts and contributing verse to magazines, and in 1929, wrote the music for the First Little Show and Here Comes the Bride, a London musical.

During the next five years Schwartz shuffled between New York and London, his Broadway productions being the Second Little Show, Flying Colors and At Home Abroad.

After blazing a new trail in radio with The Gibson Family, a musical series that ran for thirty-nine weeks and entailed the writing of approximately 90 original songs, Schwartz made Hollywood the next stop on his itinerary, and then returned to New York after three pictures to write the music for Virginia, and two Broadway productions: Between the Devil and Stars in Your Eyes.

Since 1941, Arthur Schwartz has been a resident of Hollywood, where in addition to writing both film scores and stories, he has served as the producer of such pictures as Cover Girl, starring Rita Hayworth and Gene Kelly, and Night and Day, the film biography of Cole Porter.

Stage Songs and Scores

1929—FIRST LITTLE SHOW This cut the pattern for the intimate revue, and had its genesis in a series of Sunday night concerts staged by James P. Bond and Tam Weatherly at the Selwyn Theater, New York. With the exception of Clifton Webb, the cast assembled by Dwight Deere Wiman, the producer, was made up of comparative unknowns that included Fred Allen, who had shown comic possibilities in a Broadway hit "Rainbow"; Libby Holman, a torch singer recruited from Tony's apartment; Peggy Conklin and Bettina Hall, while Ralph Rainger and Adam Carroll were featured as dual pianos in the orchestra pit. Book and lyrics by Howard Dietz.

I GUESS I'LL HAVE TO CHANGE MY PLAN (Eddie Le Mar, Capitol 4-20097; Johnny Mercer-Piet Pipers, Capitol 10065; Johnny Mercer, Capitol 1514; Dinah Shore, Columbia 38568; Eddy Duchin, Columbia 25704)

1930—THREE'S A CROWD Book and lyrics by Howard Dietz and presented by a cast headed by Libby Holman, Tamara Geva, Fred Allen, Clifton Webb, Fred MacMurray and Allan Jones.

SOMETHING TO REMEMBER YOU BY (Lester Young, Aladdin 3057; Paul Weston, Capitol 15652; Buddy Wood, Columbia 39090; Buddy Clark, Columbia 37996; Tommy Dorsey, Decca 27430; Dick Haymes-Helen Forrest, Decca 23944; Libby Holman, Mercury 5071)

1931—THE BAND WAGON Book by George S. Kaufman, lyrics by Howard Dietz and starring Fred and Adele Astaire in a cast that included Frank Morgan, Tullie Loach, Philip Loeb and Helen Broderick. DANCING IN THE DARK (Bing Crosby, Brunswick 80056; Art Tatum, Capitol 15519; Mary Mayo, Capitol 1318; Marion Gould, Columbia 55034; Mary Martin, Columbia 4646-M; Andre Kostelanetz, Columbia 4377-M and Columbia 4293-M; Jerry Gray, Decca 27458; Tommy Dorsey, Decca 27429; Carmen Cavallara, Decca 24186; Ray Brown, Decca 24057; Guy Lombardo, Decca 23997; Fella King, London 349; Charlie Parker, Mercury 11068; Jan August, Mercury 1056; Mark Wornow, MGM 30038; Zank Sims Quartet, Prestige 726; Artie Shaw, Victor 42-0021; Ralph Flanagan, Victor 20-4000; Artie Shaw, Victor 20-1554; Gladys Swarthout, Victor 10-1038; Artie Shaw, Victor 27548)

I LOVE LOUISA (Marty Martin, Columbia 4645-M)

1932—FLYING COLORS Book and lyrics by Howard Dietz and presented by a cast headed by Clifton Webb, Charles Butterworth, Philip Loeb, Buddy Ebsen, Tamara Geva, Patsy Kelly and Imogene Coca. ALONE TOGETHER (Jo Stafford, Capitol 20052; Tommy Dorsey, Decca 27429; Carmen Cavallara, Decca 24187; Dizzy Gillespie, Decca 141)

LOUISIANA HAYRIDE (Tommy Dorsey, Decca 27430; Raymond Paige, Victor 36381)

1934—REVENGE WITH MUSIC A musical comedy based on the Spanish short-story classic "Three Corners Hat" with book and lyrics by Howard Dietz and presented by a cast headed by Libby Holman, Ika Chase, George Metaxa and Charles Winninger. YOU AND THE NIGHT AND THE MUSIC (Buddy Cole, Capitol 20091; Buddy Cole, Capitol 15489; Andre Kostelanetz, Columbia 4612-M; Eleanor Steber, Columbia 4608-M; Morton Gould, Columbia 4535-M; Frank Parker, Mercury 1008; Tony Martin, Victor 20-2738)

1938—BETWEEN THE DEVIL Book and lyrics by Howard Dietz and presented by a cast headed by Jack Buchanan, Evelyn Laye, Adele Dixon, the DeBarkises and the Tune Twisters. I SEE YOUR FACE BEFORE ME (Andre Kostelanetz, Columbia 4375-M; and Columbia 4267-M; Tommy Dorsey, Decca 27431)

BY MYSELF (Emile Petti, Liberty 238)

1946—PARK AVENUE A satire with music on short-lived marriages and multiple divorces with a book by George S. Kaufman and Bunnally Johnson, lyrics by Ira Gershwin, and presented by a cast headed by Leahora Corbett, Arthur Margulien, Mary Wilkes, Raymond Walburn, Ray McDonald and Martha Stewart. THERE'S NO HOLDING ME (Percy Faith, Decca 27543)

1948—INSIDE U. S. A. A revue with sketches by Arnold Averack, Moss Hart and Arnold Harwitz. Lyrics by Howard Dietz, and starring Beatrice Lillie and Jack Haley in a cast that included Valerie Bettis and John Tyers. BLUE GRASS (Pearl Bailey, Columbia 38113)

RHODE ISLAND IS FAMOUS FOR YOU (Buddy Clark, Columbia 36111; Jack Haley, Victor 45-0052)

HAUNTED HEART (Buddy Clark, Columbia 36112 and 38903; Bing Crosby, Decca 24379; Guy Lombardo, Decca 24362; Vic Damone, Mercury 5120; George Paxson, MGM 10153; Perry Como, Victor 45-0050)

Film Songs and Scores

1946—THE TIME, THE PLACE, THE GIRL A Warner Brothers picture with Dennis Morgan, Jack Carson, Janis Paige and Carmen Cavallara. Lyrics by Leo Robin. A GAL IN CALICO (Johnny Mercer, Capitol 316; Benny Goodman, Columbia 37187; Bing Crosby, Decca 23739; Tony Martin, Mercury 5091; Larry Douglas, Signature 15074)

A RAINY NIGHT IN REO (Dinah Shore, Columbia 37157; Andrews Sisters, Decca 23740)

THROUGH A THOUSAND DREAMS (Dinah Shore, Columbia 37157; Carmen Cavallara, Decca 23747)

1946—HER KIND OF MAN A Warner Brothers picture with Dan Clark, Janis Paige, Zachary Scott and Fay Emerson. Lyrics by Howard Dietz. SOMETHING TO REMEMBER YOU BY (For records available, see Stage Musical, 1930—THREE'S A CROWD)

1949—DANCING IN THE DARK A 20th Century-Fox picture based on the Broadway musical "The Band Wagon," with a cast that included William Powell, Louis Stevens, Betty Grable, Adolph Menjou, Binky Stuart, Hope Emerson and Walter Catlett. Lyrics by Howard Dietz. DANCING IN THE DARK (For records available, see Stage Musical, 1931—THE BAND WAGON)

SOMETHING TO REMEMBER YOU BY (For records available, see Stage Musical, 1930—THREE'S A CROWD)

Thanks, DISC JOCKEYS! for spinning the HIT TUNE "WHY AM I LOSING YOU" by Borney Bergantine writer of "My Happiness" TUNE now getting top plays in Juke Boxes from Coast to Coast! COUNTER sales are jumping by leaps and bounds! "WHY AM I LOSING YOU" is successfully introduced by MARGARET WHITING and JIMMY WAKELY on Capitol Records. Also featured by DAVE THOMAS on Sweetheart Records with Don Roth and His Music. HAPPINESS HOUSE Music Publishers 4234 N. Grand Kansas City, Mo.

# College Football Marching Songs

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- Song of the Crimson Tide; Yea, Alabama—Percy Faith .....Columbia 38940
- Yea, Alabama; Song of the Crimson Tide—Johnny Long .....Decca 25246

## ARMY

- On, Brave Old Army Team—Percy Faith ..Columbia 38936
- On, Brave Old Army Team—Russ Morgan ..Decca 27139
- On, Brave Old Army Team; Army Blue—Kay Kyser .....Columbia 37872
- On, Brave Old Army Team—Jan Garber ..Capitol 10142
- On, Brave Old Army Team—Joel Herron ..MGM 10536
- The Caissons Go Rolling Along—Fred Waring and His Pennsylvanians ..Decca 18269
- The Caissons Go Rolling Along—Edwin Franko Goldman Band ..Columbia 36530 & 35972
- The Caissons Go Rolling Along—Decca Band .....Decca 25252 & 23925

## ARMY AIR CORPS

- Army Air Corps Song—Bob Crosby .....Decca 25254
- Army Air Corps Song—Dick Powell .....Decca 25253
- Army Air Corps Song—RCA Victor Band ..Victor 27815
- Army Air Corps Song—Sketch Henderson ..Capitol 501
- Army Air Corps Song—Fred Waring and His Pennsylvanians ..Decca 18269

## CALIFORNIA

- Fight for California—Percy Faith .....Columbia 38942

## COLUMBIA

- Roar, Lion, Roar—Joel Herron .....MGM 10539
- Roar, Lion, Roar—Vaughn Monroe .....Victor 20-3867
- Roar, Lion, Roar—Johnny Long .....Signature 15153

## CORNELL

- Alma Mater—Tex Beneke .....Victor 20-2338
- Far Above Cayuga's Water—Percy Faith .....Columbia 38939
- Far Above Cayuga's Waters—Starlighters ..Capitol 762
- Far Above Cayuga's Waters—Johnny Long .....Signature 240 & Signature 15154
- Far Above Cayuga's Waters—Walter Schumann .....Capitol 1752

## DUKE

- Dear Old Duke—Johnny Long .....Signature 15153

## FORDHAM

- Fordham "Ram"—Jan Garber .....Capitol 10144

## GEORGIA

- Rambling Wreck From Georgia Tech—Sundowners Band .....Windsor 7104
- Rambling Wreck From Georgia Tech—Vaughn Monroe .....Victor 20-3866
- Rambling Wreck From Georgia Tech—Russ Morgan .....Decca 27140
- Rambling Wreck From Georgia Tech—Jan Garber .....Capitol 10141
- Glory to Old Georgia—Jan Garber .....Capitol 10143
- Rambling Wreck From Georgia Tech—Phil Reed .....Dance-Tone 374
- Rambling Wreck From Georgia Tech—Tex Beneke .....Victor 20-2339
- Rambling Wreck From Georgia Tech—Dick Powell and the Foursome .....Decca 25249
- Rambling Wreck From Georgia Tech—Joel Herron .....MGM 10538
- Rambling Wreck From Georgia Tech—Percy Faith .....Columbia 38940

## ILLINOIS

- We're Loyal to You, Illinois—Jan Garber ..Capitol 57-677
- The Illinois Loyalty Song—Dick Powell ..Decca 25251
- The Illinois Loyalty Song—Columbia Military Band .....Columbia 35717

## INDIANA

- Indiana, Our Indiana—Jan Garber .....Capitol 57-678
- Indiana, Our Indiana—Joel Herron .....MGM 10538

## IOWA

- Iowa Corn Song—Jan Garber .....Capitol 677
- Iowa Corn Song—Percy Faith .....Columbia 38941

## LOUISIANA

- Cheer for L.S.U., The Bengal Swing—Johnny Long .....Decca 25242

## MAINE

- Stein Song—Jan Garber .....Capitol 10143
- Stein Song—Russ Morgan .....Decca 27138
- Stein Song—Dick Powell .....Decca 25251

## MARYLAND

- Maryland, My Maryland—Jan Garber .....Capitol 10141

## MICHIGAN

- Fight Song, the Victors—Jan Garber .....Capitol 678
- Victors—Percy Faith .....Columbia 38941
- Victors—Vaughn Monroe .....Victor 20-3865

## MICHIGAN STATE COLLEGE

- Fight Song—Jan Garber .....Capitol 678

## MINNESOTA

- University of Minnesota Rouser—Jan Garber ..Capitol 676

## MISSISSIPPI

- Old Miss; Alma Mater—Johnny Long .....Decca 25246

## NAVY

- Anchors Aweigh—Percy Faith .....Columbia 38939
- Anchors Aweigh—Russ Morgan .....Decca 27139
- Anchors Aweigh—Jan Garber .....Capitol 10142
- Don't Give Up the Ship—Dick Powell .....Decca 25250
- Anchors Aweigh—Joel Herron .....MGM 10536
- Anchors Aweigh—Kay Kyser .....Columbia 37872
- Anchors Aweigh—Fred Waring and His Pennsylvanians .....Decca 23717 & Decca 18486
- Anchors Aweigh—Eddie "Piano" Miller ..Rainbow 80066
- Anchors Aweigh—Tex Beneke .....Victor 20-2339
- Anchors Aweigh—Louis Castellucci Military Band .....Capitol 15702
- Anchors Aweigh—Edwin Franko Goldman Band .....Columbia 36532
- Anchors Aweigh—M. H. M. Grenadier Guards Band ...Columbia 366-M
- Anchors Aweigh—Decca Band .....Decca 25252

## NORTH CAROLINA

- Hark, the Sound of Tar Heels—Jan Garber ..Capitol 10141
- Carolina Victory Song; Carolina Fight Song; Tar Heels On Hand; Hark, the Sound of Tar Heels; All the Way Choo Choo—Johnny Long .....King Ohio 15030

## NORTHWESTERN UNIVERSITY

- Go, U Northwestern—Jan Garber .....Capitol 676

## NOTRE DAME

- Victory March—Percy Faith .....Columbia 38941
- Victory March—Russ Morgan .....Decca 27138
- Victory March—Kay Kyser .....Columbia 37873
- Victory March—Columbia Military Band ..Columbia 35714
- Victory March—Buckeye Boys .....London 799
- Victory March—Vaughn Monroe .....Victor 20-3868
- Victory March—Tex Beneke .....Victor 20-3240
- Victory March—Joel Herron .....MGM 10537
- Victory March—Johnny Long .....Signature 243
- Victory March—Notre Dame Univ. Band ..Victor 22808

## OHIO STATE

- Across the Field—Jan Garber .....Capitol 677
- Across the Field—Vaughn Monroe .....Victor 20-3865

## OKLAHOMA

- Oklahoma, Hail—Johnny Long .....Decca 25245

## OREGON STATE COLLEGE

- Hail to Old O.S.C.—Jan Garber .....Capitol 10143 & 524

## PENNSYLVANIA

- Fight On, Penn—Percy Faith .....Columbia 38939

## PITTSBURGH

- Hail to Pitt—Jan Garber .....Capitol 38939

## PRINCETON

- The Princeton Cannon Song—Jan Garber ..Capitol 10142

## PURDUE

- Hail Purdue—Jan Garber .....Capitol 678

## ST. MARY'S COLLEGE

- Fight On—Percy Faith .....Columbia 38942

## STANFORD UNIVERSITY

- Cardinal Is Waving—Percy Faith .....Columbia 38942
- Cardinal Is Waving—Vaughn Monroe .....Victor 20-3866

## TENNESSEE

- Fight! Vols, Fight! Spirit of the Hill—Johnny Long .....Decca 25248

## TEXAS

- The Eyes of Texas Are Upon You—Sharkey & Kings of Dixieland .....Capitol 1322
- The Eyes of Texas Are Upon You—Jan Garber .....Capitol 677
- The Eyes of Texas Are Upon You—Percy Faith .....Columbia 38940
- The Eyes of Texas Are Upon You—Light Crust Doughboys .....Columbia 20225
- The Eyes of Texas Are Upon You—Milton Brown .....Decca 46071
- The Eyes of Texas Are Upon You—Russ Morgan .....Decca 27141
- The Eyes of Texas Are Upon You—Dick Powell .....Decca 25248
- The Eyes of Texas Are Upon You—Tiny Hill .....Mercury 6087
- The Eyes of Texas Are Upon You—Clyde Hurley .....RPM 299
- The Eyes of Texas Are Upon You—Vaughn Monroe .....Victor 20-3867
- The Eyes of Texas Are Upon You—Tex Beneke .....Victor 20-2338

## TEXAS A & M

- The Aggie War Hymn—Johnny Long .....Decca 25244

## TEXAS CHRISTIAN

- Alma Mater—Johnny Long .....Decca 25244

## TROY

- Song of Troy—Vaughn Monroe .....Victor 20-3860

## TULANE

- Roll On, Tulane—Johnny Long .....Decca 25242
- Olive and the Blue—Percy Faith .....Columbia 38940

## UNIVERSITY OF SOUTHERN CALIFORNIA

### LOS ANGELES (U.C.L.A.)

- Hail, Blue & Gold; Hail to California—U.C.L.A. Glee Club .....Capitol 764

## UNIVERSITY OF SOUTHERN CALIFORNIA

- Fight On—Percy Faith .....Columbia 38942
- Fight On—Kay Kyser .....Columbia 37874
- Fight On—Columbia Military Band .....Columbia 35714
- Fight On—Joel Herron .....MGM 10537
- Fight On—Johnny Long .....Signature 15155
- Fight On—Vaughn Monroe .....Victor 20-3866

## VANDERBILT

- Vanderbilt University Medley—Johnny Long ..Decca 25243

## WASHINGTON & LEE

- Washington & Lee Swing—Jan Garber ...Capitol 10143
- Washington & Lee Swing—Nappy Lamare—Levee Loungers .....Capitol 884
- Washington & Lee Swing—Alvino Rey ..Capitol 767 & 701
- Washington & Lee Swing—Kay Kyser ..Columbia 37874
- Washington & Lee Swing—Light Crust Doughboys .....Columbia 20225
- Washington & Lee Swing—Bob Crosby .....Coral 60100
- Washington & Lee Swing—Milton Brown ..Decca 46071
- Washington & Lee Swing—Russ Morgan ...Decca 27140
- Washington & Lee Swing—Buckeye Boys ..London 798
- Washington & Lee Swing—Tex Beneke ..Victor 20-2337
- Washington & Lee Swing—Johnny Long ..Signature 15154

## WISCONSIN

- On Wisconsin—Jan Garber .....Capitol 676
- On Wisconsin—Percy Faith .....Columbia 38941
- On Wisconsin—Kay Kyser .....Columbia 37873
- On Wisconsin—Columbia Military Band ..Columbia 35716
- On Wisconsin—Russ Morgan .....Decca 27141
- On Wisconsin—Dick Powell .....Decca 25248
- On Wisconsin—Tex Beneke .....Victor 20-2340
- On Wisconsin—Johnny Long .....Signature 15156 & 243

## YALE

- Down the Field, Bright College Years, Boola Boola—Kay Kyser .....Columbia 37871
- Boola Boola "Yale"—Vaughn Monroe .....Victor 20-3865
- Boola Boola "Yale"—Jan Garber .....Capitol 10142
- Boola Boola—Columbia Military Band .....Columbia 35715

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Company .....

Address .....

City .....

Zone .....

State .....

# Television Special Event

Continued from page 3

could be, the headline on the paper stood out. It read: "Gromyko Beaten," which, considering that that was the story of the conference's first day, was a fine example of succinct video reporting.

### Dignity, Taste

The TV networks handled the proceedings with the dignity and good taste which the occasion demanded. Except for one lapse, when CBS cut out the conference momentarily to flash the Minute Maid Orange Juice cartoon spot, it gave the screamers, who make a career of blasting commercial broadcasting for educational and public service deficiencies, something to make their mouths water. And we don't mean orange juice.

It might have been wished, too, that NBC hadn't cut out the conference at approximately 3:15 p.m., EDT, on Wednesday, presumably to retain the revenue from the General Foods-Bert Parks Show. This, however, may have been a matter of economic necessity on several scores.

To illustrate the contributions, manpower and time-wise, made by the industry to achieve this notable public service, here is a partial list of web and station credits: NBC had over 100 people in San Francisco on this job, including commentators like H. V. Kaltenborn, Robert McCormick, Ray Henle, Bob Letts, John Wald, Elmer Peterson, Merrill Mueller, Alex Dreier, Francis McCall, Frank Bourgholtzer and others. The web's John Thompson, radio news and public affairs manager of KNBC, co-ordinated radio coverage. Davidson Taylor and Francis McCall were also active in handling TV coverage.

CBS, which was appointed to handle the pool pick-up via affiliate KPIX, also had a small army of people on the scene. Sig Mikelson, the web's director of news and public affairs, co-ordinated the show for the combined pool. Dave Kees, George Mathieson and Sandy Spillman were KPIX personnel on the job. CBS's battery of commentators was led by Charlie Colingwood and Walter Kronkheit.

More than 300 Mutual affiliates carried broadcasts of President Truman's address and signing of the treaty, and Mutual had commentators Cedric Foster, Bill Henry and Everett Hollis on the scene.

### Sacrifices

Among commercial shows canceled out to deliver the conference were: (on Du Mont) the Ballantine Yankee ball game telecast, the Phillip Morris, Dizzy Dean shows; (on Mutual) Ted Malone; on ABC, Mary Margaret McBride and *News of Tomorrow*; NBC and CBS, of course, also dropped a substantial number of commercial shows to handle the historic event, among these being NBC-TV's *Amateur Hour* and Kathi Norris, CBS-TV's Garry Moore and *First Hundred Years*.

As far as performances on the epochal telecasts were concerned, the cast was diversified and fascinating. Mr. Truman seems to be hurting his video personality as a result of a peculiar combination of cockiness and nervousness. His ad lib gestures to colleagues,

## BAB Prexy

Continued from page 4

facilities, resources and technical assistance to any group with a sincere interest in true evaluation of the radio medium and radio's relationship with the other complementary major media."

Ryan also pointed out that the ANA studies and its organized effort to assist its members in the general area of comparative media values so far have been restricted entirely to the problem of radio time values.

BAB will shortly issue a formal memo on what it considers the main technical and other limitations of the latest ANA study.

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## Copacabana, NY

Continued from page 21

clown, with the same old disarming style that can take a parody full of double entendres, get terrific belly laughs out of it and still make it sound inoffensive. His satirical belt at video shows, the lower the neckline, the higher the Hooper, with examples, was a whooper. His Disney rabbit with Freudian implications was another gem. From his opening familiar vroom-vroom-vroom to his always surprising ad libs, it was the same old Joe E., the sophisticated pixie of the saloon belt—and they loved him!

Constance Moore, brought in to draw the El Morocco trade, was easy on the eyes and almost as easy on the ears. Using a series of standards, mostly rhythms, gal held them for the opening numbers lost them on a ballad, and got them back with more rhythms. Her routine consisted of *You Can't Take it With You, Never Underestimate the Power of a Woman, Maybe You'll Be There, Lullaby of Broadway, Crush on You, Lorelie*, etc. Basically canary was on too long, understandable for an opening night. Her strange husky voice has a pleasant charm, particularly on bouncy numbers. Ballads, however, are not her dish. At least the one she did wasn't.

Peggy Ryan and Ray McDonald, a couple of young comedy hoofers, dashed on and clicked right away. Their dancing was excellent. But it was their fresh youthful bounce (not to mention their picture rep) plus an unabashed comedy styling that sold them coldly. The major comedy load was carried by Peggy, who mugged, ad libbed and did other physical bits for real yocks.

The productions were typical Copa stuff. The smallness of the floor doesn't permit more than the minimum of gyrations, but even with that, there was one kid, a blonde looker, who was completely at sea, or what Danny Thomas calls *farblunged*. The costumes, Billy Livingston creations, were beautiful and looked expensive. For the first time in years the finale, instead of the customary Latin number, was a college cheerleader production. It had football songs, cheers, etc. Dale Nunnally and Ted Norman did fairly well as the production singers. McCaffery and Suzanne were adequate in the dance slots. The Joan Edwards-Lynn Duddy music and lyrics were pleasant without being distinctive, with the possible exception of *Child of Manhattan* that had a wistful charm about it.

Mike Durso cut the show. Fernando Alvares did the Latin stuff.

Bill Smith.

## ANA Target

Continued from page 4

operations toward the new conditions as indicated in the ANA report.

Mutual Broadcasting System is figured to be in the most enviable position of all the radio webs in this connection, simply because it has hundreds of stations in no-TV areas at the present time, and scores in areas which are unlikely to get TV for years to come, if ever. National Broadcasting Company, the Columbia Broadcasting System, and to a lesser degree the American Broadcasting Company, figure to be hardest hit, not only because the majority of their key outlets are in well-developed TV areas, but because of the substantial revenues they've derived from the owned- and -operated radio stations, all in key TV markets.

While all the webs have for some time been striving toward adjusting to the new situation created by TV's growth, substance of current and future planning in this direction is in the top secret category for obvious reasons.

## U.S. Sports Probe

Continued from page 5

WNOP victory will mean the web can resume service to its stations. In line with the local baseball-vs.-radio situation, *Sporting News*, baseball trade paper, is readying plans to survey the results of a plan launched several months ago to cement closer relationships between local teams and stations. Promotion was designed to build local attendance at ball parks via concentrated pitches by local stations. The survey will determine whether plan is working or whether local broadcasters are only doing lip service to it. Report will also probe co-operation or lack of it on part of baseball factions.

## Oriental, Chicago

Continued from page 21

enation getting a good mitt on every number.

As usual, Cugat is strong visually as well as aurally. Abbe Lane, now a brunet and much slimmer than last year, has learned plenty when it comes to selling a song. Gal, who lacked the salesmanship last year, is selling like a million. Dulcina is the current edition of the satined gal who shivers in tempo with the band. Cugat, in line with the mambo theme has a terrific pair of terpers the Bar-rancos, sultry blonde and male partner to match, who do some Cuban jitter-bugging that pulled big mitting.

Comic Johnny Morgan could use some new material. He did a short impress of Mario Lanza, which showed he has an excellent set of pipes, which, up to now he's hidden under a bushel of stale gags. His longhair conductor bow-off bit is getting thin at the knees, tho he got a good reception.

Pic, *The People Against O'Hara*. Johnny Sippel.

## Bill Miller's

Continued from page 21

for an involved precision routine, this time to *Nobody's Baby*. Skillful handling brought a terrific mitt.

Miss Horne apparently had trouble on her opening show. In an effort to reach all around the oval stage, she gyrated and overmugged, losing some of that smooth dignity that has so long been a part of her act. Using three voices and a musical trio, in addition to her own conductor, gal punched two songs over in a confusing fashion. Using *Riding on the Moon* and *Let it Always Be Like This*, she gave them a highly stylized treatment that was confusing. Her next was *Beale Street*, followed by *Love* (with choral background), then *Take Love Easy*, finally winding up with *Deed I Do*. On past dates, Miss Horne stood up at the mike like a little lady, creating an atmosphere of sensual tension that could almost be left, even tho she gave the impression of being completely divorced from the proceedings. Here she worked completely differently. She weaved to and fro, losing some of that detached dignity that held audiences spellbound.

George Dewitt battled a mob for almost 35 minutes. His opening four-five gags lay there gasping. It wasn't until his take-offs that he managed to get going. His biggest laughs came from a Martin and Lewis carbon, where Dewitt did a Dean Martin and brought out Sammy Petrillo, a dead ringer for Jerry Lewis, to do the obvious. The surprise element made it funny.

Nita Beiber, girl dancer, plus three boys and two gals, completed the show. Coming on right after the opening production in their own version of the mambo, the number looked so much like a production reprise that it suffered thru comparison. Group did another number later, a modern dance fantasy that had ingenuity if not salesmanship. The Bieber group showed flashes of real talent. It also showed a need for more spirited musical arrangements.

Walter Nye's band played the show. Pupi Campo was on the rumbas.

Bill Smith.

## Bistros Hum

Continued from page 20

room for early October opening. In recent years, hotel room featured ice shows.

Frank Palumbo's Theater-Restaurant opens for the new season on September 27, operating without a line of girls for the first time. Also in the downtown stem, Ben Kossorow, former owner of the Showboat, returns to the field in purchasing Big Bill's from William (Big Bill) Rodstein for a reported \$50,000. Room uses intimate entertainment with emphasis on the "sex" attractions. In the same area, Celebrity Room is lining up talent to mark the third anniversary of the room under aegis of insurance brokers George Dorwart and Herman Siefert. Ciro's goes to name band policy with Charlie Barnett first in on October 1.

Outside the center-city zone, Powelton Cafe relights with return of floorshows, led by Jackie Mabley, with Pinky Lee emceeing at the Harlem-styled spot. Shut-tering his Club Esquire in Wild-wood, N. J., Isay Bushoff turns his attention again to his Town Tavern at nearby Delair, N. J., which goes on a seven-nights-a-week operation with its perennial Creole *Follies* show.

## Burlesque Bits

Continued from page 21

director of entertainment at Young's Gap Hotel, Parksville, N. Y., was a pronounced success, with comic Sam Lovenson, Irving Grossman and Jon Silo heading up the committee. On hand to represent the American Guild of Variety Artists were Emil Lowe, Maxie Bernstein and Morris Abrahams. Talent appearing for the fling included Bas Shuaa, Adeline Niece, Diana Goldberg, Leonardo and Zola, Sid Blake, Harry Jay, Sonny Sands, Mike Zerit, Billy Hodes, Leslie Brothers, Roy Davis, Stan Irwin, Jackie Phillips, Emil Cohen, Dee Darnell, Buddy Walker, Allan Walker, The Milos, Bernice Sloane, Al Stevens, Cy Reeves, Paul Benson, Jack Sobel, Jack Zero, Lew Black and Dundee, Michael Rosenberg, Neil Howard, Harry Adler, Harry Kane, Jack Segal, Irving Grossman and the Stanley Woolf Players. . . . Burlesque regulars Hank Henry and Sparky Kaye have been signed to appear with the national company of "Kiss Me Kate". In the same vein, Herby Kaye will work with ex-burlesquer Phil Silvers in a new legit show, "Top Banana," due on Broadway November 1. — TOM O'CONNELL, pinch-hitting for Uno.

## Hocus Pocus

Continued from page 21

ilar capacity with Donald Brandon's spooker, the "Tomb of Horrors." Now finishing up in Texas, the unit is slated to open for Commonwealth Theaters, Inc., October 4, shifting from there to the Fox Midwest houses. "Read the recent article by Mr. Richards concerning the spook operas," typewrites Richardson. "I agree heartedly with him that there are 10 good ones and 10,000 bad ones. I might add, however, that there are few who can compare with Donald Brandon when it comes to holding an audience." Gulli-Gulli has just concluded a two-weeker at the Chez Paree, Montreal. . . . The Great Morton, billed as "the world's greatest living hypnotist," opened at the Gesu Theater, Montreal, September 8. . . . Worm-ald, Oklahoma City magicker, was a Magic Desk caller last Tuesday (4), while in Cincinnati with Sen. Dudley J. LeBlanc's Hadacol Caravan, with which he is making his second tour. He is playing calliope with the Hadacol unit and is loud in his praise of the working conditions for performers on the show.

## THE GREENWOODS, Don and

Thelma, spent two weeks in the nation's capital, representing their "eyeless sighting" by night at the Royal Casino and squiring their 13-year-old son, Donnie, on sightseeing tours around Washington by day. They moved into Pennsylvania last week for a string of dates, and September 15 hop into New York to begin their season of club dates. . . . Frank Garcia is back in New York after a vacation and a stop at Saratoga, N. Y., where he met up with Les Spiewak and Ginnie. . . . Norman Jensen, now with the Iika Chase TV show, is slated to go back to his own tele show soon, "Mr. Magic." . . . Joe Cassuto still in New York prepping for a flight back to Holland with a load of new American eye-openers. . . . George Schindler played the Manhattan Center, New York, August 29 and then hit out for the Borsh Circuit to wind up the season over the Labor Day week-end. Schindler recently entertained the paraplegics at Mamaroneck, N. Y., working close-up to the men in the wards in the afternoon and presenting his full-evening show at night. "New York entertainers who are free would be appreciated by that group to prove that the disabled vets are not forgotten," George typewrites. . . . Clarke Crandall, "The Senator," postals from Milwaukee: "I'm working on Bill Morton's Wonder Show of Magic. Also with us are Jimmy Ware, of floater and packing-box escape fame, and Dr. Talman Conrad, doing escapes and mentalism. We did 20 shows a day at the recent Wisconsin State Fair here. Quite a grind!" . . . Ernie Anderson (Andre), magician-mental-ist, shoots us a rave on Bobby Jean, who recently headed up the floorshow at the Persian Palms, Minneapolis. "Bobby Jean does her dance routines while going thru a fact act of clever and smartly produced magic," Ernie writes.



## ARENAS AND AUDITORIA

### White Plains Center Books Full Fall-Winter Schedule

By DAPHNE (DEE) POLI  
WHITE PLAINS, N. Y., Sept. 8.—A full fall schedule at Westchester County Center here got under way Wednesday (5) when the Roller Derby opened a run that extends thru September 22.

Second attraction will be a home show, September 25-October 1, and others will be Metropolitan Opera, October 22; Cerebral Palsy Revue, antique show and sportsman show in November; foods show, recreation shows, housing exhibits, industrial displays, automobile show, home appliance exhibition and furniture mart.

Skating Vanities, roller show, used the building during August for rehearsals of its 1952 edition.

The building has an auditorium seating 5,000; Little Theater, seating 500; exhibition hall of 18,000 square feet, and several auxiliary rooms. Center is operated by a board of supervisors headed by John J. Brown. County Recreation Commission operates a workshop at the Center, offering classes in handicraft for adults and children. Fees of 50 cents to \$1.25 for handicraft lessons provide substantial revenue.

Several church groups use the Center for speakers, festivals, meetings and social events. Little Theater organization runs annual drama tournaments there. Other events include Scottish Clan dances, Masonic lodge dances, circuses, Boy Scout Jamborees, women's clubs, high school graduation ceremonies, flower and garden

### Holiday on Ice Kansas City Municipal Auditorium

(Reviewed Friday, August 31)

Presented in two acts and 28 scenes. Conceived and directed by Russell Markert. Featured: Michael Meehan, Joan Hyltoft, Rudy Richards, Jinx Clark, Norris and Payne, Paul Andre, Weber and Leff; Leo, Mae and Joan Freisinger; Phil Hiser, McKellen Brothers, Bobby May, Bill Blocker, and line of 36 girls. Musical director, Carmen Nappo. Costumes, Billy Livingston. Lighting, Douglas Morris.

Holiday on Ice, Inc., owner of the show of that name, has a winner in the current edition of the ice travaganza. The frozen spectacle boasts a cast of 125 talented skaters, lavish production numbers which hit a new high in color, choreography and costuming, several hilarious comedy stunts and plenty of sock figure skating—all of which makes for one of the most elaborate shows the area has ever seen, on or off ice.

Michael Meehan and Joan Hyltoft head the cast. Both are fine figure skaters. They do well in solo numbers and, near the end of last act, draw well-deserved applause for their duo routine which gives them ample opportunity to show their ability.

Comedian Paul Andre, next to closing, is a show stopper with his slapstick sailor routine. Earlier in the show, Leff and Weber, billed as Flip and Flop, brought down the house with their hilarious travesty on two European concert artists, as did the McKellen Brothers with a laugh-provoking football stunt.

#### Fresinger Scores

Leo Fresinger, former Olympic skating champ, is seen in a refreshingly original routine, *Weather Fair; Truck Fast*, in which he does spectacular speed work and jumps over obstacles and thru revolving hoops. Norris and Payne, a handsome couple, score heavily with a chic ballroom number and return later to present an adagio act which leaves customers gasping.

Attractive Jinx Clark is featured in a smooth first-act figure skating routine, but is seen to better advantage in a lively calypso number with rhytm skater Ruby Richards.

A nostalgic touch is added to the revue by Phil Hiser and Mae Freisinger in their fine *Down Memory Lane* act. Some of the best figure skating in the show was turned in by Bill Blocker.

(Continued on page 106)

shows and the Southern New York Fish and Game Association show.

Sporting events include wrestling, boxing, basketball and tournaments, starting in November.

A special rate is allowed for events of an educational or charitable nature. Funds for building the Center were raised by taxation. The county prepares annual budgets to govern operation of the building.

SEATTLE, Wash., Sept. 8.—More than 30,000 persons jammed Memorial Auditorium and Stadium here Sunday (2) for the concluding services of Evangelist Billy Graham's five-week stay. Hundreds more were turned away. On his national tour, playing augs, Graham frequently has put out the SRO sign at spots where entertainment attractions have played to half houses.

CAPETOWN, South Africa—A 50,000-seat stadium will take an ocean trip when a prefabricated steel and wood bowl will be shipped in sections from England to Capetown.

The set-up will be used in connection with a festival observing Capetown's 300th anniversary next April. A series of commemorative stamps will be issued and commissions will be given to composers of a symphony, ballet, concert, festival prelude and other works. Pageant is being planned and souvenir booklet will be illustrated to show 300 years' development in South Africa.

ABERDEEN, Scotland — Mary Garden, 76-year old opera star, is planning to sail for America September 24 on the liner, *America* for a "farewell tour." She will lecture in 24 American cities in major augs. National Arts Foundations of New York will be auspices.

### Richmond Aud Sets Schedule

RICHMOND, Calif., Sept. 8.—Memorial Auditorium, dedicated last April, will handle a heavy schedule of events this year and in 1952, officials announced this week. A home show is slated for October and the St. Mary's College basketball games will be played in the building. Harlem Globe Trotters are booked for an appearance, while *Skating Vanities*, Mr. Roberts, *Oklahoma* and *The Rose Tattoo* have play dates set, officials said.

In addition to conventions booked thru the end of 1952, the auditorium carries a permanent schedule of wrestling and boxing bouts. Seating capacity ranges from 2,300 to 3,800 depending on the type of event presented. Main floor area, which is 87 by 122 feet may be raised, lowered or slanted. Dressing rooms and showers are available for casts up to 100. Stage is 40 feet deep by 115 feet wide. Orchestra pit, capable of being raised or lowered accommodates 75. Auditorium was made possible thru a bond issue passed in 1945.

### Pitt Flamingo On Fall Sked

PITTSBURGH, Sept. 8.—Flamingo Roller Palace here is slated to open September 14 with a new 15,000 square foot plastic floor and walls redecorated in beige-grey and rose. The rink will innovate two nights (Wednesday and Saturday) of dancing to supplement four nights of standard roller skating with Mondays for private parties, said Owner J. C. Navari.

Navari believes roller skating is going to develop more enthusiasm than last season due in part to young people tiring of TV.

Flamingo Palace tried out dancing this summer to boost receipts, and found that fast jazz augmented by waltzes and fox-trots played by local bands pulled excellent turnouts of teen-agers.

### LOVE ROLLS IN AT HOLLY OAK

HOLLY OAK, Del., Sept. 8.—Printz Roller Way, operated by Victor and Dorothy Caille on Governor Printz Boulevard here, was the scene Saturday (1) of a wedding with bride and groom and the entire wedding party, except the officiating clergyman, on skates.

The couple, Larry Boyd, 28, and Eleanor Russell, 18, met at the rink in 1949. After two years of skating, Boyd proposed while they were attending the Roller Skating Rink Operators' Association Eastern regional competition in Washington last May.

The affair made a splash in the local paper with story and pictures.

### B'ham Embassy Sets Contests

BIRMINGHAM, Eng., Sept. 8.—Charles Clore and A. Davis, directors of Embassy Roller Rink here, have tied in with the current Festival of Britain by announcing the rink's Festival Competitions, to be held September 8, 15, 22 and 29. Trophies and prizes valued at 200 pounds will be awarded winners.

The contests kick off with pairs competitions, to be followed on succeeding Saturdays by free skating and one-mile handicap and half-mile scratch races. The contests are open to amateurs thruout the world. Competitions are to be held under NSA regulations.

### Mount Vernon Reopens After Face-Lifting

MOUNT VERNON, N. Y., Sept. 8.—Mount Vernon Arena, of the America on Wheels chain of rinks reopens Thursday (13) following a complete interior redecorating and remodeling job during the summer shuttering.

An elaborate lighting system has been added in the lobby and interior of the rink and a new color scheme and new wall pattern add to the beauty. Twin stages have been installed. One will be utilized for the organ; the other will be occupied by orchestras during Saturday "two-in-one nights" and other entertainment. A women's lounge has been added and restrooms have been modernized.

### Kitchener Books Skating Vanities

KITCHENER, Ont., Sept. 8.—Memorial Auditorium here, equipped for all types of arena and stage shows and sports events, will have *Skating Vanities* for three days starting September 21. Manager Robert Crosby announced hockey and other sports schedules are being set and that shows will be sought.

The building opened in May. A \$1,000,000 structure, it has 8,700 seats in a horseshoe arrangement and a floor space 85x190. Ice plant is included, and ice may be removed in from eight to 10 hours. A recessed portable stage, 24x40, can be set up in two hours. An electric organ is in a special room, and a freight elevator can carry piano-sized loads to any floor.

Present parking facilities accommodate 2,000 cars and grounds are being prepared for a much greater capacity. Hamid-Morton Circus, playing here June 27-30, was the first major attraction in the building. Under Shrine auspices it played to strong business. The skating show will be the second large show in.

Crosby said he had just begun to book dates for the coming season. He was manager of the McIntyre Community Building, Schumacker, Ont., for 11 years before coming here.

### Contest Classes Start At Dallas Cotton Bowl

DALLAS, Sept. 8.—Competitive skating classes were inaugurated here Sunday (2) at Sammie Bert's Cotton Bowl Roller Rink at State Fair Park. A dance and figure skating club that will be affiliated with the U. S. Amateur Roller Skating Association was organized at that time.

Classes will meet each Sunday morning, preparing for proposed sectional meets in December with Fort Worth and New Orleans clubs and a Statewide meet next spring. It's the first time there's been any competitive skating here.

Rose Hamblen, Cotton Bowl rink pro, will teach the group. A roller skating show for beginners on up is planned at the rink soon.

The two-year-old daughter of Mrs. Hamblen was recently featured in a story and picture in *The Dallas Morning News* as the youngest registered amateur roller skater in the country. She's been skating since she was 18 months old and performed this summer at the national amateur skating contests in Alexandria, Va. Mrs. Hamblen's husband, E. L. Hamblen, is a member of the executive committee of the USARSA.

### Barlow Subject Of Charleston Sports Column

CHARLESTON, W. Va., Sept. 8.—Richard Wayne Barlow, operator of West Side Roller Rink here, was the subject of Charles Connor's *Roving the Valley* sports column in a recent edition of a local paper, which contained reminiscences by Barlow of days years ago when he earned his living in the west as a prize-fighter.

Inspiration for the column was supplied by plans for an impending visit of Jack Dempsey, former world's heavyweight champ to Kanawha Airport here in connection with the Hadaool show. Dempsey, the column revealed, is an old friend of Barlow, who was known years ago as *Fightin' Dick Wayne*, and the author devoted the entire column to reminiscences by Barlow on the days when both he and Dempsey were fighting for coffee and cakes in the West with four-ounce gloves. Barlow fought for nine years; served as sparing partner for such lightweight greats as Joe Gans, Bat Nelson, Al Walgast, Willie Richie and Freddie Welch, and then took to the circus field for a number of years before entering the roller skating business.

### Hartford Palace Back On Winter Schedule

HARTFORD, Conn., Sept. 8.—Hartford Skating Palace has resumed its regular schedule, with afternoon skating from 2 to 5 and evenings from 7:30 to 11. The rink was closing on Mondays during the summer.

Free instruction classes are under way, with sessions from 7 to 8 p.m. Professionals in charge are John and Ann Milazzo.

### Reopening at P'mouth

PORTSMOUTH, O., Sept. 8.—Roller Rina here will hold its formal fall opening Friday (14) reports Bernard Crowe. Contest for prizes valued at \$184 will make up part of the evening's activities.

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# Drivin' 'Round the Drive-Ins

**POTTSVILLE DRIVE-IN**, Pottsville, Pa., has purchased a fire truck from Mount Pleasant Hose Company for use in transporting patrons' children around the grounds. **Charlie Poorman**, open-air manager, designed an animated firehouse, which adds realism to the attraction. Firehouse was built with the aid of **Jack Lynch**, manager of the drive-in's restaurant, and **Francis Wilson**, theater officer. . . . New projection and sound equipment were installed at the Shrinetown Drive-In, Shrinetown, Pa., recently. Spot is operated by **Giles Poe Jr.**. . . . Reading Drive-In and Mount Penn Drive-In effected a tie-in with two electrical supply houses in Reading, Pa., for a \$1,000 Westinghouse electrical equipment treasure hunt. . . . Maple Drive-In, eight miles east of Wilkensburg, Pa., which handles 850 cars, has widened its lanes to eight for easy two-way traffic. . . . Blatt Brothers have taken over three drive-ins at Erie, Pa., bringing the firm's total to seven. It also has been successful in publicizing a policy shift from fourth to third run pix. . . . Alexander Theater Supply Company has moved to Van Braam Street, Pittsburgh.

near-Reading, Pa., is a candidate for the Reading postmastership. . . . Because of inclement weather, the picnic for the employees and families of the Renninger Drive-In, Schuylkill Haven, Pa., was held indoors, with 200 attending. Affair was staged by **Rufus Renninger**, owner-operator of the open-airer, in appreciation of the loyalty shown by the employees in the operation of the drive-in.

**WILLARD B. ROGERS**, president and general manager of Bond Hotel Company, Hartford, Conn., for the past 15 years, last week announced that he will retire from the hotel field within the next few weeks. In addition to his hotel position, Rogers has been president of the First National Bank and Will Rogers Drive-In Theater Corporation, both in Manchester, Conn. It is understood that he will retain his interest in the latter organizations. . . . **George E. Landers**, Hartford, Conn., division manager for E. M. Loew's Theaters, last week announced the resignation of **George H. Cummings**, manager of the Riverdale Drive-In Theater, West Springfield, Mass. Lander said that **Sam Schechter**, manager of the Court Square Theater, Springfield, Mass., would double between the two theaters, pending appointment of a permanent replacement for Cummings. . . . For the first time in the history of Massachusetts, a drive-in theater was used for a church service and drew more than 300 persons. **Rev. Dr. Ernest Lyman Mills**, pastor of the Parkman Street Methodist Church, Dorchester, conducted a Sunday worship service at the Neponset Drive-In August 19. Use of the theater for the services was donated by **Manuel Lima**, a Roman Catholic.

**WAYNE HORTON**, manager at San Saba, Tex., for Theater Enterprises, Inc., last week announced that construction has begun there on a 300 car-capacity open-airer for the circuit. . . . **Mr. and Mrs. W. E. Cox Jr.**, have completed a \$5,000 renovation project on their Chief Drive-In at Seminole, Tex. . . . **Leo Couture**, Montreal, Canada, high diver appeared recently at the Southside Drive-In, Fort Worth, as a special attraction. . . . The Circus Drive-In has been opened at Slaton, Tex., featuring a circus motiff and a 300 car-capacity. **Bill McDavid** is manager. . . . **J. G. Davis** plans to build a drive in at Palacios, Tex., which will squeeze in under the \$5,000 restriction of the National Production Authority. Currently, he's completing arrangements for a site. . . . **C. A. W. Schiege** has opened the Round Top Drive-In at La Grange, Tex.

## Benton Plan

Continued from page 2

this week that State Department will examine whether Voice programs should be offered to domestic AM and FM stations and whether program logs should be furnished to U. S. newspapers when the programs might be likely to be of general interest to domestic set owners. Webb made this disclosure while testifying Thursday (6) before the Senate Interstate and Foreign Commerce Subcommittee on Communications. The State Department official made his appearance at the hearing to explain how State's information advisory council and committees function.

# Paris Peek

By ANNE MICHAELS

Continued from page 2

(The Gallant Mayor). **Juliette Greco** took the Edith Piaf prize with the singing of her own song, *I Hate Sundays*. . . . **Annabela** has just opened her own night club in Cannes called *Le Relais*. . . . **Josephine Baker** and her orchestra leader-husband, **Joe Bouillon**, opening a 30-room hotel in September, near *Beynac*.

## Club Patron Is Almost Guillotined . . .

There was nearly a tragedy the other night at the *Boite de Sardines*. Part of the entertainment is a magician whose act consists of a bit where he produces a guillotine, and after demonstrating its sharpness on an apple in the neck-slot, calls upon members of the audience who would like to be guillotined. One night a rather unwilling French woman was dragged on the floor. In the struggle, the magician forgot to slip a foam rubber piece over the blade to make it harmless. Luckily the lady's neck was tougher than the apple.

## News & Notes on Motion Picture Activities . . .

**John McCarthy**, acting president of the Motion Picture Association has left Paris for Venice. With him in his party go **Gene Tierney**, **Irene Dunne**, **Joseph Cotten**, etc. . . . **Charles Boyer** is in Paris and being sought out by **Gabriel Pascal** for the part of **Gandhi** in *Pascal's* film on the life of the Indian leader. When **Paul Muni** came thru, he, too, was approached on the same subject. . . . **Micheline Presle** back in Paris, doing a light opera film called *Young Man in the Night*. . . . **Corrine Calvert** in Paris for the first time in four years, since Hollywood has made a star out of her. . . . **Edith Piaf**, as soon as she is completely recovered from her recent car accident, will begin filming in *Marchal Archad's* adaptation of her current stage success, *La Petite Liti* (The Little Lily).

## Stage Notes on People & Productions . . .

**Gilbert Miller's** search for a girl to play the part of **Gigi** in New York this fall ended when the author, **Collette**, met British film star **Aubrey Hepburn** in South France making the **Ray Ventura** picture, *Nous Irons au Monte Carlo*. **Collette** says she "is" **Gigi**. . . . Stage producer **Raymond Rouleau** planning to do a fall production of **Arthur Miller's** *Death of a Salesman*. . . . **Jean-Louis Barrault** has offered to take over the management of the late **Louis Jouvet's** *Theatre Athenes*. The theater people in Paris say this points pretty clearly that it will be **Barrault** who will inherit the unofficial title of leader of the French theater. . . . According to the experts (income tax officials) **Andre Roussin** is reported to be about the most successful playwright in town. The usual amount of plays he has running at one time is about three, bringing his earnings to approximately \$300 nightly. The playwright has two new plays for this coming season. The first to open will be **Gaby Morley** in *Lorsque L'Enfant Parait* (When the Child Appears). This is followed by **La Main de Cesar** (Caesar's Hand), starring **Pierre Blanche**.

## Impresario Hurok Outlines His Plans . . .

**Impresario Sol Hurok**, who since June 17 has traveled thru Italy, Switzerland, Belgium, Holland, Sweden, Ireland, France and England in search of talent, told *The Billboard* what he had found and what he would bring to America under his sponsorship this coming season. One of the productions will be the **Sadler's Wells Ballet**, sister troupe of the English Ballet Company that had such a tremendous success on earlier U. S. appearances. The company will sail October 25 aboard the *Empress of Canada*, the ship that will take **Princess Elizabeth** and the **Duke of Edinburgh** to begin their 26-week tour in Canada, ending in New York about the middle of March. Hurok also plans to bring over the **Glynbourne Opera Company**, a yearly opera festival group which is rated as one of the top opera

# Roadshow Rep

**LES J. KETNER**, old-time character actor, is visiting in Hollywood from his home in San Antonio. . . . **Eddie M. Carter** has a platform show operating in the Laramie, Wyo., area to good business. . . . **Gile's Family Show** opens its winter tour in the middle of September near **Sarnia, Ont.** . . . **Phil and Doris Players** are a new four-person group which will play sponsored dates around **Salt Lake City**. . . . The **Turgeon Show** is planning to try some school dates in Western Canada. . . . **Dr. Henry Herbert** opens his solo show season near **Montreal**. He plans to cover much of his established territory in Canada. . . . **Lon Davis** has his two-person busking show working to good returns in Idaho. He plans to move into Oregon soon, working the same territory he has played for the past several winters. Davis says that he has not met a tent show this season. He adds that long jumps and small towns make it imperative that shows be small-cast in that area. . . . **George E. Carpenter** writes from Vincennes, Ind.: "Have had a platform show operating in this sector to only fair business and am pulling up stakes to move toward the Southwest." **Carpenter** says that **Indiana** is on the dull side for small units and that he believes that the small tent show is finished. **Carpenter** and his wife work a feature pic in some spots. . . . **Gaylor Players** are a new group for the **Atlanta** area.

**J. W. GOSS** writes from Conway, N. H., that he has come over into the States following a long stretch in Canada with his museum. He plans to play a few dates in New England and then return to Quebec for some fairs before heading for Western Canada territory he has played for the past nine years. He says that he met **George Spicer** at **Derby, Vt.**, where he was doing well with his platform show. **Goss** adds that lower Canada is somewhat overdone with small shows. . . . **L. K. Seymour** is reading his chalk talk show for another New

England to Florida trek. It will mark his sixth consecutive trip to the Alligator State where he winters. . . . **Hallen Players**, a family show, are working to good returns in Oklahoma locations. They plan to move toward the Northwest. . . . **Prof. A. L. Samuels** will get his solo show moving soon. He's in Boston readying his route.

**BUTLER'S SHOW** advises from Grove City, Pa., that it has been moving slowly Westward and may make its destination the West Coast, instead of Florida as has been its past custom. Show is a family affair. . . . **Al Eddy** writes from Troy, N. Y.: "I like to read about old-time 10-20-30 shows and would like for someone to send thru some info as to when the **Floy Crowell** show went out of existence and any other particulars. Regarding small shows, I believe that they will come back but not as tent rep attractions." **Eddy** was with the old **La Tena Circus** and **De Rue Bros.** Minstrels, among various other road shows. . . . **H. F. Denison** opened his lecture and solo show tour late last month in **Twisp, Wash.** . . . **Ernest Fox** reports good business with his small animal show in Northwest Oklahoma. He will take to schools later on. . . . **Allie Childs** will begin a coast-to-coast tour with **E. F. Hannan's** "Smart Little Man." Opening is slated for **Montague, Calif.**

**PAUL E. BURNS** is readying a novelty indoor show with museum to open near **Ripon, Wis.** He'll work Southward. **Burns** has been promoting indoor fairs for many years. . . . **Frank Kettie** has ditched his hillbilly show in favor of opening with a three-cast flesh unit with which he will play sponsored dates on a wide swing from Eastern to Western Canada. . . . **Gil Parmenter** reports poor business for his platform show from **Gonzales, Tex.** He's moving into Alabama where he will open with a solo indoor show. **Parmenter** is an old-time hypnotist and has worked solo shows at various times for many years. He says that Texas is not as good for small shows as it once was even tho business generally in the State is good. . . . The **Dotty Family** has been vacationing at **Springfield, Mo.**, but will be active again early this month, moving East with a new three-cast, vaude-drama attraction. Unit will play sponsored and other dates.

**ROLAND SWAN** and wife have a platform show in Nevada and report business good. They plan to play a string of fall stands in Colorado. . . . **Doyle's Show**, three-cast vaude-pic attraction, is playing spots around **Trinidad, Colo.** Unit will try some school dates later. They're currently working most towns from platform. . . . **Nick Hyam**, who has worked indoor promotions for several years, is mulling a solo show for a wide tour. He has been visiting in New England this summer. **Hyam** says that "anyone taking on a lot of people or big expense to do any wide traveling these days will learn that it cannot be done. There's good money for versatile performers who can and will travel but such performers are seldom to be found. I know several entertainers who have done well with solo shows and this will be my first crack at this type of show. I will have the best opus that money can buy and since there is little of the country as far as small towns go that I don't know, I feel that I'll click."

## The Blue Veil

Continued from page 2

other whom she serves in looking after her son, who, incidentally, is the one to become the occultist. **Audrey Totter** turns in a fine performance as the **RAF** flyer's widow who abandons her son to be at her wounded husband's side. **George J. Amy** displays the film editor's art at its best while **Franz Waxman's** score competently frames the film. Among supporting players, **Cyril Cusack** does a superb job in creating the humorous, philosophical toy shop keeper who remained thru the years at our heroine's side. Look to *The Blue Veil* as one of the top films of the year, both as a sock moneymaker and as a production Hollywood may well be proud of.

## Holiday on Ice

Continued from page 105

whose intricate legmania won him thundering applause from the near-capacity crowd. The young man is reminiscent of **Roy Shipstead**. Nine-year-old **Joan Fresinger** teamed with mom and dad in a whimsical Christmas fantasy for sock results. **Jackie Grant** and **Leo Fresinger** combine talents in the opening act, *Putting on the Dog*, in which **Miss Grant** is a French poodle and **Fresinger** her trainer.

### Productions Big

Production numbers are lavish and spectacular. Especially impressive are sequences titled *Jeweled Splendor*, *Carnival in Venice* in which "sparklers" are used, *Full Dress Parade*, *Old Fashioned Square Dance*, *Story of a Tree* and a colorful number titled *The Red Sombrero*. **Billy Livingston's** costuming genius, **Douglas Morris'** lighting mastery and **Russell Markert's** direction are prominent in these numbers, which make ensemble routines in earlier productions look cheap. The producers have evidently spared no expense in staging *Holiday on Ice*.

Finding fault with *Holiday* is like searching for a needle in a haystack. The show maintains a fast pace thruout. The lighting, costuming and choreography are beyond criticism. The cast is capable and brilliant, and the entire production is extraordinary in all respects.

Phineas Rosenberg.

companies of the world. This would be about October, 1952.

Another '52 production is that of the Hindu dancer **Shankar** and his troupe. There is also talk of bringing over the **Danish Ballet**, and **Hurok** is interested, too, in presentation of certain plays under his sponsorship.

In summarizing his trip, **Hurok** said that he felt England was by far the best country that he had visited in regard to theater, music or ballet. He felt that only in England was there any sign of progress in the arts (something evident by the amount of English companies that he intends to import), and at this time found nothing in France that interested him.

**Hurok** sails for New York September 14, returning to Europe again in January to look for more talent for his 1952 presentations.

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# The Final Curtain

**BINDER**—Herman E. (Kelly), 61, Kelmash Falls, Ore., September 2 of injuries sustained in an auto accident. Surviving are his widow, Reba; twin daughters, Rose and Roberta; two brothers and a sister. Private burial in Baltimore.

**BOGUE**—Galen, 55, former personal manager for Irene Bordone, September 4 in New York. He also was associated with the American tour of Raquel Meller and other theatrical enterprises.

**COLLENDER**—Francis, 45, carnival worker for 21 years, recently in Newark, N. J. His mother and stepfather survive.

**COLLINS**—James J., 81, retired former vaude straight man on the Keith Circuit, September 3 at his home in Freeport, N. Y. His widow and a daughter survive.

**COLLINS**—Mrs. Samuel, mother of Adrian Conway, staff announcer on WNLK, Norwalk, Conn., recently in St. Petersburg, Fla.

**CORBETT**—Selma, 61, vaude and radio actress, September 1 in Los Angeles. A performer for more than 50 years, she was a member of the Troupers' Club. Survived by a daughter, Mrs. Rita Jackson. Interment in Valhalla Memorial Park, Los Angeles.

**DE BROWER**—Ernestina Lecena, 66, composer and sister of Cuban composer Ernesto Lecena, September 3 at her home in Havana after a long illness. Her husband, two daughters, a son and four brothers survive.

**DODD**—William A., 38, brother of Mrs. W. E. West, wife of the former owner of the W. E. West Motored Shows and active with that carnival until outbreak of World War II, August 31 in a Sturzeis, Mich., hospital. He was a war veteran and in recent years was employed by a Detroit transport firm. Services at the Bateman Funeral Home, Centerville, Mich. Other survivors are his widow, Kathleen; a daughter, Shirley Jean; a son, William; his mother, Mrs. A. O. Dodd, Bradford, Ark.; a sister, Mrs. Hazel Tucker, and a brother, Charles, Newport, Ark.

**DOMZALSKI**—Mary, 65, August 17 in Detroit. She was the widow of the late Walter Domzalski, national leader in music organizations for two decades, who died a year ago. Survived by three children. Interment in Mount Olivet Cemetery, Detroit.

**DUGAN**—Benjamin G., 70, founder and operator of Dugan's Concession Service, September 6 in Santa Monica, Calif., following a long illness. Survived by his widow, Vera; two sons, two daughters, two sisters and two brothers. Services September 11 in that city. (Details in General Outdoor section.)

**FERRIS**—Carl, 27, stunt flier, September 3 as his plane crashed while performing at Minnesota State Fair, St. Paul.

**IN LOVING MEMORY**  
Of a wonderful person  
**F. J. (JACK) GRAVES**  
Who passed away September 13, 1948  
"What we keep in memory is ours unchanged forever."  
**PATRICIA GRAVES SUDON**

the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America and had written and published a number of songs for such groups. He was best known for "Sweet Notes of Morn." He also was active in Dallas minstrel shows.

**KINNEY**—Malcolm, 48, advertising and merchandising man, in Dallas recently. He first gained attention in the 1930's as Colonel Wheat, head of the Bewley Mills Chuck Wagon Gang, a group consisting of four musicians and a cook, which toured Texas giving shows and cooking biscuits for the audience. He owned the Mid-Continent Advertising Agency, Dallas, at the time of his death.

**LA HAY**—Mrs. Joseph, 28, mother of Wauhiliu La Hay, director of radio and TV publicity for the N. W. Ayer Agency, New York, September 2 at Muskogee, Okla.

**MacDONALD**—Edmund, 43, radio, film and TV actor, September 4 in West Los Angeles. Survived by his widow, Augusta, and parents, Mr. and Mrs. A. C. MacDonald, Military Rites at Sawtelle Veterans' Facility, West Los Angeles.

**MICHAELS**—John, 45 (Johnny Macco), well-known racing driver, killed instantly in Bridgeport, Conn., August 23 when an auto he was repairing slipped from a hydraulic jack and crushed him. He was a member of the United Stock Car Racing Club, Stamford, Conn. Survived by his widow, a daughter and his father, all of Bridgeport, and three sisters. Burial in St. Michael's Cemetery, Stratford, August 27.

**MICHL**—Francis X. Sr., 67, theatrical make-up artist, August 21 in Jewish Hospital, Philadelphia, after a long illness. He was associated with the theatrical costume firm of Van Horn & Sons, Inc., in Philadelphia for more than 40 years. He was in charge of the make-up and wig department and was one of the best known make-up artists in the East. Survived by his widow, Catherine E., and a son. Services and burial August 25 in Philadelphia.

**IN LOVING MEMORY**  
**EDGAR CLAY MAY**  
Who Passed Away Sept. 12, 1949



**Mrs. Lillian Clay Hogan**

**MIDDLETON**—RUBY, 17-year-old acrobat who performed on the wings of a plane in motion, September 3 when the plane crashed while she was performing at Minnesota State Fair, St. Paul.

**MITCHELL**—Otis, 43, who toured the major vaude circuits a number of years ago as a banjoist, single and who during the 20's headed up his own team, Otis Mitchell and His Maryland Singers, August 13 in an Indianapolis hospital following major surgery. Survived by his widow, Madeline, and two step-daughters, Janet and Patricia Blume, all of Anderson, Ind.

**MOORE**—Howard (Shorty), 30, disk jockey on Station WEMO, Milwaukee, in that city. He also operated Shorty's Pop Shop, Milwaukee. Survived by his widow and two daughters.

**NASSAU**—Joseph M., 48, president and general manager of radio station WAEB, Allentown, Pa., September 2 at his home there. He had been associated in an executive capacity with WCO, WLIT, WHAT and WFIL, Philadelphia. He later was president of WIBG, Glenside, Pa., then became head of WMRP, Lewistown, Pa., and before coming to Allentown three years ago was vice-president and general manager of WEED, Reading, Pa. He is survived by his widow, Marian H. Funeral services September 5 in Glenside, Pa., and burial in Holy Sepulchre Cemetery, Philadelphia.

**NEUSWANDER**—Harold (Bud), 42, former sideman in the brass section of Paul Whiteman's orchestra, recently in Milwaukee. A daughter, his father and a brother survive.

**NICHOLSON**—Archie, 81, veteran musician, August 27 of a heart attack at his home in Woodstock, N. Y. For years he was on the stage with the musical act of Klein, Ott Brothers and Nicholson, which in succeeding years was known as Klein, Ott and Nicholson. Later he had out the Archie Nicholson Trio. In 1926 Nicholson joined the Joe Thomas Saxophone and played the London Palladium and the big vaude houses of New York and Chicago. He also played for Barnes-Carroll, Ernie Young and the Duncan Sisters' Topsy and Eva Company. Nicholson, who was a member of the Buffalo Musicians' Union, was born in Brockville, Ont. Survived by his widow and two daughters.

**NOWLIN**—Herman F., 59, vet Western actor, September 2 in Los Angeles. Survived by his widow, Lois; son, Van, and his mother, Mrs. Maudie Miker, Rites at Forest Lawn Mortuary, Glendale, Calif.

**FERRINS**—Johnny, 52, for many years a well known vaude comic who was killed as the "Two of

Fun" because he weighed 300 pounds, August 22 in St. John's Hospital, East St. Louis, Ill., of a circulatory ailment. On the stage more than 25 years, Perkins in recent years owned and operated the Pladium in East St. Louis, a combination bowling alley and club, until six months ago. Eighteen months ago it was necessary to amputate his leg and his weight dropped to 150 pounds. Perkins served with the Navy in World War I and he also played with Soula's band. Later he was heard on radio. Surviving are his widow, Magdalene, and a son, Gary, both of East St. Louis, and a sister, Mrs. Everett Hicks, Terre Haute, Ind. Services August 25 and burial in Mount Carmel Cemetery, Belleville, Ill.

**HOESSNER**—Walt, 62, retired orchestra leader, September 1 at Belmont, Calif. Born in San Francisco, he started his career leading a Santa Cruz, Calif., dance band. During the 1920's his orchestra toured between East and West coasts and broke records at New York's Roxy Theater. He had been in retirement for about five years. His widow and a daughter survive.

**SCHAFER**—Adolph L., 49, director of still photography at Paramount Studios, August 26 in Bremerton, Wash. Survived by his widow, Mabel; a son, Wayne, and three sisters, Mrs. Catherine Clark, Mrs. Alice Legato and Mrs. Josephine Mossall. Interment in Holy Cross Cemetery.

**SHELLEY**—Mrs. Tanya, 38, British snake charmer, recently in her trailer near Poll Meadow. Police ordered an inquest to determine the cause of her death. In the trailer with her was found a python with which she performed.

**SIEGEL**—Sam, 61, photo concession operator, August 26 in Detroit from leukemia. He was active for years at Jefferson Beach, Eastwood, and Edgewater Amusement parks, and was a member of the Michigan Showmen's Association. Survived by his widow, Frieda, and three children.

**WABINAW**—Christopher Ping, 52, peasant promoter and author, September 4 at Mount Pleasant, Mich. He was noted as an authority on Indian affairs.

**WALLACH**—Mrs. Elizabeth Patten, 75, former singer and concert promoter, September 3 at Newburgh, N. Y. She studied voice in Paris and later toured America with the Henry Savage Opera Company.

**WHITE**—Leslie, 55, account executive with the Western Advertising Agency, Chicago, September 4 in Billings Hospital in that city. He was a marine veteran of World War II. Survived by his widow, Elaine; his parents, Mr. and Mrs. Edward White, and a sister, Mrs. Lois Mendelson. Burial in Arlington National Cemetery, Washington.

## Marriages

**BISHOP-PETERSON**—C. Bernard Bishop, honoree, to Ruth Peterson, daughter of Mrs. and Mrs. George W. Peterson, concessionaires with Turner Bros. and Oscar Bloom's Gold Medal shows, August 27 at Phillips, Wis.

**BRANKER-CURRY**—Roy Branker, pianist with the Three Peppers, instrumental vocal unit, and Helen Curry, on the service staff of the Club Harlem, Atlantic City night club, August 23 in Atlantic City.

**DE HUFF-LODAWER**—Tom De Huff, TV producer, and Doris Lodawer, account executive with the William Weintraub Agency, New York, August 25 at Stanfordsville, N. Y.

**ELLIS-FRANKEL**—Julius Ellis, dentist, and Lois Elaine Frankel, singer known professionally as Lois Elaine, August 19 in Philadelphia.

**HAWTHORNE-MANN**—James Hawthorne, who played in the New York production of "South Pacific," and Joan Mann, dancer and choreographer, September 2 at Hyannis, Mass. Both are members of the Cape Cod and South Shore Music Circus.

**KLEIN-NORTH**—Mal Klein, KLC-TV film director, and Doreen North, September 7 in Los Angeles.

**LAHAYE-PANSINI**—Judson LaHaye, former radio announcer with WICC, Bridgeport, Conn., and now a radio instructor and assistant manager of Furham University's radio station and national publicity director for the Catholic Theatre Conference, and Mary Elizabeth Pansini, Montebello, Calif., in that city August 24.

**LANG-TARRIN**—Harold Lang and Betty Tarrin, film actress, September 4 in Las Vegas, Nev.

**LEVY-SUKIN**—Lea Levy, music publisher and manager of the Andrews Sisters, and Claire Lee Sukin August 30 in London.

**MATTHEWS-DUKE**—Patrick L. Matthews, Arkansas City, Kan., and Donna Joyce Duke, daughter of Mr. and Mrs. Ralph Jellie Duke, Ozark, Mo., August 15.

**MINOR-RAE**—Edna Rae, of Gus Sun Booking Agency, Detroit, to Richmond Terrill Minor III, in Bowling Green, O., recently.

**FOIN-HARRIS**—Ben Foin, director of photography at Columbia Broadcasting System in Hollywood, and Janet Harris, Associated Booking Corporation secretary, August 31 in Las Vegas, Nev.

**REITER-DEATRICK**—Harold Reiter and Marian Deatrlick, staffer with Station KPZE, Fort Worth, August 28 at Fort Sill, Okla.

## Correction

Mrs. Bessie Poulos reports that she is not married and has never been married to John Hicks as recently reported in *The Billboard*.

**ROSE-PATTISON**—Gil Rose, a member of the cast of "Ice-Capades" and assistant lighting director for the show until he entered the Army eight months ago, and Patti Pattison, a member of the skating ballet with the show, August 17 in Ocean City, N. J.

**SCOTT-FRENTISS**—George K. Scott, nonpro, and Penny Frentiss, piano-vocalist at Philadelphia clubs, August 17 in that city.

**SLADE-MASON**—Mark W. Slade, New York commercial photographer, and Fairfax Mason, Bridgeport, Conn., singer and Miss Connecticut of 1948, in New York August 13.

**SODEN-KRASH**—Charles E. Soden, network sales manager for Alaska Radio Sales, representative of the Alaska Broadcasting System, and Margaret Krash recently in New York.

**WESTMORE-CARROLL**—Perc Westmore, film make-up man, and Ola Carroll, recently in Juarez, Mexico.

**WILDE-WALLACE**—Cornel Wilde, actor, and Jean Wallace, actress, September 4 in Los Angeles.

## Births

**BARON**—A daughter, Randi Beth, to Mr. and Mrs. Louis Baron August 21 in University Hospital, Philadelphia. Mother is the daughter of Albert J. Syik, former president of the Sports Radio Network originating at WPEN, Philadelphia, which he also headed.

**CLIFFORD**—A daughter, Marjory Ann, August 21 to Mr. and Mrs. Lawrence Clifford, of Chappel, Neb. Mother formerly trouped with the Mills and Stevens circuses.

**CUMMINGS**—A daughter to Mr. and Mrs. Robert Cummings September 7 in Santa Monica, Calif. Father is a film actor. Mother is former actress Mary Stewart.

**DUNN**—A daughter, Patricia Anne, to Mr. and Mrs. Charles Dunn August 25 in Lying-In Hospital, Philadelphia. Mother is the former Lisa Dickson, well-known lyric soprano.

**GAFFNEY**—A son to Mr. and Mrs. Michael Gaffney, September 3 in the Bronx. Father is a concessionaire at Palisades (N. J.) Park Theater there.

**HAYES**—A son, Danny Lee, to Mr. and Mrs. D. W. Hayes in Austin, Tex., recently. Father is chief of service for the State Theater there.

## Loew's Penn

spot, with Guy Mitchell as extra added. The terping Carnivales had the show off roaring with a fast eccentric dancing turn that called for a beg-off. In the second slot, the Don Henry Trio put a new twist to harmonica top-drawer styling with a garnish of comedy. The biggest yocks came from Jay Lawrence, who emceed the show. Since his last appearance here with Vaughn Monroe, Lawrence has developed into a sharp, likable comedian. He did the most time and had the full house clamoring for more when Guy Mitchell, who had preceded him, had to come out of the wings and get him off. Mitchell got a boff mitt at the opening and closing of each one of his record hits. Headlining, Patti Page was home from the first tune, but the show was running long and they had to 'bring the curtain in on her after her smash presentation of Tennessee Waltz. Pic, *Passage West*, very little help. Len Litman.

## Palace, N. Y.

got so-so results. His material seemed a bit too slick for the house. The Fontaines (3) sold well with a ballroom-acro turn in which the gal is the understander in various tricks. Timing was first-rate. Bobby Shields deserved an "A" for effort but his comedy material wasn't strong enough for Broadway. Roberto and Alicia ran thru a brace of Spanish dances replete with flamenco touches and castanets to wind up to a hefty mitt. Benny Meroff came on with some stale material but drew big yocks and mits with his Ted Lewis routine, tooting a series of reed instruments and a slightly suggestive routine with a well-stacked fem. Nicola Paone, headlining the bill, wound up way ahead after a batch of Italian-American ditties, including his well-known Telephone, No Ring. What he lacks in vocal ability he makes up for with salesmanship. Milton Douglas got his usual amount of laughs with his familiar routine. Went off to a good mitt. Show closed with the Denvers in whipsnapping, rope-spinning and knife-throwing routine. The pair's closer with flaming knives tossed blindfolded was near frightening. Pic, *Mark of the Renegade*. Joe Martin.

## Sides and Asides

Continued from page 22

Jed Harris's sponsorship. "Koenig" is a one-set comedy with a cast of nine, and is set in Mexico. In collaboration with Joseph Hyman, Preminger will also present this season "The Brass Ring" by Irving Elman. Preminger is currently rehearsing the third company of "The Moon Is Blue."

Milton Lazarus is reported preparing the book of a musical which would have tunes by Cole Porter and call for Anne Jeffreys to fill the leading role. Barbara Baxley will be the principal ingenue in "Out West of Eighth" by Kenyon Nicholson, which is set for a September 20 opening at the Barrymore. Miss Baxley was Jean Arthur's understudy in "Peter Pan." Jean Dalrymple has penned a play entitled "The Quiet Room." Fred Finklehoffe intends to present it this fall with the author directing. Miss Dalrymple is abroad now in charge of publicity for the Berlin Arts Festival. "Room" may star Lillian and Dorothy Gish. Eva LeGallienne has been selected to stage "Man, Beast and Virtue." Edward Eager's adaptation of the comedy by Luigi Pirandello, Peter Lawrence is the producer, and Alfred Drake will head the cast. Colin Keith-Johnston will be in the cast of "Point of No Return." Lenya Davis, widow of Kurt Weill, will have a leading part in "Barefoot in Athens," which is just starting rehearsals under Alan Anderson's direction. Maxwell Anderson has already completed a new script entitled "Adam, Lilith and Eve" and has turned it over to the Playwrights' Company. When "A Tree Grows in Brooklyn" ends its run at the Alvin, Shirley Booth is slated for the leading role in Arthur Laurents' "The Time of the Cuckoo." Davis Snow, whose "The Long Days" closed after a mere three performances at the Empire Theater last spring, has another play. Entitled "On His Honor," it is being tried out at Bailey's Crossroads, Va. While "Days" was unanimously panned by the New York daily critics, The Billboard's reviewer said of it: "Days" is a fine first Broadway try. It has moments of real brilliance and it deserves a good hearing."

With balletomanes returning to the city, dollars are still flowing into the box office in a steady stream. With a \$3.60 (tax included) top, the troupe stands a good chance to wind up well in the black.

The company itself justifies the rush to the box office. A strong contender for Ballet Theater's crown, the NYC Ballet has made inroads on the former's star list and matches the older company in youth and spirit. Ballet Theater may soon have to look to its laurels.

The stand-out of the opening night's bill was Jerome Robbins' *The Cage*, danced brilliantly by Nora Kaye and Nicholas Magallanes, with strong assists from Yvonne Mounsey and Michael Maule. The corps also handled its chores smoothly, a fact which can't be said for George Balanchine's *Serenade*. This classic piece has always seemed too tough to handle. And were it not for the superlative toeing of Janet Reed, Patricia Wilde, Melissa Hayden, Diana Adams and others *Serenade* would be so much wasted effort.

## The Ballet

Continued from page 22

The other long Balanchine work, *La Valse*, is vastly superior in quality and enables the full company to display the excellence of which it is capable. Three of its stars, Maria Tallchief, Andre Eglevsky and Melissa Hayden, shine luminously in a Balanchine *Pas de Trois*.

But opening night's bill was not the best the company can put together, the idea doubtless being that an opener draws enough in itself to warrant reserving most of a rep's best items until later in the run—a fact corroborated by a sellout Thursday (6) with a premiere of a new work, the *Miraculous Mandarin* Revivals coming up include *Apollo, Leader of the Muses* on September 11, and *Concerto Barocco*, September 18.

These coming events, plus a full roster of earlier successes, should give this excellent company a full sock before the season winds up September 23.

Dennis McDonald.

## DETOURS 600 MILES

### RAS Train in Cooks Tour To Make Flood-Hit Topeka

Continued from page 1

and roadways were blocked, all of the major attractions and virtually all of the exhibitors had contrived to move onto the fairgrounds in the high-and-dry northern part of the city.

It took a bit of doing, however, for some to move in. The Royal American Shows, suppliers of the midway attractions, were forced to move their two-section show train over a make-shift route 600 miles longer than normal to get in here from St. Paul, where the RAS closed Labor Day at Minnesota State Fair.

#### Virtual Cook's Tour

The train made a 1,400-mile move from St. Paul, a virtual Cook's tour of the Midwest, to get in. From St. Paul, it railed to Kansas City, Mo., then to Des Moines, up to Omaha, over to Lincoln, Neb., then to Fairbury, Neb., down to Belleville, Kan., and from there into this city.

The improvised route was made necessary because the Rock Island bridge over the Kaw River here was out. So, too, was the Sante Fe run. The entire move was handled

by the Rock Island lines, and RAS execs were loud in their praise of how the railroad had jumped into the emergency to get the show train here.

The two sections left St. Paul late Tuesday, and the first arrived here at 9 p.m., the second at midnight Thursday (8), thus giving show personnel ample time to set up for the opening day.

Other principal attraction, the Barnes-Carruthers Revue, which is the night grandstand feature,

moved on a regularly scheduled train from St. Paul and encountered no difficulty in getting here.

Showmen figured that spending, if not attendance, at the fair would be down. They cited the heavy losses sustained by many during the July floods and the second jolt in the form of this week's flood.

On the bright side, weather turned good Wednesday (5) and thru Friday (6) the skies continued clear and flood waters were receding.

## 294,500 Saturday Gives CNE Record Single Day Gate

### Total Attendance Off Slightly After 12 Days of 14-Day Run

Continued from page 1

sidered possible solutions while keeping an eye upon the total attendance to determine whether the exhibition would top last year's figure for the full run.

As of Thursday night (6), the gate count stood at 2,281,000. This represented a drop of 1,500 from the total to the corresponding point last year, as the big increases of Saturday (1) and Labor Day has been offset by some fall-off on some of the other days of the exposition.

#### Whopping Gate

Saturday's whopping 294,500 gate was up 11,500, with the turnout termed "pretty well our capacity" by Elwood Hughes, general manager. Labor Day's total surpassed the holiday count of last year by 1,000.

Weather has not been altogether kind. Rain washed out the Friday (31) night grandstand show featuring Jimmy Durante, and that day's gate tumbled from 169,000 in 1950 to 142,500. By Thursday (6), the gate count nudged ahead of '50 totals but intermittent showers that day washed away the 12,500 lead to that point.

Grandstand night show has been playing to capacity. Matinee grand-

stand attraction, Jack Kochman's Hell Drivers, has been getting good patronage.

#### Rides Up 30 Per Cent

Midway rides and shows have been getting 30 per cent greater business than last year, according to J. W. (Patty) Conklin, who with his brother, Frank, holds the midway contract. Long-staying Labor Day crowd provided an all-time high single day's gross.

Canadian dance bands, presented in place of American name bands, have been doing "so-so" business, with one exec pointing out that the Canadian orks "can be heard anytime in the city and thus get play only from out-of-towners."

## DETROIT HIT BY UNIONS' HASSLE

### Gate Lags; Coliseum, Grandstand, Midway Business Dips 20 to 45%

#### B. HERB DOTTEN

DETROIT, Sept. 8.—Michigan State Fair this morning entered the next-to-the-last day of its 10-day run still reeling from blows dealt it Friday (31), opening day, as the innocent bystander in a jurisdictional dispute between rival CIO and AFL waiters-waitresses unions.

As of today the gate stood at 557,172 as compared with the 645,903 total for the corresponding eight-day period last year. Other income-producing sources, the grandstand, coliseum and midway, each were also off sharply as a result of the union-hassle, with drops ranging from 20 to 45 per cent.

Dispute started when the AFL challenged the right of Vernor's Ginger Ale personnel to work

drink stands at the fair under CIO permits, but it did not end when the concession privilege of Vernor's was revoked at about 6 p.m. opening day.

The AFL had thrown up picket lines on the fairgrounds opening day and caused cancellation of the afternoon Coliseum show headed by Bob Hope. But when Vernor's privilege was revoked, the CIO took to token picketing Sunday (2) and Labor Day as a protest against the privilege revocation, contending that action deprived their members of the opportunity to work.

The hassle was prolonged when CIO reps issued statements that

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## PHONE FIRM AIDS ANNUALS

BRIDGEPORT, Conn., Sept. 8.—Southern New England Telephone Company is enclosing a complete list of Connecticut fairs for this year, with an article entitled Country Fair Time, when mailing monthly bills this week.

The firm informs subscribers that further information on fairs can be obtained by writing to State officials at the capitol in Hartford. The article also points out that the company will have exhibits at the Chester, Woodstock, Guilford, Brooklyn, Harwinton and Durham Agricultural Fairs in this State.

## COLE DEAL SET, BAXTER REPORTS

### Oil Man to Take Over Sept. 25; Plans 30-Car Rail Show in 1952

HOUSTON, Sept. 8.—T. R. Baxter, heir to a Texas oil fortune, told *The Billboard* Friday (7) that he will take over Cole Bros. Circus on or about September 25.

Earlier in the day, Charles Watson, president of the Otis Circus Corporation, thru which Arthur Wirtz and James Norris own the Cole show, said negotiations with Baxter had been in progress but had not been finalized.

Baxter gave no indication as to the price tag on the circus property. He has indicated, however, that he would buy all of the show and that he would open it as a 30-car railroad outfit next spring.

It was virtually certain that part of the final deal would include a provision for Baxter to open the show at Wirtz's Chicago Stadium in April. An outline of Baxter's plans included 18 elephants, a lion act and about 60 head of ring stock.

#### Tents on Order

He has placed an order with the United States Tent & Awning Company, Chicago, for a new 150 round top with three 50s for spring delivery and a 90 with three 40s for the menagerie. The tops used by the 1950 Cole show were in bad repair and have not been maintained.

In addition to railroad cars and other show property, the Cole layout now includes 13 elephants, 3 Liberty acts, pony acts, most of which are making fair dates, and a hippo.

While Terrell Jacobs' cats and cages were part of the Cole show, these have been sold since the circus returned to quarters in May.

It was Baxter who last winter negotiated with B. C. Davenport for framing a truck show. Since that time, he said, he has sold his Texas oil interests to the Deep Rock Oil Company of Tulsa and the Minchon Company, Houston,

for approximately \$18,000,000. The sum is being paid to him, he reported, half in cash and half in oil payments over a five-year period. He has retained smaller oil properties in Louisiana and Mississippi.

#### Staff at Work

He announced that part of his 1952 Cole Bros. staff has been at work for several weeks, working out route plans and other details for the season.

The transfer will mark another change in the rocky road the Cole show has followed in recent years. It was sold after the 1948 season by Zack Terrell, owner and co-founder, to Jack Tavlin and associates. Tavlin operated it in 1949 and courted opposition with Ringling-Barnum but went into quarters a loser.

He sold the show to Wirtz, who put Hopalong Cassidy in as a feature and opened it at the Chicago Stadium in 1950. It played ball parks and stadiums for several weeks and went under canvas for one-day stands in mid-season. It closed in August, 1950, and its only appearance since was the Stadium date this spring.

## Senate Group Okays Ending Tax at Fairs

WASHINGTON, Sept. 8.—Exemption of non-profit fairs from admission taxes is virtually a certainty as the result of Senate Finance Committee approval last week of the House-passed provision to include the exemption in the 1952 tax bill. While the Senate group's action is not yet final, the Senate can be expected to go along with the Senate committee action. The measure then goes to the White House with the over-all tax bill. The President is expected to sign the exemption into law.

The Senate committee's action brings to an important climax years of effort by outdoor groups to clear non-profit fairs from the admission tax. By approving the House-passed exemption, the committee rejected movie demands by theater representatives that non-profit concerts and fairs continue to be subject to the admission tax so long as theaters were, too. In recent hearings before the Senate committee both theater and fair spokesmen outlined the hardships the admission tax imposed.

## Blacksburg, S. C., Cancels '51 Annual

BLACKSBURG, S. C., Sept. 8.—Cherokee Township Fair here has been cancelled due to a lack of an exhibit hall and shortage of materials, Paul Hambricht, announced.

## Canadian Loop Sets '52 Dates

PRINCE ALBERT, Sask., Sept. 8.—Dates for Western Canadian B circuit fairs in 1952 were set here recently when representatives of the 14 events, members of the Western Canada Fairs' Association, attended their semi-annual meeting.

The circuit's attractions committee meets in Saskatoon October 27.

Dates are: Lethbridge, June 23-25; Weyburn, 27-28; Estevan, June 30-July 1; Moose Jaw, July 2-5; Portage la Prairie, 7-9; Carman, 10-12; Yorkton, 14-16; Melfort, 17-19; Lloydminster, 21-23; Vermilion, 24-26; Vegreville, 28-30; Red Deer, July 31-August 2; North Battleford, August 4-6, and Prince Albert, 7-9.

J. F. Wilkinson, Moose Jaw, president of the Western Canada Fairs' Association and a past president of the Moose Jaw Exhibition Board, was chairman.

Fair officials attending reported livestock entries and attendance figures at all fairs well up over last year.

## See Sacramento's Gate Topping Peak of 1949

SACRAMENTO, Sept. 8.—With California State Fair to end its 11-day run here tomorrow on a Sunday preceding a semi-holiday, Admission Day, indications were that attendance would surpass last year and the 1949 mark of 698,235. At the end of seven days turnstile clickers had totaled 563,325. Pari-mutuel handle, at the end of the eighth day, had put \$2,990,420 thru the wickets, surpassing the full run in 1949 of \$2,640,462 and \$2,579,148 last year.

Sunday is expected to set a new closing-day attendance record. Approximately 10,000 newspaper carriers alone are expected from Northern California. Observing the occasion will be State, county, city offices and banks.

## Legion Skeds Godin Pyro

SPRINGFIELD, Mass., Sept. 8.—Joseph Godin, president of Interstate Fireworks Manufacturing and Display Company, reported here this week that his firm was awarded the contract for staging a pyro show for the 1951 national convention of the American Legion in the Orange Bowl Miami, October 17.

Aiding the event in surpassing last year and the marks of two years ago has been the weather. Temperatures have been moderate with nights cool.

A hike in general admission from 60 cents to \$1 for afternoon horse races has boosted revenue. Money in this category for the first seven days amounted to \$34,842.82 compared with \$17,703.23. Total money from the events for the same period was \$61,462.12 compared with \$40,152.73 for 1950. Also coming from the grandstand was \$38,524 for evening shows, produced by Music Corporation of America. Last year an MCA attraction pulled \$38,208.50 for the same time. Headliners have included Jerry Colonna, Sons of the Pioneers and Dennis Day.

Horse show revenue, too, is ahead of last year's mark with attendance of 23,343 as compared with 21,484. Revenue reported was \$18,078.50 and \$16,796.50 for a similar comparison.

Admission sales, 50 cents for adults and children under 12 free, accounted for \$255,087.52 in revenue. Last year's comparable figure was \$204,481.63. Concession money, with many stands on a per capita basis, amounts to \$157,138.65, which passes the same 1950 period by \$45,632.81.

Revenue from Ferris Greater Shows on the midway amounted to \$84,498.75. Contract is on a per capita basis of 15 cents.

## Pilot, Stunt Girl Killed In Crash at St. Paul Fair

ST. PAUL, Sept. 8.—Kitty Middleton, 17-year-old acrobat, and pilot Carl Ferris, 32, were killed Labor Day at the Minnesota State Fair here when a biplane they were stunting in front of the grandstand failed to come out of an off-power roll and plunged to the ground.

Ferris was killed instantly. Miss Middleton died at a hospital 40 minutes after the crash.

The plane was owned by George Waltz of Los Angeles, owner of the act and himself an airplane stunter. The act was an added attraction to the IMCA auto races, and it was witnessed by an overflow grandstand throng estimated at more than 30,000 persons.

The plane crashed into a cabbage patch nearly a mile from the grandstand, plowed a huge hole in the ground, then bounced about 140 feet before catching fire. Torn loose from her U-bar rigging on top of the plane, Miss Middleton was hurled about 150 feet from the plane, which landed upside down and burst into flames.

Both Miss Middleton and Ferris were from Mountain Grove, Mo. Ferris is survived by a widow and four children.

Miss Middleton joined the act August 12 in Missouri. Her routine consisted of standing on top of the plane as it was stunted. Her rigging consisted of a U-bar that encircled her back and part of her waist, plus foot braces.

**CLOSE-UP: ROLAND CHAMPAGNE**

**Bubbling Spirit Found  
Good Vintage Years**

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

It was while he was flat on his back waiting for a broken leg to mend that Roland Champagne decided that he liked the carnival business well enough to stay with it. He also decided that while he liked the business as a whole, he didn't particularly care for riding in Motordromes with the possibility of suffering another broken leg, or even worse injuries.

Some 20 years ago Roland was a motorcycle enthusiast. He got connected with the Rice Bros., owners of a Motordrome, who were not eager to fill performers roles themselves. Roland recalls that the potential thrills overshadowed the dangers for him and it wasn't long before he was and riding the straight wall with all the aplomb of the natural daredevil.

All went well until he took a spill and broke his leg. While convalescing he surveyed his future. He was lucky, he knew, that his injury was not more extensive. He wanted to continue trouping.



ROLAND CHAMPAGNE

but the thought of another header nixed his interest in drome riding.

**Buys Chairplane**

He shopped around, met up with Pete Druze, operator of the World Standard Shows, and sprung with \$350 to buy a Chairplane. The ride was beat up, but workable, Roland says.

The purchase dough was used to satisfy the light company's demand for deposit money and the

*(Continued on page 121)*

**Cisco Rodeo  
Pulls 50,000  
At Cincinnati**

CINCINNATI, Sept. 8. — The Cisco Kid Rodeo played to more than 50,000 persons at Crosley Field in eight performances here four days ending Monday (3). In addition to the Cisco Kid and Pancho, features included Lee Jones, WLW-T singing cowgirl, and Chuck Wagon Moore, of WKRC-TV.

Barnes-Carruthers theatrical Enterprises, Chicago, produced the show. John Daros, who also was an executive for a similar Cisco Kid show in Chicago in July, was associate producer and director.

Rodeo stock was supplied by Cherokee Hammond, with Karl Fugit, Al Jones and Chuck Turner in key spots. An elephant act from Cole Bros. Circus, and the Strato-Stars, and the Sensational Barretts, aerialists, were on the program together with Chico Fernandez Quintet.

Promotion and publicity was handled by Herb Pickard, of the Pickard-Morrison Office, Chicago. Stunt of bringing Santa Claus to Cincinnati for a vacation tied-in the rodeo and a department store.

**Sioux Falls Gate  
Hit by Weather**

SIoux FALLS, S. D., Sept. 8. — Sioux Falls Fair, hit by cold weather several days of its run, announced that attendance was off 5,447 from that of a year ago. Total front gate count this year, excluding children under 12, was 52,376, compared with 57,823 in 1950.

An estimated 10,000 kids were admitted to the grounds during the week, according to Al Halverson, secretary-manager.

**Out in the Open**

Art Briese, of Thearle-Duffield Fireworks, Inc., left Chicago Tuesday (4) for a five-day Lake Michigan cruise with the Medinah Temple of the Shrine. Two lake liners were used for the trip which will take the Shriners to Sioux St. Marie, Mackinac and Marquette, Mich.

Along with many other Eastern operators, Fred Murray, of International Fireworks, Jersey City, N. J., was singing the blues last week over rain-ruined business. Fred lost five shows in Delaware and New Jersey because of the weather.

Operators of Rockaways' (N. Y.) Playland and several of their employees are booked for travel. Mr. and Mrs. A. Joseph Geist late this month will plane to the West Coast for an inspection of parks between San Francisco and San Diego. Son Dick plans a motor tour of funspots via the southern route to Los Angeles, starting October 2 and lasting about two weeks. He also may visit Salt Lake City. Both Geists, Young and Assistant Manager Harold Alexander will make the National Association of Amusement Parks, Pools and Beaches convention this year.

The father of Lorraine Bramble, secretary at Steeplechase (N. Y.) Park, was discharged from a Gotham hospital last week after a month's illness.

Edward J. Carroll, head of Riverside (Mass.) Park, flew to Toronto last week to join other park men in viewing the Canadian National Exhibition. While there he was a guest of Canadian showman J. W. (Patty) Conklin.

Irving Rosenthal and his songwriting wife plan a pleasure trip to the West Coast in October, when Jack Rosenthal returns from a European jaunt.

Norman Y. Chambliss, manager of the Rocky Mount (N.C.) Fair and the Pitt County Fair at Greenville, N. C., reports heavy publicity and interest on an idea whereby those receiving the premium books of the annuals were asked to find a word purposely misspelled. Rewards were free gate passes and ride tickets for the midways of the annuals. Norman said 1,100 responded at

Rocky Mount and more than 600 at Greenville.

Val Campbell, booker for the Gus Sun office, who put the big star show in the Coliseum at Michigan State Fair, Detroit, is raising a prize winner. His 14-year-old son, Donnie Jr., entered his handicraft in various fair contests and walked off with seven ribbons.

Arnell Engstrom, secretary of Traverse City (Mich.) Fair and past president of the Michigan Association of Fairs, was named No. 1 on the "All Star Team" of Michigan representatives by "Inside Michigan" magazine. Engstrom, in addition to his fair duties, is a member of the Legislature. Poll was taken on newspaper correspondents accredited to the State capitol, who saw the House in action—and Engstrom and one other were the only representatives out of 100 to be named by every correspondent. The citation read—"No noisemaker. Does his work without trying to get his name in the paper. Tries to see both sides of the question."

Dorothy Conova, in charge of choreography for Hal Sands' gal lines, was a Chicago visitor Tuesday (4) while en route from the DuQuoin, Ill., Fair to Michigan State Fair, Detroit.

Pocket-sized picture magazine, "People Today," described in its September 26 issue how Girl Shows are giving standard exhibits tough competition for attention at fairs. The article is entitled "Sex Outdraws Livestock at 1951 Fairs." Major portion of the piece is devoted to Sally Rand and her recent appearance at Missouri State Fair, Sedalia. Mention also is made of Michigan State Fair, Detroit; Greene County Fair, Waynesburg, Pa.; Wisconsin State Fair, Milwaukee; State Fair of Texas, Dallas, and Los Angeles County Fair, Pomona, Calif.

Herman Huseby, art director of Rockaways' (N. Y.) Playland, has a show of paintings on exhibition at a New York restaurant. The display was put up August 24 and will remain for a month.

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# Talent Topics

**Happy Kellems** has joined the Barnes-Carruthers' No. 1 Unit and is booked thru October 1 with the org. He will play the Houston Shrine Circus and then goes to the Evansville, Ind., Shrine Circus Thanksgiving week. . . . **Serenado**, musical wonder horse trained by Adolph and Clara Delbosq, was featured with the Sons of the Pioneers at the Gresham, Ore., Fair and was awarded a grand champion ribbon and cup. He's currently appearing at the Sacramento State Fair, with the Jerry Colonna grandstand show.

**Wayne Mayfield** last week signed Les Ewen, Baltimore, as his agent for the former's new double breakaway sway pole act. In the past Mayfield has appeared in films as a stunt man and for a number of years drove racing cars. Wayne is the last of the Aerial Mayfields, high act performers of several years ago. . . . **Dottie and Denny Reno**, known for more than 40 years as the Great Renos, celebrated their golden wedding anniversary at their home in St. Joseph, Mo., September 2. . . . **Ralph Ruhl**, aerialist and concessionaire, was the subject of a feature article in a recent issue of The Canton (O.) Repository. Written by Abe Rich, Repository bureau writer, the piece detailed Ruhl's show business career. In conjunction with the story was a photo of Ruhl, who is seriously ill at his parent's Canton home, reading a copy of The Billboard.

Talent line-up at Jacktown Fair, Waynesburg, Pa., included the Silver Cyclones, roller skating; Rhea and Rogers, musical; Lena and Hollis, acro; Eddie Rutons dogs, Three Angerfords and George Wells' band. . . . **George Hyde** will emcee the grandstand show at Stoneboro, Pa., County Fair. . . . **Captain Shaw's** animals and Elly Ardely, trapeze were on a recent bill at the Palace Theater, New York.

The Stardusters (Hope and Mike Kent) will return to the U. S. following a successful season with the Bill Lynch Shows in Canada. They and Mickey King were the free attractions with Lynch. . . . Free act line-up at the Greater Cincinnati and Carthage Fair, September 11-15, will include Captain Kuhn's Cavalcade of Wild Animals; Al Ross, clown; Roberia, Mack and Roberta, comedy acro; Jackie Teeter, aerialist; Ross and Ross, musical novelty; Bomb Busters, dancers, and Danny Daniels, one-man vaude show.

The Great Fussner, with his Spiral Tower and Aerial Teeterboard, joined Braly Circus and Fair Attractions at Hohenwald, Tenn., August 27. Fussner also has signed to play the fair at Beaumont, Tex., the week of October 11. Following that date, he returns to Evansville, Ind., to move into his new ranch-type home there.

Jack and Gladys Smukler, the "Original Michigan Rubes," drew a big hand in the Detroit Labor Day parade when they appeared in clown costume with their ancient jalopy, converted into a float sponsored by Local 199, International Alliance of Theatrical Stage Employees.

Irah Watkins pens that he suffered a broken thumb recently in a broom fight with his chimp, while on stage at the Canadian National Exhibition, Toronto. Sylvia, his wife, also is there with her dog act.

Leon Gomvert, member of the Chabris Trio, feature clowns of Emil Wacker's Circus Apollo, hit the jack-pot last week by winning 5,000,000 francs (\$97,000) in the Belgian lottery.

Personnel with the George A. Hamid revue at the Malone, N. Y., fair, held a get-together following the Friday night show. Those attending included Francis Volante, Mr. and Mrs. Bobby Wahling, Babe Rabe, Bouncing Bodos, Mr. and Mrs. Bernie George, Gonzales Sisters, Rita Allen, Johnny Hook and the Roxette gal line. Mickey Sullivan and his band furnished music for the dancing. Sullivan's No. 1 unit played the Bath, N. Y., fair during Labor Day week, with the second unit at the Ebensburg, Pa., annual Hammond organists out with Sullivan this year are Al Boutweele and Al Winter.

**Loretta LaPearl** and her dog act played the Warsaw, Ill., Labor Day celebration and followed at the Bowling Green, Mo., fair. . . . Talent line-up at the recent Jackson, Mo., home-coming celebration included Ed Kleineman, magician; Dorothy, acro-dancer; Great Eugene, high wire, and Loretta's Dogs, all booked thru LaRose Booking Agency, St. Louis. . . . **Cy Riter** and his comedy car have signed to play return engagements at the Oklahoma State Prison show in McAlester and the act will close its season at the New Mexico State Fair, Albuquerque.

**Billy Barton**, cloud-swing, info he caught the Kelly-Miller Circus at Alexandria, Ind., and then drove to the Indiana State Fair at Indianapolis to visit with **Adrianna and Charly**, trampoline performers with the Barnes-Carruthers show there. . . . Following their close at the Sioux Empire Fair, Sioux Falls, S. D., the Belmont Brothers, jugglers, trekked to Pittsburgh for the Allegheny County Fair over Labor Day.

**Jake (Clown Cop Corrigan) Disch**, visited the Rosholt, Wis., fair over Labor Day where he renewed acquaintances with Binks Circus Dogs, Cliff Gaynor and Arnold Stein.

On the bill at the Essex County Fair, Westport, N. Y., August 29-September 1 were the Raylons, **Mike Monroe**, **Harry Dido's** dogs, **Marty Lynch** and **Martell Brothers**, booked by A. J. Clements, Hartford, Conn.

## Whitey Harris Dies in Crash

MINNEAPOLIS, Sept. 8.—Funeral services were held here today for Orville (Whitey) Harris, 59, veteran thrill show and circus clown, who was killed Tuesday (4) when the car he was driving plowed into the side of a railroad locomotive near Albert Lea, Minn. At the time, Harris was rushing to the bedside of his wife, Ethel, who was in a hospital here suffering from virus pneumonia.

Harris was with the Aut Swenson auto thrill show this year and had left the unit at Eldora, Ia., when he learned of his wife's illness. During a lifetime in the outdoor business, Harris had been with the Jimmie Lynch thrill show and a number of other thrill shows as well as circuses. He was a member of the Detroit Shrine and the Showmen's League of America. In addition to his widow he is survived by three children, his mother and a brother.

## North Heads For Hamburg

COPENHAGEN, Denmark, Sept. 8.—John Ringling North, head of the Ringling-Barnum circus; Umberto Schichholz-Bedini, European representative of the Big Show, and film player Gloria Drew left this city Friday, August 31, by plane for Hamburg after visiting the Schumann and Mische circuses and several night spots.

North and Schichholz-Bedini have seen many of the big circuses of France, Germany and Sweden but are not disclosing the names of any acts booked. The latter intimated that several good acts had been viewed and were being considered but that none actually had been signed. He said that he expected to return here in a few weeks and close some deals.

Party will head for Paris from Hamburg, then make Rome and Madrid, with a stopover in Holland.

## Chitwood Set For Freeport

FREEPORT, N. Y., Sept. 8.—Joie Chitwood's auto thrill show has been booked for one show Wednesday night (12) at Freeport Stadium here, promoter Jake Kedenburg said this week. On recent stands at Islip Speedway, Long Island, and Dexter Park in suburban New York, the show drew capacity audiences.

# Racer Killed, Spectators Hurt At Des Moines

DES MOINES, Sept. 8.—One auto racer, Richard L. Craemer, 29, Monahan, Tex., was killed and another driver and four spectators were injured Saturday (1) at the Iowa State Fair here when two cars collided and crashed into concrete retaining wall.

Craemer's car collided with one driven by Jack Fisher, Shelbyville, Ill., on a turn. Craemer's car hit high against the wire screen atop the wall. Spectators injured had been standing behind the retaining wall.

## Attendance Up 10% At Decorah, Ia.

DECORAH, Ia., Sept. 8.—Winneshiek County Fair here August 16-19 topped its 1950 attendance by 10 per cent, according to Leon Brown, secretary. Total receipts amounted to \$11,163, with \$6,456 paid at the front gate and \$4,707 at the amphitheater.

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# Elements Pitch Sneaky Stuff To Palisades

**NEW YORK, Sept. 8.**—Palisades (N. J.) Park batted one for three over the Labor Day week-end. Business was good Sunday, but the weather pitched sneaky stuff Saturday and Labor Day.

Co-owner Irving Rosenthal said that the take for the two rainy days was but 20 per cent of what should have been won. All Around the Town, network TV show offered Saturday night over Columbia Broadcasting System, originated from the park for a half hour. Before the cameras were Joe McKee, park superintendent; Jack Rosenthal and Ethel Purtle, wife of Earl Purtle, operator of the spot's Liondrome.

Boistering the last week at Palisades were the eliminations in the Mrs. America contest; bargain days, during which customers got rides for five cents during the day and a dime at night, and a New Jersey Republican outing for today. Irving expected 40,000 persons for the last-named event. Gov. Alfred Driscoll, Senators H. Alexander Smith and Robert Hendrickson and Guy Gabrielson, of the national committee, were slated to attend.

Irving also announced that the New York Police Anchor Club again would stage its outing at the park in 1952. It is hoped to include underprivileged children from New Jersey as well as New York for the affair.

# Rain Reduces Holiday Gross 50% at Olympic

**IRVINGTON, N. J., Sept. 8.**—Olympic Park here had a disappointing Labor Day week-end, with rain slicing 50 per cent from the healthy gross registered during 1950's comparable period.

Treasurer Robert Guenther reported that mist and rain struck all three days. A solid-spending crowd of 20,000 was reported on hand last year for Labor Day, while the park did but 60 per cent of that business this year for the day, Guenther said. Spot closes tomorrow.

Free acts for the final week included Jack Holst, trampoline and bar; Winters Sisters, tumbling and dancing; Connie Shearer, contortionist, and Janet and Paul.

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## Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended Sept. 7.  
The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2188 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- GEORGIA**  
Dublin—Oconee Fair, Oct. 25-30. O. N. Lewis.
- MISSISSIPPI**  
Meridian—New Meridian Fair-Cattle Show, Oct. 15-20. C. B. Rawlings.
- TEXAS**  
Hempstead—Waller Co. Fair, Sept. 19-23. Henry Holz.
- New Boston—Bowie Co. Fair, Sept. 25-29. Wm. S. Feuzell.
- Tomball—Harris Co. Fair, Sept. 12-16. T. C. Stalone.
- VIRGINIA**  
Charlottesville—Mecklenburg Co. Fair, Sept. 10-15. Howard Robbins.

# Steeplechase Holiday Take Pegged at 75%

**NEW YORK, Sept. 8.**—Checking back on Labor Day week-ends for the past four years, James J. Onorato, manager of Steeplechase Park here, revealed that the spot did three-quarters of normal business for the holiday period over this year's long week-end (1-3).

Rain fell all three days, and Onorato was well satisfied with the yield in the face of the weather. The Saturday downpour limited operation of the Parachute ride to 10-12 p.m., with that day the worst of the trio. Sunday and Monday all units operated, tho at a reduced pace.

Wednesday (5) 3,500 holders of season tickets to the park's swim pool were given eight-ride ducats at Steeplechase. The park ends its regular season tomorrow (9), closes for a week and reopens Saturday (15) for one day to accommodate an industrial outing.

# Riverview Pulls 50,000 For Industrial Outing

**CHICAGO, Sept. 8.**—Riverview Park here tallied an attendance of 50,000 for a division of General Motors Corporation picnic Saturday (25). William A. Schmidt, president of the funspot, said rides carried 195,032 persons in an eight-hour period.

The huge outing was booked by Riverview for the first time this season.

Miniature train carried 14,476 riders, according to Schmidt's records, to take the lead among rides. Side Sho, with a four-legged woman, attracted 14,230, he said. Several of the major rides rried from 6,000 to 11,000.

Business in general at Riverview

# Kennywood in Hefty Finale; Smokes Out Old Picnic Ducats

**PITTSBURGH, Sept. 8.**—Kennywood Park closed Labor Day (3) with a bang-up rd, and A. B. McSwigan, owner-manager, reported a very satisfactory season.

The spot's big picnic schedule continued ur to the holiday week-end. Newspaper advertising during the final week stressed Kennywood's offer to honor unusual 1951 picnic amusement tickets. Offer applied to reduced rate ducats bearing a picnic dat. Face value tickets, unli the outing admissions, are good any time.

The offer was seen as a goodwill gesture to those who found they still had tickets when their picnic was over. Those whose picnics were partially rained out also took advantage of the offer.

Kennywood's parade, *Storybook Land*, proved a good attraction for the final stretch. The line-up showed floats built around *Storybook* characters and a number of local bands. It was a portion of the spot's *Fall Fantasy*, with 14 school bands in competition.

This was the third time Kennywood used the parade-band combo. The floats were from Riverview Park, Chicago, where they ap-

# Rain Tells Sad Tale For Eastern Spots

## Loss Generally Exceeds 1950 Figure As Most Ops Lose Labor Day Period

**NEW YORK, Sept. 8.**—From New Hampshire down to New Jersey a sad tale of lost business due to bad weather over the Labor Day week-end (1-3) issued from Atlantic Coast operators.

In most cases, the loss topped the one sustained by many during the comparable period last year. Generally, one day of three was salvaged from rain in 1950. Most operators were hit by weather all three days this year.

In New England, Fred Markey, secretary of the New England Association of Amusement Parks and Beaches, termed the long week-end the worst holiday stretch in the last 10-12 years. The weather in the region generally started turning cool Friday night, August 31. Markey said that Saturday was cool and windy and Sunday and Monday were washouts, with the crowds starting for home by Sunday morning. For practical purposes, this week-end (8-9) ends the New England season. Markey pointed out that with the children returning to school little hope remained of recouping the loss.

### Many Ops Stay Closed

At Nantasket Beach and Paragon Park, Mass., many operators did not bother to open, and losses here were estimated at \$25,000 and \$50,000. The opportunity of making up for weather blows during August also went by the boards. The estimated deficit at Revere Beach, Mass., was \$50,000, and operators said the figure was low because it did not include the cash represented by food bought for the three days. Less than 1,000 persons turned out at Revere.

The beating taken at Hampton Beach, N. H., was put at \$25-35,000. At Salisbury Beach, Mass., and Old Orchard Beach, Me., the sums were set at \$20,000 and \$50-70,000, while Norumbega Park, Mass., also was struck hard. Similar situations were reported on Cape Cod, Connecticut and at other spots in Massachusetts, New Hampshire,

has picked up in recent weeks, Schmidt stated, and the season is running on a par with 1950. When weather permits, turnouts and spending are up. A total of 33 days of rain, compared with 21 last year, served to keep the gross down.

Drawing well again is Riverview's Mardi Gras, late-season attendance booster which combines a bands festival with parade of colorful floats. "Candyland" is the theme of this year's parade, and 1952 plans call for a circus theme. Last year's equipment is being used by Kennywood Park, Pitts-

Maine and Vermont. Hotel operators saw myriad reservations canceled after expecting a banner week-end.

### Atlantic City Fares Best

Of all East Coast spots, Atlantic City appeared to fare best. Richard Hughes, captain of the resort's beach patrol, estimated 400,000 visitors over Saturday and Sunday, with a beach crowd of 206,000. Bright sunlight, temperatures in the 80's and a water temperature of 79 brought many of them out, officials said. However, rain began late Sunday and continued thru Monday. This year's beach throng compares to the 150,000 persons estimated in 1950 for the same week-end.

In the metropolitan New York area some sunshine on Monday helped beach attendance that was cut to almost nothing Sunday. Rockaway beaches reported a total of 500,000 bathers Monday, compared to 50,000 the previous day. The over-all drop was from 2,750,000 persons in 1950 to 1,000,000 this year.

### Gotham Spots Lose

At Jones Beach, 12,000 persons visited Sunday, against the normal total of 100,000 for the day. Coney Island had only 400,000 visitors for the day. The Bronx Park Zoo also had fewer Sunday visitors than normal.

Reports from the six parks in the New York area varied, but none were on the bright side. Palisades (N. J.) Park termed its gross 20 per cent of what it should have been, Olympic (N. J.) Park's take fell off 50 per cent from 1950 and Rye (N. Y.) Playland merely held that its gross for the holiday period was down. Indian Point (N. Y.) Park did well comparatively, but the spot is in only its second year of full operation. Steeplechase (N. Y.) Park management said that three-quarters of the normal holiday sum was grossed. Of the six, only ever-optimistic Rockaways' (N. Y.) Playland offered that the money made was equal to that of Labor Day, 1950, and the take for that time, in turn, had been claimed to be far ahead of 1949. In general, all six experienced heavier or lighter rains for the three days.

Competing with local funspots for attention were such attractions as Aqueduct Park race track, which drew 48,132 persons Monday, 5,000 more than in 1950. The Brooklyn Dodgers and New York Giants, battling for the National League pennant, both played double-headers locally Monday, the former pulling 33,353 and the latter, 31,397. The national tennis championships staged the same day at Forest Hills drew 15,000 customers.

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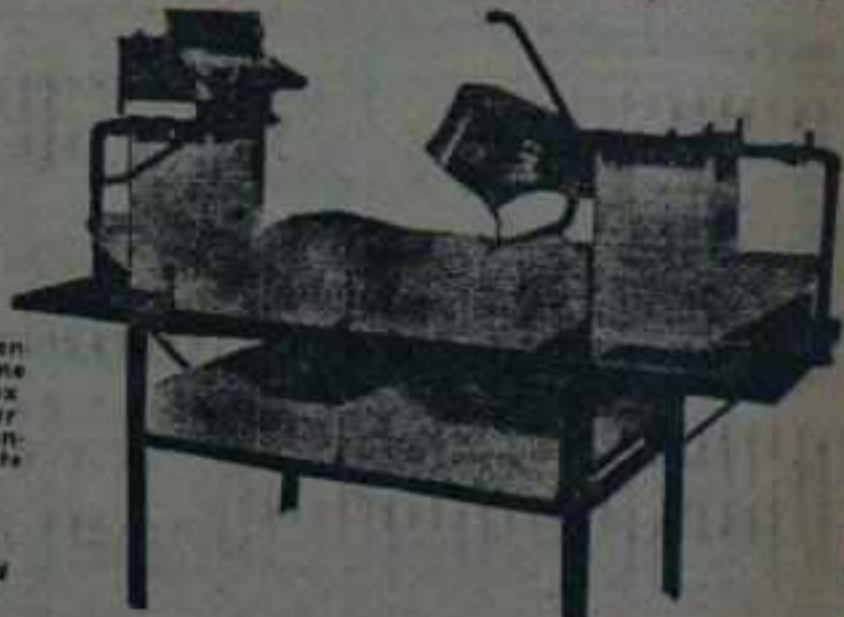
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## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, roll up and down. Light weight cards. Per set of 100 cards, tally card, calling numbers, \$2.50.

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- Plastic Markers, Red or Green, round or square, 3/8" diameter, M 2.50
- Scalloped Edge, Green only, M 2.80
- Smaller Size, 1/2" diam, Red or Green, Plastics, M 1.50
- Adv. Display Posters, size 2 1/2 x 3, Ea. .15
- Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3 1/2 inch, Per M .90
- Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M 2.25
- Round white N. J. Cardboard Markers, 2 sizes; 1/2 inch diam. 1000 to 1b., larger size, 3/4 diam. 1000 to 1b., either size, lb. .35
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**Schaghticoke Draws Big;  
May Extend Run to 6 Days**

SCHAGHTICOKE, N. Y., Sept. 8.—A big Labor Day crowd, despite overcast skies, and a surprising turnout Tuesday (4) combined to assure the Schaghticoke Fair a highly successful four-day run. President Phil Caird said the annual may be extended to six days next year to give it full-fledged status.

Paid gate on the holiday topped 26,000 and the total attendance exceeded the 30,000 mark. On Tuesday paid attendance was over 10,000. A horde of school kids admitted free boosted the over-all figures considerably. Wednesday was light, as expected, but the turnout on Thursday (8) was big, as indicated by the advance sale of grandstand tickets.

Annual has attempted five days of operation in the past, but the extra day won distavor with cattle exhibitors. With 481 head of stock on hand this year, and more turned down for lack of stabling, Caird said the cattle show could easily be split up into two sections, thus eliminating the complaint of exhibitors who do not want to participate for more than three or four days.

**In Populous Area**

The 30,000 gate on the holiday, plus the sizable turnout on Tuesday, indicate that the annual could easily go the full route. Annual

is only a few miles from the thickly populated Albany, Troy and Schenectady areas.

Event is one of the few in the State day and dating the State Fair at Syracuse over 100 miles away. Operation of the big event has not hurt the local fair at all, with the interest of cattlemen and horsemen greater than ever before.

Television, which blankets this area, has not hurt attendance but is credited with stimulating the gate as the new media is used extensively for exploitation. Local bread company distributed more than 10,000 circulars supplied by the fair in delivering its bakery products directly to homes. Same company also plugged the annual on its daily video stanza.

Plant is in excellent shape and presents a well-groomed appearance as the result of year-round grounds maintenance during which time it is used extensively by local groups for picnicking. While more buildings could be used, it is unlikely that structures will be added in these days of high costs.

Grandstand hit sellout proportions on three of the four nights. An Al Martin revue plus acts was featured.

A large group of Japanese students visited the annual as part of a conducted tour of the United States designed to show them democracy in action.

**Mardi Gras Provides  
Rockaways' Fast Finish**

NEW YORK, Sept. 8.—Big thing in the minds of Rockaways' Playland management this week was not so much the results of the Labor Day week-end (1-2-3) as the 300,000 persons they claimed were drawn during the first three days of a Mardi Gras staged in the Rockaways area, with principal events taking place at the park.

The rain hit all three days of the holiday week-end, park execs maintained that business was at least equal to 1950's solid Labor Day period.

Mardi Gras was scheduled for Tuesday (4) thru today. Lead-off was a parade of floats over a three-mile course, with merchants in the area represented. Wednesday (5) brought a procession of volunteer firemen with equipment and gags from Westchester, Nassau and Suffolk counties. A king, queen and honorary mayor for the Mardi Gras were chosen by popular ballot, at a penny a vote, Thursday night (6) at the park. The American Legion, a local post of which

is sponsoring the event, realized \$17,000 from the king-queen-mayor angle.

City officials were slated to be on hand for the coronation of the king and queen and inauguration of the mayor last night (7) at the park. Queen of Queens, with two candidates each from all Legion posts in the Borough of Queens, the park's location, was to be selected this afternoon at the spot, and a parade of 10,000 Legionnaires was the wind-up tonight. A car raffle also took place during the day.

Pepsi-Cola tied in with the Mardi Gras last week and touted the event on the sides of its delivery trucks. The Army, Navy and Marine Corps also were represented by men and equipment during the shindig. Rockaways management was emphatic in stating that it was giving the park a powerful send-off for the regular season.

**Weather Hits  
Playland, Rye  
Holiday Take**

RYE, N. Y., Sept. 8.—Altho Labor Day produced a fairly good return for Playland here, the long week-end (1-3) did not par the comparable period in 1950 due to bad weather. Allen E. MacNicol, director of the park, reported.

He could not give a percentage figure for the decline. Rain struck the spot Saturday and Sunday. Added for the holiday was a fireworks display.

Playland shutters tomorrow (9). A final fireworks display was given last night (7).

**Ellensburg Rodeo  
Gets 30,000 Gate**

ELLENSBURG, Wash., Sept. 8.—Despite a Labor Day crowd of only 8,000, the 29th annual rodeo wound up its three-day run here Monday (3) with total attendance estimated at close to 30,000. Gordon Davis, Clovis, Calif., was crowned all-round cowboy champion for the three days.

**Carnival Routes**

Send to  
2150 Patterson St.  
Cincinnati 22, O.

- Alamo Expo: (Fair) Duncan, Okla.; (Fair) Denton, Tex., 17-22.
- American Beauty: (Fair) Audubon, Ia., 11-14.
- Am. Co. of America (Hennies): (Fair) Knoxville, Tenn.; (Fair) Chattanooga 17-22.
- American Eagle: (Fair) Selmer, Tenn.; (Fair) DeKalb, Miss., 17-22.
- A.M.P. Clintonwood, Va.
- Beam's Attra.: Cookport, Pa.
- Becht, Lee: Sabina, O.; (Fair) Beaman 19-22.
- Bee's Old Reliable Horse Care, Ky.; Greensburg 17-22.
- Bernard & Harry: Welland, Ont., Can.; Stratford 17-19; Galt 20-22.
- B. & H. Am. Co.: Lake City, S. C.; Johnsville 17-22.
- Big Four Am.: (Fair) Bloomfield, Mo.
- Big State: (Fair) Idaho, Okla.
- Blue Grass: West Point, Miss.
- Bluff City: Lutesville, Mo.
- Bodart's: Weyauwega, Wis., 13-16; Ripon 18-21.
- Brodbeck & Schrader Rides: (Fair) Blackwell, Okla.; (Fair) Hutchinson, Kan., 15-22.
- Borverland: Taylor, Tex., 13-16.
- Burkhart: Sparta, Ill.; Lutera, Ark., 17-22.
- Buck, O. C.: (Fair) Great Barrington, Mass.; (Fair) Bridgton, N. J., 17-22.
- Burdick's: Mesquite, Tex.; Grand Saline 17-22.
- Burke, Harry: (Fair) Plaquemine, La.
- Capital City Am.: (Pa. & Morris Sta.) Indianapolis, Ind.
- Capital City: (Fair) Fayetteville, Tenn.; (Fair) Opelika, Ala., 17-22.
- Carpenier Bros.: Berne, Ind.
- Cattell Greater: Allen, Kan.
- Cavalader of Amusements: (Fair) Jackson, Tenn.; (Fair) Nashville 17-22.
- Cascade of Fun: Rutland, Ill.; Rockford 18-22.
- Central Am. Co.: (Fair) Seaboard, N. C., 17-22.
- Central States: (Fair) Pawhuska, Okla., 19-13.
- Ceplin & Wilson: (Fair) Reading, Pa.; (Fair) Hagerstown, Md., 17-22.
- Chapin, Jimmie: Eaton, O.; St. Paris 17-22.
- Cherokee Am.: Wewoka, Okla., 16-13; Haldenville 14-15; Shawnee 17-20.
- Coleman Bros.: Greenfield, Mass.
- Coleman, C.: Villa Platte, La.; Jena 17-22.
- Collins, Wm. T.: (Fair) Bird Island, Minn., 19-12; (Fair) Willmar 13-15.
- Columbia: (Fair) Cherryfield, Me.
- Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Manchester 17-22.
- Coney Island: Boone, N. C.; Sweetwater, Tenn., 17-22.
- Conklin: (Fair) London, Ont., Can.; (Fair) Lindsay 17-22.
- County Fair: Scribner, Neb., 15-14.
- Crafts Expo: (Fair) Orland, Calif., 11-16.
- Crafts Fiesta: (Fair) Pomona, Calif., 14-23.
- Crafts 28 Big: (Fair) Pomona, Calif., 14-30.
- Dane Midway: Elm City, N. C.
- Dobson's: Unfiled: Cumberland, Wis., 14-16.
- Dawn River Am. Co.: River Rouge, Mich.
- Drayton: (Fair) Akron, Ind.; (Fair) Summitville 17-22.
- Drew, James H.: (Fair) Middleport, O.; (Fair) Greenup, Ky., 17-22.
- Dudley, D. S.: Denver City, Tex.; Lovington, N. M., 17-22.
- Dumont: Nashville, N. C.; Zebulon 17-22.
- Dyer's Greater: Mounds, Ill.
- Eddie's Expo: Davis, W. Va.
- Evans United: (Fair) Fayette, Mo., 13-13; Concordia 17-21.
- Ferris, Carl D.: Nashville, N. C.; Washington 17-22.
- Ferris Greater: (Fair) Merced, Calif., 13-16.
- Fidder's United: Alton, Ill.; (Fair) Piggott, Ark., 17-22.
- Fleming, Mad Cady: (Fair) Jasper, Ga.
- Francis, John: Newport, Ark., 14-22.
- Franklin, Don: (Fair) Texarkana, Tex., 14-22.

(Continued on page 123)

**Circus Routes**

Send to  
2150 Patterson St.  
Cincinnati 22, O.

- Bestly, Clyde: Jonesboro, Ark., 11; Stuttgart 12; Little Rock 13; Hot Springs 14; Camden 15; Monroe, La., 17; Alexandria 18; Mansfield 19; Marshall, Tex., 20; Longview 21; Mt. Pleasant 22.
- Capell Bros.: Aurora, Mo., 12.
- Cole & Walker: Hanover, Kan., 10; Centerville 11; Horton 12; Okaloosa 13; Wellsville 14.
- Gould, Jay: Okawka, Ill., 18-12; Grinnell, Ia., 13-15.
- Hagan-Wallace: Washington, Ga., 12; Commerce 13.
- Hunt Bros.: Henderson, N. C., 13; Oxford 14; Roxboro 15; Burlington 17; Chapel Hill 18; Sanford 19; Southern Pines 20; Rockingham 21; Laurinburg 22.
- Kelly-Miller: Loogotex, Ind., 10; Huntington 11; Princeton 12; Grayville, Ill., 13; Henderson, Ky., 14; Morganfield 15; Kelly-Morris: North Olmsted, O., 13.
- King Bros.: Lancaster, S. C., 11; Monroe, N. C., 12; Laurinburg 13; Lumberton 14; Fayetteville 15; Wilmington 17.
- Mills Bros.: Barre, Vt., 11; Burlington 12; Rutland 13; Bennington 14; New Milford, Conn., 15; Clifton, N. J., 17; Woodbridge 18; Somerville 19; South River 20; Pennsauken (Camden) 21; Mt. Holly 22.
- Polack Bros.: Eastern: (Ball Park) Decatur, Ala., 14-15; (Ball Park) Tuscaloosa 15-19.
- Polack Bros.: Western: (Ball Park) Kennewick, Wash., 14-15; (Armory) Ellensburg, Ore., 19-20; (Armory) Klams Falls 22-24.
- Ringling Bros. and Barnum & Bailey: Los Angeles, Calif., 19-16; San Bernardino 17; Phoenix, Ariz., 19-19; Tucson 20; El Paso, Tex., 21-22.
- Rogers Bros.: Sikeston, Mo., 11; Poplar Bluff 12; Blytheville, Ark., 13; Jonesboro 14; Forrest City 15; Little Rock 17.
- Stevens Bros.: Superior, Wyo., 18; Sinclair 11; Stratola 12; Medicine Bow 13; Wallace & Clark: Lampasas, Tex., 14.

**Spokane Spot  
Reaps Record  
Week-End \$\$\$**

SPOKANE, Wash., Sept. 8.—Natorium Park had one of its most successful Labor Day week-ends on record, according to Manager Lloyd Vogel. Business was up to the war years he said, and folks seemed to be giving their children a last fling before sending them off to school. Weather was perfect. Special rates of cents for youngsters under 12, 15 cents for adults were tured.

Tony Pastor drew one of its biggest week-end dance crowds of the season—3,200. Attendance was 1,000 Friday night and 2,200 Saturday night. Tickets went for \$1.50 at the door and \$1.25 at successful downtown advance sale. Ernie Tubbs' Grand Ol' Opry set for September 17.

**W-C to Winter  
In Hot Springs**

HAMILTON, Tex., Sept. 8.—Wallace & Clark Circus this week concluded negotiations to winter on the fairgrounds at Hot Springs. Norman Anderson, owner-manager of the org, announced during its local stand. He said that through the co-operation of the Elk Lodge, Walter Ebel and Bill Durant, the show will move into quarters shortly after the close of the Garland County Fair, October 20.

All of the show's equipment, animals and personnel will play the Elks' Days of '49 Celebration to raise funds for Garland County's Needy Children's Christmas Tree Fund. W. F. (Bill) Wilcox special agent, represented the show in the negotiations.

**Ideal Beach Tabs  
1,600 With Dorsey**

MONTICELLO, Ind., Sept. 8.—Tommy Dorsey and his orchestra played one-nighter at Ideal Beach Shafer Lake, Tuesday (28), with attendance clocked at 1,619 behind a gate of \$1.67, plus 33 cent tax. The draw put Dorsey into percentage bracket.

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Above prices for any wording desired. For each change of wording and color add \$1.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.  
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ORDER NOW FOR YOUR BIG SOUTHERN FAIRS  
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## Strong Finish Ups White City Over '50

WORCESTER, Mass., Sept. 8.—Altho marred by rain, Labor Day week-end (1-2-3) at White City Park here produced a take at least a small margin ahead of the 1950 holiday's figure and provided a seasonal wind-up that pushed the over-all gross above last year. Saturday and Sunday were hit hard by rain, and Labor Day was cloudy. However, a nickel day for kids on the holiday came thru with a strong finish. A fireworks display was offered Friday night, August 31.

Spurred defense effort brought on by the Korean war was offered as a main reason for the business rise this year. Unemployment in the Worcester area, which was fairly heavy in 1950, dropped sharply this year as diversified industries toiled up to meet government orders. For its patrons, the park depends on Worcester County and points east, Putnam, Conn., to the south and a few places in New Hampshire on the north.

White City worked behind a free gate and parking also was free. No combination tickets were used. Major rides and their prices at the spot included: Merry-Go-Round, 9 cents; Funhouse, Whip and Dodgem, all 18 cents; Roller Coaster, Batter Up baseball game and Water Scooter, all a quarter; Rocket and Dark rides, 16 cents each, and Bug, 20 cents. A Kiddleland included Boat, Miniature Train, Ferris Wheel and Airplane rides at 9 cents each or three for a quarter.

### Varied Features

Free acts were offered four times during the season but were not scheduled to emphasize any particular occasions. Miss White City, an excursion boat, offered customers a three-mile, 15-minute ride for a quarter on Lake Quinsigamond, which is rimmed by a bathing beach. The spot shuttered on Labor Day since children in the area started back to school this week.

Manager at White City is Sam Hamid, brother of George A. Hamid. Assistant manager and promotion director was Jack Morris, son of veteran promotion man Charles (Doc) Morris. Top promotions at the park during the season handled by the younger Morris

included Canada Dry days, July 27-28, with ticket distribution thru stores in the area handling the firm's soft drinks; Worcester Boys' Day, July 23, with 30 municipal parks and playgrounds plus local YMCA and Boy Scout groups pushing the ducks, and Hopalong Cassidy Days, August 17-18, drawing 17,000 persons. The latter deal was worked in connection with five stores and a bank in this area. Finalists in a kid cowboy contest numbered 59, and \$100 worth of Hoppy merchandise was distributed. The bank also opened 10 Hopalong Cassidy savings accounts for the finalists. The Canada Dry days figured to be the strongest of the year, and even rain failed to keep them from giving a high yield.

## Holiday Takes Move Nu-Pike 60% Over '50

LOS ANGELES, Sept. 8.—Business for the year at the Nu-Pike is 60 per cent ahead of the same period last year, with the 1950 Labor Day week-end and Labor Day takes running ahead 29 and 25 per cent respectively. L. P. (Pat) Murphy, manager, reported that July ended 32 per cent ahead of the same period a year ago.

Outstanding among the increases was the Motordrome, owned and operated by Ted Toteet. Comparing takes this year with last, Toteet is ahead 110 per cent for the holiday week-end and 75 per cent for Labor Day.

The Nu-Pike kiddleland topped the three-day holiday by 77 per cent and the Monday by 76 per cent.

Clear weather prevailed in the area September 2-3, which helped to boost takes. Last year it rained Sunday with Monday cold and foggy.

Murphy said that the take at the Long Beach plunge also was running ahead for the holidays but that exact figures were not available.

## Dallas Multiplies Holiday Gross With Promotion

DALLAS, Sept. 8.—Showing what a little push on a holiday can do, State Fair midway here had first special Labor Day promotion since before the war and upped gross an estimated 500 per cent over last year.

On a day when thermometer hit a high of 105 at 5 p.m. and stood at 90 at 9 p.m., midway had about 50,000 visitors. An estimated 20,000 were on hand at midway stage at 9:30 p.m. for distribution of \$3,000 worth of merchandise prizes including television set. Giveaway took about two hours. There were 75 different groups of prizes, all donated by local merchants.

### Webfoot Day

Day was known as Webster Webfoot Day on midway. Webster Webfoot is popular television character sponsored by Sanger Brothers' department store which co-operated on midway promotion.

Promotion included 3-sheets and window cards, 80 inches of paid advertising in daily newspapers and numerous TV spots on Webfoot program.

Midway remains open until September 17 when it closes to get ready for State Fair in October.

## Rain Smacks Indian Point

PEEKSKILL, N. Y., Sept. 8.—Ed Kelman's Indian Point Park did okay over Labor Day week-end despite rain, but Kelman admitted that the same period in 1950, spot's initial year was a wash-out.

Rain started at 9 a.m. Saturday and continued thru that day and the next two, Kelman said. Partial balm was the several large outings booked for the week at the park. Kelman had an optional contract for a fireworks show Labor Day but abandoned it in the face of the weather.

## Midwest Ops Draw Holiday Winners

Good Spending Crowds Put Most Parks Ahead of '50 Despite Cloudy Weather

CHICAGO, Sept. 8.—Cloudy, cool weather took the edge off of Labor Day at some Midwestern funspots, but even without sunshine many operators recorded top-grade takes. Most reported improvement over 1950, when a number of the spots had similar weather. Only in Kansas City did the threatened rain develop.

Those parks which wound up their seasons with the holiday (3) were closing the books on a bumper season. There was reluctance on the part of some operators to put their increases into dollars or percentages, and they limited comment to general expressions of satisfaction.

Robert A. Reichardt's Riverview Park, Des Moines, Ia., turned in a 50 per cent increase over the 1950 holiday week-end, altho his spot shared the unfavorable weather. It had nearly identical weather a year ago and the WHO Buckaroos, radio musicians, were the attraction for each season.

Reichardt said the park was 11 per cent ahead of 1950 for the season.

Riverside Park, Indianapolis, also pushed well over the 1950 score despite cool weather. John L. Coleman reported that some patrons had to wait in line 30 minutes for rides in the afternoon. While it was too cool in the evening for s.r.o., he said, devices still operated at capacity.

### Toledo Beach Up

New Toledo Beach, Monroe, Mich., topped its 1950 holiday gross, according to H. L. Walters, manager. Sunday (2) attendance was double that of a year ago but included 2,300 employees of a paper company. Gross for that day was three times the corresponding 1950 figure. Monday (3) was only fair, he said, with attendance up slight and the gross about the same.

Per capita spending was up at Walters' spot from 45 cents to 67 cents for the 1951 holiday. Special Labor Day promotion was free dancing with Huber Brothers' orchestra. Walters reported Toledo Beach will operate on week-ends only thru September and that a number of industrial picnics are scheduled thru September 16.

## Westview Pulls 1,600 With Lombardo Band

WESTVIEW, Pa., Sept. 8.—Guy Lombardo played Danceland at Westview Park here on an evening the spot ordinarily is closed, Thursday (30), and drew 1,656 at \$1.50 plus tax. Patronage was largely older folks than usually turn out at Danceland.

At the same time Pat Page and Guy Mitchell were opening in downtown Pittsburgh and the free fair at South Park was under way. The three attractions were plugged heavily thru newspaper ads.

Detroit funspots, particularly the major entertainment emporiums, found the State Fair cut into patronage. Drizzle on Saturday (1) was followed by two clear days, but business failed to respond in proportion.

Edgewater used extensive outlay of promotion and attractions to boost the turnouts above the 1950 level. At Motor City, business was barely equal to last year's, and Walled Lake, where the fair was felt most, was slightly under a year ago. At Motor City, Vic Horwitz said he plans to run until November 1. Fred W. Pearce said Walled Lake probably will close late this month.

### Island Spot Clicks

Bob-Lo, in contrast to other Detroit area spots, enjoyed the best Labor Day business in 10 years, according to W. B. Browning, partner in the park. Free transportation to the island spot was offered for children. Crowds were estimated at 4,500 on Saturday and 4,000 on both Sunday and Monday. The ship serving the island made three round trips daily to handle the crowds.

Browning said the season's total attendance was about 400,000, an increase of 75,000 over 1950 and the best since the park opened under the present management three years ago. Labor Day was the year's finale.

In the Pittsburgh area, Westview Park had clear weather this year in contrast to heavy rain in 1950. The result was business described optimistically and well above last year's.

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## Holiday Gross, Season Big for Cincy's Coney

CINCINNATI, Sept. 8.—Labor Day week-end produced for Coney Island here attendance of some 63,000 and a per capita spending gain of 12 per cent and grosses 25 to 30 per cent ahead of the corresponding days of 1950, said President and General Manager Edward L. Schott.

In sharp contrast with last year, when rain washed out Saturday operation, this year's weather was near perfect. As a result, all attractions did business with rides leading the way and the Sunlite Pool gross 300 to 400 per cent ahead of last year.

Coney staged its Sky Revue and fireworks show Labor Day and on nine day preceding the holiday, an annual attraction which brings the official season to a close. The attraction offers aerial acts and displays by Arthur Rozzi's Tri-State Manufacturing Company, Loveland, O.

From the standpoint of gross, said Schott, the 1951 season was the best on record for Coney, altho net profits will not set a new high owing to steadily increasing operating costs in recent years. Nevertheless, he said, the season was highly satisfactory, especially so in view of the fact that Coney no longer has the boat which formerly brought customers to the resort from Cincinnati. The weather, too, gave park operations a big lift this year in contrast to 1950. The current season started at a pace somewhat slow because of rain, but with a change for the better in the weather that continued practically uninterrupted for the remainder of the season, Coney attendance and grosses soared. Gross records were set this year by the rides, pool, cafeteria and

Land of Oz, the kiddleland, Moonlite Gardens, the dancery, had a gross 3 to 4 per cent ahead of 1950.

Several week-ends of operation are still in the works. They kick off tomorrow with an Albers Supermarket Day. A big event still on Coney's calendar is a Shrine Day slated for October 15. The date coincides with a gathering in Cincinnati of Shriners from several States. High spots of the day will be Shrine parade and ceremonial in the park and an elaborate fireworks show which Schott says will be the park's most elaborate pyro spectacle of the year. Coney plans to feed 6,000 chicken-in-the-bag dinners to visiting Shriners on that day.

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## Winnings Hold High For Beatty in Ind.

Staff Shuffled as Season Nears End; New Tops Delivered, Stored for '52

FORT WAYNE, Ind., Sept. 8.—Clyde Beatty Circus, fresh from particularly strong business in Michigan, found crowds turning out as well here. The show pulled a three-quarter matinee and near-capacity at night.

A day earlier in Elkhart, Ind., Labor Day, the aggregation had played to big houses, and it was much the same all along the line. Benton Harbor, Mich. (1) was strong.

Muskegon, Mich., (31) had a full matinee and turnaway night house, with the overflow at night estimated at nearly enough to warrant a second show. Cavalcade of Amusements had vacated the same lot two days earlier. Train was delayed by late loading in Grand Rapids, where rain and mud handicapped.

Kalamazoo, Mich., (29) had a weak matinee but the night house was a good three-quarter.

### New Tops Stored

New canvas was delivered to the show but it was planned to store it on the train and not use it before the opening next spring in California. Meanwhile, the old top, a 1949 model put back into use after the 1950 canvas was damaged in a blowdown, was showing wear.

Beatty will day-and-date Rogers Bros. Circus on Monday (10) in Cairo, Ill., after trailing Si Rubens' Rogers show by two days in Indiana. Further opposition between the two shows was anticipated in Arkansas.

Beatty's staff was changed this week as several persons closed. Shakey-Leg Murphy, legal adjuster who came on recently to succeed Harlan DeWitt, closed at

## Alberta Slim Plans Circus In W. Canada

VANCOUVER, B. C., Sept. 8.—Alberta Slim, who has toured Canada with a Western show on a number of carnivals, plans to open a small motorized circus for Canadian territory next May.

He is an RCA recording artist, with many of his own compositions on disks. Together with his trained horse, Kitten, he has been with Lynch Bros., Wallace Bros., Crescent Shows and, this season, Royal Canadian Shows.

The circus, he said, will use a top seating about 1,000 and will have one ring. Probable opening stand is Moody Park, New Westminster, B. C.

## Tom Thumb Circus Plays Calif. Fairs

SACRAMENTO, Sept. 8.—The Tom Thumb Circus, operated by Alreed and Bocklich, is playing California fairs with a layout which includes seven people, two trucks and a sidewalled arena with 600 seats.

Show pitches strictly to kids, with five men working as clowns and youngsters augmenting the spec. Each clown pulls a small, ornate cage in the spec. Animals are five dogs, two horses, a pony, two monkeys and a honey bear.

Program includes high school horse, magic, pick-out pony, dogs, dog and pony routine and clowns.

## RED TAPE MELTS FOR COLD DRINK

CHICAGO, Sept. 8.—The business isn't always so complicated. Sometimes mountains of regulations just melt away, at least with the back-hills big tops. One show owner, doubling as butcher, works the seats with a homemade soft drink. He carries the concoction in an ordinary household water pitcher and pours out the portions as sales are made.

Elkhart, and Fred Donovan, formerly with Beatty and Cole Bros. came on to fill the post.

### Howe, Hervey Close

Edward Howe, press head, also closed at Elkhart to return to New York because of the illness of his wife. He had worked thru the Danville, Ill., stand and was succeeded temporarily by Harry Golub, press agent and Side Show manager. Golub went ahead when another press man, scheduled to take Howe's place failed to show. However, Golub also was expected to leave shortly because of earlier commitments on the West Coast.

J. R. Hervey, contracting agent, completed his season's work and was returning to his Portland, Me., home. Dan Dix was scheduled to contract all remaining stands.

The show is scheduled to close about October 15, probably in Gallup, N. M., and jump to El Monte, Calif., where it will set up new winter quarters.

Beatty and his cats are scheduled to play two indoor dates soon after the show closes.

## One Ind. Town Off for K-M; Others Strong

SHELBYVILLE, Ind., Sept. 8.—Al G. Kelly & Miller Bros. Circus sagged a bit here Wednesday (5), when a half house turned out for the matinee and a three-quarter house made the evening show.

Otherwise, it was rolling up a score that included at least one near-capacity house a day. Labor Day (3) in New Castle, Ind., was worth a straw matinee and near-capacity at night. A matinee-only on Sunday (2) in Alexandria, Ind., gave a strong three-quarters.

In Knox, Ind. (31), townsfolk were disbelieving until the Kelly-Miller caravan looped thru town in the morning. Then a crowd turned out for the lot activities and for a near-capacity matinee and turnaway night house.

In Plymouth, Ind. (30), Kelly-Miller played to a half house in the afternoon but a near-capacity at night.

The Shelbyville stand was marred by rain and affected by the Indiana State Fair, 26 miles away, it was believed.

## Mills Scores Two Big Ones In Bridgeport

BRIDGEPORT, Conn., Sept. 8.—Mills Bros. Circus scored a full matinee and near-capacity night house here Wednesday (5), although it was the third one in and despite a change in lots.

Show originally was booked for Candlelight Stadium, but Connecticut lot regulations forced a switch to Barnum Field, where Ringling-Barnum usually appears. Both Ringling and Hunt Bros. had preceded Mills in the old Barnum town.

Labor Day (3) in Hackettstown, N. J., brought out a near-capacity matinee for Mills but a half house at night. Drizzle late in the afternoon had little effect.

Berwick, Pa. (30) gave Mills two three-quarter houses. Matinee was on time, although the canvas was broken and a stake truck overturned. No one was injured. Captain Seagraves, boss bull man, was limping after an elephant had stepped on his foot in the afternoon, but Seagraves made the night show. Bailey Bros. was in Berwick a month earlier and drew one-third houses.

## BAXTER, COLE CONTINUE TALKS ON SHOW SALE

CHICAGO, Sept. 8.—Negotiations between T. R. Baxter, Houston, and the Otis Circus Corporation for the sale of Cole Bros. Circus are continuing. Charles V. Watson said this week.

Watson, Chicago attorney and president of Arthur M. Wirtz's circus corporation, said that while the talks were being continued their status had not progressed much. He said he was "on the fence" as to whether a sale agreement seemed likely.

The Cole property, inactive most of this year, is at Peru, Ind., quarters. Baxter has ordered a new big top and has announced he plans to buy the Cole show for a 1952 opening.

## San Francisco Gives Ringling Weak Opening

Business Better At Long Beach; North Calif., Off

SAN FRANCISCO, Sept. 8.—Ringling Bros. and Barnum & Bailey's business took a dive during the first two days of the show's six-day stand here (29-3). The dip was experienced earlier in the two one-day stands that preceded it, but it was in contrast to consistently big business in Washington and Oregon. The stand here was in the Cow Palace.

Long Beach, Calif., Thursday (6) showed improvement with a three-quarter matinee and near-capacity at night. The show appeared the day after employees of the Douglas Aircraft plant went on strike, idling about 10,000, but it was believed that the walkout was too young to have had a major effect on business.

A new lot at Cherry Avenue and Carson was broken in at Long Beach. Press Agent Bill Roddy worked the town.

## Virginia Dates Give Hunt Org Top Crowds

FRANKLIN, Va., Sept. 8.—Hunt Bros. Circus scored two full houses here Labor Day, a continuation of top business earned by the outfit during its trek thru the Tidewater area of Virginia.

Matinee and night overflow crowds were scored at Gloucester, and Boykins was a sellout. Visitors were numerous at all spots.

Owner Charles T. Hunt reported that he will sell all of his tractor units at the end of the current tour and replace them with new units in 1952.

## King Registers In N. Carolina

SALISBURY, N. C., Sept. 8.—North Carolina continued strong for King Bros. Circus, with capacity and straw houses coming twice a day. Durham, the Labor Day (3) stand, gave a turnaway matinee and near-capacity at night.

Salisbury Wednesday (5) had a capacity matinee and straw house at night. Kingston, N. C. (31), provided a near-capacity in the afternoon despite a heavy rain and the night house was a straw. New Bern, N. C. (30), produced a three-quarter matinee and night straw house.

## Polack PNE Stand Wins 25 Sellouts

Longer Run at Fair Pulls Top Crowds; Shrine, Exposition Share 100G Net

VANCOUVER, B. C., Sept. 8.—An unbroken string of packed houses and turnaways marked the fourth annual appearance of Polack Bros. Western Unit at the Pacific National Exhibition here. Show was in the Forum Building Exhibition Park, which seats nearly 6,000.

Business justified the decision of the Shrine and PNE to play the circus for the full 11 days of the fair instead of the final seven days, as in previous years. It was reported that the first four days the new period in the Polack run, grossed 50 per cent better than previous attractions for those days, all of which had gone deeply into the red. Over-all attendance at PNE increased this year to new record proportions.

Polack racked up a record gross for the 25 performances in 11 days which ended Monday (3). A Shrine official stated that the sixth performance, Friday (31), took them off the nut and that the Shrine and PNE, joint auspices, will split about \$100,000, net for the run.

### Kids' Day Repeated

Despite a downpour on Children's Day (27), the matinee was a turnaway and the night-house a sellout. As a result a second Children's Day was staged (30), when an extra matinee, starting at noon, was packed. Other second matinees were given Saturday (1) and Monday (3).

Jack Joyce's camels, Tom Packs' elephants and the Polack clowns took part in the PNE street parade on opening day. Vancouver dailies

## Rogers Bucks Rain, Beatty; Indiana Good

LINTON, Ind., Sept. 8.—Rogers Bros. Circus bucked an afternoon drizzle and heavy rain at night to register a half house for the matinee and near-capacity in the evening here Wednesday (5).

The Labor Day stand (3), Seymour, Ind., was good for a capacity matinee and three-quarter night house in cloudy weather. Lawrenceburg, Ind. (1), gave a one-quarter matinee and three-quarter night house.

Coming up Monday (10) is a day-and-date stand with Clyde Beatty Circus at Cairo, Ill. Further opposition with the Beatty show appeared likely since both will move from Cairo to Arkansas and both will make Little Rock. Hagen Bros. Circus also is promoting Little Rock and Polack Bros. promotion crews are to open there soon.

## Hamid-Morton Philly Date Set

PHILADELPHIA, Sept. 8.—Philadelphia Arena, the 6,500-seat sports stadium managed by Pete Tyrell for The Philadelphia Inquirer, local newspaper which owns the property, will get its new show season under way October 8 with the 11th annual return of the Hamid-Morton Shrine Circus. Coming in for a full week of evening performances plus two matinee shows on the closing Saturday (13), the circus will again be sponsored by the Lu Lu Shrine Temple. In addition to the regular circus show, the Temple's military, concert and string bands will be featured the various nights of the week.

Following the Shrine circus, the Ice Capades revue, which held forth for six summer weeks at Atlantic City's Convention Hall, will come in Wednesday, October 17. The Ice Follies, also making an annual visit here, comes to the Arena in December as a holiday feature.

and radio stations, as previously, went all out for circus yarns.

Polack opened Wednesday (3) night in Seattle for a week's run. Show is back in the Civic Ice Arena, better suited to circus use than the auditorium used last year while the arena was being renovated.

Joe O'Donnell has charge of Seattle promotion while his wife, Avis, is handling Klamath Falls, Ore. Show goes from Seattle to Kenrick, Wash., for three days, and then invades Oregon at Roseburg, a two-day stand. Three days at Klamath Falls wind up Polack's Pacific Coast tour. Mickey Blue, upon leaving Vancouver, stopped off in Seattle and San Francisco en route to San Antonio, his next date.

### RARE ROUTES

## John Grace Circusiana To Be Sold

KOKOMO, Ind., Sept. 8.—The John P. Grace collection of circusiana, including nearly every route book published in more than a century, will be placed on the market soon. Mrs. John P. Grace, widow of the Kokomo railroad man who amassed the collection, said an inventory is being completed.

No estimate of the collection's value has been made by Mrs. Grace. However, other sources have guessed that it is worth several thousand dollars. It includes the only known copies of several books.

Mrs. Grace said that she would prefer to sell the collection as a unit but that it may be necessary to dispose of it in sections. There are many antique circus books, programs, photographs, heralds, couriers, routes and lithographs together with scrap books containing tickets, contracts, and other items. Old files of *The New York Clipper* and *The Billboard* are included.

## Sign Eight Acts For Chattanooga Fall Police Show

CHATTANOOGA, Sept. 8.—The Police Circus and Rodeo to be held October 5-7 in Warner Park Stadium here has already signed eight acts and will add more. Bob Adams, in charge of booking, said this week.

Talent set includes the Zaccchini flying and trampoline acts; the Harters, dogs, monkeys and ponies; Cepher Family, wire, Foot Merrills; Hubler Troupe; Dutton Troupe; Sky-High Sailor and Great Carnili, sway pole.

Seating capacity of the stadium is to be increased to almost 10,000 and tickets are scaled at \$1.50 general admission, \$3.00 grandstand, \$7.20 boxes, and children at 50 cents.

## WALTERS ADDS TO BULL LORE

MARYVILLE, Mo., Sept. 8.—Herb Walters, part owner of the Cole & Walters Circus, added a chapter to his elephant experiences when he had a farmer fashion a make-shift bull hook so he could recapture a strayed elephant.

He was at the wheel of one of the elephant trucks when it was forced off the road and became mired. Alone and without a bull hook, he managed to unload and chain one elephant, but the other got away. He recruited the aid of the farmer in making the hook and tracked down the elephant.

# Dressing Room Gossip

## Rogers Bros.

Flora Lou Carlton, daughter of Larry and Mary Carlton, was presented with numerous gifts on her third birthday. Ted Edlin and Bennie Fowler, show's agents, were back for a few days on business with owner-manager Si Rubens. The Emmett Kelly Tent, CFA, Hagerstown, Md., turned out strong. It had a section of reserves. Bill Mumma and Ed Grout clowned the night performance.

Dick Hemphill was out of program because of illness. After the night show, a party was given by Harvin McFaddin and Jim Harshman, CFA Eastern vice-president. Refreshments were served and colored pictures were shown. Attending were Skinny and the writer and his wife, Claire Goe, Jackie and Jacklan Toliver and the writer and his wife, Claire Hallard Fawcett, CFA, was on the lot, getting material. She is the author of *We Fall in Love With a Circus*. Al Jones, of Jones Rodeo-Carnival, and his agent, Raymond Duke, visited, as did Mabel Mack and Pete Sullivan.—**HARRY VILLEPONTEAUX.**

## Ringling-Barnum

San Jose was big. Show then moved into the San Francisco Cow Palace for a six-day stand which was good. Cool and windy weather prevailed. All but the Side Show folks wore topcoats and gloves. Except for the girls' dressing rooms, the other people were scattered in private rooms thruout the building.

Show bus made a number of trips with the showfolk to many of the interesting spots in the city. Cookhouse served a chicken dinner Labor Day. Count Nicholas, Rose Romig, Veronica Martel and Joe Sparpana celebrated birthdays recently. Members of the Jorgen M. Christiansen Tent, CFA, and 50 friends attended the Saturday night performance. Don Francis, CFA gave the writer some interesting articles about the show, one, a set of rules for the show issued by Charles Ringling in the early 1900's. Cliff Daniels and mother brought a big cake, cookies and flowers for their friends on the show.

Visitors included Danny McAvoy, Pete Stanton, Lily Pons, Annalese Goldberg, Mickey Vriedersdorf and daughters, Mr. and Mrs. Ray Geer (Eloise Rhodus), Claire Fawcett, Rosita and Red Moyer, Rusty Parent's relatives, Mr. and Mrs. Frank Mueller, personnel of Finocchios, Mrs. Billetti and daughter, Jimmy Crocker's sister, Ben Wilson's sister-in-law, John Brott, Gene Darnell, Bert Martin, Don Francis, Captain Schafer, Robert B. Johnson, Bob and Shirley Lundgren and Francis Guido and Don Mareks.—**MARY JANE MILLER.**

## Kelly-Miller

Ted Milligan and family joined out and he is working in the ticket department. Don and Hope McLennan purchased a new combination sleeper and stock semi-truck. Barbara June Frydendale, niece of Isla Miller, is spending the rest of the season on the show. Frankie Lou Woods left for winter dates.

While changing cages recently one of the kangaroos escaped and was pursued by several cowboys and potential Frank Bucks with lariats. The elusive animal was captured by a towner with his bare hands. Several red faces were seen immediately after the incident.

Jimmy Colleano was shaken in a fall when his wire snapped during the night show at Sturgis. Mich. Jeannie Kriel was out of the show for three performances because of injuries received in a fall from her wire. Wardrobe Mistress Laura Enos was visited by her son, Phil Enos and his wife, Dorene, and son, Rudy. Phil is producing clown on the Hagen show.

Shirley Logan is back in the spec and working an elephant-pony act after a lengthy illness. Claudine Banta is working sword box for Side Show boss Mel Lewis.

Visitors included Billy Griffin, Harold Conn, Kenneth Waite, Bob Lorraine, the Aerial Snyders, Dick and Dorothy Berg, the St. Leon Troupe, Hanel Troupe, Jo and Slivers Madison, all from Polack Eastern; Tommy Bentley, Billy Dick, Flo MacIntosh, Jerry Pressley, all from Biller; Billy Barton, Chester Cable, Swede Johnson, Mr. and Mrs. Villeponteaux, all from Rogers; Bob Cusson of the Beatty shows; Ramo and Cozetta Christiani; Mac McConnell; Otto Scheiman John Havirland; Harry Atwell, circus photographer; C. S. Brooks, former bandmaster with circuses; W. J. Pietschmann; Eddie C. Grady and family; Carl Schmidt; Bobbie and Dan Stewart; Mrs. John Robinson III; John Robinson IV; Rose and Buck Steele; Robert Mason; Herm Allison; Dr. William Huebener; Gerd Blaesser of Berlin, Germany; Roger Feintheil; E. Walter Evans and Charley Wirth of *The Billboard*; Eddie Kuhn, cat trainer, and family; Raymond Duke, agent; Harry Brown of Mills Bros.; Don F. Smith; Henry Kraeutler; John W. Young; Ralph Curley; Louie Grebbs; Tommy Comstock; Harry Rawls and family; Chuck Shepler, Tama Frank, Patsy and Butch, all from Kelly-Morris; Coy Lee and Mr. and Mrs. Richard Luceford Jr. of the Zallee show; John Dusch, former circus bandmaster; Mr. and Mrs. Charles Kriel; Carl H. (Pop) Hausman; Paul Pyle and family; Johnny Vogelsang, and Jack and Emily Hughes.—**EDDIE DULLUM.**

## Clyde Beatty Circus

The hot weather has beat us again and everyone is hunting for the shade between shows. Long hauls, grassy lots and capacity business have been the order of the day. Sunday in Mount Clemens was like old home week as we had plenty of visitors from Detroit and also from the Biller show which was nearby. Noticed on the lot were the Flying Melzoras, Voise Family, Mr. and Mrs. Orrin Davenport, Eddie Stinson, Alabama Campbell, Hy Sturmak, Wynn and Marion Portello, Mrs. Arthur and Roseana Nelson, Mr. and Mrs. Jack Voise and children, Nate Leon, Chester and Sylvia Gregory, Gracie McIntosh, Elizabeth Romig, Mr. and Mrs. Frank Ringler, Al Rosenheim, Milo Laraway, Mr. and Mrs. Fred Ringler and Gus and Rita Taliaferro.

Harold Voise please note: We showed the capital of the world, S ginaw, and it didn't rain. Lansing being the home town of Ted Hausmann, he was a busy person meeting and greeting his many friends and acquaintances. At night after the show there Carl H. Hausmann gave a showing of his circus movies for the entire circus personnel, and a lunch was also served. George Smith and Legs Murphy were dinner guests of Mrs. Arthur Nelson. Milonga Cline was called home by the illness of her mother. Gibby Bibson who was hospitalized for several weeks has returned to Vic Robbins' band.

Pat Graham is confined to the hospital with a compound fracture of his arm. Pat was trying to assist in releasing one of the big-top boys who was caught in the main-falls when the falls released and dropped them to the ground. Don Lakin and Chick Sherman have returned from their business trip to New York. Raymond (Congo) Miles celebrated his birthday.

Recent visitors: Mr. and Mrs. Glen Townsend, Mr. and Mrs. Earl G. Gustke, A. R. Mitchell, circus fans from Battle Creek; Mr. and Mrs. C. W. Chapman, of Coldwater; Mr. and Mrs. Johnny Webkes.—**LAURENCE CROSS.**

## King Bros.

Ann Dingler was hospitalized in Elizabeth City, N. C., for an operation. She is expected back on the show in several weeks. Lots of the Campa Bros.' folks were over on their Sunday off, with the two shows only 50 miles apart. Frank and Sue Tezzanos have joined the Prell shows. Mr. and Mrs. Frank Atardi and Jean LaLanne, formerly with the Big One, visited in Newburgh. Rusty Johnson, also an ex Big Show girl, was a recent visitor.

Circus fans had field days on this opera in Richmond and Emporia. Among them were Mr. and Mrs. Johnny Fulgham of Richmond; Mr. and Mrs. C. L. Davis of Colonial Heights; Mr. and Mrs. S. R. Hutcherson and Mr. and Mrs. Poorch of Petersburg. They have applied for permission to name their new circus fan's tent after the writer, Mrs. Kline, ardent circus fan of Washington and Richmond, spent the day on the lot in the latter city. The show had as their guest in Alexandria the noted circus author, Claire Fawcett, of Washington. King Bros.' Circus will receive a prominent mention in Miss Fawcett's new book, which is nearly ready for the press.

Other visitors: Mr. and Mrs. Robert P. Lane, Roy F. Peugh, John W. Burke, Gerald Snellens, Robert Marchette, Joe Baker, Col. Philip Cullivan, Pete Korter, Frank Johnson and Tim Devine.—**COL. HARRY THOMAS.**

## Cole & Walters

Babe Jackson celebrated her birthday. Charles Rex, boss prop man, now is working traps. Mr. and Mrs. Walters entertained her sisters, Clara Walker of Kansas City and Mrs. Ross McKay of Malvern, Ark. Shirley Cole left with her uncle and aunt, Mr. and Mrs. Ross McKay. Mr. and Mrs. Eddie Hendricks and baby daughter visited.

Muggsie Clark is visiting her father, Harry Galliger, at Elmwood, Neb., where he ill. Mr. and Mrs. Mell Moody, of Monmouth, Ill., visited. Mrs. Elizabeth Lindblad visited her brother, Jack Bell, and his family. Sally Bell returned to Lexington, Mo., with her aunt to enter school.

Delber Knight and daughters of Omaha visited. Mr. and Mrs. Enis Paul Adkins, of Puechel, Ky., visited and took their daughter, Lee Rae, who has been trouping with her aunt and uncle, the Jacksons, back to enter school. Mr. and Mrs. J. H. Rex visited and took their son, Morris, back to school at Stewartville, Mo. Bill Stewart, trombone player, left for college at Oklahoma City. The writer and her daughter, Beverly Jean Divine, are leaving for Honolulu. Norman Auday, electrician, left for California.—**MILDRED WELBES.**

## Polack Eastern

Clinton, Ill., a new date, was handled by Al Perry and Clyde Harrison. Rudy Paul, manager of a hotel there, was formerly with Coburn Minstrels and rep shows. Tim Calhoun, old-time stake and chain man, lives there. And it's Felix Adler's home town.

The Aerial Snyders joined. Ed Raymond is chef of the week for the Gourmet Club. Nicky Arturo has rejoined after recuperating from a recent fall. Guenther Walenda visited while en route to some dates. Jo and Slivers Madison entertained several of the personnel with a chicken dinner in their new trailer. Courtney Lewis made her first appearance in the trampoline act recently.

Charles Raimer and the writer cut up jackpots about the old Coburn Minstrels. C. L. Brown, former circus bandmaster, played the job at South Bend.

Visitors from the Beatty show included Laurence Cross, Bill Petty, Charles Cox, Vic Robbins, Happy Bellisle, Doss Gibson, Fred Mullens, Erickson Troupe, DeWayne Troupe; Johnny, Milonga and Cathy Cline; Red, Anne and Marsha Larkins; Cash Cashow, John the Baptist, Caudillo Family, Flying Esquidas, Harold Hall, Dick Doud, Broga and Eva Barton, Ted Hausmann, Jerry and Joan Lewis, Mario and Josephine Ivanov and Barbara Weir. Ruth Christianson, wardrobe designer, visited. Bobby Harrison's trailer was damaged in an accident. George Way, of the Leedy Drum Company, and Oliver Payne visited.—**HENRY KYES.**

## Under the Marquee

Wallace & Clark Circus reportedly will winter at Hot Springs. Clyde Beatty Circus has been pitching for labor in each town with a sign reading "Going to California? Want a free" (Continued on page 132)

**WANT Teelerboard Act**

That can cut it; Bedells, answer. Opening Oct. 1. Phoneman Red Duke and Tex Rymower, wire or write.

**AL KAYDA**  
Gen. Del., Rochester, Minn.

**FOR SALE 20 Chevrolet Tractors**

Fully Equipped—No Junk—Now in Use. 1946 tractors, \$450; 1947 tractors, \$500; 1948 tractors, \$250; 1949 tractors, \$600. Replacing with all new tractors. Available after Oct. 15.

**H. T. HUNT**  
HUNT-ROS' CIRCUS, Per Route

**20 PHONEMEN—20 2 CREW MANAGERS—2**

100 towns a year or built. Pay every night. Wire.

**JIMMY SMITH**  
MILLS BROS. CIRCUS  
Junior Chamber of Commerce Office  
44 N. 6th Reading, Pennsylvania

**WANTED TELEPHONE SALESMEN**

No drinkers. One capable of making \$100 or more per week. Circus deal auspices. Groffo Apply.

**ZENDAH GROTTO**  
Hotel Thomas Jefferson, Tampa, Florida  
No collect calls or telegrams honored.

**(3) PHONEMEN (3)**

We need experienced Men or Women to sell Promotional Radio Deals in the Western States. Year-round work assured. Commissions and opportunity unlimited. State all particulars in first letter, or come ready to work. Neifer, Cresslin, Eagles and others interested, contact **ED MICHAEL**, Sales Manager, George R. Turpin & Associates, Radio Station KUTA, Salt Lake City, Utah.

**5 PHONEMEN**

A Mills Bros. Circus date in a town of 50,000 population. No layover between towns. Wire.

**SPIDER BROWN**  
MILLS BROS CIRCUS  
Veterans of Foreign Wars  
Lancaster Pennsylvania

**WANT**

Ten Phone Men. Work straight through until next spring. Plenty of good auspices, sales of program and U.F.C.'s. No drinkers or limboists wanted. No collect calls or wires accepted. Wire, call, or come on.

**GUY BLACKBURN**  
Linker Hotel until Sept. 14, 1951, La-Crosse, Wis.

**TELEPHONE SALESMAN WANTED**

Selling top priority advertising for an old established newspaper. Pay every day. We have the leads. You sell it. We get it in for you.

CALL OR WRITE AT ONCE  
**RAY NELSON**  
704 Market St., Camden 2, N. J.  
(Phone: Emerson 2-3886)

**AGENT**

Must bill, onn. Samson, Tuesday; Elba, Wednesday; Geneva, Thursday; Louisville, Friday; Clio, Saturday. All Alabama.

**DON ROBINSON CIRCUS**  
HOWARD INGRAM

**WANTED—PROMOTIONAL DIRECTORS**

Join on wire. No shortage of good towns with strong auspices. Phone Men, contact Jim Burke, Ed Lininger or Tom Dittio, care of the show. See route. Write or wire show.

**Hagen-Wallace 3-Ring Circus, Inc., per route**

**FOR SALE AT BARGAIN PRICES**

One large Cheema Baboon, a nice healthy male, \$100.00; One large Dog Faced Baboon, a wonderful male, \$100.00; Three Giant Rhinos Monkeys, one female and 2 males, \$25.00 each; One pair of Bonnet Macaque Monkeys, \$50.00 pair; One female lion, 6 years old, \$25.00; One beautiful Diana Monkey, a male, \$60.00; One large Grivet Golden Spider Monkey, a wonderful pel, \$25.00; One female Black Spider Monkey, \$25.00; Four 3 B. Alligators, \$5.00 each; Two Arizona Gila Monsters, \$7.50 each; One Central American Agouti, \$15.00; One Coat Mundi, \$25.00; One South American Para. very tame, \$20.00. Will take \$650.00 for the entire lot, subject to prior sale.  
**RAYMOND A. WALTON 964 W. FAIRCHILD ST., DANVILLE, ILLINOIS**

**NEW FUNLAND AMUSEMENT PARK**

OPENS SEPT. 29—NATION'S TOP BOOM SPOT—11 ACRES—10 YEAR LEASE  
Want Rides and Shows. No gate, gift or Comies. Ex cafe, Drinks, Hoop-La, Fan and Rat Game open. All replies Office Secretary, 1244 Creene St., Phone 29536, Augusta, Ga. P.S.: Cortest Book and Advertising Sales Agents.

**GIVE TO DAMON RUNYON CANCER FUND**

**ACTS WANTED**  
Am now contracting New Feature Acts for my 1952 Fairs, Television and Circuses  
**ERNIE YOUNG**  
203 N. Wabash Chicago, Ill.

**PHONEMEN**  
All winter's work on Ohio Police deal. Call or wire John Collins, 306 Raugh Bldg., Dayton Ohio. Phone 7391. Bill Osborne, Ted LaMan, Ted Grace, Jack Smith, Frank Smythe, Harry Beas.  
Phone Chet Rees, above

**TELEPHONE MEN**  
Best deal in Chicago. Tickets and Program Ads. 30% commission. Have deal all year. Permanent

**ROOM 701**  
109 N. Dearborn St Chicago, Ill

**FOR SALE CIRCUS EQUIPMENT**  
Tent, seats, light Plants and Trucks. See  
**WM. NEWTON**  
At Fair Grounds or Chamber at Commerce, Prescott, Ark. Sept. 14 to 22 only  
Bairson.

**TWO PHONE MEN**  
Top Men only. Free deal. Mobile. Best spot. Fire Dept., Pensacola, Fla. No drinks. Pay your own. Collects. Office phone, 792111.

**GUSTAF A. LARSON**  
KELLY-MORRIS CIRCUS  
Admiral Semmes Hotel Mobile, Ala

**WANTED**  
An Advance Publicity Man for tour of Sensational Stage Show. Man we want must be able to sell opening nights with all the old-time stunts and bathysca of Barnum & Bailey. Send full particulars, experience, salary required, to  
**PARNELL**  
414 N. Highland Ave., Hollywood, Calif.

**PHONEMEN**  
U.P.C. Tickets, Banners  
**Circus Office**  
532 1/2 JOPLIN ST JOPLIN, MO.  
Tel. 9738

**TWO PHONE MEN**  
**POLACK BROTHERS' SHRINE CIRCUS**  
Hawlingen, Texas. Phone 3080. 120 West Jackson Street. No collect phone calls or wires. Need at once

**FEATURING ZACCHINI CANON ACT**  
**DELL BROS. CIRCUS**  
**WANTS OCT. 5-6-7**  
Wildcat Circus. Cop for Streets and Schools, 4 weeks work Riding Act, High Dive, Circus  
**POLICE CIRCUS**  
131 1/2 E. 9th St. Chattanooga, Tenn.  
Will book Big Side Show, Grandstand Highway Concerts

**WANTED**  
Big Top Boss Canvasman, or Assistant Boss Canvasman. Bo Seat Men, using all white Big Top Crew, Trumpet Player for band. Side Show Boss Canvasman. Pay every pay day. Good Cook House. Long season. No hold back on wages.

**HAGEN-WALLACE 3-RING CIRCUS, INC.**  
per route

## Syracuse Hits Record Pace, Eyes New Crowd Mark

**Close Gates Labor Day as 83,000 Pack Grounds; Spending Zooms**

SYRACUSE, Sept. 8.—The New York State Fair was well on its way to a new attendance mark thru Wednesday (5) at which time it had a 19,000 lead over 1950 and a shot at the 400,000 mark. Momentum was slowed considerably, but not halted, Thursday (7) when early morning rains held attendance to a trickle. The weather cleared by early afternoon, however, and the count for the day was about 23,000.

For the second time in as many years the annual closed its gates about four p.m. on Labor Day as the sizable parking areas became jammed and the approaches became clogged with bumper-to-bumper traffic. By day's end fair officials said the gate count hit about 83,000.

On Tuesday (4) the gate ran upwards of 30,000. Saturday (1) opening of the eight-day event was big and a huge crowd was on hand Sunday (2).

In deference to the State's re-

vived enforcement of "blue laws" the annual operated on a free gate policy Sunday. Paid attractions were largely limited to rides operated by James E. Strates Shows on the midway. Fun zone units did not begin operation until after 4 p.m. Despite curtailed midway operation on Sunday, as against last year when units were in full swing, the Strates Shows were about 25 per cent ahead of last year and well on their way to racking up a record gross at this event.

### Show Features Score

Olsen & Johnson, appearing in the Coliseum in conjunction with the horse show, and later in their own production, played to capacity houses. Grandstand features have been clicking, with Joie Chitwood's Hell Drivers in for the first part of the week and Irish Horan's Lucky Hell Drivers appearing nightly during the last part. Horan unit played to 7,800, only 200 short of capacity, on its initial appearance, Wednesday night, altho light business is generally anticipated for this session.

Night show also features a program of George A. Hamid acts including Joe Basile and his band; Zoppe Troupe, unsupported lad-

ders; Adamsons, perch; Claude Valois, high school horse; Francine Volante, aerial traps and breakaway; the Therons, cyclists; Mike Telesco, sway pole; Zavattas, bareback riding act and the Triska Troupe, high wire. Joe Hughes represented the agency with Hamid on hand Wednesday and Thursday.

Stock car and trotting races were matinee features with a 100-mile big car event slated for today's closing session. Fireworks were presented nightly. Night shows, featuring thrill shows, acts and fireworks, didn't break on some occasions until 11:15.

### New Approaches Needed

Talk among fair execs and participants constantly turns to the need for new approaches that will allow for peak attendance of Labor Day. Annual turning away of patrons cannot help but engender considerable ill will. Paradoxical situation arises since Doug Johnson and his tub-thumping crew spend weeks urging people to attend the fair and then have to urge them to stay home.

Grounds are spacious and admirably equipped and can handle plenty of people once they are on the grounds.

## GRUNTS REPLACE CRASH ARTISTS

SCHAGHTICOKE, N. Y.,

Sept. 8.—Wrestling matches replaced auto thrill shows as an added grandstand attraction at Schaghticoke Fair Thursday (6), last night of the annual. President Phil Caird said that the grunTERS, who were presented in addition to the Al Martin night show, helped to build a capacity audience, something that the track events have failed to do in the last couple of years.

## Gate, Mutuels Top '50 Pace At Salem, Ore.

SALEM, Ore., Sept. 8.—Oregon State Fair is romping ahead of its '50 pace here this week, but some of the bulge in attendance figures attributed to the extra day added this year to make the fair an eight-day affair. Thru Wednesday, its fifth day, attendance figures aggregated 131,042, around 5,000 ahead of the first four days last year. The extra day, Saturday (1), accounted for 17,540 admissions.

Altho attendance is actually slightly lower than a year ago, spending is up. Indicative of this is the increased handle at the horse race mutual windows. Labor Day (3) a total of \$135,709 passed thru the wickets, compared with \$115,905 the same day a year ago. Tuesday's handle was \$50,301 against \$42,706 and on Wednesday it was \$77,478 against \$77,810 last year.

Wednesday, set aside as Salem Day, was a disappointment when downtown department stores and State offices failed to close.

Grandstand show, which features the Helene Hughes Tulip-Time revue, did fairly well, pulling 1,991 Saturday (1), 4,953 Sunday, 4,414 Monday and 2,841 Tuesday.

Speed-up of the night horse show and rodeo is a big improvement this year. Directed by William Rhinehart, Houston, the irritating lag in judging has been eliminated, with the event being run off in a little over two hours.

(Continued on page 134)

## Huron Eyes Record Run, Gate Up 10%

**Gross Receipts Increased 15%; Midway Reaps \$\$**

HURON, S. D., Sept. 8.—South Dakota State Fair will close its gates tonight after one of its most successful runs on record and, given good weather today, has a chance of breaking its previous attendance mark set last year. Gate count thru Friday (7) was a full 10 per cent ahead of 1950 and spending as a whole topped last year by almost 15 per cent. F. L. Hafner, fair manager, announced.

Barnes-Carruthers Revue pulled large crowds to its first five night shows here and on three evenings overflow crowds were seated on the race track. Joie Chitwood auto thrill show opened the fair Labor Day afternoon to a crowd that exceeded capacity.

Attendance at the two big-car meets Tuesday and Wednesday afternoon (4-5) far surpassed last year's crowds. Races, which were produced by Al Sweeney and Gaylord White, will be wound up today with a stock-car meet.

Fair's harness race program, Thursday and Friday afternoon, were run to capacity and the final Barnes-Carruthers show tonight is expected to do likewise.

Midway business is big and 30th Century Shows expected to top

(Continued on page 134)

## Edmonton Ex Grosses 265G For New Mark

EDMONTON, Alta., Sept. 8.—Receipts at the 1951 Edmonton exhibition totaled \$265,175, an all-time record, according to a financial report submitted to directors by James Paul, managing director. Total was up \$50,282 from last year.

The breakdown, with 1950 figures in brackets, follows: Gates, \$52,420 (\$43,430); grandstand, \$99,900 (\$51,400); midway, \$32,290 (\$34,000); concessions, \$36,000 (\$27,000); pari-mutuels, \$38,215 (\$43,750); paddocks, \$625 (\$625); programs, \$3,720 (\$3,500).

To show how operating costs had risen in the past year, Paul gave a partial list of expenditures totaling \$52,500, compared with \$34,900 last year.

The breakdown: Wages, \$21,000 (\$16,000); fire and police protection, \$4,000 (\$2,900); attractions, \$27,500 (\$16,000).

Paul explained that the pari-mutuel figure was down because of the forced cancellation of six races on one day's card due to poor track conditions. The added expenditures for attractions were incurred, he said, mainly because of the addition to the show of the parade, chuck wagon races and fireworks.

He said the association faced

(Continued on page 134)

## Ten-Day Des Moines Run Clicks; Gate, Income Highs Set

**Gate Hits 543,461; Record 200G Profit Seen; Stand Grosses 393G**

DES MOINES, Ia., Sept. 8.—The 1951 Iowa State Fair, extended from eight to ten days to include the Labor Day week-end, justified the expansion by breaking all records with the largest attendance in history, the largest gross, largest profit and best take at the grandstand.

The operation was so successful that the fair board, meeting immediately after the fair, voted to continue the 10-day operation next year.

Total attendance was 543,461, breaking the former eight-day mark of 514,036 in 1946. The only other year the fair has broke the half-million mark was in 1947 with 506,111 attending. In 1950 the figure was only 442,383.

The 1951 exposition opened slow

bothered first with rains out-State on the opening day and by extreme heat in mid-week. By the final Saturday (1), however, the fair was really rolling, then, 80,305 jammed thru the gates. Another 57,844 attended Sunday (2)

(Continued on page 134)

## St. Paul Registers Near-Record Gate

**900,399 Attendance 5,164 Shy of 1950 Record as Rain, Cold Hit Eight Days**

ST. PAUL, Sept. 8.—Plagued by cold and rain during eight of its 10 days, the Minnesota State Fair, which closed here Labor Day, nevertheless didn't fall far short of matching its all-time attendance for a 10-day run. The attendance added up to 900,399, only 5,164 below the peak 905,563 set last year.

Officials estimated that the expo would have registered a gate of between 950,000 and 1,000,000 if the weather had been with it. Despite the bad weather breaks, the fair lost only one grandstand program to rain. That was the opening day, Saturday, August 25, AAA-sanctioned auto races.

Power of the fair's pull was demonstrated on two days when it got a weather break. Its first Sunday (26) drew a whopping 146,790 persons for a new all-time Sunday high and the following day yielded a gate of 74,461, a record for a first Monday. Previous records were 127,647 and 59,571 respectively.

Grandstand patronage was only slightly lower than last year. Doug Baldwin, secretary, said. Three auto race programs yielded an over-flow grandstand crowd. The washed out auto race program also figured to be a sellout, according to the fair's treasurer, Roy Sorenson.

Midway ride and show grosses of the Royal American Shows dipped a little less than 10 per cent beneath its good 1950 take, with the RAS business rated ex-

ceptionally good in the face of the weather. On several nights either rain or storm threats sent midway patrons scurrying off the ground.

The Old Mille, permanent ride on the independent midway, reported a 5 per cent drop from its record 1950 receipts. Eat stands and other concessions reported satisfactory business, the most ops said their business was down from last year. Space and concession space sales, handled by Harry Frost, the fair's veteran concession manager, exceeded any previous year.

## Stockton Wins Best Turnout, Betting Handle

STOCKTON, Calif., Sept. 8.—San Joaquin County Fair showed an increase of 45 per cent in pari-mutuel handle and a margin of 2,197 over its previous attendance peak, set in 1949.

The turnstiles counted 150,776 in paid admissions and the betting totaled \$1,186,568 for the seven days of running races. E. G. Vollman, secretary-manager, had sought to draw 160,000 and handle \$1,000,000 or more thru the wickets.

Admissions were 9,817 above last year's. Total thru the pari-mutuel windows was an increase of \$371,334 over the 1950 sum and about \$200,000 higher than the 1949 peak.

Vollman attributed the failure to reach the attendance goal to a bus strike, which was settled during the fair. Helping to boost attendance was opening of a new 50-acre parking lot on the grounds. Previously, parking was handled outside of the fairgrounds.

Event featured an International Sparlite Revue, staged for five days starting August 22. It was produced by Ken Dahey, of the Bert Levey Circuit, San Francisco, and talent included Nick Lucan, Johnny O'Brien, Virginia Lee, Johnson Brothers, John Molonari and the Helene Hughes Dancers. Six rodeo performances were staged during the first four days, with the Christiansop, Brothers, Eugene, Ore., producers. Henri Warner, San Diego, directed the program and special events.

## PNE Hits New High With 665,713 Gate

**Polack Circus Tabs Record Gross; Midway Takes Soar 15% Ahead of 1950**

VANCOUVER, B. C., Sept. 8.—Pacific National Exhibition wound up its 11-day run here Labor Day after chalking up a new all-time attendance record of 665,713. The previous high was 644,695, set in 1944. Final day's patronage of 100,917 put the fair over the top and this year's run topped '50 by 51,023.

In addition to the new attendance record, total receipts also beat any other year with the Polack Bros. Circus helping to swell the total. Co-sponsored by the PNE and the Gizeh Temple of the Shrine, the circus was off the nut Friday (31) and the two sponsors expected to split \$100,000 as their share. Polack was in for the entire run of the fair this year and has again been contracted for next year, according to Ben Williams, exhibition manager.

While PNE would like to have the show in as a direct booking

without Shrine auspices, it is considered doubtful if circus officials would agree. On the other hand, Shriners claim the success of the event was due in part to the huge advance sale made by individual nobles who were allotted blocks of tickets.

### Giveaway Helps

Helping to swell fair's attendance Labor Day was the big giveaway program that evening when prizes valued at \$29,000 were given out. Good Neighbor Day and Day of Nations, Friday (31), pulled heavily.

Midway business, where Royal Canadian Shows and Ranier Shows combined with other ride and show units, was up at least 15 per cent over '50.

Saturday night (1) Shrine and PNE officials hosted the entire staff of the Polack Show at a party in the PNE restaurant.

## Du Quoin Tabs Record Despite Rain, Heat

DU QUOIN, Ill., Sept. 8.—Du Quoin State Fair wound up its eight-day run here Monday (3) after whopping Labor Day weekend crowds pushed total attendance to a new all-time high. Altho official figures are not given out, fair execs reported the count had topped the previous record of 275,000 set in '49.

In chalking up a new record, the annual was forced to overcome two obstacles. Rain marred the first two days and a blistering heat wave cut patronage Thursday and Friday (30-31).

The Dennis Day show, final attraction Monday night (3), played to capacity in its one show, and that afternoon's AAA 200-mile big car race was run before an overflow crowd, altho the distance was pared to 101 miles due to rain.

Heat on Saturday (1) held down attendance at the AAA 100-mile big car meet, but Sunday's AAA motorcycle races drew a capacity stand. Auto and cycle events were produced by Buck Kidd.

The night grandstand attrac-

(Continued on page 134)

# Quebec Beating '50 Despite Rain, Cold

Pari-Mutels, Midway Takes Rise; Coliseum Roller Show Off Slightly

QUEBEC CITY, Que., Sept. 8.—Quebec Provincial Exposition is racing along at a record-breaking pace here this week and, despite intermittent doses of rain and cold, attendance and spending is well ahead of '50. Total gate count thru Thursday (6), sixth day, was 272,827, against 228,801 a year ago, and given a break in weather over the week-end, officials expected to hit close to 325,000.

Skating Vanities, roller skating show featured in the Coliseum for 14 performances, started strong, but tapered off somewhat by mid-week. Thru Thursday night a total

of 69,412 had viewed the show, compared with 71,182 for the same number of performances last year.

Attendance at the matinee and evening harness racing programs is up and, altho no official figures were available on the pari-mutuels, exposition officials reported a big increase in this department. Attendance at the trotting meets thru Thursday aggregated 23,063, against 22,559 in '50.

Spending on the midway, where the Conklin Shows and J. P. (Jimmy) Sullivan's Wallace Bros. Shows hold forth, is up an estimated 40 per cent, according to Frank Conklin who heads up the former org.

Every available foot of exhibit space in the five big permanent exhibit halls is taken and many would-be exhibitors were turned away, according to Emery Boucher, general manager, who is in his 31st fair this year. Agricultural exhibits are well ahead of '50 in numbers and are attracting more than their share of attention. Farm machinery displays are of record proportions, and it is apparent that much more money was poured into them this year than a year ago.

In celebration of the fair's 40th birthday, a huge electrically lighted birthday cake is on display in the center of the fairgrounds. Plans for expansion of the plant are being considered and some additional land may be purchased to allow for additional exhibit and parking space.

## Aid Increase Seen In New Hampshire

CONCORD, N. H., Sept. 8.—A 19 per cent increase in State revenue, 5 per cent over legislative estimates, was reported from Rockingham race track by the State Racing Commission. The four-week summer meet at "Rock" ended Saturday (25).

With the revenue total of \$896,967 the State's 1951 take would be over \$2,200,000 if the trend continues thru the five-week racing season which opens late this month, it was said. The final Saturday's total proved a record breaker, with \$1,126,531 poured thru pari-mutuel windows.

## Rain Places Rutland Gate Behind 1950

NEW YORK, Sept. 8.—Up to Thursday (6) the Rutland Fair, staged here Monday (3) thru today, was running behind the 1950 edition in attendance due to bad weather altho the opener, Labor Day, drew a throng that was only 1,000 persons below the corresponding date last year despite an all-day rain.

Monday this year saw 34,000 persons on the grounds. Tuesday, Children's Day, yielded 18,000, a bit up from the same day last

year, Arthur Porter, fair secretary, said. Wednesday pulled 14,000, again up slightly, but heavy rains Thursday knocked attendance down 6,000 for the day to 10,000 persons, Porter said.

Non-pari-mutuel harness horse racing was scheduled for Monday, Wednesday and Thursday, but the weather forced a shift to Tuesday, Wednesday, Thursday and yesterday (7) to make up for heats lost. The grandstand show, supplied by the George A. Hamid office, New York, drew well in the face of the rain, with the Thursday night offering washed out. Porter said the Hamid offering always was good to fill the stand to 80-90 per cent of its 7,000 capacity. The Hamid lineup, *Grandstand Follies of 1951*, was set to give two shows last night to make up the deficit.

Big car races slated for yesterday were to be carried over for today due to the backing up of the horse events. Also set for today were stock car contests. Both types of auto events were under the direction of Sam Nunis Speedways, with the big cars sanctioned by the AAA and the stocks by the United Stock Car Club.

World of Mirth Shows again held down the midway.

## Pittsburgh Free Annual Pulls Estimated Million

PITTSBURGH, Sept. 8.—Allegheny County Free Fair closed its gates here Labor Day (3) after an estimated 1,000,000 had passed thru them during the four-day annual, John L. Herson, director, announced.

With everything free but refreshments, and good weather prevailing fair-goers poured into the grounds and it was estimated that over 300,000 were on hand Labor Day alone.

Big attendance was chalked up at the free attraction programs held daily in the big outdoor stadium. Top professional entertainment here was Sam Howard's Water Show augmented by acts booked thru the Ernie Young Agency, Chicago. Other entertainment included harness racing, football and baseball games, boxing films, band concerts, drill teams and nightly fireworks. In addition, Ray-Mond, magician, gave four free shows daily in the children's open-air theater.

Fair's agricultural hall was filled with 260 displays, and exhibit space in the industrial buildings was crowded with 420 various displays. While Allegheny County appropriates \$75,000 for the fair, an

## MAC TO GUEST AT ALLENTOWN

ALLENTOWN, Pa., Sept. 8.—Gen. Douglas MacArthur will be a guest of honor Friday (21) at Allentown Fair, which opens Monday (17) and closes Saturday (22), fair officials announced Thursday (6).

It will mark the general's first visit to Pennsylvania since his return from Japan, and he will be accompanied by his wife and son. Officials said the visit would be non-political, with no speeches. The party will watch harness racing from the grandstand rather than a private box.

## Kearney, Neb., Tabs Record Run

KEARNEY, Neb., Sept. 8.—Buffalo County Fair closed its five-day run here Friday (31) after racking up new attendance records, Earl H. Ramsay, manager, announced.

Ideal weather prevailed all week, with the exception of the last day when rain curtailed a portion of the afternoon show. Hales' Shows of Tomorrow did good business on the midway. Grandstand attractions were booked thru Wheeler-Pittman Agency, Denver.

## Gate Off Slightly At Indianapolis

INDIANAPOLIS, Sept. 8.—Hurt by blistering heat early in its run and cool weather toward the end, Indiana State Fair wound up here Friday (7) slightly below '50 figures attendance-wise. Aggregate count on the front gate this year was 602,230 compared with 610,103 a year ago.

Good weather over the Labor Day week-end brought out good crowds, and Monday's attendance was top for the run when 127,992 paid their way thru the outside gate.

Comparative figures follow:

|               | 1951    | 1950    |
|---------------|---------|---------|
| Thursday (30) | 17,818  | 21,742  |
| Friday (31)   | 27,735  | 35,219  |
| Saturday (1)  | 54,975  | 51,841  |
| Sunday (2)    | 115,484 | 121,209 |
| Monday (3)    | 127,992 | 132,786 |
| Tuesday (4)   | 44,195  | 40,415  |
| Wednesday (5) | 73,299  | 72,522  |
| Thursday (6)  | 73,641  | 79,799  |
| Friday (7)    | 45,000  | 34,000  |
| Totals        | 602,230 | 610,103 |

\*Estimated figure.

The Dennis Day show, fair's leading name attraction in the Coliseum here, fell well below the Bob Hope gross of last year. Heat the first two performances kept pa-

## Truesdell Quits Ky. Post

NEWPORT, Ky., Sept. 8.—Charles B. Truesdell, former Kentucky senator and representative, this week resigned as director and publicity chairman of Campbell County Agricultural Society, which operates the Alexandria Fair here. Truesdell was a member of the fair board for 20 years.

# Gate, Stand Records Tumble at Lincoln

Six-Day Attendance Totals 286,000; Auto Races Set New One Day Record

LINCOLN, Neb., Sept. 8.—Nebraska State Fair, for the second consecutive year, broke all attendance records at its gate and grandstand, winding up its six-day run Friday (7) with an estimated front gate count of 286,000. Previous record of 279,790 was set last year.

Record crowd of the week was registered Sunday (2) when an estimated 75,000 poured onto the big fairgrounds. Crowded buildings and streets were a regular sight for the following five days.

Not only did the fair's front gate mark go by the boards but, with few exceptions, grandstand and coliseum attractions played to either capacity or near-capacity crowds, according to Ed Schultz, manager. A new one-day grandstand record was set Sunday afternoon when over 20,000 came out for the big car auto races staged by National Speedways (Al Sweeney-Gaylord White). Close to 19,000 watched the Sweeney-White big car races Thursday and their stock car races Friday were a sell-out.

The Barnes-Carruthers Revue,

presented before the 14,000-seat grandstand for five nights, played to capacity each night except Tuesday when rain hurt attendance. The show, which featured Lottie Mayer's Disappearing Water Ballet, also included Bog and Diane, roller skating; Martinis, songs; Bob White, emcee; Noble Trio; Lane Brothers, comedy; Wallenda Troupe, wire and unsupported ladders; Van De Velde Troupe, balancing; Larry Griswold, trampoline; Six Tip-Tops, Happy Spitzer and Company; Jacques Cordon and Lucierne and Ashour.

Despite rain Wednesday, the

## Prince Albert Pulls 49,000 For New Mark

PRINCE ALBERT, Sask., Sept. 8.—Attendance of more than 49,000 at the three-day Prince Albert Exhibition shattered the previous high of 42,000 in 1950.

Pari-mutuel play for running and harness races on two days of the fair totaled \$9,176, as against \$4,956 last year. Final day's play alone was \$5,778, compared with \$2,774 in 1950.

Attendance for the opener of the city's 68th annual show, Children's Day, was up 20 per cent; second day drew some 18,000, against 17,000 last year, which was a record, and on the final day 19,200 attended. Weather was excellent thruout. Wallace Bros. Shows did brisk business on the midway, and the Sun-Grossman unit, *International Capers of 1951*, packed 'em into the grandstand.

Fair was officially opened by L. F. McIntosh, provincial minister of municipal affairs.

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\$5.00 Per Foot—Work for Stock Only.  
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93 Million Dollars in Construction  
Now Going on. Expected Attendance 65,000. This Will Be the Surprise Fair of the Year.

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GALVESTON COUNTY FAIR  
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## ARK.-OKLA. LIVESTOCK SHOW FREE FAIR

FORT SMITH, ARK., SEPTEMBER 24-29

GRANDSTAND SHOW      ON MIDWAY

EDDY ARNOLD      ROYAL CROWN SHOWS

WANT FOR INDEPENDENT MIDWAY

One good Bingo, Slum Stores, Pitch and Gadgot Men, Jewelry.  
Write or Wire **JIM KRONE JR.**

## Strates Registers Record 25% Increase at Syracuse

### Midway Units Surge Ahead Despite Curtailed Sunday Operations

SYRACUSE, Sept. 8 — Free-spending, peak crowds boosted the earnings of the James E. Strates Shows on the midway at the New York State Fair by a notable 25 per cent thru the first five days of the eight-day event.

Spending pace slackened Thursday (8), Governor's Day, as heavy rains diluted the morning turnout.

However, a continuation of the luck the show has experienced here brought clearing skies and 23,000 patrons by early afternoon.

While the weather in the East over the three-day holiday weekend has ranged from unsettled to downright bad, the show has been lucky in that it has lost very few working hours. The holiday, which was lost to amusement segs operating closer to the coast, provided a bonanza and the biggest one-day gross ever garnered by midway units at this event.

#### Big Labor Day

On Labor Day the fair gates were closed at four p.m. as parking areas and approaches to the grounds became jammed. Fair reported 83,000 attendance, but show execs said the crowd actually topped the 100,000 mark. Grounds were jammed and midway activity continued at capacity thruout the day.

Show is admirably equipped to handle the biggest crowds, as was demonstrated on the holiday. All units got plenty of money and concession operators voiced their pleasure despite the lack of activity Sunday (2).

Prospects were dimmed somewhat prior to the opening of the annual with the announcement that Sunday activity would be curtailed as the result of the strict enforcement of New York's little known "blue laws." Only rides were permitted to operate on the Lord's Day and their use was restricted to the hours after 4 p.m. Funhouses were also classified as shows and not allowed to go.

#### Strong Finish Seen

Even with the restricted operation on Sunday, the midway gross continued to surge ahead. While it appeared likely that a slump might have been registered on

(Continued on page 120)

## Conklin Eyes \$500,000 CNE Midway Gross

### Ride, Show Takes Up 30% First 12 Days of 14-Day Run

TORONTO, Sept. 8. — J. W. (Patty) Conklin, in charge of midway operations at Canadian National Exhibition, Friday morning (7) eyed a \$500,000 midway gross as the exhibition entered the next-to-the-last day of its 14-day run.

Given continued good attendance, plus good weather, Conklin believes the take will hit a half million. He bases his belief on record-breaking spending the first 12 days.

Rides and shows were up about 30 per cent over last year in the first 12 days, Conklin said. Biggest day was Labor Day, which yielded a \$12,000 higher gross than last year's day.

Of the first 12 days, only two days returned lower grosses than last year, and weather in both instances was responsible. Other days yielded grosses ranging from \$6,000 to \$12,000 higher.

The Toronto Telegram's fun bank, first installed last year, has been getting 20 per cent more business than last year. Newspaper distributed coupons good on midway at lower than regular prices, with the coupons honored opening day and every day following Labor Day.

The Velare Sky Wheel has continued to pile up record grosses. Biggest day was Labor Day, when the double wheel yielded \$3,300. The Auto Scooter, owned by Patty Conklin and his brother, Frank, was running second among rides, with the new Roller Coaster, built by Charlie Cooper, of Los Angeles, reportedly in the third spot. Sky Wheel operates with a 35 cent price for adults.

Harry Seiber's Zorima Gardens is pacing shows. Howard Y. Bary's walk-thru railroad zoo has been getting good business.

## Douglas Takes Ahead of '50 At Salem, Ore.

SALEM, Ore., Sept. 8.—Midway business at Oregon State Fair was generally up this week, according to Earl O. Douglas, owner of the shows bearing his name which has the majority of rides here. Org was off the nut by Tuesday night (4), fourth day of the fair, he said. Several other rides are here from Oaks Park, Portland.

Crowds on the midway Wednesday (5), Salem Day, were smaller than last year due to failure of State offices and downtown stores to close. Kiddie rides, however, are getting good daily play as schools do not open until Monday (10).

Paul All, who has the food and program concession, reported business up from last year with the exception of the slump on Salem Day.

Douglas org moves from here to Western Washington Fair, Puyallup.

## Des Moines Annual Gives ACA Red One

DES MOINES, Sept. 8.—Amusement Company of America, formerly the Hennies Show, grossed close to \$180,000, taxes included, at the 10-day Iowa State Fair here for what is believed to be an all-time high. However, the event this year ran two days longer than heretofore, ending Labor Day, whereas in the past, with an eight-day run, it closed on the preceding Friday.

To play the fair, ACA was knocked out of Nebraska State Fair, Lincoln, as the dates conflicted. In all, ACA gave up three weeks to show here, losing time prior to coming in here and having some open time going out to its next stand, the fair at Knoxville, Tenn.

Weather was anything but conducive to running up big takes, with extreme heat hurting. On one day the heat and humidity forced midway shows to fold during the afternoon grandstand show. Yet at the end of the first eight days ride and show grosses were 8 per cent higher than for the comparable period last year.

Previous peak gross here was \$158,000, taxes included, recorded in 1948, when Sally Rand accounted for \$55,000 of the total.

## Rain Smacks WOM Grosses At Rutland, Vt.

RUTLAND, Vt., Sept. 8. — As of Friday (7), Frank Bergen reported that it was a matter of conjecture whether his World of Mirth Shows would meet the 1950 gross made by the show at the Rutland Fair, held here this year Monday (3) thru today, with weather the deciding element.

The traditionally strong opener, Labor Day, was hit by rain, driving attendance to 34,000 persons, 1,000 below last year. However, Bergen reported that the show was off only \$300 from last year's holiday. World of Mirth forged ahead during the next two days, but rain again struck Thursday. Rain also fell yesterday until mid-afternoon, but the crowd on the grounds was heavy, Bergen reported. The forecast for the closer was clearing weather.

Due to tight space here, Bergen dispatched two of the show's four Ferris Wheels and five kiddie rides early, to be set up for the Brockton (Mass.) Fair next week. New tents for the shows also have been ordered for the World of Mirth date at Allentown (Pa.) Fair.

The bosom gal, Evelyn West, ran into reams of newspaper publicity here as headliner of the Girl Show, but even the business was hypoed, she grossed less than half that of la Rand in '48. The West-headed revue was reported to have grossed \$24,000.

Miss West crashed front pages and wire services when Frank Morehead, State Democratic pub-

(Continued on page 120)

## Schaghticoke Soars For King Reid Unit

SCHAGHTICOKE, N. Y., Sept. 8.—Solid business the first two days gave the King Reid Shows a record run at the Schaghticoke Fair. The Labor Day opener, with more than 30,000 on hand, gave the midway near capacity business thruout the day. Tuesday (4) a record kids' day attendance gave all fun units bonanza business.

Wednesday (5) was slow, but the finale, Thursday (6), was lucrative. Show has been in here for about six years and reports that business has picked up at each stanza, whenever weather was favorable.

Threatening weather early Monday caused some anxiety. However, the skies cleared and crowds stormed the paved midway area early in the day.

#### Season Good

Season generally has been much better than last year, Secretary Leonard Farley reported. Skow-

## PATRONS JILT STUFFED TOYS AT TORONTO

TORONTO, Sept. 8.—After analyzing concessions stock reports covering the first couple of days of midway operations at the Canadian National Exhibition, Secretary Neil Webb of the Conklin Shows, said the public apparently was becoming satiated with the long-popular stuffed toy type of merchandise and showing a preference for clocks and meats.

Webb said that mixed merchandise would probably soon return to popularity as units featuring its type of prize continued to win top grosses.

Conklins this year imported English biscuits in thousand package lots and they proved popular as prizes from the start.

## WAGNER FARES WELL AT MICH.

### First 8 Days Off Only 20% Despite Union Rumpus; Attendance in Drop

DETROIT, Sept. 8.—"I'm satisfied," Al Wagner, manager of the Cavalcade of Amusements, declared here yesterday as his show entered the ninth day of the 10-day Michigan State Fair with its gross down about 20 per cent from 1950 for the first eight days.

"After all," mused Wagner, "there was nothing I could do about the union hassle that jolted the fair opening day, even tho the rumpus cut down the fair's gate by about 90,000 during the first eight days."

Cavalcade's gross, in the light of the fair's lower attendance (see story on the fair in General Outdoor section) is plenty okay. What's more, the weather has been far from the best, Thursday night (6), for instance, was strictly for overcasts.

This year most of the back-end units are those which normally move with the Cavalcade, whereas last year a large block of additional shows were booked. Thus, Wagner will retain more of the take.

As for concessions, all things considered Wagner had reason to be happy. In this city, or more particularly at the fair here, games concession operations always have been a target for the politicians.

To stave off past repetition, Wagner on the fair's opening day obtained a court injunction restraining local police and the prosecutor's office from interference. And there has been no difficulty. All games are hanky panky.

Glenn Porter's Side Show has been the top-money getter, with the office-owned revue, headed by Bonnie Boyia, Detroit stripper, in second spot among gal shows. The Boyia gal is no newcomer to the business. She was a talker at

Riverview Park in her late teens and two years ago worked in a midway show at the fair here. She will stay out with the Cavalcade thru the remainder of the year.

Everett Fillingham's Motor-drome has been running third among the leading money getters. Booked by Wagner for the fair here are Fred Miller's Girl Show, Charles Stapleton's Midget Horse, and Steve Stevenson's Monkey-drome and Funhouse.

From here Cavalcade goes to Nashville for the Tennessee State Fair, opening there Monday, September 17. Move, the shows' longest of the season, will cost more than \$9,300 in railroad charges.

## Vancouver Ex Midway Gross Climbs 15-20%

VANCOUVER, B. C., Sept. 8.—Midway business at the Pacific National Exhibition, which closed its 11-day run here Labor Day, was an estimated 15 to 20 per cent ahead of last year, officials announced. Record attendance and a much larger and improved fun zone set-up helped to up the grosses this year after an unsuccessful run in '50 which was marked by a strike of concessionaires.

Bigger grosses piled up despite a decrease in ride prices. Tickets sold at 15 cents this year compared with a quarter in '50.

Concession line-up hit a new record of 285. Rainier Shows and Royal Canadian had 25 each, Happyland put up 15 and the independent row numbered 205.

Rainier's leading entry was the Tilt-a-Whirl with its two Ferris Wheels a close second. Tilt also led the Royal Canadian line-up, followed by the Merry-Go-Round.

Stars of Harlem, booked by the fair, led the back-end altho Alberta Slim's Western unit also did strong business. The Western singer worked with a bandaged hand all week following an episode with a trick chimp.

Midway visitors included Frank Kirsh of Western Shows; Martin Arthur, of Imperial Exposition Shows, and Fred Moog, former secretary of Crescent Shows.

## Ferris Gross Heavy At Sacramento Fair

SACRAMENTO, Sept. 8.—Playing California State Fair here for the first time, Ferris Greater Shows, at the end of seven days of the 11-day run, to end tomorrow, was out in front nearly \$17,000 despite the fact that Larry Ferris, its owner, had paid the fair \$84,498.75 for the midway privilege. Contract was obtained on a 15 cents per capita basis with the annual pulling 563,325 people.

Concessionaires on the midway reported takes generally in excess of previous years. While wheels were out because of a city ordinance, an abundance of candy floss and other food stands were booked. There are nine floss stands on the midway. Food sales were reported off.

Ferris brought in 21 major rides and three kid rides. A large kiddieland with 18 rides was installed near the main entrance. The moppel area was decorated with large cutouts of nursery characters, designed and painted by Meta Olgardt. Rose Ferris and William Meyer are in charge of the area.

A survey of concessions and shows showed that business was on a comparative basis with 1949, when Foley & Burk Shows played the spot. A number of rides for this run were obtained from the

F. & B. and Superior shows. Cal Lipes, who has the Pygmy Horses and Big Snake shows, said his take was above 1949, which was a peak year and the last time Lipes played the annual.

#### Inspection

Ferris was limited in the concession space that could be sold. Prior to opening, Ferris invited city, county and State authorities to inspect the area with seven flashers not being approved. Spinning wheels at which darts are

(Continued on page 20)

## VELARE WHEEL GROSSES 29G

TORONTO, Sept. 8.—Elmer and Curtis Velare, with their Sky Wheel, at the Canadian National Exhibition, ran between \$300 and \$800 ahead of each day in 1950, with the total gross take on the ride reaching \$39,000 on the 14-day run. On Saturday, September 1, the ride took in \$2,744 as compared to \$1,954 for the corresponding day last year. Ride went for 35 cents this year as compared to 25 cents last year.

# Midway Confab

Among visitors to the Canadian National Exhibition midway were Victor H. Schwo, commissioner of buildings and parks, New Orleans, who gave Patty Conklin the keys to that city; Rex D. Billings and son, manager of Belmont Park, Montreal; Dick MacIntosh, manager of Alabama State Fair, Birmingham; Pa Streiter, manager of Florida State Fair, Tampa; Dick Donnelly and Dick Greer and families, Chicago; Paul Olsen, Lefty Ohren and J. C. McCaffery, Amusement Company of America; George Hall, owner of Crystal Beach Park; Phil Hall and George Hall Jr., and Frank Joerling, The Billboard, St. Louis.

R. K. (Duke) Johnston of the Frank Elliott Shows reports that business was good at Tru, N. S., despite heavy rain on two days. Teddy Shiers and Donnie Biani got hefty play with their slum skillos and G. W. (Twitter) Johnston and R. K. Johnston did well with rolldowns at a quarter and a half. T. O. (Tommy) Langille and Bob Johnston reported good grosses at their grab joint on the independent midway.

Linda Lopez's Side Show and Girl Show moved over to Victory Exposition Shows after closing with Hill's Greater Shows at Central Wyoming Fair, Casper. Edna Jean Davison, bearded lady, is a recent addition to the Side Show. Bobbie Huckleberry (Cattanna Rose) left the Lopez unit at the fair's close for Owensboro, Ky.

Joining Virginia Greater Shows at the Eastern Shore Fair, Keller, Va., were Mr. and Mrs. F. Du-Fault, with three concessions; Hobart Thomas, cotton candy, French fries and Airplane Bumper, and Fletcher White, with novelties.

Don Shiner reports that a newly framed game tabbed Rudolph the Red-Nosed Reindeer outdrew other concessions at a recent Connecticut fire company event. Angle of the game was to toss rings around the mount's antlers.

Joe Basile, leader of the band at Olympic (N. J.) Park during the summer and bandmaster of the Hamid-Morton Circus in the winter, last week visited Virginia Greater Shows at the Eastern Shore Fair, Keller, Va.

While Cetlin & Wilson Shows were playing Ionia, Mich., Free Fair, Allen Williams, fair president, and Rose Sarlow, secretary, presented a gold clock to Mr. and Mrs. R. C. McCarter at a fair directors dinner. Herman Weiner, concessionaire, was called to his home in Miami Labor Day because of the illness of his wife.

While en route to Mississippi last week, Mrs. W. E. West made a speedy trip to the bedside of her brother, William A. Dodd, who is seriously ill in University Hospital, Ann Arbor, Mich.

George Hiscock's Rainier Shows moved to Monroe, Wash., following the close of the Pacific National Exhibition, Vancouver, but two of the org's rides joined Blue Ribbon Shows to play four B. C. fairs. Royal Canadian Shows, also on the midway at the PNE, moved from there to Duncan, B. C., to be followed by stands at Ladysmith, Cowhican, Nanaimo and Port Alberni.

E. J. Casey, owner of the shows bearing his name, and also owner of Rendezvous Park, St. Vital, Man., amusement park, played host to 60 city officials and representatives of newspapers at a recent party at his funspot. Eleven mayors were present including those from Winnipeg, Transcona, Selkirk, St. Boniface, Lac Du Bonnet, St. Andrews, St. Clements, Bauesjour, Winnipeg Beach, East Kildonan and St. James. The park was closed during the event and, following refreshments, rides and shows were thrown open to the guests. Casey infos the park recently completed its roller rink and dance floor, which has 13,000 square feet of plastic finished surface.

Other back-end units here included Glass House, Mickey Mouse Circus, Snakes, Funhouse, Mechanical City, Crime Show, Wild Life, animal exhibit and a Days of '49 unit.

Hattie Wagner, Cavalcade of Amusements, sprained her ankle during Michigan State Fair, Detroit, and made three trips to the hospital via ambulance for x-ray and treatment, but managed to continue on the job of running her cookhouse. Visitors to Cavalcade of Amusements at the fair included J. C. Weer, former show owner; Joe Streibich, secretary, Showmen's League of America; Rose Sarlow, secretary of Ionia (Mich.) Fair, and sister Mary Sarlow; Hazen Funk, former manager, Michigan State Fair; J. C. McCaffery, Amusement Company of America; Mrs. Josephine Quinn, co-owner, World of Pleasure Shows, and Bob Parker, digger operator.

Carnival impresario James E. Strates, whose shows occupied the midway at New York State Fair, Syracuse, had to maneuver Chic Johnson thru the gates of the annual when the comedian ran into a solid wall of impassive and unimpressed bluecoats who failed to recognize him as half of the famed comedy team of Olsen and Johnson. Comics played the Coliseum at the annual and packed 'em in.

Florence Moxley was hostess at Lee Roy Moxley's first birthday party held on Texas Kidd Shows during the org's stand in Yorktown, Tex. Guests included Mr. and Mrs. Cecil Moxley, Bill Moxley, Mrs. R. H. Haywood, Thomas and Jerald Nuckols, Mrs. Tex Scrivener, Mr. and Mrs. Wells and daughters; Mr. and Mrs. Berman and son, Jack; Mr. and Mrs. D. L. Welson, Mr. and Mrs. Red Campbell and Mr. and Mrs. Eddy Haun. . . Swazette, annex attraction, closed for the season in West Union, Ia., recently.

Robi Del Marr last week closed a week's engagement as feature attraction at Mede's Log Cabin, near Boston. . . Ray Brison, formerly of Lee Bros.' Circus, operated a 10-in-1 Show at the Grange Picnic, Williams Grove, Pa. . . Pfc. Phillip N. Betts visited his father, Shorty Betts, and brother, James, who are with Motor State Shows. Pfc. Betts was graduated from Fort Francis Air Force Base, Wyoming, and reported to Sacramento for advanced training September 3.

Social season among outdoor folks at Lake Delavan, Wis., reached its high point over the Labor Day week-end with two birthday parties. First was held to celebrate Ned Torti's 45th and was tendered by Bob and Leona Parker. Second event was held by the Tortis in honor of Ed Wahl's birthday. Guest at both events included Ernie Farrow, Jack Downs and Leonard Hicks, of Wallace Bros.' Shows; Mr. and Mrs. Ed Wahl; Mr. and Mrs. William Townsend, Mr. and Mrs. Bill Stevens and Mr. and Mrs. Doug Currie.

## WADE GREATER SHOWS

**FULTON CO. FAIR, SEPTEMBER 18-22  
BOURBON, IND.**

★ CONCESSIONS ★

Ball Games, Fish Ponds, Hoop-La, Photos, Ice Cream, Balloon Darts, Glass Pitch, Coke Bottle and all other kinds of Merchandising Concessions.

Out and Out Sales Space Available, such as Demonstrators, Pitchmen, Grab, Lord's Prayer, Dancing Dolls, Hats, Pennants, French Fries, Corn on the Cob.

**WADE GREATER SHOWS**  
O. Buck Saunders, Mgr.  
Coldwater, Mich. (Fair) all this week.

## W.G. WADE SHOWS

**KALAMAZOO COUNTY FAIR**  
September 24-29  
*One of Michigan's Largest Fairs*

→ WANTED ←  
Shows and Concessions

Can place Concessions of every description (except racket). Limited space yet available—So wire your inquiry now.

GOOD CIRCUS SIDE SHOW wanted for this date, as well as FREAK ANIMAL, GLASS HOUSE, SNAKE SHOW, MECHANICAL CITY, PINHEADS, MIDGETS and FAT SHOW.

**W. G. WADE SHOWS**  
c/o D. Wade, Detroit Leland Hotel, Detroit, Mich.

# Eddie Young's



## Shows

**WANT FOR TULSA STATE FAIR AND LIVESTOCK EXPOSITION  
TULSA, OKLAHOMA . . . SEPTEMBER 15 THRU 22**

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| CONCESSIONS     |
| RIDES           |
| SHOWS           |
| SHOWMEN         |
| RIDE HELP       |
| TRUCK MECHANICS |
| LIGHT OPERATOR  |

Cookhouse, Grab, Jewelry, Snow, Popcorn, Ice Cream, Ball Games, Fish Ponds or any Hanky Panks that work for stock.  
Will book Caterpillar, Neck-o-Plane, Spitfire, Looper, Fly-a-Plane or any major Ride not conflicting. Can also use 3 or 4 more Kid Rides.  
Monkey Show and any well-framed and worth-while Grind Show.  
Ticket Sellers for office-owned Shows who will help with up and down.  
First and Second Men for office Rides—must drive semis and be sober.  
Can use two more good Mechanics with tools. Must have show experience and know trucks.  
Operator for Sperry Searchlights. Must know how to operate and keep same in condition.

All Replies to E. L. YOUNG, MANAGER, MAYO HOTEL, TULSA, OKLAHOMA.

# GOLD MEDAL Shows

**WANT WANT WANT**

For TIPTON COUNTY FAIR, Covington, Tenn., then MADISON COUNTY FAIR, Huntsville, Ala., followed by BIG INDIAN FAIR, Cherokee, N. C., and 6 More Big Fairs to follow.

CAN PLACE outstanding Free Act starting at Murphy, N. C., week of September 24.

SHOWS—Can place Motordrome, Wild Life, Snake Show, Crime Show, Penny Arcade.

CONCESSIONS—All Eating and Drinking Stands open, Popcorn, Candy Floss, French Fries, Wonder Bar, Scales, Jewelry, High Striker, Snow Cones, Custard and all other legitimate concessions.

RIDES—Will book dark ride, Rolloplane, Flyoplane, Spitfire, Scooter and Little Dipper.

Phone JOHNNY J. DENTON, Gold Medal Shows' office  
Dyersburg, Tenn., this week

# VICTORY EXPOSITION SHOWS

**WANT FOR**

## TEXAS-OKLAHOMA FAIR

**6 DAYS—IOWA PARK, TEXAS, SEPT. 24 THROUGH 29—6 DAYS**

**200,000 Attendance Last Year—40,000 Soldiers at Sheppard Field**

CONCESSIONS—Want Cookhouse, Photos, Custard, Short Range, Hanky Panks of all kinds.

RIDES—Looper, Caterpillar, Rock-o-Plane, Dark Ride.

SHOWS—Can Place Glass House, Illusion or any worthwhile shows.

HELP—Joe Williams can place Hanky Pank Agents. J. A. McDonald wants Arcade Mechanic. (Tex Daniels, wire.) Address:  
**ALVIN VANDIKE, Frederick, Okla. (Fair) this week; Anadarko, Okla. (Fair) to follow; then Iowa Park, Tex.**

## Nebraska State Fair Up 10-15% for Young

LINCOLN, Neb., Sept. 8.—Aided by big Labor Day week-end crowds, Eddie Young's Royal Crown Shows piled winning grosses at the Nebraska State Fair here this week to end the six-day stand an estimated 10 to 15 per cent ahead of last year when a railroad show played the fair.

Midway was packed almost every day with rides, shows and concessions all working at full speed for one of the best weeks the show has had this year. Kid rides were particularly busy during the daytime with the major devices taking over the crowds at night. A total of 22 rides and 18

shows graced the midway.

As a result of big publicity given Girl Shows here and at other fairs in the Midwest, Joe Scortino's posing and gal shows racked up big takes, with standing room the rule during the evenings. Sam Caldwell's Motordrome, Jimmy Chavanne's Side Show and Louis Scott's King Cotton Club also came in for a big week.

Other back-end units here included Glass House, Mickey Mouse Circus, Snakes, Funhouse, Mechanical City, Crime Show, Wild Life, animal exhibit and a Days of '49 unit.



### ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do—assure your future with Evans—the Gallery built to last!

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bullseyes, moving and stationary targets, spinners. With or without motor and belt.  
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and belt.

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### CARL D. FERRIS SHOW

WANTS FOR THE FOLLOWING FAIRS STARTING WITH WASHINGTON, N. C., SEPT. 17-22, FOLLOWED BY REIDSVILLE, N. C.; CHESTER, S. C.; ROANOKE RAPIDS, N. C., AND BISHOPVILLE, S. C.

These are all bona fide fairs; no promotions and are very good Concession routes.

CONCESSIONS—Can place all kinds of legitimate Concessions, Eats, etc. Will book P.C. if you have Hanky Panks, as we have no percentage on the show at this time. Jimmy Baker wants Grind Store Agents. George Brown, answer.

SHOWS—Good proposition for Side Show, Life Show, Grind Show or new Novel Show. Jig Show, must have own equipment.

RIDES—Can place Chairplane, Rollo-Plane, Boat Ride or Octopus. We have 12 office-owned rides, very good percentage. Art White, let's hear from you. Remember this is America's most progressive Show.

**CARL D. FERRIS SHOW**  
Contact Carl D. Ferris

### WANTED CONCESSIONS OF ALL KINDS

(No Exclusives)

For Mississippi-Alabama Fair and Dairy Show TUPELO, MISS., OCT. 2-5

And Chattahoochee Valley Exposition COLUMBUS, GA., OCT. 8-13

CONTACT:

**MORRIS LIPSKY**  
Baltimore Hotel, St. Louis, Mo.

**BUDDY PADDOCK**  
Richmond Hotel, Augusta, Ga.

### LAST CALL FOR CONCESSION SPACE AT

**ALABAMA STATE FAIR**  
BIRMINGHAM, ALA., WEEK OF OCTOBER 1  
Address J. C. McCAFFERY  
C/O ALABAMA STATE FAIR, BIRMINGHAM, ALABAMA

### ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS

**ANYTHING IN CANVAS**

California Approved Flameproof Materials Available Tent and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS

5 DAYS SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

### RIDES FOR SALE

LITTLE DIPPER—practically new 8-car OCTOPUS—fair condition. Semi-Trailers with Tractors, open and van 'obs.

**WORLD OF PLEASURE SHOWS**  
MONTPELIER, OHIO (FAIR), SEPT. 10-15

### JIMMIE CHANOS SHOWS

WANT FOR ST. PARIS STREET FALL FESTIVAL NEXT WEEK

Legitimate Concessions of all kinds—Ball Games, Pitch Till You Win, Short and Long Range Shooting Galleries, Jewelry, Novelties, Lunch Stand, For Winchester, Ind., Lions Fair Around Court House, Sept. 24 to 30. Space limited. All replies to

JIMMIE CHANOS, Eaton, O., Fair Grounds

### FOR SALE

A complete Carnival consisting of 11 up-to-the-minute Rides. A fleet of dependable Trucks and Trailers, Concessions, etc. Come and look it over. If you are looking for a bargain, this is it. Will sell to the highest bidder. Dreamers and curiosity seekers, please save your time and mine.

BOX NY 135D, c/o THE BILLBOARD

### FOR SALE

Young Lady to help operate Photo Gallery. Steady year round work. Must be neat, polite and a do-getter. JUDY, who was on Triangle Show in 1947 and Dodson Shows in 1948, please answer. DON RICARDO

c/o Thomas Jayland Shows Nelsonville, Ohio, this week; Oakland, Md., next week; Parsons, W. Va., 34-37, then per route.

### Union Hassle Hits Detroit

Continued from page 108

they might withdraw pickets by Tuesday (4) or Wednesday (5). They had no pickets those days, but the indecision in the statements served to keep many potential customers away.

Dispute was aired widely in public prints and over the air, and the effect upon the public in this union-minded area had not worn off as the fair entered its next-to-the-last day. Moreover, the big play given to the dispute robbed the fair of space and time it probably otherwise would have been given to build up its turnouts.

It also caused Bob Hope's scheduled two days to wind up on the losing side. Hope was in on a guarantee of \$20,000. But the gross fell substantially under that, for not only was Hope's Friday matinee called, but announcement that the AFL had withdrawn its pickets came too late that night to correct the impression that his show would not go on then.

Sunday (2) Hope played to good afternoon and night crowds, but they were not enough to offset the previous day's loss. As a gesture to the fair, Hope doubled back to appear Monday night for free in the Coliseum as an added attraction but little if any advance notice was given to the public.

The coliseum bill, following Hope's scheduled two-day stint, was headed by Marilyn Maxwell, flicker star, the next four days, with the Ink Spots topping the program the last four days.

Supporting acts are Bernadette Phelan Trio, adagio; Lebrac and Bernice, unicycle; Matt Tuck, barrel roll; the Niessens, trampoline; Gregories, comedy musical; Stag McMan, harmonica duo, and a 24-gal Hal Sand line, with Buddy Nugent as emcee. Lonzo and Oscar, hillbilly singers, were in for five days, ending Friday (7), with Gaudschmidt Brothers, dogs, and Bomb Busters, comedy dancers, in for the last two days.

Coliseum attendance for the first seven days was reported at 28,946 as compared to 50,550 last year.

The grandstand fared much better than the Coliseum, with the stand's attendance thru Thursday (6) reported at 36,145, as against 45,492 last year. Grandstand attraction for the first nine days is Cherokee Hammond's Wild West Rodeo, with Wild Bill Elliott; Lee Clutter's Bar X Ranch Square Dancers and Chief Split Cloud and

his Indians. Grandstand and Coliseum attractions were booked by the Gus Sun Agency repped by Bob Shaw.

On the midway Al Wagner's Cavalcade of Amusements ride and show gross was down about 20 per cent from last year, according to James Friel, fair manager. The midway drop-off was in line with the fair's attendance drop. Friel pointed out. In addition to the trouble brewed by the unions' dispute, fair also suffered from the weather. Cool to cold weather marked half of the first eight nights, and cool weather prevailed some afternoons.

### King Reid Scores

Continued from page 118

of Mirth Shows will take over. Other Reid equipment was routed to Cobleskill, N. Y., where the entire show is scheduled to begin operations Monday (10) noon.

Traveling during the next few days will tax the rolling stock, but Reid's automotive power is ample and excellent. Supervisory personnel is shuttling between dates by plane to facilitate operations.

### Week to Kill

Show has a week between Cobleskill and Bloomsburg (Pa.) Fair which it recently carded. Reid has not yet announced plans for the open week.

Bloomsburg looms as the biggest event yet played by the Reid show, and personnel is busy preparing units for capacity operation. While the show presented a good appearance here, with a grouping of three Ferris Wheels, many independent units are expected to be added for the Pennsylvania event. Show office reportedly has been deluged with requests for space at the annual, and midway earning power should meet all demands.

Despite lateness of the season and a more than average share of rain, all units look good. With only two dates remaining, extensive refurbishing is still going on.

All help is being fitted with new uniforms, with the backs of blouses embroidered with the name of the show and a lion's head.

Bloomsburg stand will mark the first time that the Reid unit has deviated from the New England-New York territory.

### Ferris Gross Big

Continued from page 118

thrown were substituted.

The 15 cents per head concession privilege boosted the per foot rate to \$25, with some 300 feet of premium space going at \$30. The show owner sold approximately \$70,000 in footage.

Figures for the first seven days indicate that the event will wind up well ahead of 1950 and even top two years ago, a peak year. Attending tomorrow will be 10,000 newspaper carriers who will be admitted free. To entertain the kids, the show sold \$7,000 in strip tickets.

Olivia and Alex Freedman have the fence-to-fence contract on souvenirs, jewelry and guess-your-weight. For the privilege, the Freedmans paid \$9,650 for novelties, and an additional \$1,050 for scale rights. Freedman said a strong opening week-end put him out in front by Sunday night (2), thus giving him a Labor Day crowd and succeeding days for margin.

With Monday designated as Admission Day, show officials believe that the closing Sunday (9) will be the largest ever.

### Lane to Operate Gainesville Fair

LANCASTER, Mo., Sept. 8.—Sammy Lane Shows have been contracted to take over the operation of the Gainesville, Mo., Fair this year, it was revealed at shows' local headquarters this week. Harry H. Zugg, of the Lane org, said that this year's dates are September 27-29.

Pact marks the shows' fourth consecutive year on the midway but the first in which they have been signed to conduct the fair operation.

### WANTED

Young Lady to help operate Photo Gallery. Steady year round work. Must be neat, polite and a do-getter. JUDY, who was on Triangle Show in 1947 and Dodson Shows in 1948, please answer. DON RICARDO

c/o Thomas Jayland Shows Nelsonville, Ohio, this week; Oakland, Md., next week; Parsons, W. Va., 34-37, then per route.

### ACA Has Red One

Continued from page 118

licity chief, blasted that "nudity was running riot" on the grounds. The blast not only made the newspapers and radio stations, but was aired over TV and has been making national magazines, including Time and Life, the latter to the accompaniment of pictures.

The West show naturally topped the shows in money-getting, with Del Crouch's Motordrome second. Bob Purvis's French Casino, priced at 60 cents as against the \$1 charged for the West show, played to almost as many customers as the latter. Nudina wafer show and the Lash La Rue Western show finished fourth and fifth, respectively, among shows.

### Strates Registers

Continued from page 118

Thursday, reports were not yet available. Yesterday, with clear skies, and today, the final session, are expected to contribute more top earnings for all midway units.

Sale of real estate by the show was brisk with the demand exceeding the supply. Several thousand feet were involved, stretching from the entrance to shows and rides, almost all the way around to the grandstand.

Night show, consisting of auto thrill shows, acts and fireworks, broke very late. Few complaints were registered, despite the fact that stands didn't spill until about 11:15.

Owner Strates reported that his fair season to date has consistently topped last year. Par business was registered at Cortland, N. Y., despite much bad weather and a shortened engagement.

All of the Strates hierarchy were on hand for this one with Curtis Bockus, general agent, returning in time after a visit to his Jacksonville, Fla., home.

Starr DeBelle, press agent, engineered a number of good press and radio hits, and the midway's features were known by many patrons in advance of their arrival.

America's Finest Show Canvas

TENTS—SIDESHOW BANNERS

USED CONCESSION TENTS

10x16, 10x18, 10x20, in stock for IMMEDIATE DELIVERY

Flameproof Material. All Excellent Condition.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

4847 N. CLAY ST. CHICAGO 40

### STAR AMUSEMENT CO. WANTS

Stock Concessions of all kinds. Need Bingo at once. Will book 1 Flat Ride. Lake City, Ark., this week; Marion, Earle, Parkin and Holly Grove to follow. Wire or come on.

**B. E. MILLER, Manager**

### NOTICE

FOR SALE—One 10x10 ft. Top and Frame, blue canvas, Side Wall, 8 ft., used 15 weeks, very good condition. Stock Trunks and Light Strainers for same. Also heavy red velvet for background. All complete, price \$250.00. Plus three chrome Razzle Dazzles One 10x14 ft. Top, Frame and heavy orange Back-ground with light stringer and stock trunk, and three copper plated Seattle Skillets, factory make. Complete \$300.00 or will sell both for \$500.00. Ship anywhere. Anyone who knows me will know that these two outfits and not junk and cost over \$1000.00 to frame same. Both are blue canvas. All write or wire **E. C. OTY LAMB, RATTLE SNAKE RANCH, Box 29, Garland, Texas, P.S.** Also have other miscellaneous Concession Slum for sale.

**Cookhouse For Sale**  
20x30 top, seats 38, two front griddles, kitchen built on van, all screened in, 1946 K-7 International Tractor. Kitchen consists of large Deep Fryer, Kitchen Range and Griddle, Steam Table, two large Ice Boxes, Electric Meat Slicer and Pressure Cooker. Top and kitchen all fluorescent lighting, good size stock room, plenty of Dishes, Cups, Pots, Pans, etc. Perfect condition. Must sell at once. Can be seen at Case Girardeau, Mo., week of Sept. 10 to 15. Address **COOKHOUSE, c/o Sunset Amusement Co.**

### LOU PEASE WANTS

Dancing Girls for two Girl Shows. Also use Grinder for No. 2 Show. Man and wife O.K. Ten Fairs follow, plus winter's work in Florida. Wire or come on, no time to write.

**LOU PEASE**  
Care Interstate Shows  
Fairgrounds Gainesville, Ga.

### CARNIVAL WANTED

To play **ROCK HILL COLORED FAIR**  
October 22-24  
REV. B. J. ANDERSON, Sec.  
719 Crawford St. Rock Hill, S. C.

### FOR SALE

**FROZEN CUSTARD TRAILER, \$4,850**  
**SOEDER SONS MILK CO.**  
2801 Payne Ave., Cleveland 14, Ohio  
Telephone: ME 1-3392—ME 1-3393

### WANT PROMOTIONAL MANAGER

Experienced in Sponsored Events, sharing leads for World's Most Unique Fashion Show local cast. Endorsed by department stores, hotels, theatres, women's clubs, colleges, home shows and newspapers.

**LE ROI SCARLETT**  
2901 Leaman Ave. N., St. Petersburg, Fla.

### MARVEL SHOWS

Want Concessions of all kinds for East Florida Celebration, Sept. 10 thru 15; then Florida Sports Show, Sept. 15-18. Muz. Outfit, Diggers, Pop Corn, Duck Gallery, Cork Guns, Fish Pond, Lead Pond, Balloon Darts, Buckets, Six Cuts, Hi Striker, East Florida, Ill., Sept. 10-13; Exposition Gardens, Peoria, Sept. 15-19; Janna City, Sept. 20-21-22. Contact **LEW REESE and MARION FULLERLOVE.**

### SRADER SHOWS

Can place rides that do not conflict. Shows with own outfit. Girl Show open. Stock Concessions and Hanky Panks. Guymon, Okla., Sept. 17th to 21st. Best Fair in Western Oklahoma. Address **M. A. SRADER SHOWS**  
Beaver, Okla. Sept. 10th to 15th.

### WILL BOOK

Bingo, Slum Concessions of all kinds. Ball Games.  
**LITTLE RIVER COUNTY FAIR**  
Foreman, Ark. Sept. 12-15; Mulberry, Ark., Fair Sept. 17-22.  
**C. E. HAGENSICK**

### LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 4, going south Atlanta, Georgia. Fairfax 2626



# Bubbling Spirit Found Good Vintage Years

Continued from page 109

show got open. Harry Parker, still active in the business, was the show's general agent.

Roland wrestled his iron on shows operated by John Kilonis and Harry Engles for several years. He made a little money and held on to enough to get a deposit down on a Ferris Wheel. He joined Dick Gilsdorf with his two rides and moved on to affiliate with Art Lewis. He tramped mainly thru Vermont and New Hampshire, making and saving money and buying additional rides whenever he got a bundle together.

### Joins King Reid

Roland left Lewis to join King Reid when the King was just starting out and remained with that unit for about six years until the show replaced his rides with its own units. Reid bought his own rides in 1942 and Roland had to make a break. He had too many

units to figure on joining up with most established shows and the only other alternative was to go in business for himself.

A partnership was formed with Al Ventry, Girl Show operator and the new organization was called the Continental Shows, a title that Roland continues to tour today. After one season the partners split and Roland continued on his own.

The lucrative war years were good for just about everyone and Roland was no exception. He expanded his operations rapidly, adding new units as money became available. Today the show moves on its own 15 trucks, both trailer and straight jobs, and owns all of the other necessary paraphernalia, including six rides.

### Limits Unit Size

After many years of experience, Roland decided that six mechanical units were ample for his purposes. At times he has owned as many as nine and booked two or three more in shaping up his midway. His show is about the way he wants it, barring a sudden signing of major fair dates.

A sizable and efficient winter quarters is maintained in Pelham, N. H., only three miles from Lowell, Mass., where Roland and Mrs. Champagne make their home. Roland first purchased the car barns there but sold this property to a church. He then constructed a modern quarters on adjacent property. It is equipped to build almost anything needed in the way of show equipment and many of the show's most attractive features, including an elaborate office wagon, were constructed under his supervision.

Roland does not look his 47 years, but his lengthy experience in show business and a married daughter and grandchild, attest to his having been around as long as he claims. While easy going by nature, his accomplishments in the field have been won by constant effort and round-the-clock activity. The business is not easy, Roland says, but he still thinks he made a wise decision when he decided to stay with it.

### New York Territory

Despite the fact that he winters in New Hampshire and his home is in Massachusetts, Roland mostly limits his operations to New York. He toured much of the State, sticking mainly to favorite towns but constantly experimenting in search of better ones. He has steadfastly refused to be lured to distant lands by the reports of bonanzas.

Reported big earnings elsewhere are a constant source of temptation, Roland admits. However, breaking up the pattern to take a flyer in new territory would involve considerable extra expense, thus cutting heavily into, or nullifying the potential winnings, Roland says. Then, too, it's just as likely that the show would come up with a blank.

If Roland didn't deviate from New York this season, chances are he never will. The Empire State was boiling with anti-bingo legislation. Veteran and fraternal groups, cut off from revenues on which many of them counted on for existence, screamed long and loud. The showman and professional operator was counted in and then counted out. The loss of corn game revenue to any show, and a set-up such as Continental in particular, was very serious business. Still, Roland regarded the situation philosophically. While bingo was a main artery, it didn't cut off the blood stream.

Roland's front end, principally involving the sale of real estate, is usually thickly populated, a tribute to the show and its spots by the privilege paying class. Many operators have been around for a long time, a sure indication that earnings are there.

With its shows, rides and concessions, Roland's Continental Shows form a good example of a well formed and sprightly appearing unit that consistently pays off a good return on the investment. The pitfalls of over-expansion and over-payment for fairs have been diligently avoided in favor of sound business practice.

Roland says that his show is far from the biggest and, moreover, that he doesn't aspire to owning a goliath enterprise. He's done all right and will be satisfied to continue in the same fashion.

# Percell's PIONEER SHOWS

high class midway attractions

**CARBONDALE, PENNA., SEPT. 17-22, DAY AND NIGHT CENTENNIAL**

Oldest Town in Coal Region

Want Concessions of all kinds. Diggers. Arcade. Rotaries. Hanky Panks. Popcorn. Apples. Eat and Drink Stands. Novelties. Age. Jewelry. Hats. Custard. Candy Floss. Short Range. Pitchmen and Demonstrators. Everything open.

Want Rides not conflicting.

Want Shows of all kinds. Girl Show Operators. All replies McClure, Penn., or come on.

"STRETCH" RICE, Bus. Mgr., or MICKEY PERCELL, Gen. Mgr.

## GREAT HAGERSTOWN FAIR

Hagerstown, Md., September 17th to 22nd incl.

## ATLANTIC RURAL EXPOSITION

Official State Fair of Virginia

Richmond, Va., September 27th to October 6th incl.

WANT—Mule Driver and Workingmen in all departments.

CAN PLACE—Dark Ride Fly-o-Plane, Hi Ball or any Ride that does not conflict with what we have.

ALL HANKY PANKS AND EATING AND DRINKING STANDS OPEN.

All Address

## CETLIN & WILSON SHOWS

Reading Fair, Reading, Pa.

Cleanest

Finest

Most Dependable

## James H. DREW SHOWS

### GREAT GREENUP FAIR

GREENUP, KY., SEPT. 17 TO 22 INCLUSIVE

### COCKE COUNTY FAIR

NEWPORT, TENN., SEPT. 24 TO 29 INCLUSIVE

With continuous route of Bona Fide fairs until middle of November.

Can Place Dark Ride, Little Dipper, Spitfire or any Ride that does not conflict.

All Stock Concessions and Eating and Drinking Stands are open. Note: Will give exclusive on Long Range.

Address this week

MIDDLEPORT, OHIO: GREENUP, KY., FAIR, SEPT. 17 TO 22

## BODART Shows

### WANTED

SHOWS AND CONCESSIONS FOR GALA CHAMBER OF COMMERCE

CELEBRATION, RIPON, WISCONSIN, SEPT. 18 thru 23

All Replies to Weyauwega, Wis., Sept. 13 thru 16

### BORDERLAND SHOW

Wants for Taylor, Texas, largest Mexican Celebration in South, Sept. 16. Any Ride not conflicting. Saber Ride Help who can drive semi-trucks. Photo, Glass Pitch, String Game, Fish Pond, Ball Game, Whiskey Bottle, Hoop-La, Hi-Striker, or any Stock Concession. Eats and Drinks all sold except Popcorn and Peanuts. Can use any Side Show except Girl Show already booked. Dutch Bowler needs Agent for Cot Rock. Roy Hender needs Agents for Stock Concessions; also need Caller for Corn Game. Call or wire

### HOWARD DEASON

Taylor, Texas, Sept. 13-16.

### LITTLE JOE MILLER

#### WANTS

2 Countess Men for Eluffton, Indiana. 2 more Dates in Indiana, South Carolina, Georgia. All winter in Florida. These whom I know personally preferred. Single men, no drunks—Driver's license, drive straight job. Will be at Eluffton from Sept. 10 to Sept. 22. Bliss Hotel, Eluffton, Ind.

### WANT AGENTS

FOR THE NEW JERSEY STATE FAIR

Trenton, N. J.

Novelty Agents, Guess Your Weight and Guess Your Age. Also Novelty Agents for the Virginia State Fair, Richmond, Va. Apply

### A. HYMES

455 Schenectady Ave., Brooklyn, N. Y.

### WANT

#### CONCESSION AGENTS

For Kansas State Fair, Hutchinson, Kan., and seven weeks of Southern Fairs to follow. No drunks, no bottles.

### A. LITVIN

Blackwell, Okla., until Sept. 14; then Hutchinson.

### WANTED

Corn Game, Concessions of all kinds. For Magnolia, Ark., Fair, week Sept. 17; Dumas Fair, week Sept. 24.

### MOUND CITY SHOWS

1417 Grattan St. St. Louis, Mo.

### MAIL AGENTS WANTED

TOM HART, contact me. Only 3 Grand Stores on Midway Good route.

### AL SCHNEIDER

c/o FERRIS SHOWS  
Washington, N. C., Week Sept. 17.

### Kelly, darling:

Please come home because it's been such a long time and I'm worried about you. We live at 696 English Avenue, now. Let me hear from you so I may write to you.

"Love, Estelle"

**GLADSTONE EXPOSITION SHOWS**  
**WANT WANT WANT**  
 JACKSON, TENN., NEGRO FAIR, SEPT. 17 to 22; followed by MACON, MISS., FAIR; YAZOO, MISS.; LOUISVILLE, MISS.; CANTON, MISS.; HATTIESBURG, MISS.  
 OPEN MIDWAY AT JACKSON, TENN.  
**WANT**—Buckets, Six Cat, Swinger. All Hanky Panks open.  
 No ex. Cook House, Grab, Snow, etc.  
 Shows with own equipment, 25%.  
 Will Book one Major Ride and a set of Kid Rides for this route of bona fide Southern Fairs.  
**RIDE HELP ON WHEEL, JENNY, TILT, COMET, SWINGS. ALL-WINTER WORK TO GOOD MEN.**  
 Dresden, Tenn., on the streets this week.  
**JACK OLIVER, Business Mgr. F. POOLE, Owner**

*Groves Greater Shows*  
**AMERICA'S CLEANEST MIDWAY**  
 STAMPS, ARK., FAIR, SEPT. 10-15; LEESVILLE, LA., FAIR, SEPT. 17-22; Followed by 8 Proven Louisiana Fairs  
 Help Wanted—Chairplane Foreman, must drive semi, be sober and get it up and down; top salary. Second Men who drive semi and are sober, on all Rides. Griddle Man, and Counter Help for office owned Cookhouse, Manager for office owned Snake Show; sober, reliable Man who knows his business can get plenty money. Will book for balance of season: Octopus, Little Dipper, Fly-O-Plane, Dart Ride or what have you not conflicting. Will book any Kid Ride except Train, Auto or Ponies. Can place High Striker, String Game, Short Range Gallery, African Dip, or any Hanky Pank working for stock. Will place Rat Game. Will book any Show of merit except Minstrel, Snake and Girl Show that has own equipment and transportation. Especially want Monkey Show, Furhouse, Animal, Ten-in-One, Fat, Midget, Motordrome, or what have you? All replies **GROVES GREATER SHOWS**, Stamps, Ark.; then per route.

**JOHNNY T. TINSLEY SHOWS**  
*"America's Most Modern Midway"*  
**WANT WANT WANT**  
 SEPT. 17-22 WANT SEPT. 17-22  
**FOR GRIFFIN, GA., AND TEN MORE FAIRS.**  
**CONCESSIONS**—Any Hanky Panks, Custard, Shake Ups, Hoopla, String Game, Pitch Till You Win.  
**SHOWS**—Side Show with own outfit, Fun House.  
**RIDES**—Dark Ride, Moon Rocket, any ride that doesn't conflict with what we have.  
 Rome, Georgia, all this week; then Griffin, Ga.

*JAMES E. STRATES SHOWS*  
**AMERICA'S BEST MIDWAY**  
 ALL TOP FAIRS FOR BALANCE OF SEASON UNTIL NOV. 11  
**WANT WANT WANT**  
**ASSISTANT ELECTRICIAN—TOWER MEN—MAN FOR SEARCHLIGHTS. TALKER FOR IRVIN C. MILLER'S BROWN SKIN MODELS.**  
**All Address: JAMES E. STRATES, MGR.**  
 York, Penna., this week; Shelby, No. Car., Sept. 17-22.

**WANT**  
**FOR CHESTERFIELD, VA., COUNTY FAIR**  
 10 Miles South of Richmond, Va., Sept. 19 to 22.  
 Concessions of all kinds who work for stock. Can place one or two clean Shows. All replies to  
**J & B SHOWS**  
 Triangle, Va., John Hayes

**DARK RIDE FOR SALE**  
 The nicest 8 car Dark Ride on the road. Everything in extra nice condition. Lots of stunts. Exceptionally nice front. Ask anyone who has seen this Ride in operation. It is one of the top money Rides anywhere. This Ride must be seen to be appreciated. If you are in the market for a Dark Ride come see it in operation at the Hutchinson, Kansas, State Fair, Sept. 15th to 21st  
**FIELDING GRAHAM**  
 General Delivery, Hutchinson, Kan.; Permanent Address 3049 E 32nd, Kansas City, Mo.

**LYNCHBURG, VA., FAIR**  
 Sept. 17 to 22; Statesville, N. C., and Lexington, N. C., to follow.  
 Can place Eats, Glass Pitch, Novelty, Hanky Panks, Ball Games, Frozen Custard, Choc Dips, Fish and Duck Pond, Photo Gallery, Rides—Tilt or Rolloplane. Shows—Can place Grind Shows with own equipment. Write or wire  
**ROSS MANNING SHOWS, Martinsville, Va.**

**'PAGE BROS.' #2 SHOWS**  
**WANT FOR EIGHT TENNESSEE AND ALABAMA FAIRS**  
 Sit-Down Grab, Candy Floss, Popcorn, Bingo, Diggers. Some P.C. open. Mitt Camp, Girl Show with own equipment or any Grind Show. Also book Swinger, Six Cats, Buckets, two Grind Shows. **JIM MORAN, Mgr., Perry County Fair, Linden, Tenn., now; then Decatur County Fair, Parsons, Tenn.**

**PEE DEE AMUSE. WANTS**  
 For Beth Ware Community Fair, Kings Mountain, N. C., Sept. 13-14-15. Also Stores County Fair, King, N. C. Fairs and Celebrations until Nov. 3.  
 Can place Bingo that works for stock. Sit-Down Grab, Cotton Candy, French Fries, Pitch Till You Win. What have you? Shows—Snake, Fun House, Shows with own outfits. Rides—Place one Flat Ride Ride Help who drive. Address this week  
**KINGS MOUNTAIN, N. C.**

**Cetlin-Wilson's Indianapolis Gross Up 12%**

**INDIANAPOLIS, Sept. 8.**—Cetlin & Wilson Shows topped by 12 per cent their 1950 gross at the nine-day Indiana State Fair, which closed here Friday (8). Midway business was up every day except one, Wednesday (5) when cool weather cut into fair attendance and thinned crowds in the fun zone. Otherwise weather was good, with even the hot weather of the early days proving a boon, tho it hit other attractions on the grounds.  
 The Raynell Revue was the No. 1 money-winner among the shows. Charlie Rayburn's Divina, gal in tank, finished second, with Jerry Jackson's Minstrel Show in the third spot.  
 It was the sixth straight year for the C. & W. org here. Visitors to the midway included Bill Preston, manager of the Missouri State Fair, Sedalia, and Andy Hanson, secretary of the All-Iowa Fair, Cedar Rapids.  
 Shows jumps from here to the Reading, (Pa.) Fair, where it will resume action Monday (10).

**Crafts Set For Pomona**

**POMONA, Calif., Sept. 8.** —Orville N. Crafts, whose shows have been featured at the Los Angeles County Fair each year since the schedule was resumed in 1948 following the war, began moving show equipment here Tuesday (4) for the 17-day event starting Friday (14). Crafts said the midway would feature 20 major rides with an additional kiddieland being set up this year. Equipment for the Los Angeles County Fair will be owned entirely by the Crafts 20 Big Shows, Inc., Crafts said. Some rides from the Exposition unit, managed by Roger Warren, has already been sent to the fairgrounds along with rides that were recently refinished in the barns here. The 20 Big Shows, managed by Frank Warren, closes the Antelope Valley Fair in Lancaster tomorrow (9) and moves to Pomona. Crafts' Fiesta unit, recently featured in Oceanside at the Days of San Luis Rey will wind up a still date in that city and move on to the L. A. county annual.  
 In addition to the rides, there will be shows and approximately 100 concessions. Cecchini & Le-vaggi will have about 20 as will Robert Olson.  
 The new Kiddieland will be set up in the area between the exhibit halls and the grandstand. Situated near the new Spanish Village, the moppet area will feature eight riding devices. These will be in addition to the established kid area of 16 rides.

**CONCESSIONS WANTED**  
 For Indoor Circus. Bingo, strictly Stock Wheels that throw stock using P.C. Intermediate, will do business with one man for 8 Wheels or book first come first served. All types of Hanky Panks, Center Outfits, Ice Cream, Popcorn, etc. Can use Family Circus Acts doing several numbers. Open for week stands Oct. 8th, immediately following Police Circus, Chattanooga, Oct. 5-6-7 Address  
**DELL BROS.' CIRCUS**  
 13 1/2 E. 9th St., Chattanooga, Tenn. Phone: 7-5151

**CAN USE**  
 One good Merry-Go-Round Foreman. Can use Photo, Glass, Cake, Hit & Miss or what have you? Will buy late model Tilt for cash.  
 Sparta, Ill., this week; Luvera, Ark., next  
**BURKHART SHOWS**

**CONCESSIONS WANTED 27TH ANNUAL ITALIAN FEAST**  
 Playing on the streets of Joliet, Ill., Sept. 13-16 incl. Want Hanky Panks, Ring Striker and Jewelry Booth. No flats. Book on grounds Sept. 13th.

**MERRY MIDWAY SHOW**  
 Ohio, Tenn., Sept. 8-15; Gleason, Tenn., Street Celebration Sept. 17-22. Need Stock Concessions, Pop Corn, Cake, Pitch Till You Win, String, Bumper, Sno Ball, or any that don't conflict. No 30ft Camps wanted. Committees, have first two weeks in October open Contact  
**ALBERT BARKER**

**American Carnival Ass'n, Inc.**

**By MAX COHEN**  
**ROCHESTER, N. Y., Sept. 8.**—Visitation program took us to Bath, N. Y., on Labor Day where we visited O. C. Buck Shows and H. William Jones Concessions at the Steuben County Fair.  
 Standings in the personnel membership race follows: James E. Strates Shows, 250; O. C. Buck Shows, 100; I. T. Shows, 63; Carl Ferris Shows, 60; H. W. Jones Concessions, 50. Second division includes B. & C. Exposition Shows, 34; Gaiety Shows, 30; Reno Di-Marco Concessions, 19; Holman's Rides, 10, and Gooding Greater Shows, 3.  
 Made a trip to Chicago Friday (31) to complete arrangements for the 18th annual meeting of the association November 26-29 in the Hotel Sherman. As in the past, all sessions will be held during the daytime.

**Quebec Up 40% For Conklin, Sullivan Orgs**

**QUEBEC CITY, Que., Sept. 8.**—Bolstered by '50-beating attendance, midway takes at Quebec Provincial Exhibition here this week were running close to 40 per cent ahead of last year thru Thursday (6), according to Frank Conklin and J. P. (Jimmy) Sullivan, who've merged their equipment for this date.  
 Last year's fun zone gross was close to \$100,000, but this should be easily surpassed, Conklin said, despite some rain and cold here.  
 With Conklin and Wallace Bros.' Shows merged here the midway boasts a line-up of 13 major rides, 9 kid devices, 10 shows and 92 concessions.  
 Preview day, Friday (31), was rained out, but everything was up and earning money the following day when the exposition officially opened.

**James Lynch Buys Control Of Gay-Lynch**

**NORTHRIDGE, Calif., Sept. 8.**—Following a deal consummated recently and taking effect here at the San Fernando Valley Fair, which closed Labor Day, the Gay-Lynch Enterprises will in the future be known as J. Lynch Enterprises. The business, that of catering, is now solely owned by James Lynch, having purchased the half interest of Edmund Gay.  
 Lynch will continue the firm's policy of complete food service at small fairs. The deal included 12 complete units and trucks. At the event here, Lynch had five chuck wagons, cotton candy and candied apple concessions, beer, and the restaurant. Following this run, Lynch moved to the Glenn County Fair in Orland, a distance of 800 miles. To play the San Fernando fair, the outfit was hauled 700 miles.  
 The association of Gay and Lynch started four years ago. Prior to that time Lynch had been in the food business on the Johnny J. Jones and other Eastern shows. Arriving on the West Coast about 1929, he became associated with Joe Krug and later had the eating concessions on the Crafts 20 Big Shows, Inc.  
 Gay will enter promotion work. He will continue to make Santa Barbara his headquarters.

**WANTED**  
 Good Annex Attraction for Route of Southern Fairs  
**HELEN GOLDEN WALLACE BROS. SHOWS**  
 Greenville, Miss., Sept. 16-22

**WANTED**  
 Bingo Countermen and Relief Caller Contact  
**DAVID FINEMAN**  
**JOHNNY T. TINSLEY SHOWS**, Rome, Ga., this week; Griffin, Ga., next week.

**DETROIT, MICHIGAN**

**ST. JOSEPH'S ALUMNI HARVEST FESTIVAL**  
**SEPT. 18-30**  
 Erskine & Russell St.  
 (Eastern Market Parking Lot)

**PARADISE VALLEY**

**12 RIDES—12**  
**WANT LEGITIMATE CONCESSIONS OF ALL KINDS**

\*\*\*  
 Hamtramck, Mich., to follow (Sponsored by Optimist Club—First Show in 23 Years—16,000 Advance Tickets Sold).  
**WRITE, WIRE, PHONE**  
**C. D. MURRAY**  
 9600 Broadstreet  
 Detroit 4, Michigan  
 Phone: Texas 4-6413

**STARLIGHT SHOWS WANTED**  
 For the following Fairs, followed by Cotton Towns until Christmas: Waukena, Okla., Sept. 2-14; Waxahachie, Texas, Sept. 17-22; LaGrange, Texas, Oct. 4-6. Slum Concessions of all kinds, Milk Bottle Ball Games, Long Range Gallery, Spitfire or any Ride not conflicting. Any Grind Show, Wheel Foreman, no drunks wanted.

**CAN PLACE**  
 For Jonestown, Ark., Senath, Mo., Har-risburg, Ark., Searcy, Ark., and Fairs and Celebrations until Dec. 9th ending in Laredo, Texas. Long Range, Custard, Fish Pond, Balloon Darts, Ball Games, and all other Hankys.  
**JACK B. MOORE, SOUTHWESTERN SHOWS**  
 Marked Tree, Ark., this week; Jonestown next.

**WANTED AT ONCE**  
 Count and Pin Store Agents, Also Slum Skills Agent, capable Help for my Spindle, P.C. Dealers, General Help for Concessions. Working every week, solid Fairs from now on. Want Slum Counter-men. A. R. (DUTCH) WHITESIDE, Sellers Acme Shows, South Boston, Va., this week.

**WANTED**  
 Show and Pony Act, Circus and Family Acts. Working Men and Case Men for Indoor Dates. Come on!  
**TERRELL JACOBS**  
 c/o JAMES E. STRATES SHOWS  
 York, Pa., this week; Shelby, N. C., next week.

Carnival Routes

Continued from page 112
Frontier: Del Norte, Colo.
Gem City: Lawrence, Tenn. (Fair) Flor-
sack, Ark. 17-22.

BUFF HOT TLE SHOWS

NOW BOOKING FOR 10 MORE BONA FIDE FAIRS

Table listing fair locations and dates: NEW ALBANY, MISS. SEPT. 17-22; THIBODAUX, LA. SEPT. 19-23; LIVINGSTON, LA. SEPT. 25-29; OBERLIN, LA. SEPT. 25-29; DONALDSONVILLE, LA. OCT. 3-7; FRANKLINTON, LA. OCT. 9-13; CLINTON, LA. OCT. 16-20; OAK GROVE, LA. OCT. 16-20; SULPHUR, LA. OCT. 22-27; COVINGTON, LA., NOV. 1-5

'Ex' sold on Custard, Bingo, Palmistry, Rotaries and Long Range. All other concessions open. All concessions booked—please confirm place and date you will join.

INTERSTATE Shows

Want for Walker County Fair, Lafayette, Ga., followed by Cherokee County Fair, Canton, Ga. Have all Fairs until Thanksgiving Week. SHOWS—Will book Fun House, Glass House, Mechanical, Crime or any worth-while Grind Show.

Advertisement for Inkster, Michigan. A Suburb of Detroit. SEPT. 18 THRU 30 MICHIGAN at MIDDLE BELT. OVER 10,000 CARS PASS THIS INTERSECTION DAILY.

CONEY ISLAND SHOWS

WANT FOR SWEETWATER VALLEY FAIR, SEPT. 17-22, AND SOUTHERN FAIRS INTO NOVEMBER. THIS SHOW STAYS OUT ALL WINTER. Want Octopus, Chairplane and Merry-Go-Round Foremen and other Ride Help who drive.

DUMONT SHOWS

Want for Three Big County Fairs Zebulon, N. C., Sept. 17 to 22; Enfield, N. C., Sept. 24 to 29; Littleton, N. C., Oct. 1 to 6. WANT Man to run French Fies. WANT Kiddie Rides, Concessions, Ball Games, Glass Pitch, Guess Your Age, Cotton Candy, String Game, Six Cat, Duck Pond, Fish Pond, Short and Long-Range Shooting Galleries.

SPITFIRE FOREMAN and Second Men on all rides wanted; must drive. No advance tickets. Will book all Stock Concessions for balance of season.

MODEL SHOWS, INC. Baxter Springs, Kan., now.

WANT—WANT Christiansburg, Va., Sept. 17 to 22. Montgomery County Fair, Sept. 24 to 29, Booneville, N. C., Colored Fair; followed by Pilot Mountain, N. C., American Legion Fair; then six others to follow, including Rock Hill, S. C., Colored Fair.

PALMER SHOWS Hillsville, Va., this week; then per route.

RALPH R. MILLER WANTS AT ONCE Wheel Foreman, Truck Drivers, Country Store Wheel Help. Opening show Oct. 1 in Louisiana. Can place Cook House, any Stock Concessions, \$15.00 week. Teophick Bruno Lawrence and all other people that have worked for me before answer.

Week Sept. 10, Butler, Mo.; then Baton Rouge, La., Route #1. Phone 3-6967.

Central Amusement Company

Wants for LIONS' CLUB FESTIVAL, Seaboard, N. C., September 17-22; with 11 more Fairs to follow, and my Sea Island Park at Parris Island, S. C. Want Hunky Panks of all kind, Eat and Drink Stands, Long Range. Can place Arcade, Diggers, Glass House, Fun House. Especially want Motor Drome, Speedy Savers, answer. Want Minstrel Show People. Salaries run from \$30 to \$65, depends on what you can do. I have complete Minstrel Show, all new ready to go. Salaries out of office and no stalling, we pay our performers. Want Girl Show, also 10-in-1 or any good Show. Bernard Scott, get in touch with me. Can place one more Free Act. All contact.

Sept. 10-16, Villa Platte, La.; followed by Jena, La., Fair, Melville Lions' Club, Uptown Port Barre and Ferriday.

Want one more major Ride. Shows, Concessions, including Bingo, Custard, Cook House; all Hunky Panks open. Want Ride Help. Come on now.

LEO LANE SHOWS Want for Wadley, Ga., American Legion Celebration next week and balance of season. One Wheel Foreman, Second Man on Tilt. Concessions of all kinds that work for stock. No flats or expense. Agents for office-owned Concessions. All address: LEO LANE, Attendale, S. C., this week; Wadley, Hazledust, Greenville, Blackshear; then Hamersville, all Georgia.

# MAGIC EMPIRE Shows

Want for 10 Bona Fide Fairs in Alabama and Tennessee, including Attala, Ala.; Troy, Ala.; Ozark, Ala. Soldiers' pay day. Also Brownville, Tenn., Colored Fair.

Can place high class Free Act for balance of season. Want Cookhouse, Candy Floss, Pop Corn, Candy Apple, Bingo, Swinger, Six Car and Bucket. Will sell X on above. Will book all Hunky Panks. What have you? Will book Kid Rides such as Little Dipper, Kiddie Auto; also Roll-O-Floose, Octopus or any Ride that does not conflict with eight office owned Rides. Will book any Show with own equipment. Want A-1 Wheel Man, Earl Lane, contact. Can always place good Ride Help—come on, Jack Murphy can place Hunky Pank Agents. Bud Birchman, contact Jack Murphy at once MICKEY O'BRIEN, CONTACT EDDIE STEELE.

## MAGIC EMPIRE SHOWS

Lexington, Tenn., Fair, this week; Attala, Ala., next week.

A. Sphaeris, Mgr.; Eddie Steele, Bus. Mgr.

P.S.: This Show holds the one and only contract for Ozark, Ala., Fair. Backed by State Aid. And this is not a cow pasture promotion.

# GEORGE CLYDE SMITH Shows

WANT FOR GRANVILLE COUNTY V. F. W. FAIR, OXFORD, N. C., WEEK SEPT. 17

WANTED—Ball Games, Fish and Duck Pond, Long and Short Range Lead Gallery, Penny Pitch, Candy Floss, Pop Corn, Glass Pitch, Cigarette Shooting Gallery. All Concessions open except Bingo and Custard. WANTED—Side Show Acts, Illusion Show, Mechanical City, Girl Show, Minstrel Show.

WANTED—Train and Pony Ride. Want General Ride Help, Hunky Pank Agents, Ticket Sellers and Takers, Truck and Tractor Drivers. All replies to Louisburg, N. C., this week; Oxford, N. C., next week.

# J. A. GENTSCH SHOWS

Want for CENTRAL MISSISSIPPI FAIR AND STATE DAIRY SHOW, Kosciusko, Miss., next week. With Seven more of Mississippi's Best Bona Fide Fairs to follow.

Want Spitfire and Dark Ride. Will book following Shows for committee nut—Ten-in-One, Monkey Show, Fun House, Motordrome, Snake Show, Illusion, Mechanical City and Minstrel Show. Must have own transportation, equipment and nice banner lines. Want few more 10c Stock Concessions. Mrs. Gentsch wants capable Man to take head of Nail Store. Russell Cooper has opening for Stock Store Agents.

## All answer J. A. GENTSCH SHOWS

Greenwood, Miss., this week; Kosciusko, Miss., next week

P.S.: Barney Lamb and Doc Warner, call me.

# BILL HAMES SHOWS

Want to book Motordrome or any worthwhile Show not conflicting. Can place Ride Help on all Rides. Want Minstrel Show Performers and Side Show Acts. Want to book outstanding Free Act. Address

## BILL HAMES, MGR.

TYLER, TEX., THIS WEEK.

# WANTED

For the Best Route in the South

Shows of high class nature. Stock Concessions, Agents for office owned Concessions Billposter with transportation, Ride Foreman and other Help on all Rides, those who drive trucks given preference. Also first class Mechanic, Clyde, answer. Warrington, Florida, Sept. 15 to 22; West Pensacola, 24 to 29. All answers to JOHN B. DAVIS, Mgr.

## SOUTHERN STATES SHOWS

# AMERICAN EAGLE SHOWS

WANT WANT

Concessions of all kinds. Will book large Chairplane for balance of season. Selmer, Tenn., Sept. 10-15; De Kalb, Miss. (Fair), Sept. 17-22; Eupora, Miss. (Fair), Sept. 24-30; Ripley, Tenn. (Street Carnival), Oct. 1-5; Humboldt, Tenn. (Cotton Carnival), Oct. 9-14; Trenton, Tenn. (Colored Fair), Oct. 15-21 This Show will stay out until Christmas. All address:

## DANNY ARNETT, MGR.

PER ROUTE ABOVE

# HILLSBORO, OHIO FALL FESTIVAL AND STREET FAIR

SEPT. 26TH THRU 29TH

Want Legitimate Stock Concessions that work for 15¢ and 25¢—Ball Games, Long Range, Short Range, Basket Ball, Hi Striker, Huck, Balloon Dart, Add Dart, Cork Gallery, Coko Bottle, No flats or Gypsies wanted. Book early—This is big and space is limited. All replies to:

## LEE BECHT AMUSEMENTS

Sabina, Ohio, Sept. 10-15; Seaman, Ohio, Sept. 18-22.

# GROVE CITY, OHIO ANNUAL STREET FALL FESTIVAL

SEP. 13-14-15

CONCESSIONS WANTED—Floss, Photos, Short Range, Novelties and Hunky Pank—Hamden, Ohio, Sept. 19-20-21-22

## FRED NOLAN

Moxahala Park, South Zanessville, Ohio. Phones 3-8233-3-7471

# WANTED

Ring Man wanted to operate and present Monkey Circus and Speedway Also Man to assist. Must be sober.

## All Address EARL CHAMBERS

CETLIN & WILSON SHOWS, READING FAIR, READING, PA.

# Hannum Org Finishes Fast At Mansfield

MANSFIELD, Pa., Sept. 8.—Mansfield Fair, August 29-September 1, produced only medium-good results for Morris Hannum Shows during the first three days but the closer saw a large, free-spending crowd on the grounds.

Tilt-a-Whirl ride was set up here for the first time and was the top grosser, with Ferris Wheel running second. The rides in general made upon the closer what they missed the first three days. Jake Hogan was appointed Tilt-a-Whirl foreman.

Owner Morris Hannum made a business trip to Philadelphia during the local date. Maxwell Kane, business manager, and Mr. Moore, shooting gallery operator, were ill for a few days but now are recovered. New fluorescent-flashed lighting towers are expected soon.

# Tight Dollars At Keller Hit Va. Greater

KELLER, Va., Sept. 8.—Eastern Shore Fair here, August 27-September 1, first on Virginia Greater Shows' Southern fair route, yielded business that was way off from previous years. A combination of bad weather and poor spending was given as the reason.

Date marked the fifth consecutive year for the shows on the midway, Tuesday (28) was lost to rain and altho plenty of people were on the grounds for the rest of the run, their cash outlay was small. Partial explanation could be the lower prices obtained for crops this year.

# Northridge Fair Gives Martin Ora Okay Midway Take

NORTHRIDGE, Calif., Sept. 8.—Martin's United Shows played the five-day San Fernando Valley Fair here with business satisfactory. Appearance here this year marked the third time the show has played the event, missing 1950 when Jimmy Wood's Pan American Shows were featured on the midway.

Martin's Shows, owned and operated by Ben and Dolly Martin, had 10 rides and 15 concessions at the annual Percy Lennon, who recently arrived from Australia, showed his 26-inch high race horse, Tiny Tim, on the carnival lot. He will also display the animal at the Los Angeles County Fair in Pomona.

Estelle and Elmer Hanscom had the popcorn, peanuts, candied apples and floss on the lot. Cecchini & Levaggi, concessions, operated a ham and bacon wheel with Pat Monzo handling the cook-house and a little duck wheel.

# Concession Roster At Detroit Fair

DETROIT, Sept. 8. — Concessionaires at the Michigan State Fair, August 31-September 9, are:

- Dick Napollitano, novelty stands; Morris Gruskin, novelty stands; Frenchy Bordeaux, kitchen gadgets; Sidney Ales, cotton candy; Roy Butcher, cotton candy; Joe Johnson, popcorn; Mrs. Mike Johnson, popcorn; Henry May, popcorn; Dajast Nalandian, popcorn; Albert Chanesian, popcorn; Charles Ohanesian, popcorn; Leo Oumedian, popcorn; H. A. Yavruian, popcorn; Hoorof Zakarian, popcorn; and Randolph Methura, horoscopes.
- George Prasse, French fries; Tracy R. Owens, candy apples 16 stands; Martin Brown, vitamin foods; W. E. Myers, three food stands; Fred Golden, photo gallery; Stanley S. Powell, salt water taffy; Mrs. Galust May, popcorn; William A. Loninger, ice cream 15 stands; Donald P. Elliot, Coliseum concession and three cigar stands; Frederick Brown, two frozen custard stands and grandstand concession; Fred Valle, Hum-a-Tune; Jack McCool, health food; L. W. Carpenter, malted milk, and Leo Schultz, French fries.
- Fred A. Mullen, French fries; Harry Agababian, popcorn; Mrs. Edward Anderson, cotton candy and French fries; John Mahlehashian, popcorn; Norman Zemer, soft drinks; Jake Goedballan, popcorn; John C. Branscombe, auto polish; S. B. Reed, four ice cream stands; Lloyd Dingen, popcorn; Arthur Mahlehashian, popcorn; and Albert Goedballan, popcorn.
- Gerald Levin, photos; S. A. Yavruian, popcorn; Harold Oehler, oil paintings; Samuel B. Field, artist booth; Paul Netterfield, peanuts; Joseph Dermer, costume jewelry, and Richard Lewellen, shampoo demonstration.
- Dorothy L. Stinson, jewelry; Henri Bourdeaux, kitchen gadgets; George Kehon, handwriting analysis; Gertrude Brown, jewelry engraving; Robert Henderson, baby stroller repairs; Harold Slater, soft drinks; Gerald Samet, trial oil stands; Glenn Hoberg, kitchen gadgets; Art Brayer,

# Club Activities

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 8.—President Emeritus George A. Hamid is lining up an all-star show for the 14th annual banquet, to be held November 21 at the Hotel Astor here. Fred C. Murray, chairman of the year book, is working on the 1951 edition, and Gerald Snellens has sent in many ads, while Frank Rappaport is obtaining booster pages.

At a recent meeting of the Eligibility Committee the following applicants were approved for membership: Donald M. Kendal, sponsored by Jim McHugh; L. Gary Garinell, Julius De Santis, Patsy P. Bergamo and Oscar E. Bittler, all sponsored by Joseph A. McKee, second vice-president. An application has been received from Elliott Schwartz, sponsored by Frank Rappaport, which will be acted on at the next meeting of the eligibility group.

Sam (Peanuts) Weissler, who has been ill for many months at the Franklin D. Roosevelt Veterans Hospital, Montrose, N. Y., was given a two-week pass and was a visitor here this week. He will return to the hospital for further treatment. Joseph Schubert is still at Shore Road Hospital, Brooklyn, improving slowly. A letter was received from True Perkins acknowledging his gifts from the Shut-in Committee.

Letters were received recently from J. N. Zachry, Sol Washnisch, Steve Kutney, Harold Schneider, Robert Glath, Michael A. Prudent, Crawford H. Droege, Ben Cheek and Bill Powell. Recent visitors included Len Traube, Morris Glass, Jack Stern, Henry Fein, Emanuel Silver, Al Janpol and T. Jay Quincy.

kitchen gadgets; W. J. Pollard, knife sharpener; Joe Dermer, artificial flowers and mechanical toys; A. Miller, specialties; Albert Selige, shampoo; Robert Baudry, vitamin foods; Louise Clark, car polish, and Gunn Specialties, water flowers.

Cookhouses: Sam Adler and Sons, Amvels Post 53, Annie J. Brown, William C. Baldwin, Howard O. Briggs, John P. Wargman, L. W. Carenter, Steve Cenkner, Warren E. Chaldron, Harry Cohen, Donald Cohen, Donald R. Conrad, Fred Duin, Mrs. John Daskaloff, Berry Davis Jr., Gwendolyn Dombrowski, Genevieve Dukiewicz, Elizabeth Wedge, Detroit Federation of Musicians, Lester C. Barker, W. H. Fairley, Gordon Havay, Sam Horan, Michael Haddad, Julia E. Hovey, Daniel C. Jacobs, W. E. Steele, Victor Johnston, Walter Kozak, Harold P. Kauffman, Gordon Lewis, Cecelia Lohae, F. I. Labadie, W. S. Myers, Norman Mallory and Clayton Winn, Frank D. Martin, Norman P. Manass, Thomas O. Quinlan, W. C. Rettich, Phillip F. Koerner, Albert Rockkind, Margaret Schneider, Helen Skowronski, Wanda Sadowski, Fred E. Stevens, Richard Swain, J. Albert Thomas, Jimmy Tucker, G. H. Tucker, Alfred K. Wood, Shirley A. Wagner, Peter D. Lutz, Charles Swain, Ralph Williams, Harry Naiman and Betty Ann Buddbill.

Games concessions, leased to Michigan showmen: Oscar Margolis, Edward Bennett, Louis Wish, P. J. Wilkinskie, George Saas, Melvin Dagher, Woodrow Havens, Erving Moss, W. L. Taylor, Jack Zeman, Louis Brown, Jack Wish, Ralph Lewis, Harry Currie, Frank Kay, Evelyn Currie, Joseph Klingler, LeRoy Franklin, John Kotula and Ellen Pearvall.

Midway concessioners: W. O. King, 5 shooting galleries; Charles Stapleton, 5 concessions; Red Luxemburg, 2 hat stands; Hymie Cooper, popcorn and candy floss; Bill Kane, waffle stand; Harry Stahl, scales and age; Jimmy Annlo, bear hoops; Sammy Goldstein, popcorn; Mrs. Whitehurst, high striker and Bozo Drop; Martha Wagner, jewelry; Leo Mulvaney, balloons; Abe Martin, balloons 3; Jimmie Bybee, Roman target; Paul Miller, popcorn; Mr. and Mrs. Harry Bartlett, 2 glass pitches.

Earl Fisher, 5 games; John Parker, popcorn wagon, and E. J. Jameson, 3 games; Mike Parino, Mark Eilman, Harry Wingfield, Mr. and Mrs. Doc Reynolds, William Bejarino, Tim Davis and Walter Smiley, games; Gene Berni, hats; Mr. and Mrs. Dick Crawford, ice cream, and Guy West, three-foot-long hot dogs.

## FAIRS

Concessionaires, I have said exclusive on the following, Cookhouse, Glass Pitch, Bings, Apples, Popcorn, Snow and Muz. All those joining next week can play eight fairs for \$21.00 per week, with Hunky Panks as a bonus. My fairs are Lewinton, Pembroke, Springfield, Monticello, Butler, Jackson, Habira, Blakely, all Georgia and two more pending. Shows—if you have something to offer, will book you for 39¢. Rides—Want Tilt, Bolognese, Caterpillar, Octopus, Hipp wanted on all Rides. Want Man to take over Kiddie Land. Will book Free Act. All replies:

## GEORGIA AMUSEMENT COMPANY MOULTRIE, GA.

# GRAND AMERICAN SHOWS

Want for Missouri Fairs and Arkansas Cotton Festivals—8 weeks until Nov. 17. Want Hunky Panks, Arcade, Cookhouse or 5th Down Grab, Want Grand Shows with own equipment. Want Outside Man for Athletic Show. Want Tilt Foreman and Second Men who drive semi. Carrollton, Mo., thru Sept. 14; Laredo, Carl Junction, Poplar Bluff, Mo.; Jonesboro, Pocatello, Ark.

## L. O. WEAVER, Mgr.

# WANT FOR CALHOUN CO. FAIR HAMPTON, ARK., SEPT. 18-22

Stock Concessions of all kinds, Especially want Grab or Cookhouse, Custard, Apples, Poutine Puns, Eats all open, Pan or Rat, Hoop-La, Novelties, Cork Gallery, American Palmistry, etc. Come on, will place you. Must have one Major Ride or Kiddie Rides, Swings, Ponies, Boat, or what have you? Join at once. Long season. Joe Friedrick, advise at once, Grand Shows, Fun House. Have excellent route for you, come on. Ringo Help, Second on all Rides who drive. Everyone contact Manager, FLOYD O. KLE SHOWS, Mens, Ark. Fair this week; two more in Arkansas; then 3 in Louisiana. Out till Xmas. Yes! We have Mamou, La., Armistice Celebration.

# GIVE TO DAMON RUNYON CANCER FUND

# WANTED ANNUAL UTICA, OHIO HOMECOMING Main Streets Oct. 4-5-6

Legitimate Concessions of all kinds, Sensational Free Attractions, Small Platform Shows. Gooding's Rides Booked — 10th Consecutive Year. Address: STEWART ANDERSON Mystic Theatre, Utica, Ohio

# BURDICK'S GREATER SHOWS

Can place for balance of season. Good Ride Men who can drive trucks, Girl Show Operator with Talent, Place Concessions—Fish Pond, Cookhouse or Grab, Scales, Jewelry, Spindle, Any Flat Ride, Train, Auto, Fun House. Grand Shows—Mesquite, Texas, Fair, Sept. 10-15; Grand Saline, Tex., Fair, Sept. 17-22; Brenham, Tex., Fair, Sept. 24-29; Belleville, Texas, Fair. Come on. BURDICK'S GREATER SHOWS

# C. B. & W. AMUSEMENT CO.

Opening Sept. 14th to 21, Phenix City, Ala. Can place Penny Pitch, Pitch, Tilt You Win, Bowling Alley, Glass Pitch, Balloon Dart, Long or Short Range Shooting Gallery, Hoop-La, Milk Bottles, any 10¢ Grand Shows not conflicting. Place Ferris Wheel, Merry-Go-Round, or any Ride not conflicting with what we have. Work seven days a week. Franchise \$20.00 a week. Eight weeks around Phenix City, Alabama and Columbus, Ga. Telephone: 87801 and 89144.

# IMPORTANT MICHAEL OR DOROTHY MACKAY

Contact RAY MYERS Trailer Village Tampa, Fla.

# JOHN P. COLORITE

Please Contact R. C. BRYAN 608 TAMPA ST TAMPA 2, FLA.

# FOR SALE

All Steel Refreshment Trailer. Equipped to sell Hot Dogs, Hamburgers, Sno-Cones and Pop Corn. Built-in storage cabinets. Some supplies included. A real buy. Contact G. C. LAGERSTROM c/o Riverview Park Chicago, Ill.

# Cavalcade of Fun Shows

Can use for Rutland, Ill., Sept. 12th thru 16th. Concessions that work for stock. No gift. No gypsies. Downtown Rockford to follow. Joe Staneman, come on. All replies:

## CLARK BIGGERS SR.

Monroe Center Ill., or per route

# BENNIE WELLS

SCENIC ARTIST AND PAINTER OF BEAUTIFUL SHOWS Just finished season with Marks Shows. Now arranging winter and spring work. Address: Care The Billboard, Cincinnati 22, Ohio

# WANTED

Peoria Sports show at Exposition Gardens, Peoria, Ill. Concessions of all kinds—Long and short Range Lead Galleries, Mug Outfit, Hand Striker, Buckets, Six Cals, Diapers, Scales, Age, Hi Striker, Fish Pond, Balloon Dart, Duck Ponds, Foot Long Hot Dogs, Lemonade Stands, Lunch Stands. Everything open. Last year's attendance 30,000 people. Contact LEW REESE and MARION FULLER-LOVE or come on East Peoria, Sept 18-19; Peoria, 18-19.

### SHOWS AND RIDES WANTED

For 3 Outstanding Fairs  
All Same Week — September 17-22

BLUFFTON, INDIANA, FREE STREET FAIR  
ST. JOSEPH COUNTY FAIR,  
CENTERVILLE, MICH.  
LENAWEE COUNTY FAIR, ADRIAN, MICH.  
Can also use PENNY ARCADE at Centerville and Bluffton.  
No Kiddie Rides—No Girl Shows. Address inquiries  
**GOODING AMUSEMENT CO.**  
1300 Norton Ave. Columbus, Ohio

### NOW! BOOKING CONCESSIONS NOW!

SEPT. 24-29, JASPER, IND., ANNUAL FALL FESTIVAL—  
A LIVE LEGION CELEBRATION.  
OCT. 2-6, MITCHELL, IND., PERSIMMON FESTIVAL—  
ANNUAL EVENT ON STREETS.  
OCT. 2-6, NEWTON FALLS, OHIO—ANOTHER ESTAB-  
LISHED FALL FESTIVAL ON STREETS.  
**GOODING AMUSEMENT CO., INC.**  
1300 NORTON AVE. COLUMBUS, O. UNIVERSITY 1193

### WANTED WANTED AT ONCE

Foremen and Second Men for Twin Big Eli Wheels.  
Second Men on all Rides.  
Fun House Operator, weekly salary, plus percentage.  
SHOWS  
Want Ten-in-One, Snake, Mechanical, or what have you? Johnnie Howard, do you want to play the Sedan Fair with me?  
CONCESSIONS  
Want Cook House, Diggers, Hunky Panks. All Percentage open in Sedan.  
Wire, don't write.  
Langton, Ians. Sept. 10-15; Webb City, Mo., 17-22; Kincaid Kans., 24-29; then the big one, Sedan, Kans., Oct. 3-4-5.  
**Wire H. C. SWISHER**  
PARADA SHOWS

Experienced

### GENERAL AGENT

At Liberty  
Railroad or motorized show.  
Fifteen years' experience all phases advance details. Desire connection with reliable organization furnishing not less than 44 weeks' employment per season. Excellent contacts. Loyalty integrity and industry can be vouched for. Compensation commensurate but secondary to mutual happiness. Will be available November 1st. Can also provide reliable Press Agent (capable of handling some special agent details) and one of best bill-posters in outdoor show field. Good opportunity to solve your advance problems. Write in confidence to

BOX D85

The Billboard  
2160 Patterson St. Cincinnati 22, Ohio

## UNITED STATES SHOWS

**WANT WANT WANT**

Due to disappointment, want a set of Kiddie Rides to join Tuesday, Sept. 11, at North Wilkesboro, N. C.  
**WANT** Huckley Buck, Photos, Coke Bottles and Hunky Panks of all kinds.  
**WANT** Snake Show, Monkey Show, Animal Show, Illusion or Ten-in-One.  
We have a free act and a nice route of fairs.  
**All answers to L. P. BRADY**  
North Wilkesboro, N. C., this week; then the big one at Hillsboro, N. C., Sept. 17-22.

## PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

**WAYNE COUNTY AGRI. FAIR, GOLDSBORO, N. C., SEPT. 17-22**

To Follow

**SAMPSON COUNTY AGRI. FAIR, CLINTON, N. C., SEPT. 24-29**

**CONCESSIONS—**Eat and Drink Stands, all kinds of Hunky Panks, Novelties, Age and Scales, Arcade, Wild Life, Holly Cranes, Rotaries, RIDES—Whip, Fly-O-Plane, Rocket, Caterpillar, Spitfire, Dark Ride. **RIDE HELP—**Semi Drivers preferred. **SHOWS—**Fun House, Glass House, Novel Shows. Frank Tezaro wants Colored Show Performers to contact him. Hovilo Ballard, Sweetie Walker, contact me at once. Cookhouse that will cater to Show Folks. All Fairs until November 17. Address  
**SAM E. PRELL, Harrisonburg, Va.**

## WALLACE & MURRAY

**WANT FOR BEDFORD COUNTY FAIR, BEDFORD, VA.; FOLLOWED BY MALBORO COUNTY FAIR, BENNETTSVILLE, S. C.; AND ALL FAIRS UNTIL THANKSGIVING WEEK**

**WANT WANT WANT**

Manager who can furnish the Actors for Colored Minstrel Show. We have a complete outfit for same. Will book Fun House, Monkey Show, Wild Life, Snake Show and Penny Arcade. Want Train Ride, Rolloplane, Octopus and Spitfire. Will book Concessions of all descriptions. Good opening for Age and Scales and Glass Pitch. Frank Zorda wants Half and Half for Side Show. Good proposition for experienced Electrician with show experience. Can always place experienced Ride Help who drive semis. Will book Cookhouse that caters to show folks. Answer to AL WALLACE or FITZIE BROWN, Martinsburg, W. Va., this week; Bedford, Va., Fair, next week.

### WANT CONCESSIONS WANT

## SEAMAN, OHIO, STREET FAIR

**SEPT. 18 THRU 22**

Coke Bottle, String Game, Hi Striker, Huck, Long Range, Short Range, or any Stock Store—working 15c and 25c. Also use Cookhouse or Sit Down Grab. Games booking now given preference at Hillsboro, Ohio. Fall Festival on Streets, Sept. 26-29.  
**LEE BECHT AMUSEMENTS**  
SABINA, OHIO, SEPT. 10-15.

## EVANS UNITED SHOWS

Will book Concessions for Howard Co. Fair, Fayette, Mo., starts Sept. 12. Also Concordia, Mo.; Stover, Mo.; Lincoln, Mo.; and Sumner, Mo., to follow. Need Ball Games, Balloon Darts, Add-'Em-Up Darts, Pitch-Till-U-Win, Long or Short Range. Bumper and any other Legitimate Concessions. Have 7 Rides and a clean Show. No Gypsies or racket.  
**Contact CLAY M. EVANS**

## MOTOR STATE SHOWS

**WANT LEGITIMATE CONCESSIONS OF ALL KINDS.**  
Napoleon, Ohio, Fall Festival, Sept. 18-22; Milan, Ohio, Celebration and Festival, Sept. 25-29.  
Positively no Gypsies or racket. No phone calls please. Route as per Billboard. Can use several Concessions for Southern Fairs.  
**JOE FREDERICK, Sole Owner-Mgr.**  
P.S.: Our route—Sept. 10-15, Monroe, Mich.

## FIDLERS United Shows

**WANT WANT**

**FOR ALTON, ILL., ANNUAL WATERFRONT CELEBRATIONS, SEPT. 12 THRU 15**

Also Shows with own equipment, especially Girl Shows, Geek Shows, Motordrome, Athletic Show. Want Ride Foremen and Second Men who drive semi trailers, for Tilt, Wheel, Octopus, Rolloplane for third unit in Arkansas. Ride Men, contact and join at Alton, Ill., this week; Figgott, Ark. (Fair), to follow. Also playing England, Arkansas, Celebration.

## GEM CITY SHOWS

**LAST CALL LAST CALL**

**NORTH ALABAMA STATE FAIR, FLORENCE, ALABAMA**  
**COLUMBUS, MISS., FAIR & BERRY SHOW**  
**MERIDIAN, MISS., FAIR & BERRY SHOW**

These are all bona fide fairs and not promotions. Want Hunky Panks and Concessions of all types. Want capable Ride Help who drive semis. Want Man to operate Sperry Searchlight. SHOWS OF ALL TYPES.  
**Address all communications to Thomas D. Rickey**  
Lawrenceburg, Tenn., Fair, this week; Florence, Alabama, next week.

## GREATER MIDWAY SHOWS

Want for Sherrillburg, N. C., Tri-County Fair & Exposition, Sept. 17th to 22nd. The heart of Tobacco Land, Suburb of Rocky Mount, 9,000 people to draw from. One of the best in the South and six more to follow. Then South all winter. Place few more Stock Stores, only two of a kind. Any Show that doesn't conflict. Use Ride Help on all Rides. P.C. and Stock Store Agents. All address  
**FRANK DICKERSON**  
Elm City, N. C. this week; then as per route.

### Want—HELLER'S SHOWS—Want

For Fairs and Cotton Celebrations. No gate. Legitimate Concessions, no racket. Holcomb, Mo., on Streets, Sept. 17-22; Kennett, Mo., Colored Fair on Streets, 24-29. Ten Spots to follow. Will book Merry-Go-Round and Ferris Wheel, or any other Major Ride. For Sale—Smith & Smith Chairplane, 2 Kiddie Rides Trucks and Trailers, 10 Downing Towers. Write or wire  
**GEORGE HELLER, P.O. Box 215, Kennett, Mo. Ph. E-9507.**

### WANTED

### NOW AND FOR LONG SEASON SOUTH

**CONCESSIONS:** Bingo, Ball Games, Fish Pond, Watch-L, High Striker, Long or Short Range, etc., nice Sit Down Grab, P.C. open if you have two or more Hunky Panks. Will book American Mitt Camp. Reasonable rates for Hunky Panks.  
**SHOWS:** Mechanical, Girl, road territory for a good Minstrel Show. **HELP:** Can use good Ride Help who drive and will do what they are told. Want Foreman for Ferris Wheel.  
**NESSLER'S GREATER SHOWS**  
BONNE TERRE, MO.  
P.S.: For Sale—Spitfire and Trailer, \$1,500.00. Come and get it, or will trade.

### DYER'S LOTTA HOOEY

**COMING SOUTH**

Ridgely, Tenn., now; Tiptonville, next. Will book Tilt, Poles, Merry-Go-Round, Eli, Cookhouse, Grab, Bingo, Stock Stores, **DYER'S GREATER**, Mounds, Ill., now; W. Helena and Forest City, Ark., next; Fair, follow. Want Custard, Lead Galleries, Grab, Cookhouse. Legitimate Stock Stores, clean Shows with equipment. Athletic Manager and Crew or will book your show. Will furnish tent for Fresh Show. Spitfire Foreman Wire  
**DYER'S GREATER SHOWS**

### FOR SALE

Two Major Rides. One Bear streamlined Caterpillar with two 1946 Chevy Tractors in tip top shape 2 semis, one 28, one 25 with good rubber on everything. One Swinger, capacity 16 adults, 24 children. Have 1946 Brockway Tractor and 28 ft. semi to haul it. All new tires on everything. Priced right for sale. A real buy. Rides can be seen in operation in Cleveland.  
**JACK GALLAGHER**  
Commodore Hotel Cleveland, Ohio

### WANTED HIGH ACT

Week of Sept. 17, Albemarle, N. C. Wire or phone  
**GENERAL AGENT**  
Alamance Hotel, Burlington, N.C.

### WANTED

For Clarksville, Ark. Fair, Sept. 11-15; De Queen, Ark. Fair, Sept. 17-22. Five more fairs to follow. Ride Help on all Rides. Will book any Show Agents for Stock Concessions or will book yours.  
**RAINES AMUSEMENT CO.**

### OKLAHOMA EXPOSITION SHOWS WANT

Any Shows with own equipment. Hunky Panks of all kinds and Hunky Pank Agents. Privileges reasonable—Shows, committee money. Will book Skillo and Count Store. Will book Merry-Go-Round or Kiddie Rides. Slim Harris, Marie and Albert, contact Joe Starr or C. T. Prickett, Address Madill, Okla., this week, 6 fairs to follow and then to the Cotton Patches.

### WANT GIRLS FOR GIRL SHOW

Playing 14 Fairs. Work all winter. Ticket if I know you. Etne, Staley, Batty, wire or come in.  
**RITA RAYE**  
HELLER ACME SHOWS  
South Boston, Va.

### WANT AT ONCE LEGAL ADJUSTER

Prefer one with four or more Concessions. Also Griddle Man or Man and Wife for Cookhouse. All wires this week to  
**FRANK HARRISON, Harrison Greater Shows, Whitakers, N. C.**

## HARRISON GREATER SHOWS

**WANT FOR CHATHAM COUNTY FAIR, DAY AND NIGHT, SEPT. 17-22; FOLLOWED BY DURHAM COUNTY COLORED FAIR, DURHAM, N. C., WITH SIX MORE FAIRS TO FOLLOW.**

Can place Concessions of all kinds. All Eating and Drinking Stands open. Grab, French Fries, Floss, Custard, Popcorn, Apples, Age and Scale, Novelties, Glass Pitchers. All Slam Concessions open. Will book a few choice Concessions, also some Percentage. Due to disappointment want Bingo. Have complete outfit for Girl Show with two or more Girls. Want Man to take care of Grind Show, smallest mules in the world. Want Foreman for Rolloplane, Octopus and Merry-Go-Round, and Second Men for all Rides. Top salary and bonus, long season. Want set of Kiddie Rides for balance of season. Will book any Ride not conflicting. Want High Sensational Free Act to join on wire. All mail and wires to  
**FRANK HARRISON**  
Whitakers, N. C. this week; then as per route.

## CAVALCADE OF AMUSEMENTS

*The Nation's Largest and Finest Midway*

**WANT WANT**

Capable Foreman for Scooter. Salary \$160.00 per week, plus percentage. Can place high class Side Show for Nashville, Tenn., and Atlanta, Ga. and for balance of Fair Season. Also want Foreman for Caterpillar. Can place Iron Lung for Nashville and Atlanta. Can place Hunky Panks, Photos, Mitt Camp or any legitimate Concessions for Nashville and Atlanta and for balance of Fair Season. Address  
**AL WAGNER, Mgr.**  
Jackson, Tenn., this week; then per route.

## TURNER BROS. Shows

**WANT WANT**

**CONCESSIONS:** Bumper, Cork Gallery, Fish Pond, Coke Bottles, Basket Ball, Jewelry, Ball Games, Huckley Buck, Hoop-La, String Game, Blower, Country Store, RIDES: Pony Train, Scooter, Fly-O-Plane, Dark Ride, **RIDE HELP:** Want Foreman for Tilt and Spitfire, Second Men on all Rides, must drive. **SHOWS:** Side Show, Snake Show, Girl Show, Fun House, Mechanical, Glass House, Motordrome, Monkey or any Show with own transportation.  
**FOR SALE—OCTOPUS AND SPITFIRE RIDE**  
Dexter, Mo. (Fair), Sept. 17-22; Portageville, Mo. (National Soybean Festival), Sept. 24-27; Kennett, Mo. (Fair) Oct. 6-13.  
**CONTACT: CECIL TURNER, MGR., Morehouse, Mo., this week; Dexter, Mo., next week.**

## FIDLERS UNITED SHOWS

**WANT WANT**

Ride Foremen and Second Men for Arkansas Unit on Allan Herschler Merry-Go-Round, #5 Wheel, Tilt and Octopus. Must drive semi-trailers. Foremen, \$65.00; Second Men, \$40.00.  
Join Alton, Ill. (this week); Figgott, Ark. (Fair), and Moreilton, Ark. (Fair), next week.

## JOLLY TIME SHOWS

### WANT HUNKY PANKS OF ALL KINDS

Clothes Pin Pitch, Bumper, French Fries, Percentage Dealers for office owned. Dewey Rupert, contact. Want Man and Wife for Illusion Show. Want Shows with own outfit. Book set of Kiddie Rides on low percentage.  
**Rich Square, N. C., this week; then as per route.**

## ROYAL CROWN SHOWS

**WANT WANT WANT**

**HEAD MECHANIC**

With tools, must know trucks and be able to get the flect over the road. Top salary paid to capable, sober Mechanic. Phone:  
**E. L. YOUNG, MGR., MAYO HOTEL, TULSA OKLA.**

# ROYAL DUKE SHOWS

SEPT. 17 TO 22, FLORALA, ALA.; SEPT. 24 TO 29, SAMSON, ALA.; OCT. 1 TO 6 ENTERPRISE, ALA.

ABOVE ARE BONA FIDE COUNTY FAIRS WITH BETTER THAN THIRTY THOUSAND PAID ADMISSIONS EACH. FOLLOWED BY EIGHT MORE ALABAMA, GEORGIA AND FLORIDA FAIRS.

RIDES—Place set of Kid Rides, also two abreast Merry-Go-Round. Want to put our big three abreast in park. SHOWS—Want Side Show, Snake Show, Minstrel Show, Girl Show with two or more girls. CONCESSIONS—Place Bingo exclusive, want Cook House, Grab, Pop Corn, Candy Apples, French Fries, Age, Scale, Palmistry, Ball Games, Hoop-La, Water Games, Penny Pitch, Glass Pitch, any and all Hanky Panks. No exclusive at our fairs, but will protect you. HELP—Foreman for Flying Scooter, Roll-o-Plane, Ferris Wheel, Second Men that drive, Electrician that knows Caterpillar Diesels.

Kirk wants Romeo, Friday, Queenie and any of the boys that were with him last year to wire, Place Rattle Roll Down and Skillo Agents. Girls for office-owned Girl Show.

Address **BILL PORTER**, this week Moultrie, Ga., then per route

# HELLER'S ACME SHOWS, INC.

Madison, N. C., Agricultural Fair, Sept. 17-22; then High Point, N. C., Sept. 24-29; then Clayton, N. C., Oct. 1-6; then Farmville, N. C., Oct. 8-13; Beaufort County Agri. Fair, Washington, N. C., Oct. 15-20. This is a big Agricultural Fair with horse racing every day and big grand stand acts. Carteret County Fair, Beaufort, N. C., Oct. 22-27. After this five others to be announced in next issue, including Warsaw, N. C., Big Legion Celebration. You all know this one, Nov. 5 to 10, closing here. Have complete outfit for Plantation Show. Want Shows: Girl Show, Fun House, Side Show, Motordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Ride-O or Whlp, Buddy Bernatel, Fred C. McKinney, Torchy (Ferris Wheel man), contact. Will book Ferris Wheel for duals. Want Chairplane Foreman. All Concessions open. No exclusives, but will not overload midway. Want Diggers, Rotaries and Cookhouse. Few Wheels open. Dutch Whiteside wants Agents. Those joining now will be given preference at Fairs. Live-and-let-live prices to all.

All address as per route, **Harry Heller**, General Manager South Boston, Va., this week.

# Chi Kidspot Wins Big Monday Thru Charity Ticket Tie-In

CHICAGO, Sept. 8.—Wind-up of Capt. Louis Klatzco's Kiddieland tie-in with the Adoptive Parents' Association fund-raising campaign showed the deal was a success, and Klatzco said discussions for setting a repeat in 1952 were under way.

Deal called for the group to push 15-ticket strips at \$3. Any kid could use the tickets, and the association's proceeds went to its charity fund. Klatzco cashed in the used tickets with the association at his regular ride rate. Income from unused tickets and from the premium sale price went into the group's funds.

Klatzco stated the turnout for the single day scored a Sunday-sized business on a Monday (29). He anticipated that several days would be required for the deal next year. Regular business also was admitted this time.

Kiddieland was running about 7 per cent ahead on the season, according to Klatzco. Losses in-

curred thru bad week-end weather have been offset by hyped business on weekdays, he said. Chicago area spots generally have been rapped by a long string of rained out and watered down week-ends.

# Arendtsville Books Five Melville Acts

ARENDSVILLE, Pa., Sept. 8.—Five acts were booked thru Frank Melville's New York office for the South Mountain Fair, which opened here Tuesday (4) and closed today, with the midway offering only rides and concessions and no shows.

Acts, presented in an auditorium, included Prof. George Keller, wild animal show; Danny Dennis, juggling unicyclist; Bingo, chimp; Frayne and Foster, musical novelty, and the Five Buccaneers, male singing group.

Roanoke (Va.) Fair, also booked by Melville, closed Saturday (1) after a highly successful run marred only by rain August 27, opening day. Talent for the annual included the Skating Carters, Danny Dennis, Bingo, Jeanette and Judy, high act, and Marsha Stevens, acrobat.

# Sherbrooke, Que., Hits Record High With 80,000 Gate

SHERBROOKE, Que., Sept. 8.—All previous attendance records went by the boards at the Sherbrooke Fair here August 25-31 after more than 80,000 people paid their way thru the front gates, officials announced this week.

Conklin Shows, managed here by Frank Conklin, took advantage of the big crowds to top last year's midway gross by \$13,654. Grandstand business, where George Hamid's revue held forth nightly, was 15 per cent ahead of '50, according to Alex C. Ross, fair's managing director.

Opening night's arena attraction, Charlie Spivak and his ork, pulled an estimated 3,000 dancers.

# Prince Albert, Sask., Negotiates Grant

PRINCE ALBERT, Sask., Sept. 8.—An agreement for a federal government contribution of \$13,500 to the Prince Albert Agricultural Society has been negotiated according to S. L. Small, president. This, together with the \$19,000 agreed upon last year and the \$5,400 received in 1948-'49, will bring the total of federal assistance up to \$37,900, he said. The grant will enable the Society to build a new dormitory for the youth training school.

# Regina Gate Hits New High

REGINA, Sask., Sept. 8.—Attendance at the 1951 Provincial Exhibition here, reported earlier in The Billboard as the second largest in history, now goes on record as being the best ever.

A total of 165,171 persons passed thru the gates this year, topping the previous high in 1928, T. H. McLeod, manager, reports. Altho 167,200 gate admission tickets were sold in 1928, only 161,750 were used for actual admission to the grounds. That year a fair promotion program was operated thru country merchants and 5,450 of the tickets thus purchased were not used, McLeod explained.

Pari-mutuel take at this year's fair was \$533,249, an all-time high; gate attendance was up 27,000 from 1950 and grandstand attendance was up 15,000.

# Topsfield Hit By Weather

TOPSFIELD, Mass., Sept. 8.—More than 5,500 defied the rain to attend the opening of the 127th Topsfield Fair Sunday (2).

All Topsfield pari-mutuel marks for greyhound racing are expected to be broken this year due to the six-night meeting. A bus tie-up from Park Square and North Station in Boston to the fair and return was arranged to catch the daily double.

Opening day rain washed out the Eastern fair debut of the Water Follies of 1951, boasting a cast of 70 with 22 acts. Dog racing opened Labor Day night.

Gate this year was 67 cents plus tax; after 6 p.m. 42 cents plus tax.

# Atlantic City Tops Weather Over Holiday

ATLANTIC CITY, Sept. 8.—Altho cool breezes and threats of rain which eventually materialized late Sunday (2) marred the Labor Day week-end (1-3) here, it came too late to halt a healthy turnout.

Record number of cars, 308,434, was clocked over the Delaware River Bridge, link joining Philadelphia and New Jersey, for the Friday thru Monday period. Municipal Airport here cleared away all available hangar space to take care of private planes. The Pennsylvania-Reading Seashore Lines had extra sections, and numerous extra busses were placed on runs here.

Beach-front hotels reported that capacity was reached in reservations two weeks ago. The overflow reached tourist cabins and motels along the roads leading here. Hotel men and businessmen agreed that the holiday week-end capped a strong stretch drive as far as the season was concerned.

Biggest bill of attractions, as usual, was offered by George A. Hamid's Steel Pier, Talent appearing included Gus Van, the Three Suns, Denise Darcel, the bands of Louis Prima and Johnny Long, a Water Show featuring Lottie Mayer's Disappearing Water Ballet, Tony Grant's juvenile show and movie horses Flicka and Smoky. In addition, there were the usual pier attractions of two feature films, the Bert Cramer Theater, Ripley's Believe It or Not Auditorium and Duval's Swiss Musical Theater.

Labor Day also marked the start of Miss America Pageant week, accounting for the heavy influx of visitors.

### D. S. DUDLEY SHOWS WANT

Foremen for Ferris Wheel, Kiddie Airplanes and Autos, Second Men who drive semi; Men to take care of Monkey Show; Agents for Penny Pitch, Fish Ponds, Coke Bottle and Huckly Buck, Age, Need Ticket Agents for Rides and Front Gates. Will be in Denver City, Texas, Sept. 10 through 15; Lovington, New Mexico, Fair, Sept. 17 through 22.

Contact **D. S. DUDLEY**

### DANCING GIRLS

Top salary. Twelve more weeks, then clubs. Open club in Tampa, Fla. Wire or phone **BARBARA LA-MAY** Capital City Shows, Fayetteville, Tenn., this week; Opelika, Ala., September 17-22.

### STATE FAIR SHOWS WANT

FOR OKLAHOMA'S SECOND LARGEST INDIAN CELEBRATION—CHEROKEE STRIP, A ROUND COURT HOUSE SQUARE, PERRY, OKLA., SEPT. 15-18-17.

Concessions, both kinds. Two Girl Shows, Side Show, any Grind Show. Then West Texas for balance of season.

FOR LEASE  
I have just bought a nice Ferris Wheel, Merry-Go-Round and Kiddie Ride, two Shows, plenty wire and transportation. Will lease now with option to sell later. Can use anything at Bristol, Okla., County Fair, Sept. 18-19.

**WIRE C. A. GOREE, MGR. Bristol, Okla.**

### FOR SALE STRATO-GUNS

5 guns and target area built on trailer, complete. Can be seen at Spencer, Iowa, Sept. 10-15. Cost \$5000.00 this spring. Any sensible offer considered.

**RAYMOND WARNER**  
c/o 20th Century Shows  
Spencer Iowa

### WANT BINGO HELP

Must be sober. Prefer semi driver.

Wire **BILL STACY**  
Care Western Union,  
Grove City, Ohio

### FOR SALE

Smith and Smith Kiddie Chairplane, asking \$1200. Number 5 Eli Ferris Wheel, asking \$4000. Both in A-1 shape, can be seen in operation until Sept. 4 on Million Dollar Pier Atlantic City, N. J.

**COASTAL AMUSEMENT CO. OF N. J.**

# MIGHTY PAGE SHOWS

WANTED FOR CENTER OF NORTH CAROLINA FAIR, ASHEBORO, N. C., SEPT. 17-22, FOLLOWED BY 8 MORE FAIRS, THEN FLORIDA.

Eating and Drinking Stands and Legitimate Concessions of all kinds, especially Scales and Age, Novelties, French Fries and Jewelry. Few choice Wheels and Percentage open.

SHOWS: Motordrome, Fun House, Life, Big Snake, Wild Life. We have nice complete outfit for Monkey Show, need person with monkeys.

Candy Pitchmen. Attention! Need good Man, practically virgin territory for candy.

Dancers wanted, salary \$60.00 per week. Contact Bill Holt. Ride Help: Can always use good sober ride men who drive.

All replies to **BILL PAGE**

Fairgrounds, Rutherfordton, N. C.



**LAWRENCE Greater Shows**  
AMERICA'S MOST PROGRESSIVE CARNIVAL

# Want for MT. AIRY and GREENVILLE, N. C.

CONCESSIONS: Agents, Eating and Drinking, Scales and Age. Everything open. Mrs. Minden, contact.

SHOWS: Wild Life: Man to handle Monkey Show, Bob Bushes, answer; Couple to handle Snake Show, have outfit.

HELP: Rolloplane and Caterpillar Foreman, Second Men for Wheels and all Rides.

### LAWRENCE GREATER SHOWS

Elizabeth City, N. C., this week; Mt. Airy, N. C., Fair, next week; Greenville, N. C. Fair follows.

### UNITED EXPOSITION SHOWS WANT FOR 7—MORE BIG FAIRS—7

Then the big one at Houston, Tex., Shrine Circus. Fairs in the heart of the cotton cotton best in the history of Texas. Pickers getting good money.

Gene Kite wants Side Show Help. One Act to feature—Hill and Hill, Fire Eater or any Feature Act.

Want Athletic Show with or without equipment. Want Man to repair and operate Dark Ride, good proposition. Want Rat Joint Operator that knows how far money or stock. Also Percentage Dealers. Bucket Joint Operator. Will book any Hanky Panks.

Address: C. A. VERNON, Mgr., Okmulgee, Okla. (Fair); then McAlester, Okla. (Fair).

### PENN PREMIER SHOWS

DURHAM, N. C., WHITE FAIR, SEPT. 17-22

Can place all types legitimate Concessions. HELP—Can place Foreman for Wheels, Chairplane, Roll-o-Plane. Want Second Man for Octopus and Tilts, Spittle and all other Rides. Remember, we have a long season. Must be sober and reliable. Semi Drivers preferred. Address all mail and wires to

**LLOYD O. SERFASS, PENN PREMIER SHOWS, CHARLOTTESVILLE, VA.**

### ROYAL MID-WEST

Winchester, Ohio American Legion Street Fair, Sept. 19-22 Kentucky Fairs to follow this spot.

Wants Stock Concessions of all kind, Novelties, Popcorn, Grab, Fish, Pans, Apples, Bumper, Ball Games, Six Cats, Country Store. Shows: Girl Grind Show, Athletic Show. Agents for Pin or Count Store. Only one on show.

**RONIE HARRIS, General Delivery, Peebles, Ohio**  
Will place all Stores that come to Peebles.

# Coming Events

- CALIFORNIA**  
Lodi—Lodi Grape Festival & Nat'l Wine Show, Sept. 21-23. C. S. Jackson.
- CONNECTICUT**  
Hartford—Tobacco Festival, Sept. 11-13.
- IDAHO**  
Cottonwood—County Stock Show, Sept. 12-14. George Cook, Grangeville.
- ILLINOIS**  
Alton—Am. Legion Expo, Sept. 13-15. Andrew J. Osborne, City Hall.
- Liberty—Lions' Celebration, Sept. 13-15. C. A. Gamble.
- INDIANA**  
Bluffton—Street Fair, Sept. 18-23. Curtis O. Ellis.
- Denver—Fall Festival, Sept. 19-22. Mrs. Harry Allman.
- KANSAS**  
Chanute—Mexican Fiesta, Sept. 15-18. Nick Bonilla.
- LOUISIANA**  
Abbeville—La. Dairy Festival & Fair, Sept. 21-23. Roy R. Theriot.
- Jennings—Golden Oil Jubilee of La, Sept. 21-23. Address Box 37.
- MARYLAND**  
LaPlata—Farm & Home Show, Sept. 13-16. Jack Taylor.
- MICHIGAN**  
St. Louis—Harvest Festival, Sept. 27-29. Russell M. Bush.
- Scottville—Harvest Festival, Sept. 27-29. W. A. Pratt.
- MINNESOTA**  
Melrose—Harvest Festival, Sept. 14-16. Al J. Westendorf, Chamber of Commerce.
- MISSISSIPPI**  
Newton—State Dairy Show, Sept. 26-28. I. M. Nichols.
- MISSOURI**  
Carrollton—Fall Festival, Sept. 13-14. Eva Chaney.
- Concordia—Fall Festival, Sept. 17-22. John D. Allen.

- Dexter—Fall Festival & Agri. Show, Sept. 17-22. Thomas J. Ross.
- Hannibal—Fall Celebration, Sept. 19-23. F. J. Russell.
- Holden—Free Fall Fiesta, Sept. 25-28. R. L. West.
- Monett—Dairy Show, Sept. 14-15. Olen L. Ayes, Chamber of Commerce.
- Portageville—National Soybean Festival, Sept. 25-29. Joseph A. DeLisle.
- Queen City—Curn & Stock Show, Sept. 13-15. George McCuskey.
- Stover—Fall Festival, Sept. 27-29. Leo F. Fischer.
- Trenton—Fox Hunters Assn. Sept. 19-14. Wayne Lowe.
- NEBRASKA**  
Gothenburg—Harvest Festival, Sept. 21-22. Keith Werdman, Chamber of Commerce.
- NEW YORK**  
White Plains—Better Home Show, Sept. 25-30. The Birdsell Co.
- OHIO**  
Canal Winchester—Am. Legion Fall Festival, Sept. 13-15. Denver C. Giel.
- Seymour—Fall Festival, Sept. 20-22. H. M. Battenfield.
- OKLAHOMA**  
Enid—Cherokee Strip Celebration, Sept. 14-16. Vernon Hennock.
- PENNSYLVANIA**  
North East—Grade Carnival, Sept. 20-23. Harry B. Couze, Am. Legion.
- TEXAS**  
Corseana—Live Stock Show, Sept. 24-29. R. W. Knight.
- Lufkin—Texas Forest Festival, Sept. 24-29. Herman Brown.
- WEST VIRGINIA**  
Point Pleasant—Farm Youth Show, Sept. 27-29. Warren T. King.
- CANADA**  
Schumacher, Ont.—Northern Ontario Exhn, Sept. 13-19.

# Mineola Bows To Blue Laws

MINEOLA, N. Y., Sept. 8.—Choosing not to involve the Mineola Fair in any controversy, the annual's board of directors at a special meeting decided to eliminate the slated Sunday session of this year's edition in deference to this State's blue laws.

Fair opens Tuesday, September 11, and now will close Saturday night, September 15, instead of the following day. Announcement that Sunday would be included in the run about eight months ago caused little stir, but J. Alfred Valentine, president of the annual, introduced a resolution at the special meeting which he felt would prevent any possible criticism.

Move brings to at least two the number of fairs which have bowed to the blue laws and cut a Sunday from their schedule. Orange County Fair at Middletown, N. Y., last Sunday (12), its opening day, and the Ringling-Barnum circus earlier this year twice canceled Sunday dates in the State. The latest moves came despite the fact that a stock car race promoter in Naples, N. Y., recently defied the blue laws and was cleared in a jury trial.

# DALLAS FAIR BILLPOSTERS SCORE BEAT

DALLAS, Sept. 8.—State Fair of Texas scored with a once-in-a-lifetime posting location here as State fair snipes went up Sunday (2). Fair has what amounts to a 76-sheet stand on the side of a two-story building in the heart of downtown Dallas.

To illustrate how central the location actually is, it's one block from city hall and one block from the city's tallest building, the Mercantile National Bank.

Location is available only because ground has recently been cleared for construction of new Statler Hotel here, leaving blank wall of building fronting on vacant lot now being used for parking lot.

Snipe consists of a State fair 24-sheet poster flanked by an Ice Cycles 24-sheet and a Guys and Dolls 28-sheet. All three posters carry name and dates of fair.

Sniping was done by Bacon Poster Service, owned by Pat Bacon, former Ringling-Barnum billposter.

# Atlantic Expo Sets Attractions

RICHMOND, Va., Sept. 8.—Eight-act talent line-up, the Roxyettes and Joe Basile's Madison Square Garden Band, all supplied by the George A. Hamid office, New York, plus motorcycle, stock car and big car races will be features of Atlantic Rural Exposition here September 28-October 6.

Acts include the Apollons, aerialists; Brockways, comedy cyclists; Jan Claire and Hudson, balancing; Paul Kohler, xylophone and marimba novelty; Norbertys, aerialists; Five Amandis, acros; Watkins' chimps and the Peggy Taylor Trio. Hamid's show will be offered afternoon and nights October 1-6.

Motorcycle races will be held September 30 and the auto races, closing day. Fireworks displays will be given nightly October 1-6. Cetlin & Wilson Shows are on the midway and Royall Speedway, Inc., will promote the stock car events. Designations for the days of the run will be Preview Day, September 28, with a free gate; Atlantic States Day, September 29; Commerce and Industry Day, October 1; Richmond Day, Rural Virginia Day, Governor's Day and Everybody's Day.

**CRAFTS 20 BIG SHOWS**  
NOW BOOKING CONCESSIONS TOP

## LOS ANGELES COUNTY FAIR

**POMONA, CALIFORNIA**  
FRESNO AND PHOENIX TO FOLLOW

**CRAFTS 20 BIG SHOWS**  
7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.  
PHONE SUNSET 2-3131

**LAST CALL!! SEPT. 24 THRU 29**

For Pitchmen, Demonstrators, Building Concessions, Carnival, Midways. Contact

**ALVIN VANDIKE, Victory Exposition Shows**  
Per route.

Others contact **TED OBERBEY, Manager**  
**Southwest's Greatest Two-State Fair!**  
A winner EVERY year.

## Texas-Oklahoma Fair

Phone 2011 — IOWA PARK, TEXAS — Box 412  
September 24-29. Wire, Write or Phone!

## BARNEY TASSELL UNIT SHOWS

BOOKING NOW FOR KEYSVILLE, VA., TOBACCO FESTIVAL WEEK OF SEPT. 24. PARADES, FIREWORKS AND CAR GIVEN AWAY AND SO FORTH. THEN THE BANK-ROLL SPOT. BETTER THAN MOST FAIRS. BROOKNEAL, VA., TOBACCO FESTIVAL WEEK OF OCT. 1. RIGHT IN TOWN.

**DON'T LET SIZE OF TOWN FOOL YOU**

Can place Bingo Caller or will break in a good young Man who is capable.

Write or wire this week, Orange, Va.

## C. A. STEPHENS SHOWS

**WANTED FOR SPRUCE PINE, N. C., COMMUNITY FAIR**

Concessions: Custard, Novelties, Ball Games, Swingers, Six Cat, Bowling Alley, Bumpers, Hi Striker. Can use General Concession Help. Cookhouse needs Griddle Man, Cook and Waiters.

Shows: Mechanical City, Fat Show, Grind Shows. Stan Wrisley needs Acts for Side Show. Talkers and Bally Girls. Also need Talker and Dancer for Girl Show.

Rides: Can place Second Men who can drive. Need one more Wheel Operator for Twin Ferris Wheels.

**DUNGANNON, VA., THIS WEEK.**

*John FRANCIS Shows*

**WANT FOR NEWPORT, ARK., FAIR AND FIVE MISSISSIPPI FAIRS**

Want Corn Game, Concessions of all kinds. Will book Shows and Rides with own outfits. Want Ride Men that can drive trucks.

**All replies to JOHN FRANCIS, Mgr.**  
Newport, Ark., after Sept. 14.

## LONE STAR SHOWS

**WANT WANT WANT**

For Everybody's Day, Thomasville, N. C., week of October 8, with eight Big Fairs to follow.

All Concessions open. No exclusive. Can place Minstrel Show for this date and Fairs. Also any other Shows of merit with own outfits. Want Roll-a-Plane Foreman and other Ride Help who can drive semi. Address all mail and wires to

**J. R. MACSPADEN Greensboro, N. C., this week; then per route.**  
P.S.: No collect wires.

**WANTED WANTED WANTED**

**RIDE HELP—MUST DRIVE SEMI**

Will book Hunky Panks for balance of season—Long Range Jewelry, Seattle, Wash. Photo, Fish Bowl Pitch Will book two Shows—Mechanical Show or Fun House Bloomfield, Mo., Fair, Sept 11 to 15; New Madrid, Mo., Sept 17-22; then per route.

**BIG FOUR AMUSEMENTS**

**WANT WANT WANT**

Agents for Bowling Alley and Blower. Also capable Man for head of each Store. Must be capable and reliable. Stores nicely flashed and long route of Fairs ending in November.

**All answers to HARRY (IRISH) GAUGHN**  
ROYAL CROWN SHOWS, TULSA, OKLAHOMA

## I. K. WALLACE SHOWS

**WANT FOR RUSSELL COUNTY FAIR AND HORSE SHOW, SEPT. 18-22, LEBANON, VA.; POWHATAN COUNTY FAIR AND CUMBERLAND COUNTY FAIR TO FOLLOW**

Want Cookhouse, Novelties, French Fries, Ball Games, Popcorn, Candy Apples, Floss, Fish and Duck Ponds, Short Range and Long Range Galleries, Open Midway.

**I. K. WALLACE, Lovingson, Va., this week**

## JIMMY FERENZI WANTS

Girls for Posing and Revue Shows. Also Talker for Posing Show. Wardrobe and transportation supplied. Tickets if I know you. Highest paid salary. Also want Boss Carvasman who can drive. Inv. Glass wants Candy Pitchmen. Would like to hear from Danny Dell, Chuck Magid, Clarence Thames, Sonny Bradford, Splinter Royal, George Keifer, Patty Finnerty and Murray Feltsman.

**Reply c/o Lawrence Greater Shows**  
This week, Elizabeth City, N. C.; next week, Mt. Airy, N. C.

# Roseville, Calif., Pulls 14,348 Gate To Top '50 Pace

ROSEVILLE, Calif., Sept. 8.—Placer County Fair here turned in a total paid attendance of 14,348 as against 13,711 for 1950. Nic Huddleston, secretary-manager, said. The attendance exceeded last year except on the opening and closing days.

The fair featured Crafts 20 Big Shows on the midway with Weber Bros.' Circus playing in front of the 2,000-seat grandstand. The attraction was free. Also featured were four horse shows, two single nights and two in combination with the rodeo, staged by Christensen Bros., Eugene, Ore.

# Wallendas, Tiebor, Hannefords Signed For Atayde Show

CLEVELAND, Sept. 8.—Aurelio Atayde, owner of the Circo Atayde of Mexico, recently signed five acts to open with his show in December. They are:

George Hanneford Family, bareback; Wallenda-Grotefent, high wire; Great Barton, finger stand; Capt. John Tiebor, seals, and the Sidneys, bicycle act.

W. L. Storey, of the Pan-American Booking Agency here, reports that his office lined up the talent. Earlier, Atayde had visited several circuses, including Ringling-Barnum, Clyde Beatty, Tom Pacts and Kelly-Miller.

## SALLY RAND WANTS

Talkers and Ticket Sellers. Also Talker-Manager for Posing Show. (Red White Chick Schloss and Sheik Lempart, wire immediately.)

**SALLY RAND**  
State Fair, Hutchinson, Kansas  
(Phone 2208)

**Wanted--Wanted--Wanted**

Combs Men for Pans and Skills we work. Brownie, Cola, Steamer, Whistle Snider, others that worked for me. 10 more weeks. Call

**CHARLIE BAILEY**  
J. A. CENTSCH SHOWS  
Greenwood, Miss.

## WANT

Capable Wheel and Tilt-a-Whirl Foremen. Join at once. Must be licensed drivers.

**LEE AMUSEMENT CO.**  
This week, Decatur, Ala., Sept. 10-15; then Decatur, Ga., Sept. 17-22.

## ROYAL EXPOSITION SHOWS

**MILLEN, GA., THIS WEEK; SYLVANIA, GA., NEXT WEEK**

Wants Shows and Concessions for eight more weeks. Cream of Georgia Fairs. Mrs. W. B. Surton, come on.

Want Girl Show with or without outfit, Glass House, Funhouse, Monkey or Snake Show. Want Palmistry, Scales, Balloon Darts, Ball Games, Custard, or what have you?

Can use one more Major Ride.

**Contact J. P. BOLT**  
OR ROYAL EXPOSITION SHOWS, MILLEN, GA., THIS WEEK.

# Million \$ Hall Planned at PNE

VANCOUVER, B. C., Sept. 8.—Plans are being mulled for a new \$1,000,000 government exhibit hall at the Pacific National Exhibition, according to A. M. James, chairman of the PNE development committee.

The structure, which would house both government and industrial exhibits is still in the preliminary stages as far as financing is concerned but the cost would undoubtedly be split between the Province of British Columbia and the fair. Plans call for a large central unit to contain displays illustrating B.C.'s progress and development and huge wings at each side to be rented to manufacturers for their annual displays.

# Firemen Set For Trenton

TRENTON, N. J., Sept. 8.—Annual Volunteer Firemen's Parade will be held September 29 at New Jersey State Fair under direction of the Mercer County Firemen's Association, with Robert Martin, Mercer County fire marshal, as chairman. Fair dates are September 23-30.

Cash prizes will be awarded for the best rescue squads, ambulance corps, drum corps and bands and the two companies presenting the best comic stunts. Trophies will be given for Mercer County companies having the most numbers in lines as well as the ladies' auxiliaries. Two trophies also will be presented for the two best pieces of apparatus appearing in the parade.

# Mitchell, S. D., Sets Kids Days; Pacts Heidt Ork

MITCHELL, S. D., Sept. 8.—Corn Palace Festival here, September 24-29, has designated three kids' days and moppets under 12 will be admitted to rides for 9 cents the first three days.

Horace Heidt and his radio show will be this year's name attraction, and advance sales for the talent discovery performance are doing well, officials report. Heidt aggregation will provide dance music on four nights following their show, while the WNAX Bohemian Band will do honors for old-time dancing the other nights.

# Texas City, Tex., Livestock Entries 30% Ahead of '50

TEXAS CITY, Tex., Sept. 8.—The Galveston County Fair, here September 19-22, has been expanded in all departments and attractions as well as exhibit entries are expected to top a year ago, according to Walter J. Peterson, secretary.

Livestock entries are already 30 per cent ahead of '50 and arrangements have been made to care for twice as many quarter horses. New educational features will include home demonstrations, 4-H competition, school exhibits, food show and daily lecture and movies on farm and ranch education.

Two parades will herald the opening, one in Galveston and one in Texas City, and a car giveaway is also skedded. Advance ticket sales are being tied in with a queen contest. A rodeo will be held nightly under S. R. A. supervision.

Tobe McFarland, Houston, will bring in eight major and four Kiddie rides while shows and concessions will be booked independently.

# Indio, Calif., Sets '52 Dates

INDIO, Calif., Sept. 8.—Dates for the 1952 Riverside County Fair and National Date Festival here will be February 19-24, R. M. C. Fullenwider, secretary-manager, announced this week.

Fullenwider is also manager of the Orange County Fair in Santa Ana, an event which terminated its annual five-day run Sunday (19). He is the only manager of two successful events in California, the Santa Ana fair ending with an increase of 9.8 per cent in total paid admissions. This was the manager's first year there but he had served in an advisory capacity for three events before taking full charge.

Publicity at the festival here will again be handled by Bob and Charlotte Maxwell, who also were in charge of the press at the Orange County annual.

# Medicine Hat Stampede Shows \$2,700 Profit

MEDICINE HAT, Alta., Sept. 8.—The Medicine Hat Stampede company reported a profit of \$2,700 from the recent three-day exhibition and stampede. Directors learned that \$5,000 had been spent on repairs and maintenance of facilities and that the grounds were now in first-class shape.

The matter of boosting ticket prices to insure reserve funds against a possible adverse year will be considered.

Expenses for the much-publicized flagpole-sitting stunt in connection with this year's show were given as \$1,200.

Joe Marsh resigned as secretary-treasurer.

Second annual light horse show of the Medicine Hat Stampede company will be held on two days in September. A series of feeder and fat cattle sales will be sponsored in the fall.

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|--|--|---|
| <p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ 1.50<br/>Five Rolls ..... 7.50<br/>Ten Rolls ..... 15.00<br/>Fifty Rolls ..... 75.00<br/>100 Rolls ..... 150.00</p> <p><b>ROLLS 2,000 EACH</b></p> <p>Double Coupons<br/>Double Prices</p> <p>No C.O.D. Orders<br/>Size: Single Tkt., 1x3</p> | <p>If you are a man of few words, you want have to take so many of them back.</p> <p align="center"><b>We Manufacture</b><br/><b>TICKETS</b><br/>of Every Description</p> <p align="center"><b>THE TOLEDO TICKET COMPANY</b><br/>116-114 Erie St.<br/>Toledo (Ticket City) 2, Ohio</p> | <p><b>SPECIAL PRINTED</b><br/>Cash With Order Prices:</p> <p>Roller Machine</p> <p>2,000 ..... \$ 6.90<br/>4,000 ..... 7.80<br/>6,000 ..... 8.70<br/>10,000 ..... 9.60<br/>15,000 ..... 10.50<br/>20,000 ..... 11.40<br/>30,000 ..... 13.20<br/>50,000 ..... 15.00<br/>100,000 ..... 16.80<br/>200,000 ..... 18.60<br/>1,000,000 ..... 25.00</p> <p align="right">Cash Deposit Double Price</p> |
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TRICO Offers America's Most Unusual Watch that is Excitingly Different. The outer part of the front is transparent and the back of the movement is covered with clear Plexiglass. It's Unique! Has a special black dial and genuine black suede strap. When ordered boxed, a \$71.50 price tag is attached.

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To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

ATTENTION: SMART SONGS, PARODIES, Ventriiloquial Dialogs, stunts which list required. Tizzard, 110 W. 76th St., New York 23, N. Y.

BEST COMEDY VALUE — "SHOWMAN." Emcee Collection. Includes 1952 Entertainment Catalog and monthly "Informa"; \$1 complete. Sebastian, 5136 Cahungna, North Hollywood, Calif. oc27

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$3; add \$1 for four gas-packed back issues. Emcee-B, P. O. Box 903, Chicago 90

### AGENTS & DISTRIBUTORS

AAA LADIES NYLONS AVAILABLE IN all gauges and deniers, new fall styles and colors. Write for price list. Alan-Gate Hosiery Co., 409 South 5th St., Philadelphia, Pa. oc13

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; full tape and cards says "Merry Christmas!"; 150% profit; retails 25¢; sample 35¢, five for \$1 and wholesale prices. Minas, P.O. Box 18214, S. Los Angeles 33, Calif.

AI PHONEMEN WANTED EVERYWHERE —Be Top. "Your Phone Is Your Fortune"; shows how complete. \$1 cash \$1 Sales. Box 675, Richmond, Va. oc15

AGENTS WORKING SMALL TOWNS AND R.F.D.'s, clean up with new product; no competition; details free. H. Schiefelbusch, Berlin, Wis. oc22

AGENTS, PITCHMEN, SALESMEN, OPERATORS, Make more money with information. Has revealed in Concessionaire's Guidebook; only \$1 postpaid, guaranteed. Murey's, 625 Baker, San Francisco 17, Calif.

ART STUDIES THAT ARE DIFFERENT — In beautiful album; sample album, \$1; large selection quantities prices Jay's. Box 644, Dayton, O. oc22

ASST. COTTON TWILL BEANIES, 80+ dozen; sizes: x small, small, medium, large. Warner, 517 Rose Ave., Venice, Calif.

BIG PROFITS—SAUCY PIN-UP DECALS! Brilliantly colored durable lacquers; also complete range. Stock Signs, PX Novelties, Tourist's Stamps, samples, envelope, 10¢ packing-postage. Box 38, Morris Hts Station, New York City 53 oc6

BIGGER PROFITS—SELL KOEHLER BUSINESS Signs; over 1,500 varieties; free catalogue; 15 samples; \$1 postpaid Koehler, 335 Goetz Lemay St. Mo. oc29

CARDED MAY 26 HEADQUARTERS — Aspirin, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, etc.; over 1999 items; write for price lists. Maloney & Sons, 1863 W. Broad St., Columbus 4, O. oc20

CHRISTMAS SIGNS!—MADE IN 3 COLORS on white; 3 assorted samples, \$1. Elvon McConnell, 1031 North Main St., Akron, O.

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloth, Aprons, Drapes, Cottage Sets, also Yard Goods; lowest prices; free catalogue. Samuel Rosenzweig, Access. Co., 43 Amboy St., Brooklyn 12, N. Y.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Balco," X-L, Boston 19, Mass. oc

FAST, EASY MONEY—SELLING COMIC Store Signs. Numerous profits, sample assortment, \$1. Every business buys. Bulletin Pub. Co., Box 31, Grants Pass, Ore. oc22

FOOTBALL CONCESSIONAIRES — SELL Rain Capes, army surplus, 3 for \$1; \$7.50 per 100; no c.o.d.'s. Charlie White, Fort Oglethorpe, Ga. oc15

HOTTEST MEN'S POCKET NOVELTY Item in years! Wholesale list; samples, \$1 (refundable); repeat sales. Form 230, 742 Market, San Francisco 2, Calif. oc6

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Click or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Click Co., 222 North Jefferson St., Chicago 6, oc29

NOVELTY MEN—GAS AND RAIN COATS for football games and fairs; individually packed; 100 to a case at \$7.50 a case; send m.o. C. & H. Electric, 436 W. Juneau, Milwaukee 3, Wis. oc22

NYLON HOSIERY BARGAINS—16,000 DOZ. Mill Close Out Prices; Mill Rejects, \$1.25 per doz.; Better Grade, \$3.50 per doz. Select Grade, \$6.50 per doz.; these prices on 10 dozen lots or more; sample order 6 pair Mill Rejects, 3 pair Better Grade, 3 pair Select Grade for \$4, postpaid if check with order. Allen Hosiery Co., P.O. Box 6576, Chattanooga, Tenn. oc15

"QUICKSALE" BARROOM COMEDY SIGNS! Zealously illustrated money maker! 24 samples and wholesale prices airmailed. \$1. Sebastian, 5136 Cahungna, North Hollywood, Calif. oc3

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry direct from factory; big picture catalogue free. Pickersell, B-19 Bank, Attleboro, Mass. oc23

SKIPPER—MEXICAN JUMPING BEANS: Red Hot Promotional Program Banners, Coupons, Colorful Packaging men's profits for you! Bolinder's Wholesale, South Salt Lake, Utah.

TALKING XMAS CARDS—SALES TERRIFIC! says "Merry Christmas" in loud clear voice; also Happy Birthday, Get Well, Hello Sweetheart; samples 35¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N. Desplaines, Chicago 6 del5

UP TO \$75 WEEKLY—AMAZING PENCIL-writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample, 25¢, or eight samples, four pencils, four pens, \$1.10 postpaid. Louis Balogh, 1702B Roosevelt, Valparaiso, Ind. oc15

100% PROFIT—BUY LOW-PRICED QUALITY service and dress watches from us at wholesale and sell directly to consumer at your own price; free catalogue. Modern Technical Supply, 55 BB West 42d St., New York 14, up

### BUSINESS OPPORTUNITIES

BIG PROFITS—MAKE FAST-SELLER CHEMLITE Monkey Tree, Christmas Poinsettias, Sanas literature free. Velva, Bohemia 6, N.Y. oc27

COMPLETE EQUIPMENT FOR RAISED and cake donut shop, including special Fried Pie Equipment. Sawyers, Box 215, Hillsdale, Mich.

FOR SALE OR LEASE—BEAUTIFUL FERN-wald Gardens; ballroom, large pavilion-type building with 10,000 sq. ft. unobstructed floor space and 5 lots, 2 room apartment; located 4 miles from downtown Peoria, a city of 110,000 population; building would be suitable for many purposes including apartment building, food mart, sports arena, large gift shop, and is a wonderful ballroom for name bands; the only dance palace anywhere in the Peoria area; price \$31,500; at least 1/3 cash; unless really interested and have cash please do not answer ad; reason, ill health. Owner, Fernwood Gardens, 2500 Farmington Rd., Peoria, Ill.

FREE LITERATURE OF MANY MONEY making opportunities and spare time enterprises. Midwest Sales Co., Box 1068B, Nevada, Mo.

LEARN INVISIBLE REWEAVING—ELIMINATES moth holes, burns, tears in clothing; big profits; write for free particulars. W. C. Wilson, 509 W. Madison, Chicago, Ill.

POPCORN OUTFIT—BOOKED WITH CAR-Nival, Popper, tent, flashy display case, priced right. Vitium, Rt. 3, Box 138, Mena, Ark.

PROGRESSIVE MAIL TRADE MAGAZINE sells how to sell by mail. Sample. Free with opportunity mail. Mallo, 767-B Leith, Flint 3, Mich.

START A VENKIAN BLIND LAUNDRY—Profit opportunities for lifetime business; new machine method; free booklet on request. L.B. Co. 442 N. Seneca St. Wichita 12, Kan. oc29

### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machines. Bargains will be found on p. 72 in this issue.

### COSTUMES, UNIFORMS WARDROBES

ARMY PLY CANVAS BAGS, QUANTITY; reasonable West Point Full Dress Coats, Trousers, Jackets, Overcoats, Rain Coats, Long Coats; reasonable. Tavelian, 62 E. Broadway, N. Y. C. oc22

THEATRICAL PAPER MACHE MADE TO ORDER. John Praetorius, Box 932, Riviera Beach, Fla. Formerly of N.Y. for 43 years. oc

### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINE—available from \$35; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines, Krispy Korn, 120 S. Halsted, Chicago, Ill. oc29

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, aluminum gears, Popcorn Kettles, copper Candy Carrying melcor Kettles. Northside Co., 509 E. 4th, Indianapolis, Ia. oc29

### FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND — 7,500 REELS FEATURES, Shorts, Serials, \$5 reel; some \$2. DeVey, Natco, Projectors, \$150, Rodman, 128 North Court, Memphis 3, Tenn.

AUDITORIUM OR THEATER SEATS — Walnut fire ply with compartment under seat for hat, 6 to 4 in row; can be divided; original cost, \$12 each; practically new condition; sacrifice price, \$2.50 each; 500 available. Manhattan Office Equipment Co., 639 New York Ave., N.W., Washington, D. C.

BARGAINS—USED 16MM. SOUND SUBJECTS, Panamas, Shorts, Comedies, Features. Specialties, hundreds of titles; free list. Gaines, 5105-B Mulford, Skokie, Ill. oc15

CANDY FLOSS MACHINE, DOUBLE HEAD, nearly new, only \$130. P. O. Box 359, Colorado Springs, Colo.

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FOR SALE—PRACTICALLY NEW 16-UNIT Horse Race Game; \$2,100; a beauty. Write Box C-443, care The Billboard, 2160 Patterson St., Cincinnati 22, O.

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FOR SALE — LIGHTS, SPOT, FLOOD, search, also carbide-floods, street lights, generators, sirens. General, 3344 Chauveau Ave., St. Louis, Mo.

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A HUGE TWELVE FOOT SOUTH AMER-ican Box on hand for immediate shipment. Dens of snakes, "Hit" or "Fixed", Horned Toads, Tarantulas, Central and South American birds and animals. This week's special: Large South American Tezu Lizards, \$15, and 4 to 5 foot Central American Box Constrioters \$ for \$25. Tarson Zoo, Tarson-Springs, Fla.

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3 inch ... \$ 4.60 Gr.
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4 inch ... \$3.50
6" w/High Hat ... 4.75
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Large Squeeze Lighter ... 5.50
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Large Pistol Lighter ... 5.50
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75% deposit, balance C.O.D.
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2 East 46th St.

FREAKS—HUMAN AND ANIMAL. SOME great, some made; other rare oddities, such as anatomy models. A. E. Beasley, 14829 Euclid, Cleveland, O.

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MECHANICAL SHOW, MINIATURE CARNIVAL, farm, midjet city in 24-ft. trailer; front, good condition; can be seen at Fair Grounds, Webster City, this week; next Beauty Shows, on tour. Al Barnes, American

SET OF FOUR MOUNTED ANIMALS FOR pictures: Bear, Pony, Bucking Horse, large Buffalo. Phone: Sevierville 2332, C. C. Richardson, Pigeon Forge, Tenn.

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TESTED PLANS — SINGLE LENS, TWO size DP Camera and Max Joint, \$5; Kiddie Swan Swing, Airplane, Chairplane, Auto, Boat, \$5 each; free C catalog, Brill, Box 375, Peoria, Ill.

THEATER CHAIRS, SCREENS — FOLDING Chairs, Projectors, Tents, Sidewall Bleachers. Wanted, Folding Chairs, Lone Star Film Co., Box 1734, Dallas, Texas.

RENTALS — LOWEST RATES QUALITY Pictures; if you're paying too much set our prices. Rogers Films, Box 356, East Atlanta, Ga. se29

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A BRAND NEW #23 CATALOG — MIND Reading, Mentation, Spooks, Hypnotism, Hocuses, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog; Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B S High, Columbus, O. se28

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MISCELLANEOUS

50 BALL POINT PENS WITH YOUR NAME or ad imprinted; \$5, 100 for \$9.50; trial order, 10 for \$1 with name imprinted. Sorry, no C.O.D.'s. Ideal M. O. Service, 1137 Broadway, New York 10, N. Y. se22

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FOR SALE—ORGAN, WURLITZER, Electric, 16 Music Tolls; plays 65 note Dance Music; like new. If interested write or call in person, A. P. Zadro, 108 A Virginia St., near Vallejo, Calif. se15

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WHEN IN TAMPA, STOP AT FISHER'S Tourist Court, 2810 Clark St., Tampa, Fla. T. H. Bennett, Owner-Manager. Housekeeping cabins and trailer space; catering to how people. se22

YOU CAN REJUVENATE — READ "Live Long Youthfully" for revelation write Alfa, 2506 W University Place, Washington, D. C. np

2 PAIR LA RAY BOOTERY SHOES — New, small size, reasonable. NYC telephone Sedwick 3-6705 or Box 680, Billboard, 1564 Broadway, N.Y.C.

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CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DP Papers, Chemicals, mountings for all sizes; catalog of famous Chickasaw Cameras mailed. Memphis Photo Supply Co., Memphis 1, Tenn. oc6

COMIC FOREGROUNDS, BACKGROUNDS, DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Cameras, Miller Supplies, 1538 Franklin, St. Louis 6, Mo. se29

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12" Long, 7 1/2" High

Just in time for the new season. A SURE-FIRE SALES WINNER! The perfect trophy or premium. Bowler, Alley and Pins finished in sparkling 22 Karat Gold Plate. Hand-rubbed mahogany base. Self-starting, guaranteed United movement with sweep second hand. 25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.

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DIRECT POSITIVE OPERATORS — WE have Eastman Direct Positive Paper, Chemicals, Backgrounds, Comic Foregrounds, Folders, Glass Frames; write for catalog. Hankey Photo Sundry Co., 212 East 10th St., Kansas City, Mo. se29

LOW COST PHOTO MOUNTS—PRICES PER 100 2x3, \$2.25; 3x4 and 3x5, \$3.50; 4x5, \$5.00; 8x10, \$10.50; free samples. Penn Photo-mounts, 325 Woodland, Glenside, Pa. se28

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PRINTING

WINDOW CARDS—14X22 AND 11X14 THE Bell Press, Winton, Penna. se15

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing. Cato Show Print, Inc. Cato, N. Y. se29

\$1 EACH—100 BUSINESS CARDS ENvelopes or Business Cards. Samples, prices included. Gem-Lite Press, 12691 Charcot, Detroit #12, Mich. se18

100 LARGE ENVELOPES AND 100 8 1/2 X 11 Letterheads, \$2.25; 200 Cards, \$1.25; 200 Statements, \$1.50; 50 complete Wedding Announcements, \$5. Crown Print, Adelphi, O. se29

100 BUSINESS CARDS—4 LINES, 50¢, other low prices; send copy for estimate. E. C. Kimmel, 292 Valiev, Dayton 4, O.

100 HAMMERHEAD BOND LETTERHEADS, 8 1/2 X 11, five lines copy, \$1.25 postpaid promptly; no C.O.D.'s. Eugene Lindsay, Box 621, Salt Lake City, Utah.

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DECALCOMANIA SALESMEN—35% COMMISSION largest cash-in-advance commission in the field. Every business buys, repeats regularly; low prices beat competition; rush name for free starting outfit; begin earning first day. Martin-Stuart Decalcomania Company, 3104-QQ West Roosevelt, Chicago 12, Ill. se18

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SCENERY & BANNERS

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WANTED TO BUY

MINIATURE GAS ON ELECTRIC KIDDIE Ride Train; must be reasonable. Al Barnes, care American Beauty Shows (on tour).

WANT CRIME SHOW PHOTOS—PREFER Buell crime show pictures either framed or not; state condition, price, etc.; keep this address. H. & K. Attractions, 2348 Gilham Rd., Kansas City, Mo.

WANTED—SHOOTING GALLERY, LEAD; must be in permanent location and all year 'round business, or will consider anything in the amusement business or partnership. Bill Watson, 300 Lakeshore Ave., Centre Island, Canada.

SENSATIONAL ON-OFF SAFETY FLASHER LANTERN
SPECTACULAR MONEY MAKER ON 1-SECOND DEMONSTRATION
RED FLASHER
New Amazing... HANDILITE
Long Needed Invention... a "Goldmine" for Salesmen & Distributors
Revolutionary new invention brings new protection to motorists and money-making opportunity without parallel for live Agents—Salesmen—Distributors. HANDILITE... the flashing ON-OFF Safety Lantern ends danger of night accidents when car is parked for emergency repairs. Casts a powerful 1,000-foot beam... plus flashing red warning signal visible a mile away! 3-WAY ACTION. Red flasher light only—or both flasher and white beam—or beam light only at a turn of the switch.

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I want to get in on HANDILITE. Rush me facts and sample offer at once.
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CREW HATS \$58.00 GROSS
STRAW COWBOY HATS \$48.00 GROSS \$4.50 DOZ.

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ORIGINAL BIRD HAT .. \$37.50 GR.
#4 Dart Balloons ... 50c Gr. Minimum Order—10 Gross

EXTRA SPECIAL!
Mechanical Fur Beggings Dogs ... \$36.00 Gr.
Mechanical Fur Hopping Dogs ... 36.00 Gr.
Sold in Grass Lots Only!

25% Deposit With All Orders
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SILVER PLATED 32-Pc. SERVICE FOR EIGHT
8 Knives 8 Soup Spoons \$5.10 10 Sets or More
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#22BB Sample Set \$5.50 Set

34-Pc. SERVICE FOR EIGHT
8 Knives 8 Soup Spoons \$5.50 10 Sets or More
8 Forks 8 Teaspoons
2 Table Spoons
#20BB Sample Set \$6.00 Set

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SEND FOR FREE COPY TODAY
FRANKLIN 2-2567
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CATALOG SIGNET RING .800 GRS.
IDENTS + 7.20 gross up

CUTTLE & COMPANY, INC. \$6.55 Ea. in Dz. Lots Samples, \$7.50 Each
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ELGIN • BULOVA • BENRUS • GRUEN
Brand new 1951 model cases for gents and ladies. Rebuild movements, guaranteed like new. 7 Jewel \$9.95
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Gold Plated Stretch Band, 95¢ add.
Men's Mesh & Expansion Combination Band, \$1.49 add.
Leatherette Gift Box, 75¢ add.
25% deposit with order, balance C.O.D. Open Account to Rated Houses.

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CATALOG SIGNET RING .800 GRS.
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Consisting of a fine quality, indestructible 3-strand "simulated" pearl necklace with radiant rhinestone clasp, put up in attractive pastel-tinted metal powder box. Those who know will use the Leonardo Pearl every time. "There must be a reason!"

The Greatest selling number in the country—one operator alone sold 3,000 last week!

**\$12.00 DOZEN \$135.00 GROSS**

NOTE THIS ROCK-BOTTOM LOW PRICE!

25% deposit—money order, balance C.O.D.

Allow for postage on prepaid orders. Write for list of hot specials!

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RATE—15c a Word Minimum \$3

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Forms Close Thursday for the Following Week's Issue

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**BASS MAN, DRUMMER WANTED FOR** territory lease band, traveling by car. Contact Jess Gayer Orch., 2033 N. Huston, Grand Island, Neb. se19

**DISTRIBUTOR SPECIALTY SALESMAN** wanted by well rated manufacturer of automatic merchandising equipment, on a liberal commission basis; only interested in men capable of earning \$10,000 upward; this is an opportunity to make real money, providing you're free to travel; in writing state qualifications and experience; confidential. Box C-437, Billboard, Cincinnati 12, O. se22

**LEAD ALTO AND CLARINET—GOOD SALARY**, no layoffs. Lee Williams Orchestra, 1611 City National Bank Bldg., Omaha, Nebraska. se15

**NATIONAL 46-YEAR-OLD COMPANY**—Immediate opening man with executive ability, contacting civic leaders, smaller cities/satellite areas; no commercial selling or collecting; permanent; \$100-\$250 weekly earnings plus excellent monthly bonuses car helpful. Write United Productions, 3419 Broadway, Kansas City, Mo. np

**STRING BASS MAN AND TENOR MAN** at once; salary, bonus, no layoffs. Lee Williams, 1611 City National Bank Bldg., Omaha, Neb. se18

**TWO BEAT DRUMMER, SAX MEN**—salary; sleeper bus, good conditions; some locations; state all. Buddy Bair, Box 112, Coloma, S. Dak. se19

**WANTED—DRUMMER, SAX AND TRUMPET** Man, work limited territory; home each night. Headquarters, Omaha, Hank Winder, 8333 Cass St., Omaha, Neb. se22

**WANTED—LEAD ALTO, BASS OR GUITAR**, territory band. Write or wire Bennett-Green, Rochester, Minn. se22

**WANTED—FIANO MAN; SOBER; WITH** ear, for small band immediately; must double Novachord and play Shearing voicing; travel; if not qualified no notice. Call Sandy Randall, Pine Lake Club, Jackson, Miss. se22

**WANTED—H.F. COMEDIAN AND WESTERN** or Hillbilly Musicians; those who sing and drive cars preferred; free Mod Show going South; will answer all who state everything, including salary wanted in first letter; no boosters or chasers; pay your wires. T. C. Jacobs, Gen. Del., Coahuacan, O. se18

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5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

### AGENTS & MANAGERS

**WELL-EXPERIENCED BOOKER, PROMOTER**, publicity agent for schools and sponsors; act must be good professional. 2830 Robson St., Indianapolis, Ind. se18

### BANDS & ORCHESTRAS

**AVAILABLE FOR PERMANENT JOB OR** bookings; Wes and Joy Holly, vocal and instrumental duo; solos, duets; portable electric organ and guitar. Past experience: Radio, commercial recording, television, all types of personal, master of ceremonies, ventriloquist, background for acts; hillbilly, Western, folk and pop; sober and sincere; will travel, have home bus; write soon. Holly Attractions, 623 Lincoln Ave., Dixon, Ill. se22

**AT LIBERTY—BUDDY RICHARDS, 4 KINGS** and a Queen; available Nov. 15; Southern dates preferred, club or lounge; nice front, good library; cut show. Contact Buddy Richards, Gen. Del., West Palm Beach, Fla. se22

### CIRCUS & CARNIVAL

**IMPERSONATOR, AGE 30, WITH CAR AND** trailer, wants Personal Manager; must be clean cut and sober; legit. only; state all first letter. Box C-444, care Billboard, Cincinnati, O. se22

### MISCELLANEOUS

**CHARACTER COMEDIAN—COMEDY EMCEE**; available personal appearances, radio units, home shows, etc. Louie Stanger, Rt. 3, So. 12th, Sheboygan, Wis. se22

**GRAPHOLOGER—SOUND PSYCHOLOGICAL** background, will consider any legitimate offer or proposition. Dr. George G. Flury, 209 Marshall Ave., Collingdale, Pa. se22

### MUSICIANS

**A-1 RINK ORGANIST AVAILABLE—YEARS** of experience better rinks; congenial, competent, reliable references. Address Box C-446, c/o The Billboard, Cincinnati, O. se22

**ACCOMPLISHED HAMMOND ORGANIST**—Experienced all lines, including RSROA rinks; first-class references; free to travel; last engagement 4 years; wish change; union; equally experienced piano; own Hammond if required. Box C-445, care Billboard, Cincinnati, O. se22

**ARRANGER, TENOR, ALTO, CLARINET** doubling flute, available after Sept. 15; locations only. Paul R. Simmons Jr., 415 Highland Ave., Albany, Ga. se22

**DRUMMER—SEMI NAME EXPERIENCE**, sober, reliable, read, cut shows, Latin-American rhythms; prefer location. Jerry Udenhofen, 843 Wall St., Mankato, Minn. se22

**PIANIST—MALE, SINGLE, AVAILABLE** soon for solo or small unit; 19 years' experience, jazz or concert; lots of flash; novelties, vocals, car; 5 seasons Florida. Pianist, Box 42, Foulke St., Richmond, Ind. se22

**PIANIST—AVAILABLE IMMEDIATELY**; experienced; read, fake, cut shows; prefer Southwest location; reliable, sober, union. Write or wire Frank Jeffie, 21 Belvidere St., Apt. 4, Boston, Mass. se22

**RHYTHM OR ELECT. LEAD GUITAR—DOUBLE** violin; sing lead or harmony, complete tune-dex library, read or fake; prefer small combo on location in South; at liberty after Labor Day; union. John Meyer, 646 N. Beach St., Daytona Beach, Fla. se22

**TENOR SAX DOUBLING CLARINET**, Flute; read, transpose, fake; want location lower Florida or West; prefer small combo; available on notice. Box C-426, Billboard, Cincinnati, O. se22

**TENOR SAX, CLAR.—COMMERCIAL, SOCIETY**, professional all respects; desire top-rate hotel band. Max Revenaugh, 413 Deerfield Road, Lebanon, O. se22

**TRUMPET-ARRANGER—SHOW, RADIO** name and semi-name band experience; draft exempt; desires playing-arranging deal on good commercial band working steady locations; available Sept. 15; no booster buses. Please, write Musician, 602 East End Ave., Lancaster, Pa. se22

### PARKS & FAIRS

**ACCLAIMED BY PRESS AND PUBLIC AS** the World's Highest Confection Trade Act; the 3 Fairies Stars, featuring Jaydee the Great and 2 gorgeous girl aerialists; available for Southern fairs or balance of season with reliable carnival. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. se22

**"ENGAGE" CHARLES LA CHOIX, HIGH-** class outstanding Trapeses Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Choix, 1304 South Anthony, Fort Wayne 4, Indiana. se22

**GREAT CALVERT—BOOKED SOLD MAY** 10 November; this small ad made it possible; price \$350. Calvert, 164 Averill Ave., Rochester, N. Y. se22

**SENSATIONAL HIGH DIVE ACT—35** years of impressive thrilling available parks, fairs, carnivals. Capt. Earl Macdonald, 158 Lancaster Place, Warren, O. se22

## TOP SELLER AT ALL FAIRS

### MIRROR FINISH NICKEL PLATED FOOTBALL BRACELETS



#407 \$36 GROSS Minimum Order \$25 Six Dozen

Rush Orders Now—DUE TO METAL SHORTAGES, WE ARE LIMITED.

### STAINLESS STEEL EXPANSION BRACELETS

#30 Double Heart \$2.75 DOZ. - \$30 GROSS

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### SALPRO COMPANY

1844 S. 55th Ave., Cicero 50, Ill.

Your Merchandise Center  
**M. K. BRODY**  
Send for Our NEW CATALOG  
We stock a complete line of  
CARNIVAL PREMIUMS  
NOVELTY MERCHANDISE  
GENERAL MERCHANDISE  
Write Today for Your FREE  
Copy of Our New Catalog.

### M. K. BRODY

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L. D. Phone: MOncroe 6-9230  
In Business in Chicago for 35 Years

## Simulated PEARLS

Doz. in Gr. Lots Only

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|----------|--------|
| 1 STRAND | \$1.00 |
| 2 STRAND | 3.00   |
| 3 STRAND | 4.50   |

**DROP EARRINGS (Asstd.)** . . . \$2.00  
25% Deposit, Balance C. O. D.

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866 SIXTH AVE. NEW YORK 1  
Murray Hill 6-4177-8

## WANT TO BE PAID FOR "GIVING AWAY" NYLONS AT 49¢?

That's all they cost if they run off in 30 days within guarantee period up to THREE MONTHS! Just write orders. We deliver & collect. Earn up to \$24 weekly in spare time. Advance cash & big bonus. No experience needed. Write for FREE sample stocking and money-making outfit. Postage prepaid.

**KENDIX CORP. • BABYLON 67, N. Y.**

## BULOVA WATCHES

Brand New 1952 Models Beautifully Bazed With Factory Guarantees.

| LADIES                                    | List Cost | Your Cost |
|---|-----------|-----------|
| 21-J Excellency (Yellow or White Gold)    | \$71.50   | \$42.99   |
| 17-J Yellow Gold Double Snake Band        | 67.50     | 48.50     |
| 21-J Excellency (Solid 14K Y. or W. Gold) | 92.50     | 55.50     |

**MEN'S**

|                                       |         |         |
|---------------------------------------|---------|---------|
| 17-J Yellow Gold, Gold Extension Band | \$67.50 | \$48.50 |
| 17-J 14K Solid Gold Case, Yellow Gold | 92.50   | 55.50   |
| 21-J Academy Award, Spiedel Band      | 95.00   | 57.99   |

25% Deposit, Balance C.O.D.

**H & Z SALES CO.**  
1432 E. McAllister Cincinnati 4, Ohio

## \$7 Brings Back \$38.50

550% PROFIT ON ULTRA-BLUE STOCK SIGNS  
100 SIGNS, 7"x11"—\$7 (Cash With Order)  
It's a hot order for these fast-selling "Extra Catcher" Display Signs from every kind of retail store—large or small in big town or small city. More than 1000 different designs—Comeds, General, Religious, Marvelous (full or spare time money-maker)

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Star Signs, 7x11 \$1.50  
15 Samples Ultra-Blue Radio's Signs, 7x11 \$1.50  
15 Samples Ultra-Blue Comedy Signs, 7x11 \$1.50  
Above Samples Mailed Postpaid.

**L. LOWY** 817 Broadway, Dept. 634 New York 3, N. Y.

## WATCHES Bulova-Elgin-Benrus Waltham-Swiss

Expertly Reconditioned. Send for FREE Catalog. **PLYMOUTH JEWELRY CO.** Dept. B, 143 Canal St. New York 13, N. Y.

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with Secret Pocket—Folding Buttoned Pass Case—Identification Card, Beautiful Alligator, Pigskin and Cal-Grained Plastic Simulated Leathers.

These wallets retail for \$1 at all leading drug and chain stores. One operator alone sold 32,000 wallets last week. Cash in on these big profits!

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**\$10** Men's 14k gold mounting \$25 additional. Ladies' 14k gold tiffany style setting \$17 additional.

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Heavy 1, 20 14K R. C. P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Try FREE with every 2 doz.) **\$12.95**

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If you haven't tried this money-maker, don't delay. Made of woven straw in natural color. Full head size, 16 inch width from brim to brim. Packed for shipment 100 to cloth bag or 200 to straw hamper. Specify packing desired.

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## Most Complete Stock! NEW STRAW HATS

White, red, burro, blue, also Western styles. Complete with stencils, cord and adjustable bead cord chin strap. Tell us what you need, we can guarantee supply.

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**THE GREAT KELLY HIDE OF DEATH**—Closing feature attraction; the world's only wall crash act using glass walls, riding bicycle down chute thru fire and glass, leaping 2 cars; flag and V of fireworks finale; this act has closed some of the biggest Shrine shows: AGVA Mike Kelly, Goshen, Ind. se15

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The Famous **EVERSHARP** Calendar Desk Set. Complete with **EVER SHARP** Pen & Pencil. Beautiful modern Design in Black and Gold with highly polished Lucite Cover. Size 9 1/2"x4 1/2"x1 1/2". Sold in the original.

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Dependable—Efficient—Positive pictures in 3 minutes. Cameras in 21 styles for any size photo booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

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## Swiss Watches

FROM IMPORTER

Brand new, Guar. 1 yr. Men's jeweled, sweep radium, chrome . . . \$3.15  
Same with 7 jewels, \$3.95  
Chronostat, 2 pushbuttons, sweep, radium, chrome . . . \$4.55  
Calendar Chrono, 2 pushbuttons, plus automatic window . . . \$4.50  
Ladies' jeweled, sweep, radium . . . \$3.55  
Same with 7 jewels, \$4.95  
Leather straps—14 Plastic boxes—25¢  
Minimum order, 1 doz. Catalog.

**Transworld Trading, 565 5 Ave., N.Y. 17**

## World's Famous PERFUMES

that sell at \$2 to \$6 per 1 1/2 dram REPRODUCED for you by Outstanding Parisian Chemist, in beautiful gold top bottles—gift boxed—for only \$1.00 a bottle—\$7.00 a Dozen

**60¢ TREMENDOUS PROFITS**

We defy you to tell the difference. Trial sample FREE. Write—  
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NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.  
Deals for Auctioneers, Salesmen, Dealers, Concessionaires 35 Years of Values.

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### ACTUAL SIZE

For Immediate Delivery

## Only 150 gr. Hunter Leather Sheath

Import Knife... American Made Leather Sheath

**\$27 per gross**  
\$2.50 GR. EXTRA FOR 1 LINE GOLD IMPRINT

### Key Chain Knife

★ IMPORT ★ SINGLE BLADE  
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Write for Complete Listings

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**AMERICA'S MOST COMPLETE LINE SOUVENIRS AND NOVELTIES**

## Thrift Novelty Co., Inc.

1742 Arapahoe St. Denver, Colorado Phone KEystone 2806

### Mdse. Topics

#### From All Around

**Drool Cups**, a division of Frost Films, Inc., reports excellent sales of its drool cup costume jewelry. The item is a miniature cup attached to a charm bracelet or necklace. In one side is a slot in which a three-quarter-inch photo of a girl's best beau or movie star heart throb may be inserted. Firm officials say the item is creating a new fad among teenagers. The bracelet is of heavy link and the cup is finished in gold or silver. Pin-ups in soap is a recent offering by Lexington Sales Company. Each bar of the toilet soap has a full-color kodochrome photo reproduction of a bathing cutie on the bar, guaranteed never to wash off. The product is packed 72 bars to a display box and is priced to retail at 25 cents a bar.

**Esquire Jacket Company** is producing a Smiley Burnette fishing jacket designed by the Columbia Pictures cowboy comic. The garment has 60 pockets for storage of tackle, a waterproof rear apron that unzips and drops to form a pad for protection from damp ground, a water resistant hood containing a battery radio, a visor with attached sunglasses and cork pads to hold lures.

**Merchants Chemical Company** has introduced Silvern, a transparent plastic coating that seals in the gleam to prevent tarnishing of metal products. The coating is easily applied by brushing on the desired surface with light strokes and allowing to dry. It is easily removed by breaking the film with fingernail and peeling it. It is priced to retail at \$1 per bottle.

A styrene plastic needle threader said to be so fool-proof and simple to operate that needles can be threaded by blind persons has been made available to demonstrators by **Wink Needle Threader Company**.

An inflatable hat-umbrella for girls made of waterproof Vinylite plastic has been produced by the **Rain-Bonnet** firm to retail at \$1.98. When not in use it is packed in a tailored plastic case that occupies the same space as a pack of cigarettes. A two-faced plastic hand puppet that changes character at the flip of a wrist is the latest item introduced by **National Mask & Puppet Corporation** to retail at 98 cents. The heads may be washed with a damp cloth, and colors do not fade. Puppets include Red Riding Hood and the wolf, a policeman and fireman, a laughing and crying baby, and a clown and monkey. A self-watering flower pot of styrene plastic is being produced by **Quality Molding Company** to retail at 49 cents. About a week's supply of water is held in the black pedestal base. A synthetic fiber wick carries moisture to plant roots thru the bottom of the brightly colored pot.

A new plastic money clip, measuring 2 1/2 by 3 1/16 inches, has been introduced to the trade by **Acme Products Company** to retail at 50 cents. They are supplied 12 to the box. **Valjean Watch Company** offers the premium and prize using trade a new five-piece rhinestone set composed of watch, necklace and earrings, each embellished with rhinestones; lucite comb and evening bag. **A. G. Mayer, Inc.** is boosting its pockette, made of white pique vinyl plastic, as a shirt pocket protector for those who are accustomed to carrying pens and pencils in the pocket. The electrically welded product, retailing at 25 cents, is packed three dozen to the box. **AGCO Distributors** invites the trade to investigate its line of low-priced imported novelties that includes special quotations on balloons.

**Rapid Service Garment Corporation** announces its new thread caddy, a handy plastic sewing kit containing holders for eight spools of thread and cork cushion for needles. A container on top provides space for buttons, pins, hooks, snaps, etc. Thread is pulled from small openings in the receptacle's side and looped around a handy cutter on top. It sells for \$1. Designed as a premium or gift, **IMCO Manufacturing Corporation's** Solo automatic pocket lighters have been widely accepted by firms which have their sales message photo-etched on the low-priced item which opens and lights in one action. It is constructed in one-piece tank design to avoid fluid evaporation.

### 5 in 1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS! one - BUYS one!

*Sells On Sight!*  
BREAKING SALES RECORDS FROM COAST-TO-COAST

- Precision made from hardened tool steel.
- Comes complete with plastic pouch.
- Has a blade for every size and type of screw.
- Vise-grip chuck locks blades securely in place.

**\$7.20 PER DOZ.**

**CASH IN NOW!**  
Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered!

25% Deposit with order. Bal. C.O.D., F.O.B. Detroit.

Write for Our Big Wholesale FREE CATALOG!

**GEM Sales Co.** 533 Woodward Detroit 26, Mich.

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SEE OUR NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### Merchandise You Have Been Looking for

Lamps, Checks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hussocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise

### Catalog Now Ready—Write for Copy Today

**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

**ALMC PREMIUM SUPPLY CORP.**  
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Over 400 different styles and designs available from stock. Sterling, R.G.P. 10K and 14K Gold, including Fraternal, Birthstone, Emblem and Set Rings. Sample Genuine White Zircon Ring illustrated Sterling, \$2 each. Set \$3.50. No C.O.D. SEE WHOLESALE CATALOG State Your Business

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### SACRIFICE!

## 20,000 BEANIE HATS

- ALL FIRST QUALITY YARD FELT
- CONTRASTING 2-TONE COLORS AND SOLIDS
- PENCIL HOLDER FLAP IN EACH CAP

**\$9.00** Gross Net

Minimum Sample Order, 1 Gross  
25% Deposit, Balance C.O.D.

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### Rugs, \$35.00 ea.

Buy DIRECT from Reliable Importer, Glowing Oriental reproduction extra-heavy 12 foot size RUGS! Perfect Quality. Woven through Cotton Yarn to give years of Wear. Greatest Money-Maker today. ALL SIZES AND COLORS. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated.

**LO-US TRADING CO.**  
Dept. B-34, 1627 Locust St., St. Louis 3, Mo.

Men's Chain Identification Bracelet, chrome plated \$3.00  
Men's Expansion Identification Bracelet, chrome plated \$3.50  
Men's Expansion Watch Bands, chrome plated \$2.50  
Men's Expansion Watch Bands, gold plated \$3.50

25% deposit balance C.O.D.  
**DOVAL SALES CO.** 1 East 44th St New York 17, N. Y.

### Real Values at \$1 & \$2

### SENSATIONAL AT 59c RETAIL

Tremendous, top value, Assortment

## FASHION EARRINGS & SCATTER PINS

(boxed pairs)  
**BRACELETS & NECKLACES \$45.00 GROSS**  
(Min. order 3 gross)  
Look what others have said:  
"We do not see how you can make a product of this nature for this price as your competitors must get at least 30 to 40 per cent more for similar merchandise."

BE CONVINCED... Send for our \$15 sample assortment of 3 doz. beautiful pieces—prepaid with full remittance.  
25% deposit with order, bal. C.O.D. Immediate Delivery

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#### SELLING ONLY 24 RELIGIOUS NECKLACES

Sells on sight. Miraculous Sacred Heart and other medals encased in EVERLASTING Plexiglas. 18" gold plated chain with lock. Gift boxed. Sample pendant \$1.00. (Retail \$2.50.) Sample sent first class mail for fast delivery. Money back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.00 for sample and catalog.

**STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-24, New York City 23, N. Y.**

### SENSATIONAL VALUE!

## Men's WATCH SET

\$72 retail list with each set



**Deluxe WATCH and JEWELRY Ensemble \$9.90**  
**\$6.30**

- Brand new, nationally advertised watch, gold plated case and matching expansion band
- Lustrous double-gold plated cuff links. Key chain and tie holder
- Large punch lined deluxe gift case
- Written service guarantee
- Copy of \$75.98 retailer
- 5 day Money-back guarantee

Wholesale only, 4 watches minimum. \$7.00 additional for samples. 25% with order, balance C.O.D.

**BROOKS Products**  
92 Liberty Street New York 4, N. Y.

### PIN-UP PENCIL

What a girl Looks so real that every man will stare and dream (and buy)! A precision made mechanical pencil, complete with eraser and refill leads. Packed individually in attractive colored box. One dozen to a colorful counter display.

No. 304 \$5.75  
Per Dozen

Get Your Orders in the Mail... or on the Wires... Today!

25% Deposit on C.O.D. Orders. Add 25¢ per doz. for postage.

**H. FISHLOVE & CO.**  
714 N. Franklin St. Chicago 10, Ill.  
Since 1915 - Makers of Novelties That Amuse

### 14 PC. WATERLESS COOKWARE SET

Matched set, heavy gauge virgin aluminum. Recipe book, guaranteed. \$49.95 retail price. Complete \$7.90

**WM. A. ROGERS SILVERWARE**  
26 Piece Service for 6 \$8.30  
34 Piece Service for 8 \$11.00  
50 Piece Service for 12 \$14.50

All hollow handle knives. Chests from \$1.00 up.

### COSTUME JEWELRY

Over 100 different styles and combinations, 85¢ & up; all sets boxed. FREE 32 page catalog with over 500 new name brand items; more than 100 items illustrated. Immed. Deliv.—Continuous Supply. min. 100 order—balance C.O.D.

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We are authorized WHOLESALE DISTRIBUTORS of BENRUS WATCHES and SETS. ONE PRICE TO ALL WRITE, WIRE, or PHONE for "CONFIDENTIAL JOBBERS" PRICE LIST.

**Sol Distributors**  
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### AMAZING LIFE-LIKE RUBBER HEAD MASKS

Entire Head Cover

Celebrity and detailing make these masks outstanding values. You have to see them to appreciate the workmanship. A assorted heads in men lots.

- Devil—No. 582
- Goofer—No. 580
- Pumpkin Head—No. 581
- Old Man—No. 588
- One—No. 583
- Clown—No. 584
- Minstrel—No. 584
- Glamour Girl—No. 585

\$1.00 Sample \$9.00 Doz. \$8.40 In 4 Doz. lots and Doz. over

25% with order—Balance C.O.D. On cash with order, add 3% for mailing charges.

**THE MACK CO.**  
22 N. WELLS ST. CHICAGO, ILL.

### The Hottest Gas Item To Hit Town!

A amazing new DRINKO-METER gets roars of laughter at Cocktail Time, Party Time, and Time. This laugh-provoking gadget tells how many drinks partygoers have had and can hold, and how many they need to live up. It's a natural. Get on the gray train today! Orders shipped same day received \$7.50 doz., F.O.B. N. Y. Samples \$1.00 each. 25% deposit required on all C.O.D. orders. 25-30 days to retail. UNIVERSAL SPECIALTIES CO., 525 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4720



**TO INFLATION**

**THE HOTTEST BUY IN RINGS**

Massive heavy Mexican metal Skull and Crossbones ring—Handcrafted by Mexican silversmiths. . . . Sim. ruby eyes. An eye catcher that makes you a profit getter.

\$9.00 Doz. \$90.00 Gr.

2 samples sent postpaid \$2.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only. Free catalog on request.

**STERLING JEWELERS**

44 E. LONG ST. COLUMBUS, OHIO

**LITTLE SQUIRT**

This sensational seller is a copy of the famous Mannerkin statue in Brussels, Belgium. Squeeze Duncan Cap, little boy does "what comes naturally." Water spurts in forceful stream. Made of plastic. Individually packed—in colorful, eye-compelling box. Orders shipped same day received. \$4.00 doz. F.O.B. N. Y. express. Samples 2 for \$1.00, 25¢ on all C.O.D. orders 25¢—10 days to rated accounts. UNIVERSAL SPECIALTIES CO., 535 Fifth Avenue, New York 17, N. Y. Murray Hill 7-6780

**ILLUSTRATED CARTOON BOOKLETS**  
 35¢. FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID. \$30 ONLY NO POSTAL CO. OF REGINALD SALES  
 1376-BF New York 7

**Pipes for Pitchmen**

By BILL BAKER

**JOE TOUSSI** . . . champion gadget worker, purveyed that item to good results during the run of the Iowa State Fair, Des Moines.

**PITCHMEN** . . . should find the Passaic County Home Show to be held November 10-17 in the Paterson, N. J., Armory a good spot to work their varied assortment of items. Sponsored by the Paterson Junior Chamber of Commerce, the event is being held for the orphans and handicapped children of Passaic County, with John F. Burke directing activities. Robert Buksch is assisting him.

"I READ with interest Red Kelso's letter in the September 1 issue," letters H. H. Varner from his Akron headquarters. "His estimate of workers is fairly small since there are from 5,000 to 7,000 pitchmen in the field. I made a hurried trip to Jacksonville and Burgaw, N. C., where my boys, Dan and Jim, are located. The beaches in that sector are doing a booming business. I wonder why so many do not spend a year working those spots instead of beating their brains out in Canada and a few other sub-larry locations I've seen and read about. We have the best country in the world. How to utilize its opportunities is up to the individual."

**HUM-A-TONES** . . . were reported to have been an excellent money getting item at the Iowa State Fair, Des Moines. But the boys worked the double-time shuffle to come up with a good geedus count.

**POKES PROVED** . . . a winning item for Mrs. Ward during the run of the Iowa State Fair, Des Moines.

**BILL SASS** . . . is reported to be in Chicago awaiting the coming of spring before he sets out on his travels.

**BIG AL WILSON** . . . who worked the Iowa State Fair with Tyler (Kid) Ward, headed for the sticks following wind-up of the Des Moines annual.

**AMONG WORKERS** . . . at the Iowa State Fair, Des Moines, were: Jack Murphy, car cleaners; Big Freddie; Jack Anthony, with a smartly flashed layout; Happy Mullins; Glenn Hoberg with several layouts, all of which earned big money; Mr. and Mrs. Eaton, combs; Dave Rose, rad, and Mrs. Rose, lemonade.

"JUST RECEIVED a letter from the Doc Ettings," cards Mrs. Robert Noell from Black Creek, N. C. "Doc has taken Mrs. Etting back to their old home in Dundas, Ill., so that she can be with her relatives. I ran down to Erwin, N. C., and visited with Kate and Lonnie West, who own and operate West's Grocery and Market at South Erwin. They have been off the road for several years but they make occasional trips to New York. Their son, Bronko West, who formerly was their blackface comedian, has announced his engagement to an Erwin girl. Our son, Bobby and his wife are running the Exhibit Wagon."

**WORKING** . . . jar wrenches to good business at Iowa State Fair, Des Moines, was Jack Flowers Jr.

**JUNE MARCIA** . . . worked a gadget layout for Glenn Hoberg at the Iowa State Fair, Des Moines.

**BLONDY MORGAN** . . . is reported to be cleaning up on an item called Sparklets around Memphis.

**BUDDY KRAUSE'S** . . . chief stock in trade at the Iowa State Fair were rug needles.

**LONNIE SPEED** . . . is working spinners at his Memphis spot to full pitches.

**JACK FLOWERS** . . . ace glass cutter worker, worked Iowa State Fair, Des Moines, with that item. They tell us that Flowers holds tips reminiscent to old-timers and turns them. He'd be a good bet for some of the J. C. L.'s to watch.

**HARRY COFFEY** . . . sheetwriter of note, visited E. Joe Henke's Wild Life Exhibit at Wisconsin Dells, Wis. Henke calls the layout Noah's Ark. It comprises 30 cages, a souvenir display and sheet table.

**CHALKING UP** . . . its most successful run in recent years, the 34th annual Food and Home Show at the Cincinnati Zoo proved highly profitable for the pitchfolk making the event. A record paid attendance of 204,523 was racked up and the wide variety of items pitched ran the gamut from electric mixers to kitchen gadgets, novelties and garnishers.

**LOVING CUP**  
 The "PRIZE" Item for CARNIVALS Pitchmen, Premiums, etc.  
 A SURE "WINNER" FOR APPEAL & POPULARITY  
 Everybody loves a "Loving Cup" the personal prize they can show-off with pride. Molded in plastic and plated in gold or silver. It's so rich looking and effective. They sell on sight. . . make the perfect premium, prize or gift. Can be engraved quickly and easily.  
 DOZEN . . . \$ 2.00 25% deposit with order, balance C.O.D.  
 GROSS . . . 22.50  
 GROSS . . . 21.60 (in 5 Gross Lots) Send for FREE Novelty Listing  
**BENGOR Products**  
 18 W. 23rd St. New York City, N. Y.

**PITCHMEN CONCESSIONERS!**  
**HERE'S REAL FLASH!**  
 HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL  
 Crystal Base, complete with shade.  
 \$1.00 ea. in doz. lots  
 LIMITED SUPPLY!  
 25% dep., bal. C.O.D., F.O.B. Chicago.  
**TOLPIN PRODUCTS MFG. CO.**  
 7345-44 N. Western Chicago 45, Ill.

**Under the Marquee**

Continued from page 115

ride? Apply to manager." About 50 men were takers. . . . W. T. (Tommy) Randolph, of Glade-water, Tex., has been ill for several weeks. . . . E. M. Fairchild reports Al G. Kelly & Miller Bros.' Circus left Nappane, Ind., agog and happy. . . . Johnny Fulghun, of Richmond, Va., continued his circus-going marathon with a day on Hunt Bros. at Waverly, Va., (31). He spent three days on King recently and caught others earlier. Joe Sauer accompanied him on several of the visits.

Hagen-Clyde Circus is to play at the Louisiana State fairgrounds, Shreveport, Monday (10). . . . Karl K. Knecht, president of CFA, and Mrs. Knecht will sail Saturday (15) for Europe, where they expect to visit circuses and fans. . . . Major Nowak, midget, is at the Casino Arcade, Wildwood, N. J.

Clowns making the tour with Sen. Dudley J. LeBlanc's Hadacol Caravan are the Snell Brothers, Joe Ambrose, Wally Metz, Jack Klippel, Cecil Eddington and Wimpy, Carl Marks, clown, was forced to leave the entourage recently at Greenville, S. C., following a heart attack. He is reported recuperating in the hospital there. Forming the clown contingent working ahead of the Hadacol Caravan, showing at children's hospital and institutions are Joy and Roy Thomas, Joe Madden, Al Sherman, Bozo Flowers and Art Chester. The Snell Brothers were visitors at the home office of The Billboard Tuesday of last week (4) during the Hadacol troupe's engagement in Cincinnati.

Charles and Mamie Baker, clowns, were visitors at the Cincinnati office of The Billboard Tuesday of last week (4) after concluding a four-day stand at Crosley Field, Cincy, with the Cisco Kid Rodeo and White Top Circus, featuring the Cisco Kid (Duncan Renaldo and Pancho (Leo Carrillo). Charles and Mamie report that they have been confused all season with the Bakers, clowns, on the Mills Bros.' Circus. They recently took delivery on a new Pacemaker trailer in New Orleans and while in Cincinnati entertained Hop Green, Duke Patterson and other circus folk in their home on wheels. The Bakers left Cincy Wednesday morning for their home in Salem, Ill., where they will spend a few days before hitting out for Waterloo, Ia., to play the Dairy Show.

Karlo, clown, and George Perkins caught the Ringling-Barnum show at Stockton, Calif., recently. . . . Frank C. Friedmann, St. Paul circus fan, visited with Happy Kellems, William Heyer, Emil Pallenberg and the Zachinnis at Minnesota State Fair. . . . Mrs. Ida Thornton, W. J. McCully Jr., and brother, Danny, were guests of Betty and Charlie McCarthy, of Capell Bros.' Circus in Friend, Neb., where memorial services were held for Tex McCarthy, who died in Geneva, Neb., August 28.

Charlie Campbell, former general agent for Dud Duggan's Hagan-Wallace Circus, visited Cavalcade of Amusements at the Michigan State Fair, Detroit. . . . Col. H. G. Coffey, veteran circus and carnival secretary and auditor, letters from Macon, Ga., that he and two others are laying plans to take out a motorized circus in 1952, with winter quarters tentatively set for Texas or Georgia.

About 100 performers and executives of the Clyde Beatty Circus were guests at a buffet supper tendered them by the Chaludis-Davis Tent No. 60, Circus Fans of America during the show's stand in Lansing, Mich. Carl H. (Pop) Haussman, the tent's founder, presented two of his sound pictures in color. Also on hand was Glenn H. Townsend, Battle Creek, Mich., the CFA's State chairman.

Louise Gaines closed with Rogers Bros.' Circus to return to school in Alexandria, La. . . . Mrs. Bill Ballantine visited her husband on the Ringling-Barnum show during its stand at the San Francisco Cow Palace. . . . Ray Marlowe returned to the Ringling-Barnum show in San Francisco after attending services for his mother in Providence.

Fred Donovan, formerly with the Cole Bros. and Clyde Beatty circuses, has joined the Clyde Beatty Circus as legal adjuster.



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## Salesboard Sidelights

Jerry Scanlon, Chicago, looks for an upturn in sales now that fall is just around the corner. Over at Secure & Secure, Chicago, Most and Irv Secure have been busy setting a fall sales campaign which they are certain will bear results. Still another Chicago firm, Martin Manufacturing Company, thru Martin Roth, reports growing fall optimism for the months ahead.

M. K. Brody, Chicago, has released its new catalog aimed at the regular customers and carnivals. Firm has stepped up its assortment of premium merchandise.

Samuel A. Martin, Seattle, reports steady results from his pheasant deal for operators. Priced in line with popular premiums, Martin's firm offers

canned pheasants in a gift package.

In Philadelphia, Rake Coin Machine Exchange reports steady results from its watch and watch set deals for premium and operating firms. The Lu Lu boards put out by Deluxe Sales Company, Blue Earth, Minn., are proving good items firm officials report. They are 1,800 hole units.

At Harlich Corporation, the reaction to the new catalog is encouraging. Sam Feldman states, and the renewed interest by operators indicates this might be a good fall season, he adds. From St. Louis Consolidated-Container Corporation reports the four newest numbers have made a lot of new operator friends.

## Des Moines Sets New Marks

Continued from page 115

and 41,700 Labor Day. Day-by-day attendance comparison with 1950 follows:

|           | 1950    | 1951    |
|-----------|---------|---------|
| Wednesday | 4,790   | —       |
| Thursday  | 6,880   | 5,675   |
| Friday    | 47,275  | 7,824   |
| Saturday  | 44,738  | 46,127  |
| Sunday    | 47,487  | 44,262  |
| Monday    | 46,426  | 47,795  |
| Tuesday   | 23,487  | 46,297  |
| Wednesday | 35,572  | 46,154  |
| Thursday  | 46,716  | 46,996  |
| Friday    | 46,622  | 46,892  |
| Saturday  | —       | 81,205  |
| Sunday    | —       | 57,914  |
| Monday    | —       | 47,758  |
| Totals    | 445,265 | 643,641 |

Lloyd Cunningham, fair secretary, this week said the event should turn in better than a \$200,000 profit, which would be an all-time high. The previous high was \$185,355 in 1946. The 1951 fair had a budget of \$518,900.

The grandstand took in \$292,451, another record high, with the afternoon shows grossing \$160,595 and the night performances \$122,858. Last year the total grandstand take was only \$184,767. Big factor for the boost in grandstand receipts was a price increase on most of the seats. Best grandstand crowd was 22,873 at the Labor day 250-mile stock car race with the event a sellout.

The Saturday (1) auto racing program was marred when Richard Creamer, 19, of Monahans, Tex., drove his racer up over another car, skidded along top the track's concrete retaining wall and injuring four spectators in addition to the other driver, Jack Fisher of Shelbyville, Ill. Creamer was killed in the accident.

A rumpus occurred on the track when other race drivers manhandled two Des Moines Register and Tribune photographers taking pictures of the accident. Later Gaylord White of National Speedway, Inc., race promoters, announced that he would recommit Driver Henry Nykara of Chicago Heights, Ill. he fined and suspended for the season and that Fritz Sohn of Des Moines a member of the technical committee

in charge of stock car races, be removed as an International Motor Contest Association representative.

Auto races proved to be the best crowd pullers in the grandstand with the 22,873 on the final day stock car races and 19,770 for the first Sunday regular auto races.

White and co-promoter attempted to have midget Eddie Geedel of the St. Louis Browns baseball fame drive in the races Friday but after the midget turned up it was discovered he couldn't drive one of the machines and he was paid \$100 for his appearance anyway.

Grandstand attendance was as follows:

|        | 1950    |        | 1951    |        |
|--------|---------|--------|---------|--------|
|        | Att.    | Rev.   | Att.    | Rev.   |
| Wed.   | 14,547  | 12,129 | —       | —      |
| Thu.   | 15,077  | 14,558 | 11,788  | 7,238  |
| Fri.   | 12,390  | 12,742 | 19,770  | 10,492 |
| Sat.   | 14,674  | 11,274 | 12,289  | 7,254  |
| Sun.   | 12,589  | 11,579 | 7,267   | 4,791  |
| Mon.   | 14,748  | 12,827 | 9,289   | 5,248  |
| Tue.   | 12,481  | 8,684  | 12,744  | 10,171 |
| Wed.   | 14,929  | 1,725  | 18,944  | 10,171 |
| Thu.   | —       | —      | 14,317  | 15,887 |
| Fri.   | —       | —      | 17,784  | 9,722  |
| Sat.   | —       | —      | 22,873  | 4,271  |
| Sun.   | —       | —      | 19,770  | 9,449  |
| Totals | 115,882 | 98,342 | 147,899 | 86,649 |

The 1951 program consisted of stock car races on the opening Saturday, White and Sweeney's big car races on Sunday, Aut Swenson's Thrillcade on Tuesday and harness racing Tuesday and Wednesday. Sulky races were returned this year after a year's lapse. Jole Chitwood's Thrill Show showed Thursday, with National Speedway races again on Friday and Saturday. Tex Creamer's rodeo showed Sunday afternoon and the 250-stock car races closed the show on Monday.

The Barnes-Carruthers revue played thru Thursday night with the rodeo taking over for the final four nights.

The Amusement Company of America Shows, formerly Henckley show, grossed around \$180,000 for the 10-day stand, a record

for any midway show on the Iowa fairgrounds.

Secretary Cunningham reported the fair was glad to be able to make a good profit this year as "there are a lot of places where expenditures are going to be needed on the grounds and buildings."

"If we continue to have horse racing," Cunningham said, "we have a heavy capital investment to make in completely rebuilding our race horse barns. The old barns are falling apart, are not fireproof, and will have to be torn down and replaced."

Cunningham also said that there were several bugs in the new 10-day program that will have to be ironed out in the future. One of the difficulties occurred when visitors found the livestock barns almost empty on the closing days. The secretary said that some of the shows would have to be re-arranged so that some would be held on the closing dates or new shows added.

## Du Quoin Record

Continued from page 115

tion, which featured Penny Singleton, of Blondie movies; Ben Blue, comic, and Ish Kabibble, trumpet-comic, was hurt by the heat Friday night, but came back strong the next two evenings.

Annual's grand circuit harness races, which crowded five meetings into three days due to rain, drew well with the exception of Friday when heat held down attendance.

C. C. (Specks) Grousecurth's Blue Grass Shows were reportedly up from last year, and rides and shows did good business after losing crowds to the early rain.

Acts supporting Dennis Day included Sammy Davis Jr., impersonation; Saul Grauman and his musical stars; Stuart Morgan Dancers; Gene Sheldon, banjo, Phillips and his ock accompanied the show, with vocals handled by Lynn Hoyt and Lee Shearin.

## Edmonton Exhib

Continued from page 115

a deficit of about \$5,000 on three extra days of horse racing it presented.

Paul recommended the addition of bleachers to accommodate 4,500 on the west side of the present grandstand and the matter was referred to the building committee for consideration. It was also agreed to investigate the feasibility of building an inner track at the grounds to permit other than horse races, thus keeping the main track in the best possible condition. Such a track could also be used for exercising horses.

Fred J. Mitchell, chairman of attractions, and William Muir, midway chairman, were named to visit U. S. fairs and make recommendations on attractions to be staged in Edmonton next year.

## Salem Tops '50

Continued from page 116

Rodeo stock is provided by Christenson Bros., Eugene, Ore.

Result of this year's fair is being watched closely owing to change in its management required by the 1951 Legislature. Under new laws the responsibility of the fair is in the hands of a five-man commission headed by Dr. M. Stewart. Stewart emphasized that the aim of the group is not to lessen the stress on amusements, which he said are recognized as necessary to pull crowds. Rather the purpose is to re-emphasize the fair's agricultural appeal. Leo Spitzbart is fair manager.

## Huron Eyes Record

Continued from page 115

last year's gross by close to \$12,000.

Talent line-up in the Barnes Revue included Lester Cole and his Debutantes, songs; Plooska, dancer; Nagel and Hilga, cat act; Artie James, roller skating; Willie West and McGinty, comedy; Ming and Ling Chinese hillbillies; Anastasia, perub; Johnny Burke, comedy; Moon Dodgers, high act; Taffi Girls, comedy tumbling; James Evans, balancing and Woodford's Deltahounds.

## Lincoln Clicks

Continued from page 117

Jole Chitwood show pulled a crowd of around 12,000 to its afternoon grandstand show and the Swenson Thrillcade had a big grandstand attendance at its Friday night show, which closed the fair.

Fair's Palomino Horse Show, held in the Coliseum Sunday afternoon and night, drew full houses, and the annual's Thursday and Friday horse shows pulled good crowds to all three stanzas.

Royal Crown Shows, on the midway for the first time, was 10 to 15 per cent ahead of 1950 when a railroad show played this date. Spending all over the fairgrounds was well ahead of last year, according to fair officials.

The fair board played host to 160 newspaper and radio representatives Friday, dining and entertaining them at the afternoon stock car races.

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| 1000  | 50 Double Four     | Def. 34.00 | 7.00    |
| 1000  | 75 Barrel Beard    | Def. 36.00 | 1.29    |
| 1000  | 25 Lu Lu 84, 2 Tr. | Def. 15.00 | 1.49    |
| 1000  | 25 J.P. Charlie    | Adv. 60.00 | 17.00   |
| 1000  | 25 Jumbo           | Adv. 38.00 | 1.99    |
| 1000  | 50 J.P. Aunt Sam   | Adv. 28.00 | 2.25    |

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**EDITORIAL**

## Opportunity Knocks

Seldom has any group had the opportunity to serve the industry so well as the six State associations sponsoring the forthcoming Midwest Coin Machine Convention.

There is a definite need for a yearly convention at which operators of all types of equipment can get together both to discuss their mutual problems and to inspect and buy new equipment.

The American Coin Machine Manufacturers Association is now defunct. Coin Machine Industries has decreased its activities. Neither will sponsor a national coin machine show this year. It is this breach which the MCMC show is now in a position to fill. Even the fact that the convention will be held in Omaha has its merits—for it paves the way for many members of this industry to attend a trade show who heretofore could not get to Chicago.

### Success Important

Because this forthcoming convention could successfully lead the way to an annual, nationwide gathering of the industry, its success is most important. But successful conventions are made up of more than just exhibits, banquets and a continuous round of parties. Those who sponsor industry conclaves assume responsibilities which might well be reviewed at this time.

Manufacturers and distributors are asked to exhibit. By agreeing to do so, some will assume an expenditure which can run into thousands of dollars. This is not a great sum if sufficient numbers of operators attend the exhibits—it is an exorbitant sum if the show is a bust.

Operators are asked to attend to help discuss and solve industry problems, to discuss among themselves plans for promoting their industry and increasing their incomes. These are truly serious matters, and there can be no question that if properly handled, much good can come from this type of get-together. But it takes thoro planning to stage this type of convention successfully. A definite program must be mapped out—then followed to the letter.

### Promotion Important

Pre-convention promotion is as important as a strong program. Many operators are in a position, arewise, to go to Omaha for the MCMC. But they must be convinced beforehand the trip will be worth-while. Most operators must make their plans in advance. They must set up their routes so that they can be absent for the time involved. Transportation and hotel reservations must be made. Above all, the costs involved must be weighed against what they will get out of making the trip. Going to a convention costs money for the operator as well as the exhibitor.

The five-States group have held two previous conventions in Minneapolis. Results were considered excellent. Now, with the addition of a sixth State association, the group is spreading its wings by sponsoring a regional convention which can easily grow into national proportions.

Manufacturers, distributors and operators alike must be given a strong incentive to participate. One way to accomplish this is to set up a strong, informative program which will make operators want to attend. And a healthy operator attendance is what every exhibitor wants. If this is accomplished, the six-State group will have filled the industry's need for an annual meeting which will be valuable to all.

Those who are in charge of the convention can make it a complete success, and thus open the door to a national convention in 1952. Only time will tell how well they have done their job, but time is rapidly running out—and much remains to be done.

## Miami, Dade County Ops Form New Org

MIAMI, Sept. 8.—Formation of the Amusement Machine Operators' Association of Dade County has been announced by President Duke Luker. The organiza-

## SSLI, Purveyor Shuffle Loops Set Schedules

CHICAGO, Sept. 8.—Standard Shuffleboard Leagues, Inc., recently sold by the Rock-Ola Manufacturing Company to Purveyor Shuffleboard Company (The Billboard, August 4), will inaugurate an expanded league and tournament schedule late this month, Herb Perkins, president, announced this week. Included in the competitions, which will culminate in local and regional championship tournaments, will be leagues operated last season by SSLI, Purveyor, and Peerless, which was also included in the SSLI sale.

Perkins said the Purveyor leagues will be resumed again in early October for the 1951-'52 season, but some of the teams will compete in the SSLI set-up. Initial loops will be located in the Chicago area, with others to be started in the Midwest territory this fall.

Perkins said all leagues will be expanded this season, with an average of 10 new locations being opened weekly at this time. These new locations will all be included in the over-all league plans.

tion is open to all operators of amusement machines, including music.

At least 40 persons, representing approximately 80 per cent of the operators and 90 per cent of the equipment in the Greater Miami area, turned out for the first meeting held in the Rosedale restaurant building in downtown Miami.

Other officers elected for one-year terms were Gene Lane, vice-president, and Keith Nelson, secretary-treasurer.

### Code of Ethics

The association, said Luker, seeks to elevate the standards and practices of the industry and to adopt a code of ethics designed

(Continued on page 138)

## Lena Wolberg, 87, Succumbs

CHICAGO, Sept. 8.—Mrs. Lena Wolberg, mother of Sam Wolberg and mother-in-law of Sam Gensberg, co-owners of Chicago Coin, died at her home in Miami Beach, Fla., Tuesday (4) following a long illness. She was 87 years old.

Mrs. Wolberg, born in Latvia, resided in Chicago until three years ago when she moved to Florida. She was the widow of Abraham Wolberg, optician. Surviving, in addition to her son and son-in-law, are another son, Benson-in-law, are another son, Benjamin, two daughters, 12 grandchildren and 12 great grandchildren.

Services were held at Weinstein's Chapel, Chicago, Thursday (6).

## Six-Player Shuffle Games Starting New Trade Trend

CHICAGO, Sept. 8.—Recent demand for six-player shuffle games with a bowling theme has increased so sharply in the past few weeks that this type of equipment may lead to a completely new concept of game design. Currently, two firms are in production on six-player units, United and Chicago Coin, and a third, Keeney, will introduce a new one within two weeks.

To date, no one has been able to explain why the six-player units have become one of the hottest items in the amusement game field. When first introduced, United's six-player Shuffle-Alley had to buck a comparatively slow summer market and as a result its introduction caused little comment. However, within a few weeks it proved to be one of the few bright spots in the summer game marts and established the fact there was a demand for the six-player bowling units.

### New Ideas

This week (described elsewhere in this issue), Chicago Coin bowed

its six-player Bowling Alley with some new developments which suggest that a new trend in coin-operated amusement games may be just ahead. These ideas, like those on the United multi-player game, are not the type which are designed and engineered for just another game, as was the case in 1946 when virtually any type of game was assured success because of war-developed equipment shortages. Instead the ideas suggest a new trend.

With shuffle games about to enter their fourth year as a fixture on coin machine locations, they have already lasted longer than the most optimistic coinmen predicted a few years ago. After their initial swirl in the fall of 1948 and following spring, it was felt the game would lose its popularity and disappear from the scene. In effect this almost did happen on more than one occasion, but each time enough interest was redeveloped to keep the games going. Now it appears the main reasons why the game will carry on indefi-

nately are its easy-to-understand playfield, all skill scoring and the fact that it meets even the stringent legal requirements in virtually all parts of every territory.

## NPA Requests Building Info By Sept. 20

WASHINGTON, Sept. 8.—National Production Authority Thursday (6) announced it was notifying all applicants for advance allotments of controlled materials for construction scheduled during the first quarter of 1952 and succeeding quarters to file their form CMP-4C applications by September 20.

Because of the critical shortage of steel, copper and aluminum, NPA has issued construction regulations which require a builder, who wants to construct a project using more than certain specified amounts of these materials, to apply to NPA for permission to build and to get an allotment of the necessary materials. Under the NPA controlled materials plan, allotments of controlled materials are made to the user on a quarterly basis.

Applicants who were not given allotments of materials for fourth quarter 1951 construction were notified they should reapply by filing CMP-4C applications for the first quarter of 1952.

Manly Fleischmann, defense production administrator, said in discussing the fourth quarter structural steel allotments which were drastically cut because of the acute shortage of structural steel and the channeling of a major proportion of the available supply into direct defense projects: "I want to make abundantly

(Continued on page 138)

## Senate Group Approves Bell \$100 Tax Hike

WASHINGTON, Sept. 8.—Senate Finance Committee's approval of a House-passed provision raising the annual tax on coin-operated gaming machines from \$150 to \$250 practically assures enactment of this tax hike. The Senate committee on August 31 voted to include the \$250 tax in its report, and the full Senate is expected to concur and send the measure to the White House for the President's signature. The increase is expected to yield the U. S. Treasury \$7,000,000 in revenues each year, the committee said.

The tax covers any machine operated by coin or token which, by the application of chance, may deliver cash, premiums, merchandise or tokens, the Bureau of Internal Revenue said.

(Continued on page 138)

## PHONY CHECK PASSER SOUGHT

CHICAGO, Sept. 8.—A victimized distributor in Reno, Nev., informed The Billboard this week that a man, formerly affiliated with the coin machine industry, had defrauded several coinmen in the Western States by passing worthless checks.

The checks were written on a Chicago bank which returned them with the notation "not sufficient funds." Investigation revealed the man was not a representative of any manufacturer as he had claimed.

Distributors and operators should be wary of cashing checks for anyone they can not identify.

## Merchandisers, Games Prove Top CNE Draws

TORONTO, Sept. 8.—Importance of quality merchandise was stressed here by Dave Russell, supervisor of the coin machines at the Canadian National Exhibition Midway for Patty Conklin.

"The public wants good merchandise, and if you provide them with their wants," Russell said, "you can guarantee yourself repeat business. And that is the type of business we seek."

"The man who presents the best and most merchandise, gets the most business," Russell, who has been in the business just three years, continues. "The customer must be satisfied and treated well."

"Our principle in this business

is selling merchandise. These machines are just a medium for selling," he said referring to the some 70 rotary machines and Holly Cranes spread out in five locations at the CNE.

### Skee Ball Draw

Russell also referred to the 15 skee ball machines at the CNE. "We offer better merchandise and the people play the machines. It is all a matter of dressing."

Machines are located at the back of the Arcade. Russell and his associates have placed bright quality merchandise on the shelves about the machines, drawing the crowds to them. As a result the machines have received much play.

Russell said the customer likes anything that gives them merchandise. He felt the play was due mainly for merchandise rather than for amusement. Therefore merchandise which is adaptable to the machines is used. In the rotaries stress is laid on the Ronson-type 'flic' cigarette lighters.

"Certain merchandise you just can't get out," said Russell. "We want the customer to have an easy time getting the merchandise out. In that way, they are given encouragement to play the machines again. This is important, because

(Continued on page 139)

## Chi Coin Bows Formica Field 6-Player Game

CHICAGO, Sept. 8.—Chicago Coin Machine Company distributors now are scheduling operator showings of a new shuffle game called 6 Player Bowling Alley. Incorporating several new ideas in play and construction, the game features a Formica top 8-by-2-foot playfield designed to withstand the rigors of heavy play.

The 6-Player game has 20-30 scoring and because of natural

(Continued on page 138)

## Few \$ Changes Noted in Used Machine Marks

CHICAGO, Sept. 8.—Moderate activity and few price changes appear in The Billboard's Index of Advertisized Used Machine Prices (appearing elsewhere in this issue). Amusement game listings were up slightly, shuffle and arcade units remained in steady demand and the number of music and vander offerings continued a downward trend.

Roll-down games, which, together with five ball, giant pin and some novelty games comprise the Amusement Game division in the index, were offered at a slightly higher price for the first time in weeks. This development, obviously was partly influenced by the growing scarcity of this type of product which has not been manufactured in quantity since 1947. In this category are Genco's Total Roll and Advance Roll, and United's Tropicana. One of the most active straight novelty games the past two weeks was Gottlieb's Just 21.

The shuffle game situation, which recently was highlighted by a gradual rise in price offerings, now appears to be leveling off temporarily, but with cool weather arriving in many sections of

(Continued on page 140)

## Suggest Cut In Omaha Pin, Juke Box Tax

OMAHA, Sept. 8.—Finance Commissioner Walter X. Spellman this week recommended to city council that pinball operators here be given a tax cut. Spellman's recommendation came after he had made a one-week study of the situation. In his letter to the council he stated: "I find there is a foundation for their (operators) request (to cut the taxes) and that it is just."

Subject of the high tax on pin games here, now \$40 per machine, was brought to a head recently when Hymie Zorinsky paid the tax on 24 machines under protest, claiming the tax was "confiscatory."

Spellman, in agreeing with the operators' request recommended the following scale:

Five ball machines—from \$40 to \$20.  
Music machines—from \$15 to \$10.

Pinball distributors would pay a \$100 tax, a \$50 reduction over the present levy.

## 1951 MAN ON ROUTE SURVEY

### Fewer Route Employees, Diversification Grows

CHICAGO, Sept. 8.—Fewer route employees per vending machine, larger routes, continued increase of diversification and a slight drop in firms paying help exclusively by salary are some trends in automatic merchandising over the past year.

These and other pertinent findings are shown in the fourth annual *Men on the Route* survey

conducted by *Vend*, sister publication of *The Billboard*. Detailed tables and facts appear in the September *Vend* out this week.

To obtain data for the survey, *Vend* mailed 2,034 operator questionnaires, of which 703 were returned. So as to establish a comparison ratio, only 382 questionnaires were used; 145 of these representing firms with employees and 137 one-man operations. A further check, tabulation of an additional number of questionnaires selected at random, acted to verify accuracy of the sample.

#### 5½ Day Work Week

Coupled with the over-all drop in employees per machine, a marked increase was noted in the number of routes where men work a five and one-half day week instead of straight five, compared to the 1950 survey. Last year, 42.8 per cent of firms with employees reported five-day work

weeks; only 26.2 per cent of the firms fell into that category this year. A factor here was seen in the step-up in service to meet changing needs of their defense economy; more plant shifts, more plants, greater demands on the operator.

Size-wise, the survey indicated fewer operators were in the 51 to 99 and 100-149 machine classifications. A substantial increase in the number of operators having 150 to 199 venders was noted.

#### Diversification

Diversification of routes continued at a strong pace. The vast majority of operators now have two or more types of vending equipment. The survey broke down diversification trends further by type of operator; firms with employees are more likely to have three or more types of venders or to specialize rather

*(Continued on page 139)*

### Form New Candy Group to Spur Industry Sales

PITTSBURGH, Sept. 8.—Candy, chocolate and chewing gum manufacturers formed a joint committee to investigate industry merchandising methods here during a special meeting. The group, which met at invitation of the board of directors of the National Candy Wholesalers' Association, agreed to set up a new organization called the Confectionery Industry Foundation.

Immediate purpose of the CIF will be basic research aimed at "improving and increasing sales" of the three products represented at both wholesale and retail levels.

Initial committee, which is temporary, was appointed by NCWA President E. J. McCoy. Manufacturers' representatives of the committee are H. Billings, Hershey; V. Gies, Mars; F. Gleason, E. J. Braeh; Robert Welch, James O. Welch; A. Atwater and William Wrigley Jr.

An estimated \$100,000 was named as the initial financial requirement of the joint industry committee. NCWA was asked to raise the money. CIF is expected to be set up as a non-profit organization.

### Jaffa Back in Top Sales Post At E. Electric

NEW BEDFORD, Mass., Sept. 8.—Anthony Caruso head of Eastern Electric Inc. announced this week the appointment of Lew Jaffa as assistant to the president in charge of sales. Jaffa served as sales manager for the manufacturer until January of this year when he resigned to accept a non-vending assignment with the company.

Back in the cigarette machine division he left this week on a business trip to the West Coast.

### 25c Shave Kit New Vend Item

MIAMI, Sept. 8.—Fryckman-Covatt, Inc., announced a vest-pocket size disposable shaving kit, complete with razor, blade, soap, towel, for use as a vender item. Called *Needa-Shave*, it is the same size as a pack of king-size cigarettes and vends for a quarter.

Wholesale cost of the package, packed 10 to a carton was not announced.

### Leaf Radies 5c Candy Stocking for Venders

CHICAGO, Sept. 8.—Leaf Brands, Inc., will introduce a nickel Christmas candy stocking for the holiday period this year in a 120-count vending pack. Double cellophane wrapped, the package is designed as a Christmas tree decoration. Firm's *Kinder-Mix* is featured.

## Rudd-Melikian Sets Direct to Location Sales for Bantam

### Franchise Operators Offered Three-Way Placement Choice

PHILADELPHIA, Sept. 8.—Rudd-Melikian, Inc., announced a direct to location sales policy this week. W. J. Manning Jr., sales manager, told *The Billboard* the experimental move, part of a three-way program for the over 200 franchised Kwik-Kafe operators in the country, would apply only to firm's Bantam Coffee Cub model. Company's non-coin counter and larger coin-operated models will continue to be owned, operated by franchised routes.

Under initial test in its own Philadelphia routes, Rudd-Melikian expects to spread the direct sales plan, in which franchised operators would act as distributors, to other large metropolitan centers shortly. Manning said the operators retain final choice as to how to place the Bantam unit, following one, two, or all three of a total three-way placement plan thru their area. The plan includes (1) outright sale to location; (2) rental to a location and (3) regular commission placement.

The direct sale program was tentatively adopted to enable operators to place equipment in those spots not able to support a full-size or smaller unit on a commission basis, Manning said. With the outright sale, operators could then exercise a measure of contact with such locations, sup-

ply coffee, maintenance. While the sale contract does not imply the location must continue to use Kwik-Kafe products, non-use of such products would require removal of the trade-name from the vender, it was pointed out.

Manning stated that production on firm's full-size vender and its counter model was being temporarily discontinued to concentrate output on the Bantam machine.

First direct sale in the Philadelphia area, in Rudd-Melikian's own operation was a Bantam Cub to John Falkner Arndt & Company, Inc., an advertising agency. Move also heralded a second "first," according to Manning; that of a coffee vender installation in an ad agency office.

## New York Ops Bid Adieu to Cig Pennying

NEW YORK, Sept. 8.—With the hike of an additional penny-per-pack tax on cigarettes at the excise level practically assured (*The Billboard*, September 8), operators here are readying plans to eliminate pennying well in advance of the imposition date. The price of vended cigarettes in New York will move to a straight quarter from the present 24 cents.

Operator planning is pegged on having already pennied packs run out just before the one-cent hike is effective. Thus, they will stop inserting the copper anywhere from two weeks to a month before the effective date, depending on individual inventory practices.

Some operators, however, already have started the switch to a straight quarter. During the past few months, the new price peg has been noticed on an increasing number of locations. Major operators, tho, with the exception of one large Westchester County route, have so far held to the 24-cent level.

CHICAGO, Sept. 8.—A new multi-selection hot beverage vender, produced by Harmon Enterprises, Inc., will be given its first trade showing September 19-20 at the Phillips Hotel, Kansas City, Mo., according to Frank Q. Doyle, firm's vice-president.

Until a week ago Doyle was vice-president of Coan Manufacturing Company, Madison, Wis. (*The Billboard*, September 8). He resigned to take over sales management for Harmon, a newcomer in the vending machine field.

No details were released concerning the equipment beyond the statement that it will dispense a variety of hot beverages simultaneously. Since Doyle has previously been associated with coffee vending enterprises, trade circles here guessed one of the machine's products would be coffee.

The announcement of Harmon's intention to produce a vending machine climaxed months of rumors that Frank Harmon, president of the firm and a well-known restaurant and night club operator, would enter automatic merchandising. Harmon owns the *Shangri-La*, Loop restaurant.

Doyle said details concerning the new machine would be re-

## NICKEL 'CHANGE' FOR IRATE MOM

DETROIT, Sept. 8.—Dime coin chutes on toilet locks in publicly owned Detroit wash-rooms were "deflated" this week upon the initiative of a determined mother. Invading the office of Mayor Albert E. Cobo with a child in her arms, she put up such a vociferous squawk about having to pay a dime to get privacy to change the baby in a public wash-room, that the mayor issued a reversing order.

Johr. J. Considine, superintendent of parks and recreation, who had just announced locks had been moved up from a nickel to a dime, in line with the general increase in costs was told to switch them back to nickel.

## Pond's in Move To Push Tissue In Candy Units

NEW YORK, Sept. 8.—A new campaign to further the distribution of nickel tissue packs thru venders is being mapped by Pond's Extract Company. But this time early emphasis will be placed on having operators move the paper hankies via one or more columns of candy machines already located, rather than thru specialized tissue equipment.

With the introduction of the nickel pack by tissue manufacturers several years ago, attempts were made to promote their sale thru automatic units, several of which appeared in the trade. Reception was only moderate, and the project languished.

#### Failure Causes

L. M. Faulds, merchandising manager of Pond's, this week advanced several reasons why tissue vending failed to catch on in earlier experiments. The machinery necessary to produce the small packs was difficult to get and there was no problem of merchandising their relatively limited output thru normal sales channels. Producers were therefore unwilling to pioneer a new marketing medium so long as a continuous and abundant supply could not be guaranteed. Too, without route statistics, operators were reluctant to purchase specialized equipment that could be used for no other purpose.

The capacity of manufacturers to turn out nickel tissue packs has now been increased to the point where continuity of supply is assured, Faulds stated. He also suggested that exploration of the potential in tissue vending would be more attractive to operators if they could try the product thru one or more candy columns at little or no conversion expense.

## Announce Dates For 3 Region 9 Area Meetings

CHICAGO, Sept. 8.—National Automatic Merchandising Association has announced dates for three Region IX area meetings this month, replacing the annual regional session.

First meeting will be held at Hotel Adolphus, Dallas, Sunday (16), starting with a 9 a.m. breakfast. W. R. Henrick, Vendors Supply Company, is chairman. San Antonio will be the site of the second meet Thursday (20) at the city's Plaza Hotel. Meet, starting with dinner at 6 p.m., will be chairmaned by Gibbs MacDaniel, City-Wide Cigarette Company. Third meeting, Monday (24), is scheduled at the Rice Hotel, Houston. Also a dinner meet, it will start at 6 p.m. W. H. Mason, Mason Automatic Vending Company, is chairman.

Discussion highlights at all three meetings will include taxes, rising costs and other operator problems.

## Nat'l Rejectors Sets N. Y. School Program

ST. LOUIS, Sept. 8.—National Rejectors, Inc., announced its New York branch will hold instruction classes on its coin equipment the second Wednesday of each month from 5:30 to 8 p.m.

## New Vending Firm Readies Selective Hot Drink Machine

### Frank Doyle Will Direct Sales For Harmon Enterprises, Inc.

CHICAGO, Sept. 8.—A new multi-selection hot beverage vender, produced by Harmon Enterprises, Inc., will be given its first trade showing September 19-20 at the Phillips Hotel, Kansas City, Mo., according to Frank Q. Doyle, firm's vice-president.

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Doyle said details concerning the new machine would be re-

leased within a week. Harmon Enterprises will sell the vender thru regional salesmen whose appointments will be announced during or following the Kansas City showing.

## 8-Cent Federal Cig Tax Seen as "Sure Thing"

WASHINGTON, Sept. 8.—With Senate approval of the proposed penny-per-pack boost in federal cigarette taxes moving closer this week, operators viewed the increase as another round in the "battle of the coin chutes" and prepared for price adjustments.

Serving to complicate the vender price problem are tax changes in seven States over the past several months. The federal hike, when and if it arrives, will make mandatory vender price adjustments in those cases where earlier State-level increases this year were absorbed by operators.

While tax writers' bushwacking for a 3-cent federal increase per

## Mass. Rejects New Cigarette, Vender Levies

BOSTON, Sept. 8.—Proposed taxes on cigarettes and vending machines were rejected by the Massachusetts Legislature Thursday (6). By unanimous vote the Senate turned down additional tax of 1 cent a pack on cigarettes to raise \$5,200,000, and a bill to raise an estimated \$5,000,000 thru a tax ranging from \$2 to \$10 a year on vending machines, and juke boxes was defeated in the House by a count of 125 to 92. The Senate thus wiped out two planks in Governor Dever's tax program.

The cigarette tax was killed by a 32 to 0 roll call. Another bill, calling for an excise tax of \$10 on cigarette vending machines, also was rejected, Senate President Richard I. Furbush (R.), Waltham, said: "The Senate wants to vote only those taxes that are absolutely necessary and taxes that are fair and equitable. We realize our responsibilities and are going thru with it."

pack of cigarettes was not successful, House approval of the penny jump (*The Billboard*, September 8) is expected to be followed by Senate passage.

#### Lower State Levies

Altho seven States made changes in their cigarette levies so far this year, in two instances the move was downward. Georgia dropped the per-pack tax from a nickel to 3 cents; South Carolina made an identical change.

Four States increased levies from 1 to 3 cents: Arkansas from 4 to 6 cents; North Dakota from a nickel to 6 cents; Tennessee, from 3 cents to 5 cents; and West Virginia went

*(Continued on page 139)*



# Calendar for Coinmen

September 11-25—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.

September 11—California Music Guild, monthly meeting, 311 Club, Oakland, Calif.

September 11—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.

September 12-26—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

September 13-27—Connecticut State Coin Association, semi-monthly meeting, Hotel Bond, Hartford.

September 13—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.

September 18—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 19—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.

September 24—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

September 25—Automatic Music Operators Association, Inc., monthly meeting, Park Sheraton Hotel, New York.

September 25—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.

September 27—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.

September 27—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.

October 1—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

October 11—Oregon Music Association, bi-monthly meeting, 827 S W 13th Avenue, Portland.

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

November 12-13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.

November 12-15—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.

## Ford Starts Gum Chewing P-R Campaign

LOCKPORT, N. Y., Sept. 8.—Ford Gum & Machine Company has launched a public relations campaign to aid its sponsored service clubs obtain additional venter locations.

The program consists of location-getting aid supplied by firm's Miss Fordway of 1951, Miss Phyllis Daye, who is scheduled to work with clubs. She will also work thru schools promoting a national campaign of "considerate gum disposal," using Ford's gum disposal tissue booklets.

F. S. Mason, president, announced plans for training other girls to carry on similar programs in various metropolitan centers.

## Almond Supply

WASHINGTON, Sept. 8.—The supply of domestically produced almonds is expected to reach 43,700,000 pounds in 1951 and will easily meet the estimated trade demand for some 40,000,000 pounds, the Department of Agriculture predicted.

Current crops of 35,700,000 pounds kernel basis, will be combined with 8,000,000 pounds from the 1950 yield to make up the total supply.

The department also announced a proposal to fix the salable and surplus percentages of California almonds for the 1951 crop at 75 per cent and 25 per cent respectively. Before these percentages are officially fixed, however, consideration will be given to written opinions submitted by September 17 to the fruit and vegetable branch, production and marketing administration, Department of Agriculture, Washington.

## 2 1/2c Per Cig: England

LONDON, Sept. 8.—Popular priced cigarettes in Great Britain were boosted a penny a pack last week. Increase brings the price to the equivalent of 50 cents a pack in U. S. currency.

## OFFICIAL CHEEKS SLIGHTLY PINK

OSSOWO, Mich., Sept. 8.—In spite of its proximity to official protection, a bulk venter here was unofficially relieved of its coins. Following the occurrence, Mayor Charles Moore's only comment was a puzzled "Hmmm."

The venter was located within 30 feet of the police sergeant's desk.

## Philly Candy Show Bids for Op Visits

PHILADELPHIA, Sept. 8.—More than 50 candy manufacturers and industry suppliers are scheduled to exhibit at the semi-annual Philadelphia Candy Show September 23-26 at the Franklin Hotel.

Sponsored by the Retail Confectioners' Association, the show is aimed at volume retail outlets, including operators. Featured lines will include special Christmas, Easter and other holiday lines.



**SMOKESHOP '612'**

The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

**AUTOMATIC PRODUCTS CO.**  
250-B West 57th St., New York 19, N. Y.  
Plaza 7-3123



**Charms**

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**BOOST PROFITS TO A NEW HIGH!**

**NEW Northwestern '49 Special**

1c, 2c or 10c Immediate Delivery!

Know Your Business From A to Z!

Get This Sensational Northwestern Booklet "THE PENNY BUSINESS IS BIG BUSINESS TODAY!"

Contain complete information on bulk vending including first-hand tips on "HOW TO GET STARTED," "HOW TO OPERATE," "WHERE TO PLACE MACHINES," "COMMISSIONS INSTALLATION," "PRODUCTS TO VEND" how to figure profits and other chapters that are worth big money to you.

**SPECIAL OFFER!**

We will send you a FREE copy with your first order for either of the Northwestern machines featured in this ad; otherwise, send 25c in coin and we'll mail you a copy.

**RAKE'S ACCESSORIES & EQUIPMENT**

|                                   |        |  |        |
|-----------------------------------|--------|--|--------|
| Single Vending Machine Stand      | \$4.00 | Triple Cross Bar for Three Machines    | \$1.75 |
| Double Vending Machine Stand      | \$5.25 | 1c & 2c Comb. Packer Coin Counter      | 1.25   |
| Triple Vending Machine Stand      | \$7.75 | 1c or 2c Comb. Coin Counting Scale     | 19.50  |
| Med. 49 Cab Stands                | 12.50  | Route Cards "Collection Cards"         |        |
| Wall Brackets                     | 1.00   | Per 100                                | 1.25   |
| Double Cross Bar for Two Machines | 1.25   | Model 49 Globes, \$1.25; Carrying Caps | 50     |

**FULL CASH WITH ALL MERCHANDISE UNLESS ORDERED WITH MACHINES**

**WRITE FOR CIRCULARS ON BOTH MACHINES!**

**COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!**

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS!**  
1/3 Deposit With All Machine Orders Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

a few... CHOICE EXHIBIT SPACES STILL AVAILABLE

**5th Annual N.A.M.A. EXHIBIT**

**MANUFACTURERS SUPPLIERS** | **SHOW AND SELL YOUR PRODUCTS TO THE MEN WHO DO THE BUYING**

**ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR**

ORDER TODAY!

**J. SCHOENBACH**  
DISTRIBUTORS OF ADVANCE VENDING MACHINES  
240 E. 11th St., Brooklyn 25, N.Y.

**TOPPER DELUXE**

With Plastic and Metal Windows

Write

Complete Victor Line in Stock!

**CHAMPION NUT & CHOCOLATE CO.**  
134 Tremont St. Boston, Mass.

**CHARMING NEWS**

Nothing short of Diamonds will pull pennies faster than TORR'S new mixture of Charms.

Assortment of over 500 different items from 5 leading factories.

To make more money and save more money, write for prices and details

**ROY TORR LANSDOWNE, PA.**

There's a **SMALL FORTUNE** in it... for You!

**PAYS 50% TO 200% STEADY PROFITS**

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise... and profit!

American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight

★ Fully Automatic & Patented

★ No Knobs, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. CO.**  
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship at once.

Please send further details immediately.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**See You in Cleveland**

**CLEVELAND PUBLIC AUDITORIUM**

5th Annual N.A.M.A. Convention & Exhibit

**NOVEMBER 12-13-14-15**

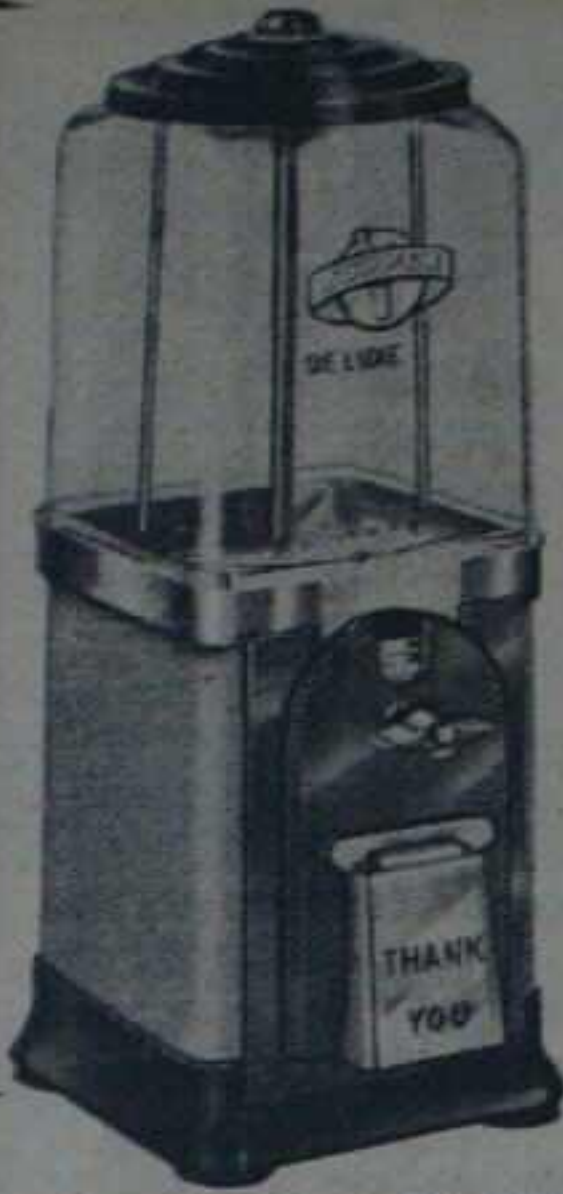
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**Exhibit Manager**

**National Automatic Merchandising Assn.**

THE NATIONAL TRADE ASSOCIATION OF MERCHANDISE AND SERVICE VENDING MACHINE OPERATORS, MANUFACTURERS AND SUPPLIERS.

7 SOUTH DEARBORN STREET CHICAGO 3, ILLINOIS  
TELEPHONE: FINANCIAL 6-0370



**Victor's TOPPER DELUXE**  
WITH THE ALL-PLASTIC GLOBE  
Also Available in Double, Triple and Revolving Super Market Units  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**\$100 Tax Hike**

Continued from 135

ent regulation as revised in 1941 specifies the tax on coin-operated amusement and gaming devices affects "every person who maintains or permits the use of, on any place or premise occupied by him, a coin-operated amusement or gaming device." Tax rates run from \$10 (for amusement) to \$150 (gaming) per year per device. The regulation, as currently applied, contains the following definitions:

"As used in this part the term 'coin-operated amusement and gaming devices, means (1) so-called 'pinball' and other similar amusement machines, operated by means of the insertion of a coin, token or similar object, and (2) so-called 'slot' machines which operate by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which there are not incorporated gaming or amusement features."

Every person who "maintains for use or permits the use of a coin-operated amusement or gaming device on any place or premises occupied by him, is liable to the special tax." The regulation specifies. Current gaming machine tax is \$150, while pinball tax is \$10 a year.

**ARREST VENDER SALES IMPOSTER**

OAKLAND, Calif., Sept. 8. —Bernard Keefer, who was charged by local authorities last week with operating a "vending machine schedule," reportedly received over \$30,000 from West Coast housewives by promising they would become "route managers."

Keefer, sentenced for grand theft in Superior Court, also faces similar charges in Los Angeles and Arizona. Upon arrival in a town, he advertised for women managers for vending machines, requiring applicants to pay \$1,000 for equipment. After receiving \$500 down payments, Keefer, who represented himself as an agent for a bona fide company would leave town and telegraph the women their contract had been broken.

**Chi Coin Bows**

Continued from 135

finish of Formica, one to six games can be completed in minimum playing time. Company officials Sam Wolberg and Sam Gensburg said Formica was used for its long wearing qualities. Written matter, describing play of the game, is screened under the Formica finish and therefore cannot be marred or worn off.

**Rollovers**

Game is played by sliding pucks at overhanging pins. Pucks actually pass over rollover contacts which, when energized, lift up the pins with a quick action just as the puck glides thru the scoring area. Thus it appears the pins are actually struck as in regulation bowling.

One of the features introduced on the C-Player game is a box for high score of the week on the back rack. Electrically controlled, this easy-to-identify box can only be changed by the location owner who has a key for the unit which is put into a special keyhole in front of the game when it is necessary to indicate a new high score has been made. The high score box has a frosted glass on which the location owner may write the initials or name of the player with the top score. This can be done with a pencil and is easily erased with a damp cloth.

Service highlights of the game include a hinged playfield, new slide relays, all visible contacts and the changing of coils in a one-minute operation. The cabinet is of entirely new design and gives the appearance of being longer than its dimensions.

**8-Cent Cig Tax**

Continued from 135

from a penny to 4 cents. One other State, New Mexico, while retaining its 4-cent-per-pack tax, okayed a 1-cent municipal levy.

**Price Problems**

Under the present 7-cent federal levy, average vended prices are usually determined by adding 20 cents to the prevailing State cigarette tax. Whether the addition of a penny would set a new vended price in each State depends principally upon margin in relation to the current State tax.

Following are the present common vending prices and per-pack State tax:

| MOST COMMON VENDING PRICE | STATE PER PACK TAX        |
|---------------------------|---------------------------|
| 25c                       | Alabama 3c (+ 2c city)    |
| 20c                       | Arizona 2c                |
| 25c                       | Arkansas 6c               |
| 20c                       | California None           |
| 20c                       | Colorado None             |
| 23c                       | Connecticut 3c            |
| 22c                       | Delaware 2c               |
| 25c                       | Florida 5c                |
| 24c                       | Georgia 3c                |
| 25c                       | Idaho 3c                  |
| 23c                       | Illinois 3c               |
| 23c                       | Indiana 3c                |
| None                      | Iowa 2c                   |
| 22c                       | Kansas 3c                 |
| 22c                       | Kentucky 2c               |
| 28c                       | Louisiana 8c              |
| 23c                       | Maine 4c                  |
| 20c                       | Maryland None             |
| 25c                       | Massachusetts 5c          |
| 23c                       | Michigan 3c               |
| 23c                       | Minnesota 4c              |
| 25c                       | Mississippi 4c            |
| 20c                       | Missouri None             |
| 23c                       | Montana 2c                |
| 23c                       | Nebraska 3c               |
| 23c                       | Nevada 3c                 |
| 22c                       | New Hampshire 2 1/2c      |
| 23c                       | New Jersey 3c             |
| 25c                       | New Mexico 4c (+ 1c city) |
| 24c                       | New York 3c               |
| 20c                       | North Carolina None       |
| 25c                       | North Dakota 6c           |
| 22c                       | Ohio 2c                   |
| 24c                       | Oklahoma 5c               |
| 30c                       | Oregon None               |
| 24c                       | Pennsylvania 4c           |
| 23c                       | Rhode Island 3c           |
| 24c                       | South Carolina 3c         |
| 20c                       | South Dakota 3c           |
| 25c                       | Tennessee 5c              |
| 25c                       | Texas 4c                  |
| 22c                       | Utah 2c                   |
| 24c                       | Vermont 4c                |
| 20c                       | Virginia None             |
| 25c                       | Washington 4c             |
| 24c                       | West Virginia 4c          |
| 23c                       | Wisconsin 3c              |
| 20c                       | Wyoming None              |
| 20c                       | District of Columbia 1c   |

**New Org Formed**

Continued from 135

to insure harmonious relations among operators, location owners and the general public.

In addition to approving a set of by-laws at the initial session, the membership appointed a rules committee to draft a code of standards which will be presented at a subsequent meeting. Members of the rules committee are Luker, Lane, Morris Marder, Joe Mangone and Harold Carson.

The association expects to meet regularly on the last Thursday of every month at a site to be announced later.

*Perfumatic*  
**MEANS PROFITS**

**THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER**  
THERE'S A LOCATION . . . . . WHEREVER THERE'S A WOMAN  
Write for details

**PERFUMATIC OF CANADA LTD.**  
561 EGLINTON AVE. WEST TORONTO - CANADA

BRAND NEW  
**LUCKY BOY VENDORS**

**\$9.75** Lots of \$8.75  
EACH MODEL \$7.75 1c or 5c

Nut and Charm Vender holds 2 lbs. Nuts, Salt Cakes, Vendors, B.A. L.E.O. Gum Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**VICTOR'S MODEL**  
Only \$12.75 Each (24 or more)  
Sample \$13.75  
Glass or Plastic Globes, U.H. G.U.A.L.E.O. F.O. VENDING, B.A.G. GUM, CANDY PENUTS, CHARM SALTED PEANUTS, ETC.

LOWEST PRICES ALL GUM, CANDY, CHARMS, etc. We stock all our supplies.

**"TRY THE BEST TRY VICTOR'S WRITE TODAY"**  
H. B. Hutchinson  
845 North Ave., N. Atlanta, Georgia

**2,000 ASSORTED CHARMS**  
15 Different Items—everything you make—in elastic and plated metal  
**WORTH MORE—SPECIAL DEAL**  
**2,000 for \$10**  
F.O.B. Jamaica, N. Y.  
Immediate delivery.

**EPHY**  
Samuel Ephy & Co., Inc.  
51-15 144th Place, Jamaica 2, L. I., N. Y.

**GIVE TO THE RUNYON CANCER FUND**

**Profit-Making Combination For Wide-Awake Operators**

**MODEL 49**

1c-5c-10c

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal . . . eye-catching beauty . . . tempting merchandise display . . . clean, sanitary 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.



**1c Selective TAB GUM VENDER**

The Selective Tab Gum Vender has everything operators want in a gum vender . . . big capacity . . . fast servicing . . . simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump two to three times . . . and stay there!

**FREE!** You'll enjoy reading "The Northwestern," which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

**THE NORTHWESTERN CORPORATION**  
707 Armstrong Street Morris, Illinois

**30 DAY MONEY BACK TRIAL**  
**THE YEAR'S GREATEST VENDORS**  
*Northwestern*

**Outstanding MODEL 49**

1c-5c-10c PRICES:  
Less than 25 \$17.35,  
Less than 100 \$17.15,  
100 or more \$16.95.

**Sensational TAB GUM**

PRICES:  
Less than 25 \$25.95,  
Less than 100 \$23.45,  
100 or more \$24.95.

1c-COLUMN  
1c-SELECTIVE

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.  
TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.  
1/3 Deposit Balance C.O.D.

**MERCHANDISE**  
ADAMS, All Flavors, 100 Count . . . \$ .42  
WHIGLEY'S, All Flavors, 100 Count . . . .46  
FRUIT CHARMS, Assorted, 100 Count . . . .80  
SUCARD, 250 Count . . . .1.20  
HERSHEY'S, 300 Count . . . .1.30  
MINIMUM ORDER 25 Boxes of Any Assortment

**GET NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.  
Over 40 new and different series of Charms.  
Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street  
Pittsburgh 20, Pa.

**READY FOR DELIVERY NOW!**

**1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER**

Featuring the new **WHITE FLASH** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave., Chicago 22, Ill.

**FRENCH BOY POP CORN Dispenser**

Keep popcorn warm and flavor—sells itself—requires no care. French Boy Dispensers go to work for you and enjoy automatic profit.  
Write for full information.  
It means BIG PROFITS!  
**\$51.50**  
F.O.B. Chicago  
Pop your own corn or buy it ready-to-eat popcorn from us. Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

**NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL**  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHICKERING 4-0142  
4105 14th AVENUE, BROOKLYN, N. Y. • GEDNEY 8-3600

**CHARMS—Proven Sales Boosters**  
Write for Complete Price List!

**Karl Guggenheim Inc.**  
33 UNION SQUARE • NEW YORK 10, N.Y.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

WRITE FOR CATALOG

On Bulk Venders, Merchandise Games, Etc.



TOPPER DELUXE

1c or 5c Models

(Advise when ordering)

\$14.95 Each

Case of 4 \$56.80

Complete Victor Line in Stock.

COPPER CHARMS

Large size, new series, 1,000 Hand-Painted Imported Charms. \$3.95 Per Gr. Toy Watches, 2 Gross 1.25 Stone Set Rings, 1 Gross 1.95 "Wee Cat" Buttons, 1,000 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each

We are factory distributors for all leading makes of VENDING MACHINES.

One Third Deposit on All Orders. PARKWAY MACHINE CORP. 711 Essex St. Baltimore 2, Md.



Try VICTOR Once and you will BUY VICTOR ALWAYS

ORDER TODAY!

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Northwestern TAB GUM VENDERS

Single \$25.95

25 to 100 \$25.45

100 or More \$24.95

30-Day Money-Back Guarantee

We Stock All Makes for Much

Write for Chart and Merchandise List.

1/3 Dep. Bal. C.O.D.

NORTHWESTERN SALES & SERVICE

1124 TREMONT ST., BOSTON, MASS.



THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm 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.

Table with columns: Issue of, Issue of, Issue of, Issue of. Lists various machine models and prices for different issues.

Mdse. Top Draw

Continued from 135

exhibition business is repeat business.

Year to year, the same customers come back to play the machines and Rex Billings of the Belmont Park, Montreal, insists on giving customers more than what they are entitled to receive.

Umbrella Arcade

This year the Conklin operation has put in two Umbrella Arcades. Each contains a dozen machines. This project was tried last year and was found to be successful with the result another is being used at the CNE this year.

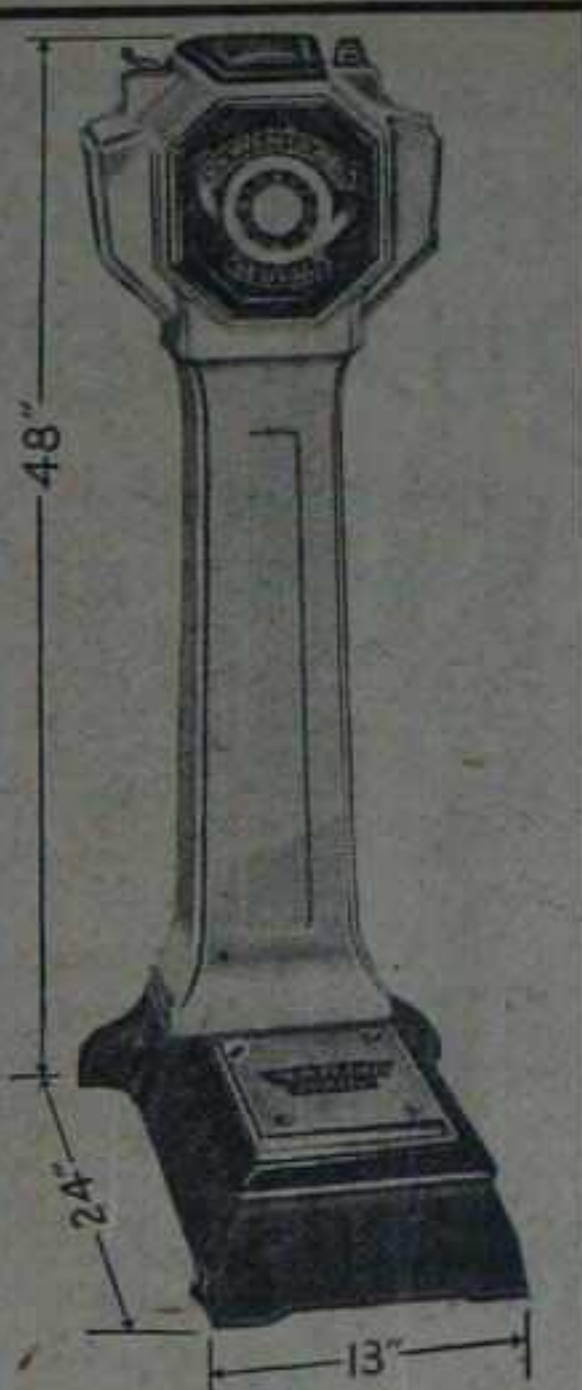
The cost of operation of the machines, according to Russell is about 40 to 50 per cent. There is no necessity to dress these. But it is pointed out that the operation is what counts. This means: paying attention to the equipment to see that it stays in working-order, have change available, and that the quality of merchandise is good.

Gun Games

In the largest of the Arcades being operated at the Canadian National Exhibition this year, there are 10 six shooters. Others are used in all the Arcades, Russell said. He claims that the Canadians seem to favor this type of machine, in addition to the fact that it is the only amusement machine readily available in Canada.

A "Grandma Machine" of an unknown make, is the top money-getter in the Penny Arcade. For a penny the machine gives out fortunes. No one seems to know why the machine attracts the business it does, but it is a heavy grosser.

The large Arcade has Mutoscope reels, Buckley diggers, with about 180 machines in the one Arcade. Other machines of similar type are spread out in the other Arcades, two of which are in tents.



NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telexphone: Columbus 1-2722

Cable Address: WATLINGITE, Chicago

OUR PRICES ARE STILL LOW!

CIGARETTE MACHINES

- List of cigarette machine models and prices: Rowe Royal, Rowe Crusader, Rowe Imperial, etc.

CANDY MACHINES

- List of candy machine models and prices: Rowe Candy, Uneda Candy, etc.

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT

ALL RECONDITIONED AND REFINISHED UNCONDITIONALLY GUARANTEED 1/3 DEP WITH ORDERS. BAL. C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING -TRADE PRICES-



SPECIAL! \$50.00 CANYMAN 72 Bar Cap. Wall Model, No. Base.



SPECIAL! \$85.00 UNEEDA MODEL 509, 15 Col., 425 Pack Cap., King Size Included.

Charter Meter Firm

SACRAMENTO, Sept. 8.—Franco-Technical Laboratories, Inc., has been granted a charter here to manufacture and sell coin meters and other equipment in San Diego. Authorized capital was listed at \$100,000.

Charter Calif. Firm

SACRAMENTO, Sept. 8.—Coff-Ve-Matic Sales, Inc., has been granted a charter to sell vending machines and distribute food stuffs in Contra Costa County. Authorized capital, \$75,000.

Incorporators are Hamm and Arnason, Antioch. Directors are B. La Montagne, Avon Merline and J. M. O'Connor, all Antioch.

'51 Man on Route

Continued from page 136

than have only two types of machines.

A somewhat larger percentage of one-man operations answering the survey, however, still specialize. But the ratio of specialists to diversified operators in this group is steadily favoring diversification.

As diversifying equipment, hot coffee units jumped from fourth place in 1949 to second place this year.

While straight salary payments fell off slightly, but to a definite degree, a corresponding increase in firms which pay a combination salary and commission or commission only was revealed.

On the whole, operators participated in the survey reported a manpower pinch had not yet materialized.

New-Location Help

The survey also brought out that operators are getting specialists to help them sell new locations. Last year, only 21.3 per cent of the firms hired special personnel or concentrated the sales work in the manager's hands.



"The Magazine of Automatic Merchandising"

Congratulations on a very fine publication that really helps and serves the industry.

F. R. McCARTHY Los Angeles, Calif.

69B

SEND 180 Patterson St. Cincinnati 21, O. Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name \_\_\_\_\_ Address \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



YOU REALLY SCORE WITH TOPPER

The Operator's Choice Machine CONFECTION SALES CO. 10008 St. Clair Ave. Cleveland 8, Ohio

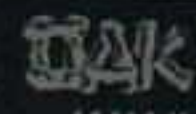


1c & 5c mechanism slides into place—no screws!

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms. Polished, easy-to-clean merchandise chute. Tamperproof! Held by top lock and body clamps only. Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new WHITE FLASH BRUSH HOUSING



oak manufacturing co., inc. 11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS! Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave. Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

## NPA CLARIFIES FOURTH QUARTER MATERIAL PIC

### Firms Get Adjusted Allotments; Manufacturers Revise Schedules

WASHINGTON, Sept. 8.—The National Production Authority this week completed mailing fourth-quarter allotment notices to coin-operated music machine manufacturers who have applied for material allotments under the controlled materials plan. As the last batch of notices went out, an agency spokesman issued a reminder that all recipients of the notices should keep in mind that the quantities of steel, copper and aluminum authorized as allotted for the fourth quarter are in addition to any advance allotments already made for the fourth quarter.

NPA explained it this way: Virtually all applicants for third-quarter allotments were granted advance allotments for the fourth quarter to enable them to schedule future orders for steel, copper and aluminum. However, these advance allotments were increased in some cases when NPA mailed out its final fourth-quarter allotments.

In the case of a manufacturer whose advance allotment has been increased, the fourth-quarter column of the allotment section of his returned CMP-4B Form shows an amount of materials which the manufacturer may add to his fourth-quarter advance allotment.

Where no change has been made, a zero is shown in the fourth-quarter allotment section of the CMP-4B Form. In this case the fourth-quarter advance allotment assigned during the third quarter is final. In the case of a manufacturer whose fourth-quarter advance allotment has been reduced, a zero also is shown in the fourth-quarter allotment section of the CMP-4B. However, when this occurs a CMP-11 Form is also attached, showing the amount of controlled materials he must deduct from his fourth-quarter allotment.

The NPA pointed out that scores of inquiries have been received from music machine industry members who were among the earliest recipients of fourth-quarter allotment notices. The inquiries indicate that some have been confused over the allotment amounts, unaware that the amounts allotted for the fourth quarter take into consideration any advance allotments made during the third quarter, as explained, a spokesman said.

#### Use Substitutes

In general, coin-operated music machine manufacturers are receiving fourth quarter CMP allotments running at about 60 per cent of steel, compared to what they had used in the first half of 1950: 54 per cent of copper, and 48 per cent of aluminum. Manufacturers, however, have been adjusting their operations to these cuts in critical materials, it was explained. Production schedules have been maintained in most cases by increased use of substitutes, such as selenium rectifiers instead of transformers, and so on.

## Wurlitzer Sets Century Music As Buffalo Rep

NORTH TONAWANDA, N. Y., Sept. 8.—Ed R. Wurgler, general sales manager, Phonograph Division, the Rudolph Wurlitzer Company, this week announced the appointment, effective immediately, of Century Music Distributors, Buffalo, as distributor in that area. Firm succeeds Alfred Sales, former representative for the Wurlitzer phonograph line.

Century Music is a newly-formed organization, headed by Phillip J. Mills, president and general manager, and Stephen L. Vukelic and Walter C. Ogarek, partners. Showrooms and service facilities will be maintained at 1221-23 Main Street, Buffalo. In addition to the headquarters staff, road sales and service personnel will be maintained. Latter will cover Western New York and Northwestern Pennsylvania.

Mills has been associated with the Wurlitzer organization 13 years and has worked in most phases of the firm's operation. Mills recently resigned as credit manager of the installment con-

## MOA Head Urges Red Feather \$\$ Drive Op Co-Op

OAKLAND, Sept. 8.—George A. Miller, national president of the Music Operators of America, pledged the co-operation of his organization to support the united Red Feather campaigns and has asked every music operator to lend individual aid.

Music operators, at the behest of Miller, are being urged to back the Community Chest drives by putting the record Give Your Best to the Community Chest on their machines. He believes that a platter of this tune soon will be in every machine throughout the country.

"Every charitable organization

#### Used Equipment Growing Scarce

In the music equipment division the growing scarcity of late model offerings and virtual absence of prewar units has shrunk the market supply considerably. Four Seeburg machines were available in duplicate listings and similarly only nine Wurlitzer machines had more than a single listing. This is in sharp contrast to weeks past when most products of these two firms were available in quantity. Meanwhile only three AMI Model A and two Model B boxes were offered thru distributor channels. With fewer new models now being manufactured and more used pieces sold at export the number of older music machines available in the future may resemble the equipment scramble of 1946.

## Used Equipment Growing Scarce

Continued from 135

country will probably reach high demand again soon.

The used vendor listings, decreasing in number of offerings for the past two months, was down to 28 machines. Despite the paucity of equipment, asking prices remained at approximately the same levels as they have been for many weeks.

## Operators Optimistic After OPS Conference

LOS ANGELES, Sept. 8.—Music operators in this area are optimistic over the final outcome to recent conferences in Washington concerning an Office of Price Stabilization clarification on 10-cent play. Meetings with OPS were held with Harrison W. Call, attorney for the California Music Guild; Hal Sherry, business agent of the International Brotherhood of Electrical Workers; Robert Curtis, counsel for the National Tavern Owners' Association, and Hirsh De La Vies, who has been acting as liaison officer between George A. Miller's California office and the Washington OPS.

Miller, head of the CMG and Music Operators of America, said that operators in all parts of the nation will be notified of the progress and outcome of the music men's representatives and the governmental agency. A conclusion, he declared, should be announced soon.

Music operators are of the opinion that the phonograph business should be exempt from OPS Regulation 14. The basis for this contention is that phonograph operation has no bearing on the high cost of living, the war effort or the present emergency.

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## Seaboard Sets Exec Changes

HARTFORD, Conn., Sept. 8.—A major change in top management at Seaboard Distributors Corporation, local coin machine distributor, has been disclosed by Ralph Colucci, owner. Colucci has stepped down as president and will retain the post of treasurer. He continues as owner, however. Replacing him as president is Leonard Berens, general sales manager, who will continue to supervise sales of the local corporation.

Berens joined the Colucci organization some month ago after serving as sales manager of the Columbia Records Division of

## AMI Distributors Start "D" Day Operator Juke Showings

### Report Record Turnouts; 80-Play Unit Displayed Via Photographs

CHICAGO, Sept. 8.—AMI distributors this week started their "D" Day operator showings of the new Model D 40-selection phonographs and reported record turnouts. While some showings were held this week, heaviest concentration of operator unveilings will be over the week-end and next week, with distributors now planning to follow up their main showings with additional ones thru their various territories.

Equipped with a thoro promotional program which was planned and produced by the factory (see separate story), distributors were able to show actual 40-record Model D units and had pictures and selection boards of the 80-selection unit for operator perusal. Latter will be delayed about 30

days, operators were told. Highlights of some of the "D" Days follow:

#### Chicago

Automatic Phonograph Distributing Company reported the largest turnout in its history for its one-day open house showing Tuesday (4). Despite the previous day's holiday period, Mike Spagnola, manager, said more than 200 visitors flocked to the firm's headquarters here during the afternoon and evening, and the initial inventory of Model D phonographs were sold out early in the day.

AMI personnel on hand at the open house included Bill Fitzgerald, advertising and promotion manager, Grand Rapids, Mich., and Ed Rafajack, Western sales

## MERCHANDISING MUSIC

### Picking Pop Hits Helps Boost Juke Box Grosses

WASHINGTON, Sept. 8.—Subscribing to a record popularity service has greatly increased sales and lowered costs for the music machine operations of the Hirsh Coin Machine Company, Hirsh de la Vies, president, reports.

He tried the plan out in 10 locations and noted a heavy increase in business. Whereas he used to change about 60 per cent of the platters installed in the juke, his rate has now dropped to only 20 per cent thereby increasing the efficiency of the operation.

The service polls operators in different sections of the country and issues reports on record ratings. Hirsh Coin buys a record which is on the way up after it has reached a certain point on

the rating scale. There are some records which will have a big play but never become nationally popular. These exceptions are ordered even tho they don't make the polls.

#### New System

Simultaneously, Hirsh Coin has improved operations still further by introducing a new system for record routemen. They have a series of envelopes for each location. On the outside is written pertinent information about the spot, owner's preferences, clientele, etc. Working on a system of three new records for each visit, the routeman fills these envelopes before he starts his rounds. An envelope holds new disks for locations visited fortnightly; those visited weekly have two envelopes.

## S. C. Fairs Showcase Jukes; Grosses Grow

COLUMBIA, S. C.—Fair season is on in South Carolina, and music machine operators are gearing their equipment for the lush seasonal trade.

While it is short-lived, ops in the area have found good results from regular locations at the fairs—grounds over the State. At the big State Fair here, for example, operators move into eateries for their biggest play.

Distributors don't show their equipment at the fairs on a large scale a spot check revealed. Jim Faulk, of F.A.B., Wurlitzer distributor, said his outfit showed a machine in Florence at the Pee Dee Fair last season thru a local operator, but had not contracted to do any of this work so far this year.

Faulk said theater tie-ins that

had proved so popular in other sections had not hit the Columbia area, but that music machine ops could see the results of hit movies in the section. A spot check verified this, showing that since The Great Caruso, Mario Lanza recordings were getting big play here, with each machine carrying from three to five of his disks.

The trend to 45 r.p.m. machines still evades the South, or this section of it at least. Operators say they must hold to the 78 r.p.m. speed because their big play in many instances is in rhythm and blues music which still isn't pressed on the new 45 size.

Perhaps they will convert later, they say, but not until the trend becomes more definite. A few up-town spots, using pops exclusively, have begun using the 45's.

## PROMOTION PROGRAM

### AMI Offers Complete Kit to Distributors

GRAND RAPIDS, Mich., Sept. 8.—An extensive promotional and merchandising kit, ranging from four-color folders with laminated covers to jumbo mailing cards, envelope stuffers and a special recording, has been furnished AMI distributors to help them introduce the company's new Model D, 40 or 80 selections.

The merchandising kit, one of the most complete ever developed in the juke box industry, was designed by AMI advertising and sales promotion manager, Bill Fitzgerald. With the exception of a permanent showroom display, sold to distributors at cost, the kit was furnished free.

Pre-showing material in the kit included a colorful invitation and five-square-foot wall or window posters designed to arouse interest in the new equipment.

#### Display Room Materials

Once the showings started, distributors had plentiful material to dress up display rooms. A series of enlarged telegrams, from recording artists were furnished for windows. Pennants, wall banners, service truck and window decals, envelope and letterhead labels as

(Continued on page 144)

## Ristaucrat Set To Strengthen Distributor Net

APPLETON, Wis., Sept. 8.—Ristaucrat, now in production on a two-shift per day basis on its counter-model, selective phonograph, will start a move to strengthen its distribution network. Joe Cohen, general manager, announced this week. As the first step, Cohen will tour the Eastern part of the United States in the next few weeks and, upon his return here, will make additional appointments in all major Eastern centers.

Cohen said a heavy demand for the phonograph is now coming from foreign markets, and a set percentage of production is now being channeled into the export field thru the firm's export division in Chicago.

Additional promotion for the Ristaucrat will be done at the Midwest Coin Machine Convention, where the firm will be an exhibitor, Cohen stated. At the show he will send Western distributors.

manager, Chicago. Assisting Spagnola from the distributor's headquarters were Al Mason, Phil Weisman and Joseph Gilmer.

In addition to a large turnout of Chicago operators, the following were present: Adolph Raymond, Elmwood Park; Paul Milnarist, Joliet; Bob Stratman, Rock Island; Rudy Kit, Berwyn; Fred Filachione, Cicero; George Mueller, Blue Island; Dorris O. Harris, Gary, Ind.; Bob Lindelof, Skokie; Andy Hesch, Arlington Heights; Mr. and Mrs. Ken Voeltz, Glen Ellyn; Harry and Bob Buthe, Elgin; Mr. and Mrs. Jim Waugh, Eugene Eckley and Ralph Hagemann, Peoria; Ralph Smith, Peoria; Charles Passi, Oglesby; Mr. and Mrs. Roscoe Bentler and Mr.

(Continued on page 141)

NEEDS CO-OP

# Pitt Op Plugs For 2-Minute Juke Box Disks

PITTSBURGH, Sept. 8.—Agreement with Jules Russoff's (Music Guild of New Jersey) stress on the value of two-minute platters for phonograph operators has been voiced by Morris Vinocur, Monarch Music Company.

Ops should have two-minute platters, says Vinocur. "It can be done," he emphasized. "But to get two-minute records made, there must be follow-thru.

"Average patron will not miss the extra time of a three-minute record because manufacturers do not take anything substantial away from the particular song—only such things as a few bars at the opening. And for the op a minute saved on each record mounts into money in a week's time.

"Trimming the play time of certain disks was discussed a year and a half ago. A few two-minute records were turned out awhile back, including *Peg o' My Heart*, and everybody knows what a terrific success that was.

"Every record produced could be made to run two minutes for the trade. Operator purchases from record companies amount to 25-30 per cent. If phono ops would get together as a group, request two-minute records and show their willingness to buy them, the manufacturers would go ahead."

# Old Jukes Fading Away in New York

NEW YORK, Sept. 8.—The prewar phonograph soon may be obsolete here. But altho the trend toward route modernization is accelerating, there are still stubborn hangers-on.

While no accurate statistics are available, educated estimates of the number of oldies still twirling records on location place the figure at well under 25 per cent of all route equipment. There are more than 10,000 juke boxes on location in this city's five boros. Of these, say tradesters, anywhere from 10 to 25 per cent are of ancient (prewar) vintage and overdue for retirement. The consensus is weighted at less than 20 per cent.

With only one or possibly two exceptions, old models that find their way into distributors' hands via trade-ins, have no resale value in this territory. Some are exported, others sold to private parties for playroom use, and still others are cannibalized for the few parts worth salvaging. But most are broken up and junked.

**Many Axed**

Meyer Parkoff, of Atlantic New York, the Seeburg distributor, said his staff has wielded the axe on

some 400 oldies since May. Runyon Sales, outlet for AMI in the area, has for some time been junking prewar machines at the rate of about 50 a month, according to Barney Sugerman, partner. Young Distributing, which handles Wurlitzer phonographs, has set a company policy of not accepting prewars in trade. In the few cases where exceptions are made, motors, amplifiers and tone arms are salvaged and the shell scrapped. Others, in better shape, said Joe Young, are donated to charitable organizations.

However, a small market remains for the obsolete jobs in the export market. While most foreign buyers won't consider them, some, minus the wood, are being shipped out for later placement in cabinets of foreign design. Most local jobbers and distributors ship an occasional batch of juke guts to Mexico, the principal Latin-American 'rebuilder of coin phonographs.

**Various Angles**

The operators that still retain prewar units don't quibble with the proven theorem that newer equipment takes in more money on

## 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:

**JUKES FACED WITH SHORTAGES OF NICKELS.** Mint director reports even severer shortages in pennies (General Department).

**RECORD COMPANIES HAVE DISTRIB PROBLEMS.** Big question is how to find and then keep outlets (General, Music departments).

**JUDY GARLAND ALBUM ON WAY.** MGM plans album issue to coincide with New York Palace date (General Department).

**EFFORTS MADE TO ORGANIZE DISTRIBUTORS.** Attempts being made in New England to form associations (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

location. But there are mitigating circumstances. Some have reached their credit limit and are forced to slow down on new purchases. Others find the oldies can hold marginal locations where the income is under \$5 weekly and where placement of new pieces would be a costly luxury. While the operator may not be making money in such spots, they serve to spread his overhead over a broader base. And the marginal location may suddenly bloom into a money-earner. The operator can then quickly move in an up-to-date box. Competition, in any case, is speeding the transition to newer

music equipment. Storekeeper A is always looking thru storekeeper B's window, and pressuring his operator to give him a phonograph as good or better than the one down the street.

But the most powerful factor is the greater earning potential of modern juke boxes. Not alone do they take in more money, but they have enabled the operator who frequently upgrades his equipment to improve his guarantee set-up.

More than one informed trader goes a step further and predicts that, before another year is up, the phonograph holding fewer than 40 selections, despite its age, will join the prewar machines in the retreat toward obsolescence.

## AMI Distributors

Continued from page 140

and Mrs. Fritz Bentler, Springfield; Cecil Rider, Gibson City; Emery J. Gouseet, Kankakee; Mel Burt, Coal City; Mr. and Mrs. Al Morandi, Peru; Dick McClanathan, Savanna; Don Knott, Galesburg; Smith and White, Danville.

### Other Cities

In Pittsburgh, a showing of the Model D which was scheduled this week was delayed until next week so that vacationing operators could have an opportunity to attend the Open House party.

L. R. Gardner, owner of the R. Warneke Company, reported showings would be held Sunday and Monday (9-10) in Houston and San Antonio at the firm's headquarters in those two cities. In addition to Gardner, Paul Peters and Paul Peterson will host visiting operators. Firm also has set up a showing at the La Salle Hotel, Beaumont, Tex., September 14.

Southern Automatic's Leo Weinberger said the five offices of the firm, located in Louisville and Lexington, Ky., Cincinnati, Indianapolis, and Fort Wayne, Ind., would hold simultaneous showings today and tomorrow (8-9). Invitations to all operators in the Columbus, O., area, inviting their attendance at the Cincinnati showing, were mailed this week, as were special invitations to operators in the five-State area covered by the firm.

### Los Angeles

The new AMI Model D was debuted today by the Nickabob company, Southern California distributors, at the El Tejon Hotel,akersfield. The unit will be unveiled here Monday (10), at the company's headquarters on West 110th Boulevard, Nick Carter, owner, said.

The D also will be shown by the firm in Fresno and San Diego with the dates and places to be announced later.

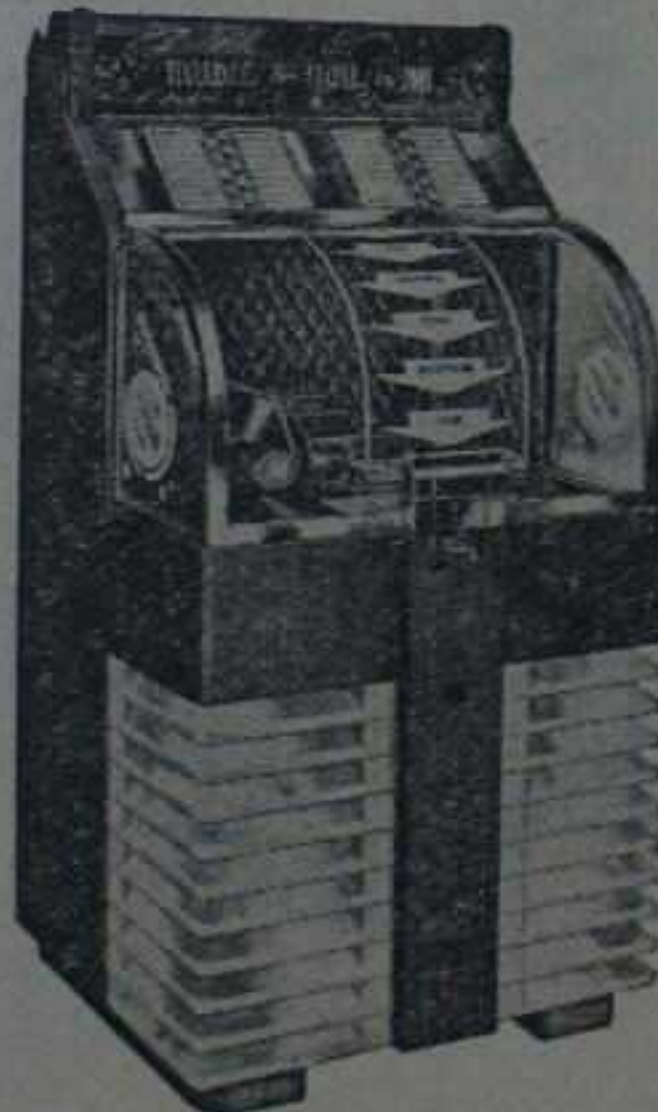
## DISTRIB BOWS OPS' CORNER

CHICAGO, Sept. 8.—First Distributors completed a remodeling program this week which sets aside a portion of its headquarters exclusively for visiting operators.

Tentatively known as the Operators' Corner, the space includes a private telephone, desk, chairs, pen and pencil facilities and virtually everything an operator might need to make himself at home while at First to complete transactions.

# DON'T DENY DESTINY

## CASH IN WITH THE "D"



We have the new AMI Model "D"—come in and examine its host of new money making features. It's loaded with play-getting pull that shoots earnings sky high. You'll be pleased to find many new improvements and additions that mean huge operating savings.

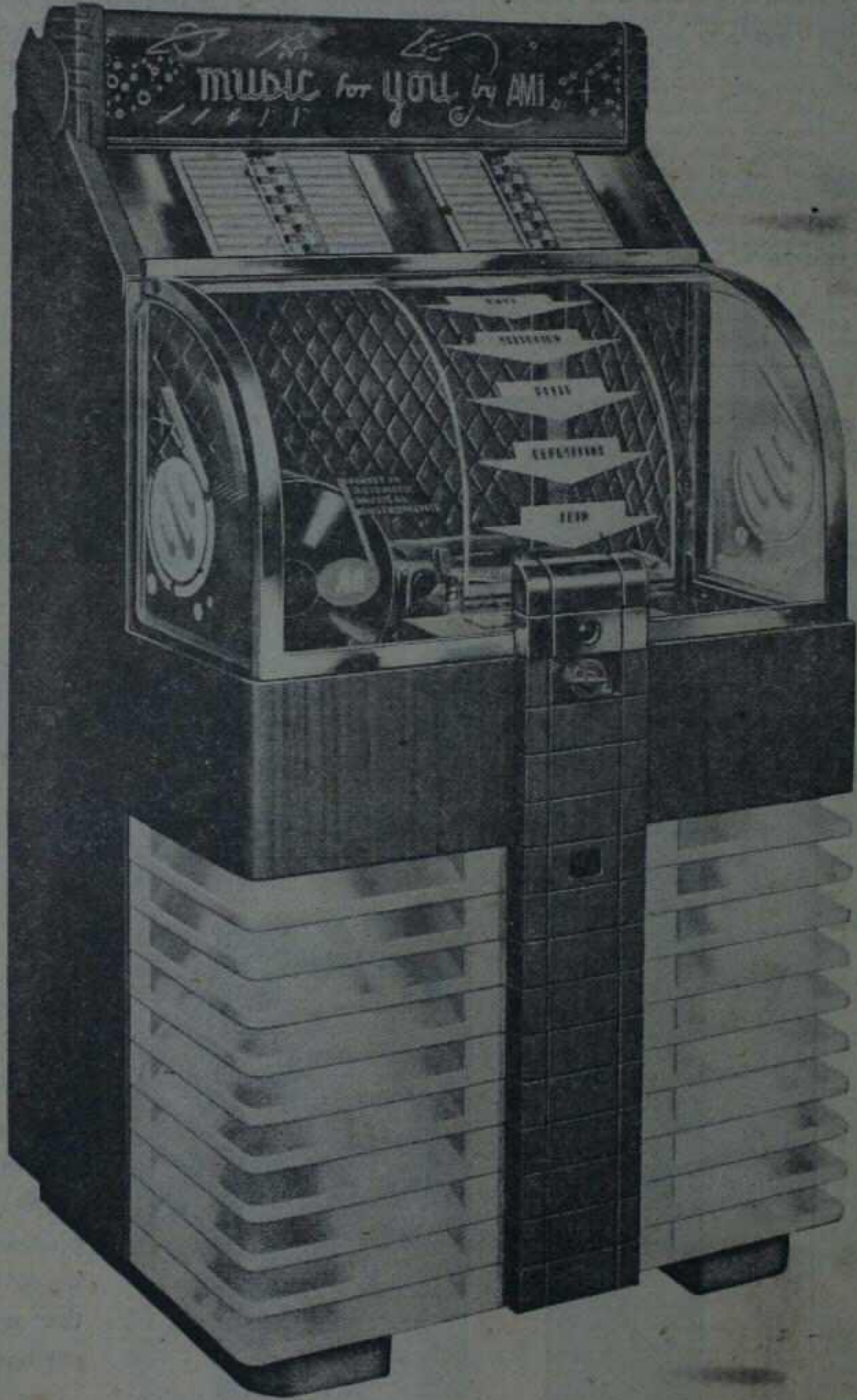
**Displayed Now at Our Headquarters**

Endorsing Only the Best

# Banner Specialty Company

1508 Fifth Ave., Pittsburgh, Pa. • Phone: Grant 1-1372

# The Dynamic New "D"



**Developed**  
FOR OPERATORS

**Designed**  
TO BOOST PLAY

**Dazzling**  
TO SEE

**Decorative**  
ON LOCATION

**Delightful**  
TO HEAR

**Dramatic**  
IN ACTION

**Dependable**  
IN OPERATION

**Distinctive**  
IN STYLING

**Desirable**  
TO OWN

**Destined**  
FOR PROFITS

**Durable**  
IN SERVICE

**AMi** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

There is no premium on the Quality and Long-Life, Trouble Free Performance of

**EVANS' 20 RECORD, 40 SELECTION CONSTELLATION**

Built with YOUR Future in Mind!

Priced to give you a profit from the start... made to sustain those profits longer!

Famous last words: "Let's wait and see what happens." YOU know, from costly experience of others, what is bound to happen if coming months find you short on reliable equipment! Better get in and talk turkey with your Evans Distributor, or write Factory direct now!



**H. C. EVANS & CO.**  
 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS  
 SEE "Push-Over" ON PAGE 150

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

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

|                   | Issue of Sept. 8     | Issue of Sept. 1     | Issue of August 25      | Issue of August 18 |
|-------------------|----------------------|----------------------|-------------------------|--------------------|
| <b>AIREON</b>     |                      |                      |                         |                    |
| Coronet           | \$159.00             | \$159.00             |                         |                    |
| Deluxe            | 49.00                | 49.00                | \$49.00                 | \$49.00            |
| <b>AMI</b>        |                      |                      |                         |                    |
| Hideaway          | 295.00               | 319.00               | 319.00                  | 319.00             |
| Model A           | 319.00 325.00 345.00 | 325.00(2) 345.00     | 345.00                  | 345.00             |
| Model B           | 429.00 475.00        | 429.00 450.00 475.00 | 425.00 429.00 475.00    | 429.00 475.00      |
| <b>FILBEN</b>     |                      |                      |                         |                    |
| Hideaway          | 195.00               | 195.00               |                         |                    |
| <b>MILLS</b>      |                      |                      |                         |                    |
| Constellation     | 169.50 195.00        | 169.50 195.00        | 169.50                  | 169.50             |
| Empress           | 39.00 39.50          | 39.00 39.50          | 39.00 39.50             | 39.00 39.50        |
| <b>PACKARD</b>    |                      |                      |                         |                    |
| Manhattan         | 149.00 149.50        | 149.00 149.50        | 100.00 149.00 149.50(2) | 149.00 149.50      |
| 7                 | 79.50                | 79.50                | 79.50                   | 79.50              |
| <b>RISTAUCRAT</b> |                      |                      |                         |                    |
| 45                | 59.50 60.00          |                      |                         |                    |
| <b>ROCK-OLA</b>   |                      |                      |                         |                    |
| Commando          | 39.00                | 39.00                | 39.00                   | 39.00              |
| Playmaster        | 64.50 69.00          | 64.50 69.00          | 64.50 69.00             | 64.50 69.00        |
| Rocket 1432       |                      | 575.00               |                         |                    |
| Super '40         | 49.50                | 49.50                | 49.00                   | 49.50              |
| 141B              | 49.50                | 49.50                | 49.50                   | 49.50              |
| 1422              | 129.00               | 129.00               | 129.00 130.00           | 125.00 129.00      |
| 1426              | 179.00               | 179.00               | 149.50 179.00           | 159.00 189.00      |

(Continued on page 146)

## Distributors Start Rocket '52 Showings

CHICAGO, Sept. 8.—Rock-Ola distributors this week started a series of "open house" showings of the Super Rocket '52-50, with the displays scheduled to continue thru most of the month. While the phonograph was introduced about a month ago, official distributor showings, for the most part, were delayed until after the Labor Day holiday because of vacation schedules at both the operator and distributor levels.

While most distributors will confine their showings to their home base headquarters, a few plan to tour the machine thru their territories. Art Weinand, vice-president and director of sales, said he, the field sales representatives, and other factory executives, planned to attend as many of the out-of-town showings as possible during the coming month.


Controlled production program announced by Rock-Ola last month is being followed, Weinand stated, and present indications are that the deadlines set for the new 50-selection, three-wire wall box will also be met. Initial models of the wall box are scheduled for October 1.

## New Disk Firm Formed in L. A.

LOS ANGELES, Sept. 8.—A new record firm, Norbert Sales Company, has opened on Coin Row and will handle the Remington line along with 11 kid disk labels, Lester Sill, manager, said.

The company's territory will include Southern California from Fresno to San Diego, and sections of Arizona and New Mexico. William Culver will serve as outside salesman, contacting the trade in the designated area. Culver, a veteran flier, will make the territory by plane.

In addition to the Remington line, firm will handle the following kid labels: Caravan, Magic-Tone, Star Bright, Melody, Junior, Mayfair, Children's Record Guild and Regal's Tots & Teens.



# ROCK-OLA Rocket

## BETTER TONE

Compact Rocket Amplifier has receptacle wired for remote volume control plug-in. A 500 ohm line output for auxiliary speakers. Base compensated volume control — individual three point treble control and three point base control.

**ROCK-OLA MFG. CORPORATION**  
 800 North Kedzie Avenue  
 Chicago 51, Ill.

### Red Feather \$\$

Continued from page 140

deserve the support and cooperation of every red-blooded American, but the Community Chest, at this particular time, is rendering a service to a great many organizations that receive no other help except that which they obtain thru the chest's services," Miller declared.

"This year, more than at any other time, the Community Chest deserves your unlimited support due to the fact that they are being called upon to include funds this year for the USO and for USO Camp/Shows.

"Placing the phonograph record on your automatic phonograph calls for little effort and time on your part. The financial support that can be derived from this cooperation and assistance may mean food and clothing to many who are less fortunate."

### Promotion Plan

Continued from page 140

well as the permanent sales display background were among other items in the kit.

The sales display, sold to distributors at a cost of under \$100, included side panels and special hooks for displaying the complete AMI line, with the phonograph in the center. Current model promotional material accompanied each display, and FitzGerald announced the firm will follow thru with additional promotion thru-out the year. The display is permanent and can be repainted when the need arises.

# new



NEW CABINET DESIGN  
 NEW EYE-HIGH PROGRAM  
 NEW SIMPLIFIED AMPLIFIER  
 NEW TREBLE & BASS CONTROL  
 NEW LO-TEMP OPERATION

See the **NEW AMI Model "D"** at

## Automatic Phonograph Distributing Co.

806 N. MILWAUKEE AVE., CHICAGO 22, ILL. • PHONE: CHESAPEAKE 3-4900

### Local Paper Releases

To help distributors secure space in the news columns of their local newspapers, FitzGerald planned a series of three news releases—the first announcing the showing, the second a general story on the juke box business and the third was a release about operators present at the showing designed for the smaller, home-town newspapers. The latter release gets across such public relations ideas as the operator's cost of doing business, his programming and record library problems as well as some of the history of juke box development.

Each of the news releases was prepared in such a manner that it could be "personalized" with ease. Spaces were left for inserting hometown names, and the factory urged that the releases be carefully re-typed before they were mailed.

### Promotional Literature

Promotional literature furnished the distributors ranged from an imitation tabloid newspaper with all the stories built around the new model, to single sheet envelope stuffers, each sheet playing up a different feature of the new box.

Each distributor had one copy of a special sales record, placed on the machine. A colored ribbon ran down to the selector button to call attention to special recording—a girl vocal which has the recording artist speak as tho she were the new model.



more than **48** selections  
only causes delay and confusion

From which of these lists would it be  
**FASTER** and **EASIER** to make selection?

*This*

*or this*

1. Tennessee Waltz
2. Be My Love
3. I'm Moving On
4. A Penny A Kiss
5. LaCumparsita
6. LaCucaracha
7. Down in Nashville, Tennessee
8. Tailor Made Woman
9. Scheherazade
10. My Heart Cries For You
11. Highlights from Porgy and Bess
12. Shotgun Boogie
13. Hullabaloo
14. Blues in the Night
15. Leaves Mustn't Fall
16. The Thing
17. Tell Me You Love Me
18. Nutcracker Suite
19. So Long
20. Tuxedo Junction
21. Golden Bocket
22. Oh, Babe
23. Someone Else Not Me
24. Boulonniers
25. The Aba Daba Honeymoon
26. Rhythms from South America
27. Clair de Lune
28. If
29. Harbor Lights
30. There's Been a Change in Me
31. Bring Back the Thrill
32. Don't Make Love to Mary
33. Bushel and a Peck
34. You're Just in Love
35. Star Dust
36. Moanin' the Blues
37. Ritual Fire Dance
38. Music of Johann Strauss
39. To Think You've Chosen Me
40. Mamba
41. Little Rock Getaway
42. Carolina Moon
43. Polonaise
44. Our Lady of Fatima
45. A Rainy Day Refrain
46. Nevertheless
47. Tico Tico
48. May the Good Lord Bless and Keep You

1. Tennessee Waltz
2. Beogie Woogie Santa Claus
3. Be My Love
4. I'll Never Love You
5. I'm Moving On
6. With This Ring I Thee Wed
7. A Penny A Kiss
8. In Your Arms
9. LaCumparsita
10. After You've Gone
11. Orchids in the Moonlight
12. I'll Be Seeing You
13. Down in Nashville, Tennessee
14. Wait For Me
15. Tailor Made Woman
16. Stack-O-Lee
17. Valse Triste
18. Berceuse
19. My Heart Cries For You
20. Roving Kind
21. Estrellita
22. My Message
23. Shotgun Boogie
24. Tell Me You Love Me
25. Hullabaloo
26. If It Hadn't Been For You
27. Star Dust
28. Blues in the Night
29. Leaves Mustn't Fall
30. I Was Sworn Wandering
31. The Thing
32. Gatus
33. I Ain't Gonna Let It Happen Again
34. Little Cafe Parade
35. Virgin's Slumber Song
36. Oh Holy Night
37. So Long
38. Lonesome Traveler
39. Opportunity
40. Tuxedo Junction
41. Golden Rocket
42. Paving the Highway With Tears
43. Oh, Babe
44. Everybody's Somebody's Fool
45. Someone Else, Not Me
46. Music By the Angels
47. Boulonniers
48. When You Return
49. The Aba Daba Honeymoon
50. Row, Row, Row
51. LaCucaracha
52. Rhythms from South America
53. Little Fugue in G Minor
54. Organ Prelude in G Minor
55. If
56. Zing-Zing
57. Harbor Lights
58. Sugar Sweet
59. There's Been A Change in Me
60. She's a Lady
61. Bring Back the Thrill
62. If It Hadn't Been For You
63. Don't Make Love to Mary
64. Cheaters Never Prosper
65. Bushel and a Peck
66. Tie Me To Your Apron Strings Again
67. You're Just in Love
68. It's a Lovely Day Today
69. Deep Purple
70. Highlights from Porgy and Bess
71. Moanin' the Blues
72. Nobody's Lonesome for Me
73. Die Manner Sind Merzhaft
74. I'm Writing a Letter to the Lord
75. Star Spangled Banner
76. America
77. To Think You've Chosen Me
78. One Rose
79. Mazurka in F Minor
80. Mazurka in C Sharp Minor
81. Little Rock Getaway
82. Ritual Fire Dance
83. Mean Love
84. Carolina Moon
85. Knight's Bridge March
86. American Patrol March
87. Our Lady of Fatima
88. The Rotary
89. A Rainy Day Refrain
90. Looks Like a Cold Winter
91. Nevertheless
92. Thirsty for Your Kisses
93. Tico-Tico
94. Babalu
95. Voices of Spring
96. The Nightingale
97. Beer Barrel Polka
98. Polka Party
99. Der Jungling An Der Quelle
100. May the Good Lord Bless and Keep You

# 48 SELECTION

All-Speed 

# WURLITZERS

-Pay Best!



 Why Buy Two  
When **ONE** Will Do?

**FASTER SELECTION  
FASTER CYCLING**

The Rudolph Wurlitzer Company • North Tonawanda, New York

**Wurlitzer Sets**

Continued from page 140

tracts division of Wurlitzer to form Century Music.  
Vukelic is president of the Try-It Bottling Company, manufacturer of carbonated beverages with headquarters in Lackawanna, N. Y. He is also director of Bison Storage & Warehouse Corporation. Walter Ogarek is chairman of the board of the warehouse corporation.

**Seaboard Sets**

Continued from page 140

Stern & Company, Hartford. Colucci said: "Far be it from me to get out of the coin machine industry, in which I have spent so many years. In the future, I will concentrate on both the Seaboard set-up and also The Record Shop, downtown Hartford retail record store, which we operate."

**NPA Requests**

Continued from page 135

clear that the projects not approved are not being permanently denied. What we are doing is telling the applicants their projects must be deferred until a later date. We are telling all applicants to reapply for the required steel for their jobs for the first quarter of 1952."

**Music Machines**

Continued from page 144

| Model            | Price 1  | Price 2   | Price 3   | Price 4 | Price 5   | Price 6   |
|------------------|----------|-----------|-----------|---------|-----------|-----------|
| <b>SEEBURG</b>   |          |           |           |         |           |           |
| Classic          | 59.00    | 59.00     | 59.00     | 59.00   | 59.00     | 59.00     |
| Colonel          | 49.50(2) | 59.00     | 49.50     | 59.00   | 49.50     | 59.00     |
| Envy             | 49.50    | 69.00     | 49.50     | 69.00   | 49.50     | 69.00     |
| Gem              | 49.00    | 49.00     | 49.00     | 49.00   | 49.00     | 49.00     |
| Hi Tones         | 49.50    | 49.50     | 49.50     | 49.50   | 49.50     | 49.50     |
| H-146 M Hideaway | 199.00   | 199.00    | 199.00    | 199.00  | 159.50    | 219.00    |
| H-147 M Hideaway |          |           |           |         | 189.50    |           |
| H-148 M Hideaway | 249.00   | 249.00    | 249.00    | 249.00  | 219.50    | 289.00    |
| H-246 M Hideaway | 225.00   | 225.00    | 175.00    | 225.00  | 225.00    | 259.00    |
| Hightone ES      | 59.00    | 59.00     | 59.00     | 59.00   | 59.00     | 59.00     |
| Major            | 59.00    | 59.00     | 59.00     | 59.00   | 59.00     | 59.00     |
| Rega             | 49.00    | 49.00     | 49.00     | 49.00   | 49.00     | 49.00     |
| '46 Hideaway     | 249.50   |           |           |         |           |           |
| 146              | 195.00   | 195.00    | 195.00    | 195.00  | 150.00    | 195.00    |
| 146 M            | 159.00   | 199.00    | 159.00    | 199.00  | 159.00    | 195.00    |
| 146 S            | 139.00   | 139.00    | 125.00    | 139.00  | 139.00    | 195.00    |
| 146 W            |          |           |           |         | 195.00    |           |
| 147 M            | 189.00   | 249.00    | 189.00    | 249.00  | 189.00    | 279.00    |
| 147 S            | 169.00   | 169.00    | 165.00    | 169.00  | 169.00    | 169.00    |
| 148 M            | 349.00   | 349.00    | 349.00    | 349.00  | 349.00    | 349.00    |
| 148 M1           | 369.00   | 369.00    | 369.00    | 369.00  | 369.00    | 369.00    |
| 1941 RC Special  | 79.00    | 79.00     | 79.00     | 79.00   | 79.00     | 79.00     |
| 1946 RC Special  | 249.50   | 249.50(2) | 249.50    | 249.50  | 249.50    | 249.50    |
| 1947 RC Special  | 274.50   | 274.50    | 274.50    | 274.50  | 274.50    | 274.50    |
| <b>WURLITZER</b> |          |           |           |         |           |           |
| 24               |          |           |           |         | 25.00     |           |
| 500              | 49.00    | 49.50     | 49.00     | 49.50   | 35.00     | 49.00     |
|                  |          |           |           |         | 49.50     | 49.50     |
| 600              |          |           |           |         | 69.50     |           |
| 600K             | 49.00    | 49.00     | 49.00     | 49.00   | 49.00     | 49.00     |
| 600R             | 49.00    | 49.00     | 35.00     | 49.00   | 49.00     | 49.00     |
| 616              | 74.50    | 49.50     | 74.50     | 74.50   | 79.50     | 79.50     |
| 700              | 79.50(2) | 79.50     | 79.50     | 79.50   | 70.00     | 79.50     |
| 750              | 109.00   | 109.50    | 109.00    | 109.50  | 109.00    | 119.00    |
| 780              | 79.00    | 79.00     | 79.00     | 79.00   | 79.00     | 89.00     |
| 780E             | 89.50    | 89.50     | 89.50     | 89.50   | 89.50     | 89.50     |
| 800              | 79.00    | 79.50     | 79.00     | 79.00   | 79.00     | 79.00     |
| 850              | 59.00    | 59.00     | 59.00     | 59.00   | 59.00     | 59.00     |
| 950              | 49.50    | 49.50     | 49.50     | 49.50   | 49.50     | 49.50     |
| 1015             | 195.00   | 199.00    | 195.00(2) | 199.00  | 165.00    | 195.00(2) |
|                  | 199.50   | 225.00    | 199.00    | 199.50  | 199.00    | 199.50    |
|                  |          | 250.00    | 225.00    | 250.00  | 225.00(2) | 225.00    |
|                  |          |           |           |         | 250.00    | 275.00    |
| 1017             | 200.00   | 259.50    | 259.50    | 259.50  | 259.50    | 259.50    |
| 1080             | 199.50   | 229.00    | 195.00    | 229.00  | 229.00    | 229.00    |
| 1100             | 369.00   | 374.50    | 369.00    | 374.50  | 369.00    | 374.50    |
|                  |          | 395.00    | 395.00    | 375.00  | 375.00    | 375.00    |
| 1250             | 450.00   | 489.00    | 450.00    | 475.00  | 450.00    | 489.00    |
|                  |          | 495.00    | 489.00    | 495.00  | 495.00    | 495.00    |
| Victory          |          | 39.00     | 39.00     | 39.00   | 39.00     | 39.00     |

**APPROVED Everywhere!**

**Best Return per Investment in the Music Field today!**



**RISTAUCRAT S-45**

Here's the winner for hundreds of locations that can't pay out on a large juke box. The smart eye-catching S-45 is LOCATION PROVEN . . . it's making profits right now for smart operators in spots like taverns, restaurants, drug stores, hot dog stands and hundreds of similar locations.

Still making the 2 for 5c non-selective 45



**RISTAUCRAT, Inc.**

1216 E. Wisconsin Ave.

Appleton, Wis

Contact Your Local Distributor

Export Division  
33 N. Wabash Ave.  
Chicago 2, Illinois

**MUSIC SYSTEMS, Inc. HARVEST BARGAINS**

AMI MODEL B \$449.00

SEEBURG 146S \$139

SEEBURG 146M \$159

SEEBURG 147S--\$169  
147M--\$189

WALLBOXES  
SEEBURG 3-WIRE, S; Postwar \$20.00  
WIRELESS 5c \$15.00

WRITE-WIRE PHONE

WURLITZER 1015--\$195  
1250--\$450

AMI MODEL A \$325.00

IMMEDIATE DELIVERY

1/3 Deposit Bal. C.O.D.  
Crating \$7.50 Extra.

MUSIC SYSTEMS, INC.

Detroit, Mich.  
10217 Linwood  
Grand Rapids, Mich.  
245 N. Division

Cleveland, O.  
2600 Euclid  
Toledo, O.  
1302 Jackson

Let Today's TOP TUNES

HELP YOU SELL!

The top 30 tunes each week from The Billboard



| Quantity | Price  |
|----------|--------|
| 50       | \$1.00 |
| 100      | 1.50   |
| 250      | 3.50   |
| 500      | 5.50   |
| 1000     | 10.00  |
| 2000     | 18.00  |
| 5000     | 42.00  |

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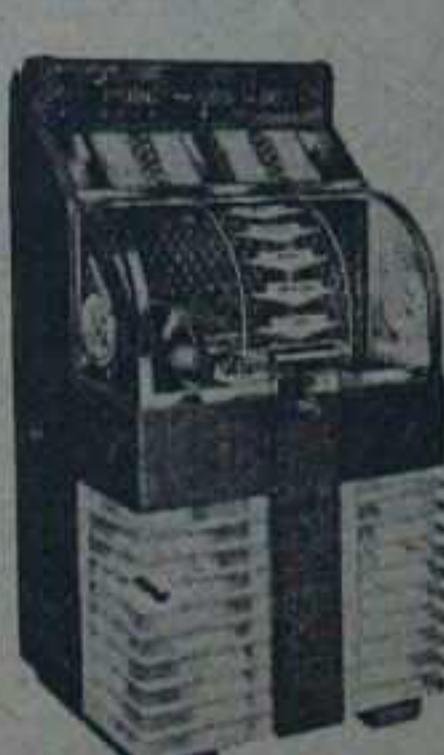
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THE WORK BENCH

# Fuse: Safety Valve For Coin Machines

By HOWARD P. SCHLEY

The few coin machine mechanics realize how important fuses are and how a fuse protects coin machine equipment. For that reason, many operators and their mechanics tend to be careless in the matter of fuses.

A fuse in a coin machine is like a safety valve on a steam engine. The fuse is meant to be the weakest link in the electrical circuit. When it blows, it does so to protect other parts of the machine from damage.

A fuse is built so that when a certain amount of electrical current, expressed in amperes, passes thru it the temperature will rise to a point that will cause its metal link to melt and so open the circuit.

**Look for Cause**

Normally when a fuse blows it does so for a reason. If a machine continues to blow fuses something is obviously wrong. The trouble could be anything from a coin short-circuiting two wires to a shorted coil or transformer windings. But when a fuse blows, there is always a reason.

Coin machine engineers, in designing new machines, decide what circuits must be fused, and the size and type of fuse required. When a fuse is replaced, make certain the same size is used. If in doubt, or if the exact size is not available, use the next smallest size—but never use a larger size.

Most coin machine designers put the first fuse in the 115 volt AC line near the point where it enters the cabinet. Usually this fuse is the lowest in amperage rating of any in the machine (the higher the voltage to be fused, the smaller the fuse rating necessary is the rule).

**Power Circuit Protection**

Next will be a fuse to protect the lower voltage power circuit—the one that supplies motors,

solenoids and relays. This is usually a bit higher amperage fuse than the line fuse and in many respects is the most critical fuse in the machine since it protects parts which are expensive and hard to replace.

The highest amperage fuse in most coin machines usually will be found on the light circuit since this is the lowest voltage line. This protects the wiring and switches in the light circuit.

When any coin machine blows more than two fuses consecutively, that is within a short period of time, it is a good idea to find the reasons. Here's a list of the most common causes for fuse blowing in coin machines:

**Why Fuses Blow**

1. Loose fuse holders. These cause bad contact and heating.
2. Intermittent short circuits in wiring or switches. This is one of the most difficult troubles to find and may cause considerable grief. Often by unplugging or disconnecting suspected circuits the trouble can be localized and found with greater ease.
3. Coins or metal objects shorting connecting plugs or terminals. Loose coins should be removed from mechanisms or from places where they may short electrical connections.

**Overloaded Motors**

4. Overloaded motors, due to bad bearings, gears, binds or excessive friction at any point.
5. Partially shorted coils. Overheating may short one or more layers of winding on the coil and cause it to draw more than its usual amount of current.

6. Shorted lamp bulk sockets or wiring. Shorted sockets are the main cause of blown fuses in the light circuit.

Excessive moistures. This happens rarely, but it can happen. Where water gets into a machine care should be taken to dry it out completely before connecting it to any line voltage.

**Circuit Breaker**

Most of the larger motors used in juke boxes and heavier type machines are equipped with automatic circuit breakers. This device works exactly like a fuse except that it will automatically restore the current after a short time. Circuit breakers are usually built into the motor and seldom give trouble. In case of their failure, however, replace the entire circuit breaker rather than attempt to repair it.

Here's one final tip: Never bridge a fuse holder with a piece of metal, tin foil or anything except a fuse. A machine can be made to work that way. But the next time the mechanic or serviceman makes his rounds he may find anything from a burned-out coil to a burned-down location.

(NEXT WEEK: Some practical tips on the care of fractional horsepower motors.)

## Chicago Coin Names 2 Firms For 5 States

CHICAGO, Sept. 8. — Chicago Coin Machine Company, thru owners Sam Gensburg and Sam Wolberg, announced the appointment of two distributing firms to cover five Western States and Alaska.

Dunis Distributing Company headed by Lou Dunis, will cover Oregon, Washington and Alaska. Firm has offices in Portland, Ore., Seattle and Spokane.

Wolf Distributing Company, Denver, will handle Colorado, New Mexico and Wyoming. This is the firm organized by Wolf Roberts, who retired from the trade last week (The Billboard, September 8) and sold the company to his sales manager, Pete Geritz. Prior to this week, Wolf Distributing handled the Chicago Coin music line, but will now cover the three-State territory for all Chicago Coin products.

**Chicago**

David Gottlieb, head of D. Gottlieb & Company, back in town from Eagle River, Wis., and reporting initial tests on Wild West new five-ball game, were excellent. Alvin and Nate Gottlieb also in the factory during the week, while Sol was the only absentee. Nate finally earned his commodore rating this summer and now can operate the motor boat at Eagle River at any time. Alvin reports he plans to get up to the Wisconsin retreat for a few days after the initial rush on Wild West ends.

Sam Lewis, Chicago Coin sales manager, reports the firm has a new game on the boards, and it should be ready in a week or two. Visitors at the firm's plant recently included Wolf Roberts, who is retiring from the field, and Pete Geritz, who will take over the Denver distributorship; Lou Dunis, Portland, Ore.; John Michaels, Seattle; Harold Lieberman, Minneapolis, and Irv Sandler, Des Moines. Chicago Coin is now deep in defense work, turning out products for the Air Force.

Still going strong is the United Six-Player Shuffle Alley game reports Billy DeSelm, general sales manager, and Ray Reihl, who incidentally, now has his pilot's license. Johnny Casola spent some time with Ray Williams, a visitor last week, and was making plans for a road trip in the near future. Also on hand at the factory were Lyn Durant, president, and Mel Binks, vice-president.

Williams Manufacturing is still going strong on Hayburners, and Bill Ryan, sales manager, has his hands full in his new job. Sam Stern, vice-president, reports shipments are going out as quickly as possible to fill the orders and re-orders for the five-ball game.

Wally Finke, First Distributors partner, was out of town on business last week, while Joe Kline held down the fort, and at the same time oversaw the final work being done on the remodeling of the site. Kline reported the baseball outing last Saturday was enjoyed by the entire staff. Mal Finke, head of the premium division of First, and Kline plan to attend the Midwest Coin Machine Convention in Omaha in October.

Herb Perkins, head of Purveyor Shuffleboard, report the upswing in the shuffleboard business reported a few weeks ago is still going strong, and new locations are being opened daily. Perkins also advises that business in general has shown signs of an early increase, with the tempo of business during the pre-holiday week ahead of that of comparable periods in the past few years. Meanwhile, Tom McNeill, who handles Purveyor's premium department, is spending most of his time on the outside.

Williams Manufacturing Company hosted S. L. London, Milwaukee distributor, who was in for conferences with Sam Stern and Bill Ryan. Ralph Nicholson, Como, is on one of his extended road trips. Coney Island, Bally's new type five ball with the extra balls idea, is now on display thruout the country. Jack Nelson and George Jenkins are anticipating a busy fall sales campaign.

Irving and Fred Webb, Webb Corporation, are getting steady results on a new counter game. Joe Cohen, Ristocrat official, spent a few hours in Chicago en route to visit distributors in several East Coast cities. He says deliveries have stepped up sharply on the S-45 counter box.

Over at Automatic Coin Machines & Supply Company an influx of operators right after Labor Day got the firm off to a fast September start. Major interest of operators was Automatic's wide variety of five-ball and giant pin units plus several arcade pieces. Ford SeBastian, Exhibit Supply executive vice-president, got back from one of his special quick road trips.

The local as well as out of town trade turned out in volume to pay final respects to Mrs. Lena Wolberg, mother of Sam Wol-

# Coinmen You Know

berg and mother-in-law of Sam Gensburg, Chicago Coin owners.

Automatic Phonograph Distributing Company's showing of the new AMI Model D Tuesday (4) drew operators from this area in droves, with Manager Mike Spagnola reporting his entire inventory sold out long before the day ended. Phil Weisman, firm exec, joined with Ed Ratajack, AMI Western sales manager, to assist in the showing. Refreshments were on hand, and many operators brought along their wives for the unveiling. Ratajack reported that he was leaving this week on a tour of his territory which would cover the West Coast up to Vancouver, and then down to Texas.

Art Weinand, vice-president and director of sales for the Rock-Ola Manufacturing Company, back in town after a tour of the Northwest territory with the firm's Twin Cities rep, Archie LaBeau. Art reports that sales were excellent on the tour, and that when he returned to Chicago he found similar reports from the firm's field reps in all parts of the country. Weinand and LaBeau covered practically all of South Dakota during their week's jaunt. Meanwhile J. Raymond Bacon, executive vice-president, reports David Rockola, president, is pleased with the sales on the Super Rocket, and hopes to meet the October 1 deadline on the new 50-selection wall box.

World Wide Distributors, thru Len Micon, report plans are going ahead for the operators' showing of the new Rock-Ola music machine. It is planned to hold the event before the end of the month. Al Stern, Monty West and Micon have been splitting their time between domestic and foreign orders on games and music equipment. Latest overseas inquiries originated in India, France, Belgium and Holland. S. I. Neiman, public relations director of National Coin Machine Distributors Association, is querying members on a suitable date for the fall meeting.

At First Distributors shuffle and pin game inquiries have stepped up in the past few weeks and premium business continues on the upswing. Firm had a larger switchboard installed for the second time in a month and now feels confident it can handle expanding trade. Frank Mencuri and Clare Meyer, Exhibit Supply Company, were at the Canadian National Exposition last week where the firm exhibited its latest equipment.

Visitors at J. H. Keeney & Company last week included Sam London and Nate Victor, Milwaukee. Paul Huebsch, sales manager, says the Lite a Line game is moving well and the Six Way League Bowler will be ready for inspection soon. Keeney also is producing TV receivers and has defense contracts.

Joe Caldron, Trans-World Trading, hosted several foreign distributors last week and reported business is steady in music and games. The staff at Empire Coin Machine Exchange presented Gil Kitt with a cigarette lighter in celebration of the 10th anniversary of the firm. Empire Coin has mapped an effective fall sales campaign for its extensive line of games and related equipment. Howie Frear and Kitt dropped in to the Automatic Distributing headquarters to wish Mike Spagnola good luck with the AMI model D at the formal showing of the new box Monday (3). Stanley Levin is on a week's road trip thru Illinois and Iowa. Shirley Corush, receptionist, is back from a Florida vacation. Annebelle Moore, firm secretary, did double duty while Shirley was away.

Monarch Coin has its new headquarters almost completely remodeled with the offices of Clayton Nemeroff and Charley Pieri the last big thing to be finished. A new switchboard was installed this week and the major painting work was done. Firm expects to have a formal opening around October 1. Right now, Nemeroff says, the problems is to keep up with orders for the firm's lite up pin conversions.

Check on business in the coin machine circles last week revealed that the picture currently is a bright one. Incomes are higher now than they have been for some time, and operators say music receipts are topping those of games.

Metro Amusement head Melo Curro says today's picture has reversed itself, and his music routes are now carrying the load. While games haven't slackened off too much, a series of hit disks have kept the juke boxes busier than ever.

A pitch for operator business is being readied by Leslie Prince and Rube Lawrence, new owners of the Remington distributing firm in this area. Both partners spent some time this week calling on dealers in Beer City and sounding out music firms on their pending releases.

A recent transaction found newcomer to the coin machine industry Harry Gromacki taking over the sizable Jacobi Music Company route.

Gil Karwoski, Decca disk representative in this area has been upped to manager's duties in Nebraska. Another record salesman anking his job here recently, was Elbert Allison, who contacted juke box operators for Capitol Records. Allison was forced to drop his job due to illness.

Coinmen stopping in for needle and disk needs at Midwest Radio this week, were Luke Zetting, Bob Berndt, George Schroeder, Martin Oberdich, Horicon Music; Windy Gale, and John Radway, Janesville.

Revamping of the showroom at United, Inc., headquarters on Vliet Street, now finds the place showing an exclusive line of Wurlitzer music equipment. Recent policy change, according to head man Harry Jacobs Sr., will slant the firm's total effort toward music biz and eliminate all the game deals possible.

Meanwhile, Harry Jacobs Jr. is packing his bags for an extensive selling trip thru Northern Wisconsin and Upper Michigan to drum up some more orders for Wurlitzer music machines.

The flying Frank Bartniks, of Banaco Music, are at home, grounded at least for a while. No plane trips are planned at present. Alice Antczak reports biz holding at a good level.

After an absence from the local scene for about a year, Ray's Amusement service man, Adam Lynch, has rejoined the staff. He had been working in the coin machine field during that time in California. Ray Lax, firm head, reports no time out for vacations this summer due to help shortage.

A trip to the West Coast some time next month is contemplated by Carl Happel, Badger Novelty. Carl plans to spend several weeks visiting with brother Bill, who runs the Badger Sales firm in Pico. Just back from a 10-day trip to Yellowstone Park, Badger Novelty serviceman, Orville Carnitz, had to dig into a backlog of work to make up for lost time.

Two of the most avid sportsmen along Coin Row here, are (Continued on page 148)

## Vital Statistics

**Deaths**

Mrs. Lena Wolberg, mother of Sam Wolberg, Chicago Coin co-owner and mother-in-law of Sam Gensburg, partner in the same firm, in Miami Beach Tuesday (4) following a long illness. Services were held in Chicago Thursday (6) at Weinstein's Chapel.

Sam Siegel, Detroit operator of arcade equipment and amusement park operator, in that city recently.

**Births**

A son recently to Mr. and Mrs. Joe Auffrey. Father is associated with Hilltop Coin, Milwaukee operating firm.

## Detroit Shuffle Assn. 1951-'52 Season Starts

DETROIT, Sept. 8.—Inaugural meeting of the 1951-'52 season of shuffleboard league play was held Thursday (6) by the Detroit Shuffleboard Association at the Detroit-Leland Hotel, with final plans for the season formally set. General details of the league schedules, programs, tournament and awards will be handled again this season by John Westerdale, who has opened a separate office for this purpose.

Exhortation to operators to continue activity on all fronts in connection with league play was made by Fred Chlopan, executive director of the association. "The most important feature of a program such as this is co-operation and attendance," he said.

## Sacramento Sets in Game Ruling

SACRAMENTO, Sept. 8. Sacramento city council has made it illegal for any person under 18 years of age to play a ball or other amusement device in Sacramento. The penalty is 90 days in jail or fine of \$200, applicable to the operator of the establishment or the minor who plays the machine.

The ordinance proposed by Councilwoman Cooledge, was adopted unanimously. A. W. Mull, attorney for a number of operators, told the council that 80 per cent of the establishments which maintained them in Sacramento were in favor of the ordinance.

Mrs. Cooledge proposed to outlaw pinball and other amusement devices entirely. The ordinance prohibiting play by minors was a compromise.



|                              | Issue of Sept. 8 | Issue of Sept. 1 | Issue of August 25 | Issue of August 18 |
|------------------------------|------------------|------------------|--------------------|--------------------|
| Majors of '49 (Chicago Coin) | \$39.50          | \$35.00          | \$35.00            | \$35.00            |
| Mandalay                     | 34.50            | 29.50            | 29.50              | 29.50              |
| Manhattan (United)           | 22.50            | 24.50            | 22.50              | 22.50              |
| Mardi Gras (Genco)           |                  |                  | 20.00              | 22.50              |
| Maryline (Gottlieb)          |                  |                  | 22.50              | 34.50              |
| Maryland (Williams)          | 54.50            | 79.50            | 79.50              | 79.50              |
| Melody Bell                  | 99.50            | 110.00           | 110.00             | 99.50              |
| Messury (Bally)              | 59.50            | 72.50            | 72.50              | 72.50              |
| Merry Widow (Genco)          | 34.50(2)         | 39.50            | 29.50              | 34.50(2)           |
| Minstrel Man (Gottlieb)      |                  |                  | 25.00              | 34.50              |
| Monterrey (United)           | 22.50            | 24.50            | 22.50              | 24.50              |
| Moon Glow (United)           | 39.50            | 49.50            | 39.50              | 49.50              |
| Musocco (Exhibit)            | 49.50            | 54.50            | 49.50              | 54.50              |
| Nevada (United)              |                  |                  | 44.50              | 49.50              |
| Nifty (Williams)             |                  |                  | 25.00              | 25.00              |
| Nudge (Bally)                |                  |                  | 139.50             | 139.50             |
| Ohio (United)                | 54.50            | 95.00            | 29.50              | 95.00              |
| Old Faithful (Gottlieb)      |                  |                  | 114.50             | 114.50             |
| Oce, Two Three (Genco)       | 49.50            | 59.50            | 49.50              | 59.50              |
| Paradise (Gottlieb)          | 24.50            | 35.00            | 35.00              | 44.50              |
| Phoenix (Williams)           | 49.50            | 85.00            | 85.00              | 85.00              |
| Photo Finish (Universal)     | 99.50            | 139.50           | 75.00              | 99.50              |
| Photo Finish (Gottlieb)      | 100.00           | 100.00           | 139.50             | 139.50             |
| Pin Bowler (Chicago Coin)    | 125.00           | 135.00           | 125.00             | 135.00             |
| Pinch Hitter (United)        |                  |                  | 49.50              | 49.50              |
| Pinky (Williams)             |                  |                  | 160.00             | 160.00             |
| Play Ball (Chicago Coin)     | 44.50            | 54.50            | 54.50              | 59.50              |
| Playland (Exhibit)           |                  |                  | 125.00             | 125.00             |
| Playtime (Exhibit)           |                  |                  | 79.50              | 79.50              |
| Pro-Score (Ponder)           |                  |                  | 49.50              | 49.50              |
| Puddin' Head (Genco)         | 34.50            | 69.50            | 69.50              | 44.50              |
| Quarterback (Williams)       | 49.50            | 64.50            | 79.50              | 85.00              |
| Rag Mop (Williams)           |                  |                  | 135.00             | 135.00             |
| Rainbow (Williams)           |                  |                  | 34.50              | 34.50              |
| Ramona (United)              |                  |                  | 39.50              | 34.50              |
| Red Shoes (United)           |                  |                  | 119.50             | 54.50              |
| Rip Snorter (Genco)          | 64.50            | 99.50            | 99.50              | 99.50              |
| Robin Hood (Gottlieb)        | 34.50            | 49.50            | 34.50              | 35.00              |
| Rocket (Bally)               |                  |                  | 49.50              | 49.50              |
| Rocket (Genco)               | 79.50            | 109.50           | 139.50             | 139.50             |
| Rockette (Gottlieb)          |                  |                  | 109.50             | 109.50             |
| Rodeo (United)               | 39.50            | 30.00            | 39.50              | 25.00              |
| Roundup (Bally)              |                  |                  | 85.00              | 39.50              |
| St. Louis (Williams)         | 49.50            | 59.50            | 59.50              | 69.50              |
| Sally (Chicago Coin)         | 29.50            | 54.50            | 30.00              | 54.50              |
| Samba (Exhibit)              |                  |                  | 97.50              | 54.50              |
| Saratoga (Williams)          |                  |                  | 59.50              | 97.50              |
| Screwball (Genco)            | 19.50            | 39.50            | 25.00              | 59.50              |
| Select-a-Card (Gottlieb)     | 54.50(2)         | 59.50            | 39.50              | 59.50              |
| Serenade (United)            |                  |                  | 79.50              | 59.50(2)           |
| Shanghai (Chicago Coin)      |                  |                  | 49.50              | 54.50              |
| Shantytown (Exhibit)         | 115.00           | 119.50           | 115.00             | 119.50             |
| Sharpshooter (Gottlieb)      | 99.50            | 105.00           | 99.50              | 105.00             |
| Shoo-Shoo (Williams)         |                  |                  | 135.00             | 135.00             |
| Shortstop (Exhibit)          |                  |                  | 24.50              | 20.00              |
| Singapore                    |                  |                  | 29.50              | 29.50              |
| South Pacific (Genco)        | 54.50            | 89.50            | 89.50              | 110.00             |
| Special Entry (Bally)        |                  |                  | 54.50              | 119.50             |
| Speedway (Gottlieb)          | 29.50            | 34.50            | 34.50              | 125.00             |
| Spinball (Chicago Coin)      |                  |                  | 29.50              | 29.50              |
| Spot Bowler (Gottlieb)       |                  |                  | 115.00             | 29.50              |
| Stardust (United)            |                  |                  | 49.50              | 49.50(2)           |
| Step and Go (Genco)          | 99.50(2)         |                  | 115.00             | 29.50              |
| Stormy (Williams)            |                  |                  | 29.50              | 29.50              |
| Summer Time (Gottlieb)       | 24.50            | 30.00            | 30.00(2)           | 30.00              |
| Sunny (Williams)             |                  |                  | 49.50              | 39.50              |
| Super Hockey (Chicago Coin)  |                  |                  | 79.50              | 49.50              |
| Swanee (Exhibit)             | 59.50(2)         | 59.50(2)         | 59.50(2)           | 64.50              |
| Sweetheart (Williams)        | 104.50           | 104.50           | 109.50             | 79.50              |
| Tahiti (Chicago Coin)        |                  |                  | 109.50             | 99.50              |
| Tampa (United)               |                  |                  | 109.50             | 84.50              |
| Telcard (Gottlieb)           | 64.50            | 69.50            | 50.00              | 64.50              |
| Temotation (Chicago Coin)    |                  |                  | 79.50              | 50.00              |
| Tennessee (Williams)         |                  |                  | 90.00              | 69.50              |
| Terry                        |                  |                  | 29.50              | 90.00              |
| Texas League (Keeney)        | 50.00            | 59.50            | 50.00              | 64.50              |
| Thing (Chicago Coin)         |                  |                  | 89.50              | 29.50              |
| Three Feathers (Genco)       | 39.50            | 79.50            | 79.50              | 50.00              |
| Three Musketeers (Gottlieb)  |                  |                  | 95.00              | 59.50              |
| Thril (Chicago Coin)         |                  |                  | 27.50              | 119.50             |
| Toto (Genco)                 |                  |                  | 27.50              | 79.50              |
| Troll-down                   |                  |                  | 30.00              | 69.50              |
| Trade Winds (Genco)          | 34.50            | 39.50            | 34.50              | 39.50              |
| Trinidad (Chicago Coin)      | 24.50            | 34.50            | 24.50              | 34.50              |
| Triple Action (Genco)        |                  |                  | 29.50              | 29.50              |
| Triplets (Gottlieb)          |                  |                  | 125.00             | 25.00(2)           |
| Tri-Store (Genco)            | 89.50            | 94.50            | 99.50              | 29.50              |
| Tropicana (United)           |                  |                  | 119.50             | 29.50              |
| Tucson (Williams)            | 49.50            | 54.50            | 54.50              | 119.50             |
| Tumbleweed (Exhibit)         |                  |                  | 69.50              | 34.50              |
| Turf King (Bally)            |                  |                  | 95.00              | 39.50              |
| Utah (United)                | 49.50            | 109.50           | 109.50             | 49.50              |
| Victory Special (Bally)      |                  |                  | 110.00             | 25.00              |
| Virginia (Williams)          |                  |                  | 110.00             | 49.50              |
| Whirl-a-Ball                 |                  |                  | 325.00             | 39.50              |
| Wisconsin (United)           | 24.50            | 49.50(2)         | 30.00              | 49.50(2)           |
| World Series (Rock-Ola)      |                  |                  | 69.50              | 30.00              |
| Yank (Williams)              |                  |                  | 65.00              | 30.00              |

### FOLK TALENT AND TUNES

Continued from page 86

Jimmy Wakely reports that he has turned down a chance to do a d.j. show from the Copa, New York nitery, and also two important vaude dates because he wants to concentrate on the Western and h.b. side of the business. Wakely feels that he must work with country type stage shows because his disk fans want it all Western and not hybrid Western-pop. Wakely points out that his one-nighters for Western dances pay off better than pop engagements. He has just completed a new two-sider for Capitol, doing h.b. tunes with Margaret Whiting.

### Disk Jockey Doings

Mack Rains has a new night show on WCTT, Corbin, Ky. Betty Wheeler, formerly at WELO, Tupelo, Miss., is now working at WDXI, Jackson, Tenn. D. W. Dwelley, KSUE, Susanville, Calif., writes that Troy and Helen Beyers, will cut for the new Sierra label. Jack Swanson (Jubilee) played to the biggest crowd of the season recently at d.j. Carl Swanson's folk-music park, Richfield Springs, N. Y. Milt Dickey replaced Dal Stallard at KCMO, Kansas City, Mo., while the latter took a two-week vacation. Chuck McClure, WRFC, Athens, Ga., is conducting a "Who Shot Willie?" contest in conjunction with the Arthur (Guitar) Smith MGM dinking of the same name. Margaret Morgan has started a Western disk show at KBUC, Corona, Calif., according to Cliff Miller, vet d.j. at the outlet. Bill Hensley is doing a two-piece characterization d.j. show over KULP, El Campo, Tex. Charlie Walker, KMAC, San Antonio, reports that Johnnie Lane, now with MGM, is working at KEYL-TV there. Cliff Mercer, who was at WLOU, Louisville, the past three years, has moved to WKRC, Cincinnati.

Kay Gordon is the new spinner at KTJX, Jasper, Tex. George Webb, formerly at WPCF, Panama City, Fla., has joined WGTG, Greenville, N. C., replacing Bill Burrell. Margaret Morgan is spinning the Western wax at WBUC, Corona, Calif. Johnny Rion, WIBV, Belleville, Ill., reports that Roy Queen, jockey at KXLW, Clayton, Mo., was married recently.

Hart Curl, WOXF, Oxford, N. C., reports the station is building several live shows and planning a barn dance for the fall. Harry Borgard, WJMB, Brookhaven, Miss., is now doing 75 minutes of country spinning per day. Dave Lehman is the new d.j. at WPUV, Pulaski, Va. Joe Salvi, WKLV, Blackstone, Va., reports that a national championship country music contest was held at Warrentown, Va., August 4-5. Jimmy Hughes, KSKY, Dallas, reports that Dewey Groom, Zeke Clemons and Jack Rowe and the Wichita Mountain Boys are working the station. Uncle Litch, WLBB, Carrollton, Ga., has been upped to program director at the station.



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| United TEAM HOCKEY            | 125   |
| TELEQUIZ, Late Model w/ Film  | 115   |
| Autoscope SKYFIGHTER          | 105   |
| Chi. Coin GOALEE              | 95    |
| Wms. ALL STARS                | 95    |
| SWINGING MONK                 | 85    |
| QUIZZER w/ Film               | 85    |
| Exhibit DALE GUN, Like New    | 85    |
| Seeburg SHOOT THE DUCK        | 85    |
| Seeburg CHICKEN SAM           | 75    |
| BAG-A-BUNNY                   | 75    |
| Genco BING-A-ROLL             | 75    |
| Mercury 13-Way ATHLETIC SCALE | 69    |
| Genco ADVANCE ROLL            | 55    |

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| Bally HOOK BOWLER             | 235   |
| Un. TWIN SHUFFLE REBOUND      | 215   |
| Univ. HIGH SCORE BOWLER       | 185   |
| Keeney DOUBLE BOWLER          | 155   |
| Chi. Coin TROPHY BOWL         | 155   |
| Keeney DUCK PINS              | 155   |
| Chi. Coin ACE BOWLER          | 155   |
| Chi. Coin BOWLING CLASSIC     | 155   |
| United SHUFFLE SLUGGER        | 125   |
| Univ. SUPER TWIN BOWLER       | 125   |
| Bally SHUFFLE CHAMP           | 85    |
| Keeney LUCKY PIN              | 85    |
| Keeney LUCKY STRIKES          | 85    |
| Un. SHUFFLE ALLEY EXPRESS     | 85    |
| Universal TWIN BOWLER         | 85    |
| Chi. Coin SHUFFLE BASEBALL    | 85    |
| Williams DELUXE BOWLER        | 85    |
| Keeney ABC BOWLER             | 85    |
| Bally SPEED BOWLER            | 85    |
| C. C. BOWLING ALLEY, Litapins | 59    |
| C. C. BOWLING ALLEY           | 55    |
| Gottlieb 30 W/LLETTE, 63 In.  | 55    |
| Bally SHUFFLE BOWLER          | 45    |
| Un. SHUF. ALLEY, Flyaway Pins | 45    |
| Keeney PIN BOY                | 35    |
| Genco BOWLING LEAGUE, 10 H.   | 35    |
| Genco GLIDER                  | 35    |
| Williams TWIN SHUFFLE         | 35    |
| United SHUFFLE ALLEY          | 35    |

**NEW SHUFFLE GAMES**

United 6 Player SHUFFLE ALLEY  
Bally SHUFFLE LINE  
Genco SHUFFLE TARGET  
Chi. Coin HORSESHOES

#### New 5 BALL GAMES

Bally CONEY ISLAND  
Keeney LITE A LINE  
United 3-4-5  
Gottlieb WILD WEST

### Reconditioned 5 BALL Games

SATISFACTION GUARANTEED

|                |       |               |      |                |      |
|----------------|-------|---------------|------|----------------|------|
| FOUR HORSEMEN  | \$149 | TELECARD      | \$79 | SPEEDWAY       | \$49 |
| HOT ROD        | 135   | DALLAS        | 75   | GIZMO          | 49   |
| SOUTH PACIFIC  | 119   | BIG TOP       | 75   | CAMPUS         | 49   |
| 3 MUSKETEERS   | 115   | ROUND UP      | 75   | BARNACLE BILL  | 45   |
| CAMEL CARAVAN  | 115   | TAMPICO       | 75   | ALICE IN WOND. | 45   |
| SHANTYTOWN     | 109   | MAJORS OF '49 | 75   | WISCONSIN      | 45   |
| TUMBLEWEED     | 109   | CAROLINA      | 69   | RANCHO         | 45   |
| BASKETBALL     | 109   | AQUACADE      | 69   | MONTERREY      | 45   |
| TAHITI         | 109   | RAMONA        | 59   | CINDERELLA     | 45   |
| COLLEGE DATE   | 105   | ONE-TWO-THREE | 59   | SHORT STOP     | 45   |
| KING ARTHUR    | 105   | PINCH HITTER  | 59   | BE BOB         | 45   |
| UTAH           | 99    | PUDDIN' HEAD  | 59   | RONDEEVOO      | 45   |
| SHARP SHOOTER  | 95    | SCREWBALL     | 55   | COVER GIRL     | 45   |
| MARYLAND       | 95    | GRAND AWARD   | 55   | DEW WA DITTY   | 45   |
| BOSTON         | 89    | MOONFLOW      | 55   | RAINBOW        | 45   |
| DOUBLE SHUFFLE | 89    | SHOWBOAT      | 55   | TRINIDAD       | 45   |
| SELECT-A-CARD  | 85    | SHOWBOAT      | 55   | CATALINA       | 45   |
| BOWLING CHAMP  | 85    | KING COLE     | 49   | VIRGINIA       | 45   |
| JUST 21        | 79    | STARDUST      | 49   | THRILL         | 45   |
| ST. LOUIS      | 79    | MARDI GRAS    | 49   | BANJO          | 45   |
|                |       | ALI BABA      | 49   |                |      |

**FIRST DISTRIBUTORS**  
Wally Finke & Joe Kline  
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

### SPECIAL CLEARANCE ON USED MUSIC

HUNDREDS OF WALLBOXES AND REMOTE EQUIPMENT DRASTICALLY REDUCED!!

- 3 Wurlitzer 1017's ..... \$200  
*Completely shopped*
- 1 AMI late model Hideaway ..... 295
- 40 3W2 Seeburg 5c Wallboxes ..... 20 ea.  
*Completely shopped—covers repainted*
- 20 3W5L56 Seeburg 3 wire 5c, 10c, 25c Wallboxes ..... 35 ea.
- 20 Wurlitzer 3020 Wallboxes ..... 35 ea.  
*Exceptionally clean*
- 20 AMI 5c-10c Wallboxes ..... 30 ea.

WRITE TODAY FOR COMPLETE LIST  
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

## TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. DORING 7-9400

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

## BADGER'S Bargains

Often a few dollars less - Seldom a penny more

LOS ANGELES rep. Bill Hoppel  
MILWAUKEE rep. Carl Hoppel

### NEW EQUIPMENT ON OUR FLOOR

Universal 5-Start IMMEDIATE DELIVERIES Williams Hayburners  
Keeney Lite-a-Line Bally Futurity Keeney 4-Way Bowler  
Bally Broadway Gottlieb Watch My Line United Six Shuffle Alley

### NEW GAME CLOSEOUTS

SPECIAL IN ORIGINAL CRATES. SPECIAL  
SAVE \$ 5 Write or Phone for Prices. SAVE \$ 5

LARGE STOCK OF USED RECONDITIONED EQUIPMENT.  
ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE.  
WRITE, WIRE OR PHONE FOR PRICES.

FOREIGN BUYERS

WE ARE THE LARGEST EXPORTERS ON THE WEST COAST.  
ALL TYPES OF COIN MACHINES. SEND FOR CATALOG.

BADGER NOVELTY CO.  
2251 WEST PICO BLVD.  
LOS ANGELES 6, CALIF.  
Phone: DU 7-2243

BADGER SALES CO., INC.  
2546 N. 30TH ST.  
MILWAUKEE, WIS.  
Phone: HILLTOP 5-3030

## KIDDIE DUDE RANCH



CHICAGO, August 4.—Tremendous national appeal of western action has garnered exceptional earnings for Operators of Exhibit Supply Company's Kiddle Dude Ranch. For complete details contact Exhibit Supply Company, 4218-30 W. Lake St., Chicago 24, Illinois.

(Adv.)

**GUARANTEED USED ONE BALLS**

- AT LOWEST PRICES
- CHAMPION ..... \$99.50
  - PHOTO FINISH ..... 99.50
  - CITATION ..... 74.50
  - GOLD CUP ..... 64.50
  - JOCKEY SPECIAL ..... 54.50

1/2 deposit with all orders

**SICKING, INC.**

America's Oldest Distributor  
Established 1895

1401 Central Pkwy.  
Cincinnati 14, O.

**New Boxed Candy**

CHICAGO, Sept. 8. — Ferrara Candy Company announced new lines of five and dime boxed candies, available in 24 and 100-counts. First new item is a 10-cent chocolate covered toasted almond package, to be followed by a dime box of chocolate-covered raisins.

Nickel and dime boxes of chocolate covered toasted peanuts are also to be added to the company line, with former available only in 24 and latter in 100-counts. Other new items include a nickel box of jaw-breakers, formerly offered as a penny item only, in various fruit flavors, and nickel boxed candy imperials.

**THE BILLBOARD Index**

**of Advertised Used Machine Prices**

**• Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

|   | Issue of Sept. 8           | Issue of Sept. 1           | Issue of August 25         | Issue of August 18         |
|---|----------------------------|----------------------------|----------------------------|----------------------------|
| Ace Bomber (Mutoscope)...                 | \$95.00                    | \$95.00                    |                            | \$95.00                    |
| Air Hockey (Woodcraft-Shufflevision)..... |                            |                            | 305.00                     |                            |
| Air Raider (Keeney).....                  | 125.00                     | 125.00                     | 125.00                     | 95.00 125.00               |
| All Stars (Williams).....                 | 49.50 109.50               | 69.50 109.50               | 69.50 109.50               | 69.50 109.50               |
|   | 125.00(2)                  | 125.00                     | 125.00                     | 125.00                     |
| Astroscope.....                           | 125.00                     | 125.00                     | 125.00                     | 125.00                     |
| Atomic Bomber (Mutoscope).....            | 150.00                     | 150.00                     | 125.00 150.00              | 150.00                     |
| Bag-A-Bunny.....                          | 75.00                      |                            |                            |                            |
| Ball Grip.....                            | 95.00                      |                            |                            |                            |
| Bat-a-Ball Jr.....                        |                            |                            |                            | 19.50                      |
| Batting Practice (Scientific).....        | 75.00                      | 75.00                      | 75.00                      | 75.00                      |
| Big Inning (Bally).....                   | 185.00                     | 185.00 195.00              | 185.00                     | 185.00                     |
| Billiard Game.....                        |                            |                            | 25.00                      |                            |
| Bomber (Rock-Dial).....                   |                            |                            |                            | 199.50                     |
| Bomberg (Amusement Corp.).....            | 45.00                      | 45.00                      | 45.00                      | 45.00                      |
| Build Up (Exhibit).....                   | 19.50 34.50                | 34.50 35.00                | 20.00 34.50                | 34.50 35.00                |
|   |                            |                            | 35.00                      |                            |
| Camera Chief.....                         |                            | 12.50                      |                            |                            |
| Career Pilot.....                         | 95.00                      | 95.00                      | 95.00                      | 95.00                      |
| Challenger (ABT).....                     | 24.50                      | 19.50 24.50                | 24.50                      | 24.50 45.00                |
| Champion Hockey (Max Glass).....          |                            | 65.00                      |                            |                            |
| Chicken Sam (Seeburg).....                | 75.00 95.00                | 75.00 95.00                | 95.00 109.50               | 95.00 109.50               |
|   | 109.50                     | 109.50                     |                            | 150.00                     |
| Dale Gun (Exhibit).....                   | 59.50 69.50                | 59.50 69.50                | 69.50 84.50                | 69.50 84.50                |
|   | 84.50 85.00(2)             | 75.00 84.50                | 85.00 95.00                | 85.00                      |
|   | 95.00                      | 85.00(2) 95.00             |                            |                            |
| Dale Pistol Gallery.....                  |                            |                            | 85.00                      |                            |
| Deluxe Athletic Scale (Mercury).....      | 69.50 95.00                | 69.50                      | 69.00 69.50                | 69.00 69.50                |
| Deluxe Diggers (Buckley).....             |                            | 12.50                      |                            | 95.00                      |
| Electric Shocker.....                     |                            | 12.50                      |                            |                            |
| Fishing Well (Mutoscope).....             | 125.00                     | 125.00                     | 125.00                     | 125.00                     |
| Goalie (Chicago Coin).....                | 95.00 99.50                | 95.00 99.50                | 95.00 99.50                | 99.50 125.00               |
|   | 125.00                     | 125.00                     | 125.00                     |                            |
| Grip Developer (Exhibit).....             |                            | 195.00                     |                            |                            |
| Heavy Hitter (Bally).....                 | 59.50 65.00                | 59.50 65.00                | 59.50 65.00                | 59.50 65.00                |
| Hi-Ball (Exhibit).....                    | 60.00                      | 60.00                      | 60.00                      | 60.00                      |
| Hit-a-Homer.....                          | 19.50                      | 19.50                      | 19.50                      | 19.50 25.00                |
| Hockey (Chicago Coin).....                | 75.00                      | 75.00                      | 75.00                      | 65.00 75.00                |
| Hollycrane (Como).....                    | 245.00 375.00              | 245.00 295.00              | 295.00 375.00              | 295.00 375.00              |
|   |                            | 375.00 395.00              |                            |                            |
| Jack Rabbit (Amusement Corp.).....        | 109.50                     | 109.50                     | 109.50                     | 109.50                     |
| Jungle Joe (Scientific).....              |                            |                            | 195.00                     |                            |
| Kicker & Catcher (Baker).....             |                            | 22.50                      |                            |                            |
| Knockout Punch (Exhibit).....             | 150.00                     | 150.00                     |                            |                            |
| Lighthouse Grip.....                      | 95.00                      |                            |                            |                            |
| Lifter (Mills).....                       |                            |                            |                            | 45.00                      |
| Lite League (Amusement Corp.).....        | 95.00                      | 95.00                      | 95.00                      | 95.00                      |
| Magic Pen.....                            | 125.00(2)                  | 125.00                     | 125.00                     | 125.00                     |
| Merchantman (Exhibit).....                | 99.50(2)                   | 99.50(2)                   | 99.50(2)                   | 99.50(2)                   |
| Monkey Shines.....                        |                            | 175.00                     |                            |                            |
| Panorama (Mills).....                     | 225.00                     | 225.00                     | 100.00 225.00              |                            |
| Periscope.....                            | 125.00                     | 125.00                     | 125.00                     | 125.00                     |
| Phil Toboggan Ski Ball.....               | 350.00                     | 350.00                     | 350.00                     | 350.00                     |
| Photomatic (Mutoscope).....               | 350.00(early) 695.00(late) | 350.00(early) 695.00(late) | 350.00(early) 695.00(late) | 350.00(early) 695.00(late) |
| Pistol Pete (Chicago Coin).....           | 149.50 150.00              | 149.50 150.00              | 149.50 150.00              | 149.50 150.00              |
| Pitch 'Em & Bat 'Em (Scientific).....     | 225.00                     | 225.00                     | 225.00                     | 225.00                     |
| Play Ball (Evans).....                    | 275.00                     | 275.00                     | 275.00                     | 275.00                     |
| Poker & Joker.....                        | 49.50                      | 49.50                      | 49.50                      | 49.50                      |
| Pokerino (Scientific).....                | 99.50                      | 99.50                      | 99.50                      | 99.50                      |
| Pop Up (Marvel).....                      |                            | 150.00                     |                            | 18.50                      |
| Punch Bag Trainer (Exhibit).....          | 150.00                     | 150.00                     |                            |                            |
| Punching Bag (Mutoscope).....             | 185.00                     | 185.00                     |                            |                            |
| Punching Bag (Mills).....                 | 125.00                     | 125.00                     |                            |                            |
| Pushover (Evans).....                     | 595.00                     |                            |                            |                            |
| Quizzer.....                              | 89.00 125.00               | 89.00 125.00               | 125.00                     | 125.00                     |
| Recordio (Wilcox-Gay).....                | 175.00                     | 175.00                     | 175.00                     | 175.00                     |
| Rocket Busters.....                       | 65.00                      | 65.00                      | 65.00                      | 65.00                      |
| Rotary Claw Mdr. (Exhibit).....           | 175.00                     | 175.00                     | 175.00                     | 175.00                     |
| Seven High (Edelman).....                 | 75.00                      | 75.00                      | 75.00                      | 75.00                      |
| Shipman Art Show.....                     | 49.50                      | 49.50                      | 49.50                      | 49.50                      |
| Shoot the Bear (Seeburg).....             | 295.00 339.00              | 285.00 325.00              | 325.00 339.00              | 339.00                     |
|   |                            | 339.00                     | 395.00                     |                            |
| Shoot the Duck (Seeburg).....             | 85.00                      | 85.00                      | 100.00                     | 100.00                     |
| Shoot Your Way To Tokio.....              | 100.00                     | 100.00                     | 100.00                     | 100.00                     |
| Silver Bullet (Exhibit).....              | 165.00(2)                  | 165.00 175.00              | 155.00 165.00              | 165.00                     |
|   |                            |                            | 175.00                     |                            |
| Silver Gloves (Mutoscope).....            | 275.00                     | 250.00                     |                            |                            |
| Six Shooter (Exhibit).....                | 165.00 225.00              | 225.00 239.00              | 225.00 239.00              | 225.00 239.00              |
|   |                            | 339.00                     |                            |                            |
| Skee Ball (Wurlitzer).....                | 150.00                     | 150.00                     | 150.00                     | 150.00                     |
| Skill Gun (ABT).....                      |                            | 29.50                      |                            | 57.50                      |
| Skill Test (Groetchen).....               |                            |                            |                            | 49.50                      |
| Sky Fighter.....                          | 125.00                     | 125.00                     | 125.00                     | 75.00 125.00               |
| Star Series (Williams).....               | 89.50 125.00(2)            | 125.00(2)                  | 125.00 139.50              | 139.50                     |
|   | 139.50                     | 139.50                     |                            |                            |
| Striking Clock (Exhibit).....             | 125.00                     |                            |                            |                            |
| Submarine (Keeney).....                   |                            |                            | 75.00                      | 75.00                      |
| Super Bomber (Evans).....                 | 95.00                      | 95.00                      | 95.00                      | 95.00                      |
| Target Skill (ABT).....                   |                            | 19.50                      |                            |                            |
| Team Hockey (United).....                 |                            |                            | 175.00                     | 155.00                     |
| Telegait.....                             | 115.00(2)                  | 115.00 119.50              | 115.00 119.50              | 119.50                     |
|   | 119.50                     | 125.00                     | 125.00                     |                            |
| Ten Strike (Evans).....                   | 75.00                      | 75.00 100.00               | 75.00                      | 75.00                      |
| Touchdown (Abco Novelty Co.).....         |                            |                            |                            | 25.00                      |
| Treasure Island (Buckley).....            |                            |                            |                            | 75.00                      |
| 3-Way Gripper (Gottlieb).....             | 22.50                      | 22.50                      | 22.50                      | 22.50                      |
| Twin Drive Mobile (Mutoscope).....        | 350.00                     | 350.00                     | 350.00                     | 350.00                     |
| Undersea Raider (Bally).....              | 95.00                      | 95.00(2)                   | 95.00                      | 95.00                      |
| Vitalizer (Exhibit).....                  |                            |                            |                            | 75.00                      |
| Western Baseball.....                     | 85.00                      | 85.00                      | 85.00                      | 85.00                      |
| X-Ray Poker (Scientific).....             | 85.00                      | 85.00                      | 85.00                      | 85.00                      |

**KICKER CATCHER**

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



**100 PER CENT SKILL!**  
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE

**5 Balls for One Cent \$49.50 F.O.B. CHICAGO**

**5 BALLS FOR 5 CENTS, \$59.50**

**ORDER TODAY!**  
Try it for 10 days! Money back not satisfied! You keep receipt

**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS



**METAL TYPER MACHINES**

Groetchen or Standard  
Rebuilt, Reconditioned Like New  
All Work Guaranteed.  
Write for Prices

We carry in stock all parts and finest Aluminum Discs.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.



New "TOTO" The Penny Eating Clown  
**\$14.95**  
TRADE STIMULATOR

Newest back-bar version of penny "Toto" stands 18 inches high and equipped with four electric lights in head and stomach. When coin is pitched big, grinning mouth, contact is made which turns on the four lights, and after 3 seconds the lights start flashing. Many glasses of cigar or beer to winner. Good prize. Made of non-chip gypsum clay, covered with rubber paint. Mouth is floored, colorful. Equipped with 4 volt transformer plugs into any wall outlet. Shpg. wt. 11 lbs. Send full amount! No C.O.D.'s. Each \$14.95

**WEBB CORP.**  
1938 West Chicago St. Chicago 51, Ill.

**ONE BALLS**

|            |          |              |       |
|------------|----------|--------------|-------|
| Turf Kings | \$224.50 | Winner       | \$811 |
| Champion   | 89.50    | Photo Finish | 72    |
| Citation   | 59.50    | Gold Cup     | 49    |

**FIVE BALLS**

|                |          |              |       |
|----------------|----------|--------------|-------|
| Knockout       | \$124.50 | Bag Man      | \$124 |
| Double         |          | Rocket       | 99    |
| Feature        | 129.50   | Double       | 79    |
| Gun Rummy      | 79.50    | Shuffle      | 79    |
| Rolling        |          | Kings Arthur | 81    |
| Champ          | 79.50    | Just 21      | 49    |
| Buttons & Bows | 49.50    | Telegait     | 17    |
| Carolina       | 54.50    | One-Two      | 49    |
| Jack & Jill    | 49.50    | Three        | 49    |
| Gizmo          | 34.50    | Speedway     | 26    |
| Monterrey      | 34.50    | Cinderella   | 26    |
| Trade Winds    | 34.50    | Humpy        | 31    |
| Robin Hood     | 32.50    | Dumpy        | 31    |
|                |          | Screw Ball   | 34    |

1/2 Deposit—Balance Sight Draft

**GENERAL DIST. CO.**  
233 N. Broad Ave. New Orleans, La.

**CLOSE-OUTS**  
**229 Camera Chiefs**

(with pictures). Only sale of entire lot considered.

**Groetchen Tool Co.**  
126 N. Union St., Chicago, Ill.



**EVANS' Push-Over**  
PROVED BY SENSATIONAL DEMAND AS THE BUY YOU WANT!  
THE NEW AND DIFFERENT MERCHANDISE MACHINE  
OF REAL SCIENCE AND SKILL!

Colorful, new appeal, plus greater opportunity to obtain merchandise through skillful play makes Push-Over the modern replacement for old-fashioned crane diggers! Pusher entirely under player control throughout operation of the game!

**DESIGNED FOR BIG PLAY ATTRACTION!**  
• Full Vision, Extra Large Merchandise Chamber for Top Flash and Wide Range Pusher Action • Indirect Fluorescent Lighting, Beautifully Decorated Cabinet! Ideal Size: 54" High, 21" Deep, 37" Wide.

**QUALITY BUILT FOR MONEY SAVING OPERATION!**  
• Simple Mechanism, Easily Accessible From Back • Fool-Proof Anti-Tilt Device Locks Merchandise Door • Drop Coin Chute • Front Loading, Easy To Reach Coin Box • Adaptable for Buy Back. (Candy Available for Loading.)

**FOOL PROOF! BUG PROOF! LOCATION TESTED!**  
**PRICED RIGHT FOR PROFIT!**

Buy Push-Over for HALF THE COST of Ordinary Merchandise Machines Double Your Operation for Half the Investment! In Every Way the Ideal Set-Up for Digger Operation!

**IMMEDIATE DELIVERY** SEE YOUR DISTRIBUTOR OR WRITE DIRECT NOW!

**H.C. Evans & Co.** 1556 W. Carroll Ave. Chicago 7, Illinois  
SEE EVANS' CONSTELLATION AD, PAGE 144

**"Central Ohio Coin Quality Buys"**

|                     |                              |                      |                   |                  |
|---------------------|------------------------------|----------------------|-------------------|------------------|
| United—3-4-5        | <b>SHUFFLE ALLEYS</b><br>NEW | <b>ONE BALLS</b>     | <b>TURF KINGS</b> | <b>CITATIONS</b> |
| United—A-B-C        |                              |                      |                   |                  |
| Universal—5 STAR    | Chl. Coin—HORSESHOES         | United—6 PLAYER      | WINNERS           | CHAMPIONS        |
| Keeney—LITE-A-LINE  |                              |                      |                   |                  |
| Bally—BRIGHT LIGHTS | United—SKEE ALLEY            | Genco—SHUFFLE TARGET | PHOTO FINISH      | GOLD CUPS        |

**PINS**

|                |          |
|----------------|----------|
| UTAH           | \$139.50 |
| BLACK GOLD     | 89.50    |
| JUST 21        | 79.50    |
| BIG TOP        | 79.50    |
| KC JONES       | 119.50   |
| COLLEGE OAZE   | 99.50    |
| SHARPSHOOTER   | 89.50    |
| SOUTH PACIFIC  | 125.00   |
| DOUBLE FEATURE | 149.50   |
| CIRCUS         | 89.50    |
| PUDDIN' HEAD   | 49.50    |
| CINDERELLA     | 89.50    |
| FLOATING POWER | 89.50    |

**New WINNERS FUTURITY KEENEY ELECTRIC CIGARETTE VENDORS with Changer**

**USED SHUFFLE ALLEYS**

- Universal—TWIN BOWLER
- Bally—SPEED BOWLER
- Chicago—BOWLING ALLEY
- Universal—SUPER
- Keeney—3/4 LEAGUE BOWLER, 4 Player
- Keeney—KING PIN
- United—DOUBLE EXPRESS
- Un.—ORIGINAL ALLEYS
- Un.—ORIGINAL w/Dis. Pins

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH—COLUMBUS 15, OHIO

# Coinmen You Know

Continued from page 148

stant stream of visiting ops. A major assist was rendered by Jack Mitnick. AMI Eastern district manager. Sugarman is not planning a formal showing of the new line until the manufacturer's 80-selection juke also is on hand. It is expected, in a few weeks.

Joe Munves, active here with his brother, Mike, in the arcade distribution business, has opened an arcade in Norfolk. . . Meyer Parkoff and Harry Rosen, co-owners of Atlantic New York, were in Hartford, Conn., this week to attend the opening ceremonies of their new Connecticut outlet. Mrs. Carlos Martinez, wife of the Seeburg distributor in Colombia, and her daughter, Vilma, will be dinner guests of the Parkoff's next week.

### Hartford, Conn.

Atlantic-New York Corporation, Seeburg distributor, has moved from the Franklin Avenue warehouse into new quarters on Alban Avenue, with Mac Perlman, general manager, arranging a door prize of a television set to a lucky customer picking up the right number during open house, held during first days of operation in the new location. Among the many dropping into the plant to wish Mac and his associates luck in the new spot was Abe Fish, president of Connecticut State Coin Association (CSCA).

A crowd of several hundred people, including operators, employees and families, was anticipated for CSCA's initial family outing September 9 at Waterbury, Conn. In charge of arrangements were Abe Fish, Lou Naclerio, Waterbury Amusements, and Ken Jarrett, field supervisor for CSCA.

Another coin concern move was under way, with Mattatuck Music of Waterbury, operated by John, Mike and Dazz Colucci, brothers of Ralph Colucci, owner of Seaboard Distributors Corporation, Hartford distributor, moving their warehouse from Brook Street to East Main Street in Waterbury. They handle coin machines, juke boxes, radio and television sets. John was in town the other day, chatting with Ralph. He said his 19-year-old son, John Jr., has joined the U. S. Naval Reserve.

### Los Angeles

Labor Day marked the end of vacations for many of the jobbers and their assistants on Coin Row here. Now that the off-time has passed, jobbers are settling down to winter schedules. Belief is that business will increase for operators' takes. Among those returning from two-week stints spent elsewhere was Jack Leonard, head of the parts department at Badger Sales Company. Leonard and his family arrived here Saturday (1) after visits in Chicago. While there, he saw Jack Nelson at Bally Manufacturing Company; Milton Wiczer at Wico, and Sam Stern at Williams Manufacturing Company. On all three occasions, Leonard was taken on a tour of the plants.

Fred Gaunt, of General Music Company is back from a vacation spent in the Redwood Empire. He took his twin sons, Frederick and Richard, on a fishing trip to Clear Lake. . . Ed Wilkes is back on his job at Paul Laymon Company following a vacation spent in the mountains and at the beach. . . Preston Jarrell at the Weymouth Service Company here reversed the vacation procedure. He left for his annual rest Friday (31). Mrs. Toni Brown, of the Phil Brown Music Company in Bakersfield made a trip to Los Angeles and visited coin row for the second time in eight years. While in the city, she saw Nick Carter at Nickabob Company and Sam Turner at Paul Laymon's. She had lunch with Turner. . . Nick Carter attended the luncheon given Wednesday (5) at the Oval Room of the Ambassador Hotel for Lewis (Bud) Gruber, vice-president of the P. Lorillard Tobacco Company. . . Walter Meham, who operates at Camp Cooke, in town for a visit.

Jack Spencer, who has arcades in the Big Bear section, is already getting set for the winter hunting season. He recently purchased a jeep which will be used to take him into the mountains for game. . . Bill Bradley, Covina operator, is back in his headquarters after enjoying a vacation with his family in Newport Beach. . . Larry Hansford ended his extended vacation in Northern California. He and his

### World Wide Your Exclusive Distributor for EXHIBIT, KEENEY, WILLIAMS, ROCK-OLA

#### 2 OUTSTANDING SENSATIONAL GAMES

Williams  
**HAYBURNERS**

A timely fascinating racing sensation that's sweeping the nation. Game can be played with 1, 2, 3, 4 or 5 balls. 5, 10 or 25¢ play. Horses actually run on race track.

BRAND NEW WILLIAMS  
**JALOPY**

Fast and Furious 3 Ball Free Play and Novelty Game. Autos START in Line and are OFF to THRILLING FINISH. Player may complete Game with 1-2-3-4 or 5 Balls. In 5¢, 10¢ or 25¢ Single Entry Drop Coin Chute. High Scoring Feature.

#### ROCK-OLA SUPER ROCKET

'52-50  
**PHONOGRAPH**

Complete New Cabinet design—beautiful coloring! Lite-up top and bottom. Available 78 or 45 R.P.M. set for 1 play 10—3 play 25¢. Easily convertible for other combination play. See it! Hear it today.

#### Williams SUPER WORLD SERIES

Exciting! Terrific profit earner. All the thrills of baseball. Have these on location during World Series for BIG PLAY.

WRITE! WRITE!

#### FINEST SELECTION OF 5 BALL GAMES

|                       |                         |                         |
|-----------------------|-------------------------|-------------------------|
| PINKY.....\$160       | SOUTH PACIFIC.....\$170 | THREE FEATHERS.....\$95 |
| KNOCKOUT.....150      | GEORGIA.....110         | MAJORS OF '49.....95    |
| Chi. Coin PIN.....135 | FIGHTING IRISH.....110  | CHAMPION.....95         |
| BOWLER.....135        | KING ARTHUR.....110     | MERCURY.....95          |
| RAC MOP.....135       | Genco TRI-SCORE.....110 | DALLAS.....95           |
| SHOO SHOO.....135     | TUMBLEWEED.....110      | UTAH.....95             |
| CAMEL CARAVAN.....125 | BANK A BALL.....110     | TELECARD.....95         |
| GIN RUMMY.....125     | MARYLAND.....110        | HOLIDAY.....85          |
| HOT ROD.....125       | SHARPSHOOTER.....105    | BLACK GOLD.....85       |
| JEANIE.....125        | BOWLING CHAMP.....95    | PARADISE.....85         |
| PLAYLAND.....125      | COLLEGE DAZE.....95     | JUST 21.....85          |
| PIN BOWLERS.....125   | OKLAHOMA.....95         | EL PASO.....85          |
| DREAMY.....115        | SUFFALO BILL.....95     | CARNIVAL.....85         |
| HARVEST TIME.....115  | BOSTON.....95           | ROUNDUP.....85          |
| SHANTY TOWN.....115   | TUCSON.....95           | PHOENIX.....85          |

#### ROCK-OLA SHUFFLE BOARDS and SCORING UNITS

Factory Reconditioned 22 Shuffle Board includes crating. **\$175**

New 22' Shuffle-board includes crating. **\$275**

SCORING UNIT—Scores by points for horseshoe or baseball. **\$125**

Write for Quantity Prices

#### MISCELLANEOUS EQUIPMENT

|                                  |
|----------------------------------|
| Seeburg SHOOT THE BEAR.....\$295 |
| Exhibit SILVER BULLETS 165       |
| TELEQUIZ With Film.....115       |
| Williams STAR SERIES.....125     |
| Exhibit DALE GUN.....95          |
| ADVANCE ROLL.....35              |
| TOTAL ROLL.....30                |

#### Williams MUSIC MITE

New 45 R.P.M. 10 selection phonograph. 34 or 16¢ play. Pedestal stand to match. Has 40 play accumulator. Write for price or will trade for late games.

#### WANT TO BUY

FIVE BALL FREE PLAY FLIPPER GAMES ANY QUANTITIES HIGHEST PRICES WILL BE PAID

#### SEEBURG M-100 PHONOGRAPH

100 record player. Really beautiful. Write for price.

#### Bally BRIGHT LIGHTS

Sensational 3 Ball Game that's bringing in amazing profits from all locations. Takes up to 4 coins. Terrific Appeal. Write!

#### Keeney's LITE-A-LINE

New type 3 ball free play novelty game—41 winning combinations. 1 to 4 coin play. Available 3¢, 10¢ and 25¢ coin chute. Can score on 3, 4 or 5 balls. Phone, wire or write in your order today.



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

Operators know the most beautifully streamlined, brilliantly lighted, smoothest electrical performing, more profitable vendor:

#### THE DELUXE ELECTRIC KEENEY CIGARETTE VENDOR

In steady production for more than 4 years, easiest to service, trouble-free, sells more cigarettes!

WRITE for a free demonstration. No obligation.

J. H. KEENEY AND CO., Inc. 2600 W. 30th Street Chicago 22, Illinois

#### Subscribe Now!

ONE YEAR \$10

#### 52 BIG ISSUES

including 8 Special Issues



THE BILLBOARD  
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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name .....

Address .....

City .....

Occupation .....

### YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## 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 vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

|   | Issue of Sept. 8 | Issue of Sept. 1 | Issue of August 25 | Issue of August 18 |
|---|------------------|------------------|--------------------|--------------------|
| ABC Bowler (Keeney).....                          | \$25.00 65.00    | \$25.00 65.00    | \$25.00 65.00      | \$65.00 69.50      |
| Ace Bowler (Chicago Coin)....                     | 149.00           | 149.00           | 149.00             |                    |
| Baseball (Genco).....                             | 99.50            |                  | 45.00 99.50        | 149.00             |
| Baseball (National).....                          |                  | 39.50            | 49.50              | 99.50              |
| Bowling (Gottlieb).....                           | 24.50 34.50      | 34.50 50.00      | 34.50 35.00        | 34.50 55.00        |
|   | 50.00 69.50      | 55.00 69.50      | 40.00 49.50        | 69.50              |
|   |                  |                  | 50.00 55.00        | 69.50              |
| Bowling Alley (Chicago Coin)....                  | 55.00 64.00      | 55.00 64.50      | 55.00 64.50        | 55.00 64.50        |
|   | 64.50 69.50      | 69.50            | 69.50              | 69.50              |
| Bowling Champ (Keeney)....                        |                  | 189.50           |                    |                    |
| Bowling Classic (Chicago Coin)....                | 129.00 139.00    | 129.50 139.00    | 139.00 139.50      | 139.00 139.50      |
|   | 139.50 140.00    | 140.00 145.00    | 140.00 145.00      | 140.00             |
|   | 145.00           |                  |                    |                    |
| Bowling League (Genco)....                        | 35.00            | 34.50 35.00      | 30.00 34.50        | 34.50 35.00        |
|   |                  |                  | 35.00              |                    |
| Bowl-O-Matic (Exhibit)....                        |                  |                  | 35.00              |                    |
| Deluxe Bowler (Williams)....                      | 25.00 35.00      | 25.00 35.00      | 25.00 35.00(2)     | 65.00 69.00        |
|   | 65.00(2) 69.50   | 65.00 69.50      | 65.00 69.50        |                    |
|   |                  | 75.00            | 75.00              |                    |
| Double Bowler (Keeney)....                        | 155.00 165.00    | 155.00 175.00    | 165.00 175.00      | 165.00             |
| Double Header (Williams)....                      | 145.00           | 149.50(2)        | 149.50(2)          | 149.50(2)          |
|   | 149.50(2)        | 150.00           | 150.00             |                    |
| Double Shuffle Alley (United).....                | 79.50            | 35.00            | 79.50              | 79.50              |
|   |                  | 75.00w/p         |                    |                    |
| Double Shuffle Alley Express Rebound (United).... | 229.50           | 229.50           | 229.50             | 229.50             |
| Jack Pic (Keeney)....                             | 105.00 155.00    | 155.00           | 94.50 155.00       | 94.50 155.00       |
| Four Player Shuffle Alley (United).....           | 295.00           | 295.00           | 295.00             | 295.00             |
| Glider (Genco).....                               | 25.00 30.00      | 25.00 30.00      | 25.00 30.00        | 30.00 39.50        |
|   | 39.50            | 39.50 44.50      | 39.50              |                    |
| Hi Score Bowler (Universal)....                   | 185.00 195.00    | 185.00 195.00    | 185.00 195.00      | 159.00             |
| Hook Bowler (Bally).....                          | 245.00 250.00    | 245.00 250.00    | 250.00(2)          | 255.00 275.00      |
|   | 275.00           | 275.00           | 275.00             |                    |
| King Pic (Keeney).....                            | 25.00 65.00      | 25.00 65.00      | 25.00 65.00        | 67.50 85.00        |
|   | 85.00            | 67.50 85.00      | 67.50 85.00        |                    |
| League Bowler (Keeney)....                        | 265.00 285.00    | 265.00 285.00    | 250.00 285.00      | 275.00             |
| League Bowler 14-Player Rebound (Keeney).....     | 250.00(2)        | 275.00           | 265.00 269.50      | 269.50 275.00      |
|   | 275.00           | 275.00           | 275.00             |                    |
| Lucky Strike (Keeney).....                        | 69.00 75.00      | 75.00            | 75.00              | 75.00              |
| Pic Boy (Keeney).....                             | 19.50w/p 25.00   | 19.50w/p         | 19.50w/p           | 19.50w/p           |
|   | 35.00            | 25.00 34.50      | 25.00 34.50        | 34.50 35.00        |
|   |                  | 35.00            | 35.00              |                    |
| Shuffle Alley (United).....                       | 25.00 25.00w/p   | 25.00(2) 34.50   | 20.00 25.00(2)     | 25.00 34.50        |
|   | 29.00 39.50(2)   | 39.50            | 34.50 35.00        | 39.50(2)           |
|   | 59.50w/p         | 39.50w/p         | 39.50(2)           | 59.50w/p           |
|   |                  | 45.00w/p         | 59.50w/p(2)        |                    |
|   |                  | 49.50            |                    |                    |
|   |                  | 59.50w/p         |                    |                    |
| Shuffle Alley Express 2 Player (United).....      | 199.50           | 189.50 199.50    | 199.50             | 199.50             |
| Shuffle Alley Express (United).....               | 69.00 69.50(2)   | 55.00 69.00      | 69.00 69.50(2)     | 69.00 69.50(2)     |
|   | 74.50            | 69.50(2) 74.50   | 74.50 75.00        | 74.50              |
|   |                  | 75.00            |                    |                    |
| Shuffle Baseball (Bally).....                     |                  |                  | 195.00             | 175.00             |
| Shuffle Baseball (Chi. Coin)....                  | 65.00            | 65.00            | 65.00              | 65.00              |
| Shuffle Bowl (Exhibit).....                       | 89.50            | 89.50            | 89.50              | 89.50              |
| Shuffle Bowler (Bally).....                       | 19.50 25.00      | 19.50 25.00      | 19.50 25.00(2)     | 34.50 44.50        |
|   | 44.50 45.00      | 34.50 44.50      | 34.50 35.00        | 45.00              |
|   |                  | 45.00            | 44.50 45.00        |                    |
|   |                  | 69.50w/p         |                    |                    |
| Shuffle Bowler (United)....                       | 145.00           | 145.00           | 145.00             | 175.00             |
| Shufflecade (United).....                         | 295.00           | 295.00           | 295.00             |                    |
| Shuffle Champ (Bally).....                        | 89.00 95.00      | 89.00 95.00      | 89.00 95.00        | 75.00              |
| Shuffle Jangle (Rock-Ola)....                     |                  |                  | 49.50              | 55.00              |
| Shuffle Lane (Rock-Ola).....                      | 39.50            | 39.50            | 35.00 39.50        | 39.50              |
| Shuffle Lane (United).....                        |                  | 34.50            | 34.50              | 34.50              |
| Shuffle Pool (National).....                      | 44.50            | 44.50            | 44.50              | 44.50              |
| Shuffle Skill (United).....                       | 44.50            | 44.50            | 44.50              | 44.50              |
| Shuffle Slugger (Bally).....                      | 125.00           | 125.00           |                    |                    |
| Shuffle Slugger (United).....                     | 135.00 149.50    | 129.50 135.00    | 135.00 159.50      | 135.00 159.50      |
|   |                  | 149.50           |                    |                    |
| Shuffle Alley Rebound (United).....               | 119.00w/p        | 199.50           | 199.50             | 199.50             |
|   | 199.50           |                  |                    |                    |
| Shuffle Alley (United).....                       | 95.00 189.50     | 95.00 189.50     | 95.00              | 95.00              |
|   | 195.00           |                  |                    |                    |
| Shuffle Bowler (Bally).....                       | 45.00 49.50      | 45.00 55.00      | 35.00 45.00        | 42.50 59.00        |
|   | 59.00 69.00      | 59.00 69.50      | 49.50 59.00        | 69.50 79.50        |
|   | 69.50 79.50      | 79.50 85.00      | 69.50 79.50        | 99.50              |
|   | 85.00 99.50      | 89.50            | 85.00 99.50        | 99.50              |
|   |                  | 99.50            |                    |                    |
| Shuffle (Exhibit).....                            |                  |                  |                    | 99.50              |
| Shuffle Alley (United).....                       | 25.00 49.50      | 25.00 49.50      | 25.00 49.50        | 49.50              |
| Shuffle Alley (United).....                       | 135.00(2)        | 129.50w/p        | 135.00 145.00      | 135.00 145.00      |
|   | 145.00           | 135.00 145.00    |                    | 34.50              |
| Shuffle Alley (United).....                       | 25.00            | 25.00 34.50      | 25.00 34.50        | 149.50 150.00      |
| Shuffle Alley (United).....                       | 149.50 150.00    | 149.50 150.00    | 125.00 149.50      | 155.00             |
|   | 155.00           | 155.00           | 150.00 155.00      | 69.50              |
|   |                  | 65.00w/p         | 69.50 89.50        | 89.50              |
| Shuffle Alley (Universal)....                     | 50.00 65.00      | 49.50 50.00      | 50.00 69.00        | 69.00 89.50        |
|   | 69.50 89.50      | 65.00w/p         | 69.50 89.50        | 89.50              |
|   |                  | 129.50w/p        | 129.50w/p          | 129.50w/p          |
| Shuffle Alley (Chicago Coin)....                  | 50.00            | 50.00            | 45.00 50.00        |                    |
| Shuffle Alley Rebound (Chicago Coin).....         | 45.00            | 45.00            |                    |                    |
|   |                  | 70.00w/p         |                    |                    |
| Shuffle Alley Rebound (United).....               |                  |                  | 214.50             | 214.50 215.00      |
|   | 209.00 215.00    | 209.50 214.50    | 215.00(2)          | 25.00 34.50        |
|   | 224.50 225.00    | 215.00(2)        |                    |                    |
| Shuffle (Williams).....                           | 15.00 25.00      | 15.00 25.00      | 15.00 25.00        |                    |
|   |                  | 34.50            | 34.50 35.00        |                    |
| Shufflecade (United)....                          | 275.00           |                  |                    |                    |

**ANNOUNCING**

**The  
Billboard**

**ANNUAL FALL  
COIN MACHINE  
SPECIAL**

With timely editorial features of special interest to every-  
one in the coin machine industry, the issue that advertisers  
use to start their fall sales campaign.

DATED ... **OCTOBER 13th**

DISTRIBUTED **OCTOBER 9th**

ADVERTISING DEADLINE  
**OCTOBER 4th**



# Coinmen You Know

Continued from page 151

family visited friends and relatives in Idaho and stopped en route home for a brief visit in Las Vegas.

Bob Donahue, an operator in Pismo Beach, surprised local jobbers by visiting them. This was his first visit in a long time. Johnny Nelson left Thursday (6) for San Luis Obispo, where he has a route interest. Gus Weiner in town and buying two Hayburners for an arcade he is starting in Santa Maria. The machines were purchased from Bill Happel at Badger Sales Company.

Jack Wilson, operator, is extending his route and adding Northwestern tab gum machines from the Badger Sales. Adolph D'Este handled the deal. Badger Sales is moving its vending and parts departments and increasing the size of both. Space where the vending section was formerly located will be turned into display sections for the premium and parts lines. A section used for showing used equipment is to be remodeled for the vendors. Dick Kerr, of the A. C. Rentals is back from Chicago. He made the trip by automobile.

Charlie Dacy is winding up 13 years with Fred Gaunt and General Music Company. Gaunt has been with the Bud Parr firm for 11 years. Prior to joining General, Dacy was with Gaunt when he had the Trojan Novelty Company. H. O. Chapman, of the Nickabob Company is back at his desk following training with the 311th Logistical Command in Richmond, Calif. He is in the active reserves and holds a major's commission.

**Detroit**

Kenneth Styles, formerly employed by another juke box firm, has established the Styles Music Company. Robert Kernan, who operates a route of Victor penny venders, as well as acting as distributor for gum and other products for the vending field, is planning to dispose of his route.

Bernard Besman and John Kaplan, Pan-American Distributing Company, held open house for three days last week in the banquet hall of Veterans Memorial Building, to unveil the new Kaye-Halbert television units which they handle here.

John Sheperd, Mercury Records, is commuting from his sum-

mer home across the river in Canada. Mrs. Mary Paris, head of J. Paris & Sons, cigarette vending operators and supply firm, was robbed of about \$5,000 by an armed bandit in her office.

Sam Siegel, who died recently, was well known here as an operator of Photomatic machines for a number of years, in addition to his amusement park activities. Leonard G. Haigh is organizing the Len Haigh Shuffleboard Sales and Service Company. Gertrude Pitsois is joining the ranks of local feminine operators with the formation of the Pitsois Vending Company.

Norman Firebaugh, who had the kickoff for the season's play in his one-location league at Firebaugh's Shuffle Alley two weeks ago, staged a second "overflow" party Sunday (2) for players and spectators. Lou Nemes, of Music Systems is back from a week-end trip to Cleveland.

**Pittsburgh**

Joseph McGlenn says his next move is to get candy machines moving here. Victor Abelson, of Empire distributors, reports business picking up. M. J. Abelson, of Oak Manufacturing Company, is on a short trip west.

Glen Smith, Glen Gillette organization recently drove to Charleston, W. Va., then back thru Ohio, stopping at scenic points. Charles Sheffic, of Boswell, Pa., who is operating a 500-car drive-in on the Johnstown-Windber Road besides his route says biz is good, doing better than last year, and growing all the time.

Frank Mikesic, Johnstown, Pa., Ton, Sellaro, Sellaro Amusement Company, and Bill Johns, Kingwood, W. Va., who operates a general store in addition to amusements, were in town.

Harry Rosenthal, manager, Banner Specialty Company, flew to New Brunswick, N. J., following the death (28) of his mother-in-law, Mrs. Dora Baltin, who

was written up in The New York Times as being one of the oldest inhabitants of New Brunswick. She was the mother of Charles Baltin, general manager of radio station WHOM, and William Baltin, a pioneer with DuPont and now with Columbia Picture's TV Department.

**Twin Cities**

Matt Engle, sales manager, Mayflower Distributing Company, St. Paul, reports business brisk, and fall business already looming as excellent. Among the visitors who dropped in at Mayflower last week were Frank Mager and Denis Holsman, both of Grand

Rapids, Minn.; Ben Jahnke, Hutchinson, Minn.; John Galep, Menomonee, Wis.; Andy Benna, Ironwood, Mich.; John Howe, Foley, Minn.; Bob Lammers, St. Cloud, Minn.; Frank Kummer, Spring Valley, Minn.; Russell Gherly, Baldwin, Wis., and Morris Berger, Duluth.

Jack Weinberg, local correspondent for The Billboard, is recuperating in a hospital from a recent heart attack. Mrs. Weinberg says Jack will be back covering his beat on Coin Row as soon as the medics give him their approval. Meanwhile he will be taking it easy for some weeks to come.

**Indianapolis**

The Janes Music Company is now considered a "one-stop" record shop for operators in Indiana. Lots of records are sold to operators in quantities at special discounts. Rex Hasler has terminated his connection with Janes Music Company and joined the Armstrong Vending Company in the service department. Mr. and Mrs. Swing, Kokomo, Ind., operators, were recent visitors at Janes.

The Paget Music Company has acquired the Byron Evans juke box business at Frankfort, Ind. Donald Morton, of the Janes Record Shop, was bruised recently when the car he was driving collided with a truck and was wrecked.

Stanton (Tiny) Leverton, parts department head at Southern Automatic Music Company; Herman Perkins, salesman, and Donald Baugh, mechanic, are vacationing.

## EMPIRE'S SUPERMART

WORLD'S LARGEST SELECTION OF COIN MACHINES

**NEW CLOSEOUTS!**

United Team Hockey ..... \$139.50  
Chicoin "Thing" ..... 140.00  
Chicoin Play Ball ..... 90.00

**5-BALLS**

**NEW**  
Bally Coney Island ..... Unified 3-4-5  
United A-B-C ..... Keeney Life-a-Line  
Univ 3 Star ..... Como Stadium  
Bally Bright Lights ..... Chi. Play Ball  
Gott. Wild West ..... Wms. Hayburners

Minstrel Man \$169.50 Just 21 ..... \$ 79.50  
Mot Rod ..... 149.50 Phoenix ..... 69.50  
Fighting Irish 139.50 Round Up ..... 69.50  
Rocket ..... 129.50 Show Boat ..... 69.50  
Knockout ..... 129.50 Carnival ..... 69.50  
Sweetheart ..... 134.50 Tucson ..... 69.50  
Tri-Score ..... 119.50 Black Gold ..... 49.50  
Harvest Time 119.50 Harvest Moon ..... 69.50  
BUCCANEER ..... 69.50  
SHANTYTOWN 119.50 One-Two-Three ..... 59.50  
Swanee ..... 59.50  
Canasta ..... 119.50 Grand Award ..... 59.50  
Rancho ..... 54.50  
South Pacific 119.50 Puddin'head ..... 54.50  
Sally ..... 54.50  
BE-DOP ..... 114.50 Magic ..... 54.50  
Tahiti ..... 109.50 Blue Skies ..... 54.50  
Boston ..... 104.50 Morocco ..... 54.50  
LUCKY INNING ..... 99.50  
PARADISE ..... 49.50  
Maryland ..... 99.50 Caroline ..... 49.50  
Ripsnorter ..... 99.50 Spinball ..... 49.50  
Double Shuffle ..... 94.50 Ali Baba ..... 49.50  
3 Feathers ..... 89.50 Moon Glow ..... 49.50  
Aquacade ..... 89.50 Humpty Dumpty ..... 49.50  
Football ..... 89.50 Trinidad ..... 49.50  
St. Louis ..... 79.50 Shanghai ..... 49.50  
Dallas ..... 79.50 Speedway ..... 49.50  
Majors of '49 ..... 79.50  
Big Top ..... 79.50  
Selectacard ..... 79.50  
Telecard ..... 79.50  
SUNNY ..... 49.50  
Robin Hood ..... 49.50  
Star Dust ..... 49.50  
Summertime ..... 49.50  
Trade Winds ..... 49.50  
Wisconsin ..... 49.50  
Crazy Ball ..... 49.50  
Contact ..... 44.50

**BUTTONS AND BOWS** 79.50  
Super Hockey 79.50

**MUSIC**

Evans Constellation, Chicoin Band Box ..... Write  
Wurlitzer 1015 \$250.00  
Wurl. 1017  
Hideaway ..... 259.50

**DIGGERS**

Evans Pushover ..... \$395.00  
Hollycrane ..... 895.00  
New Exh. Merchantman ..... 99.50  
HOLLYCRANE 275.00  
Exh. Rotary Claw Mdr. ..... 175.00

**ARCADE**

Midget Movies Write  
Chicoin Basket-  
ball Champ \$275.00  
Bal. Big Inning 195.00

WMS. STAR SERIES ..... 139.50  
Chi Coin Pistol 149.50  
Telequiz & Film ..... 119.50  
Wms. All Stars 109.50  
Jack Rabbit 109.50  
Chi Coin Goalie 99.50  
Scientific Pokerino 99.50  
Exh. Shuffle Bowl ..... 69.50  
Exhibit Dale Gun ..... 84.50

Mercury 13-Way Ath. Scale 69.50  
Chicken Sam, Rebuilt ..... 109.50  
Poker and Jucker 49.50  
GENCO GLIDER 39.50  
Bal Heavy Hitter & Stand ..... 59.50  
Un. Shuffle Skill 44.50  
Keeney Texas Leaguer ..... 59.50  
Chi Coin Bango 49.50  
Total or Advance Roll ..... 39.50

**CHALLENGER** 24.50  
Gott 3-Way Gripper ..... 22.50  
Acme Shocker, New ..... 24.50  
Hit-a-Homer ..... 19.50  
Exh. Six Shooter Write  
Exh. Gun Patrol Write  
UN TEAM HOCKEY, New ..... 139.50  
Shipman Art Show ..... 49.50  
KICKER & CATCHER, New ..... 27.50

**UNITE FLYAWAY PIN CONVERSIONS**  
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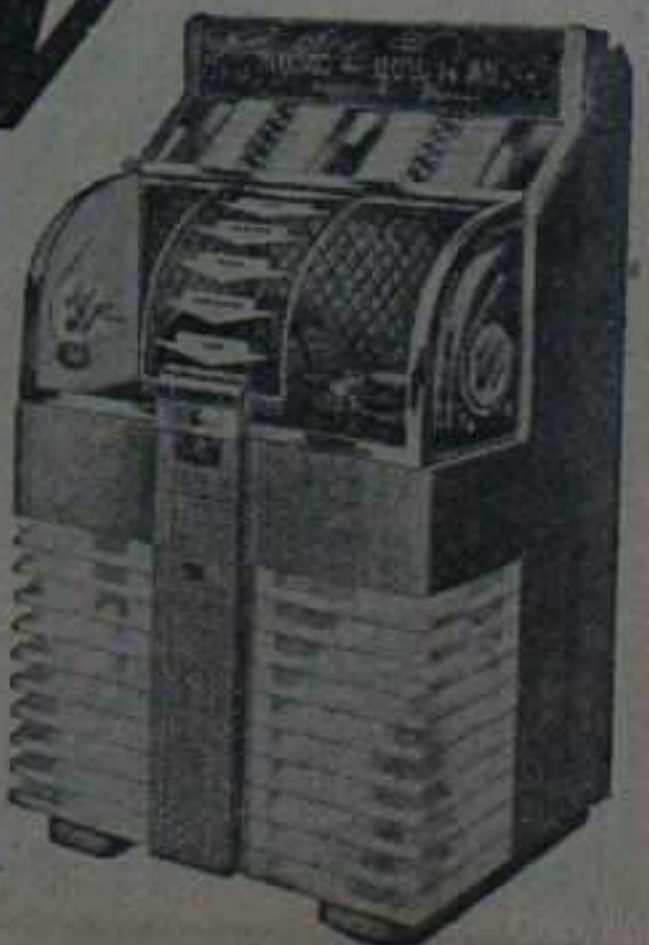
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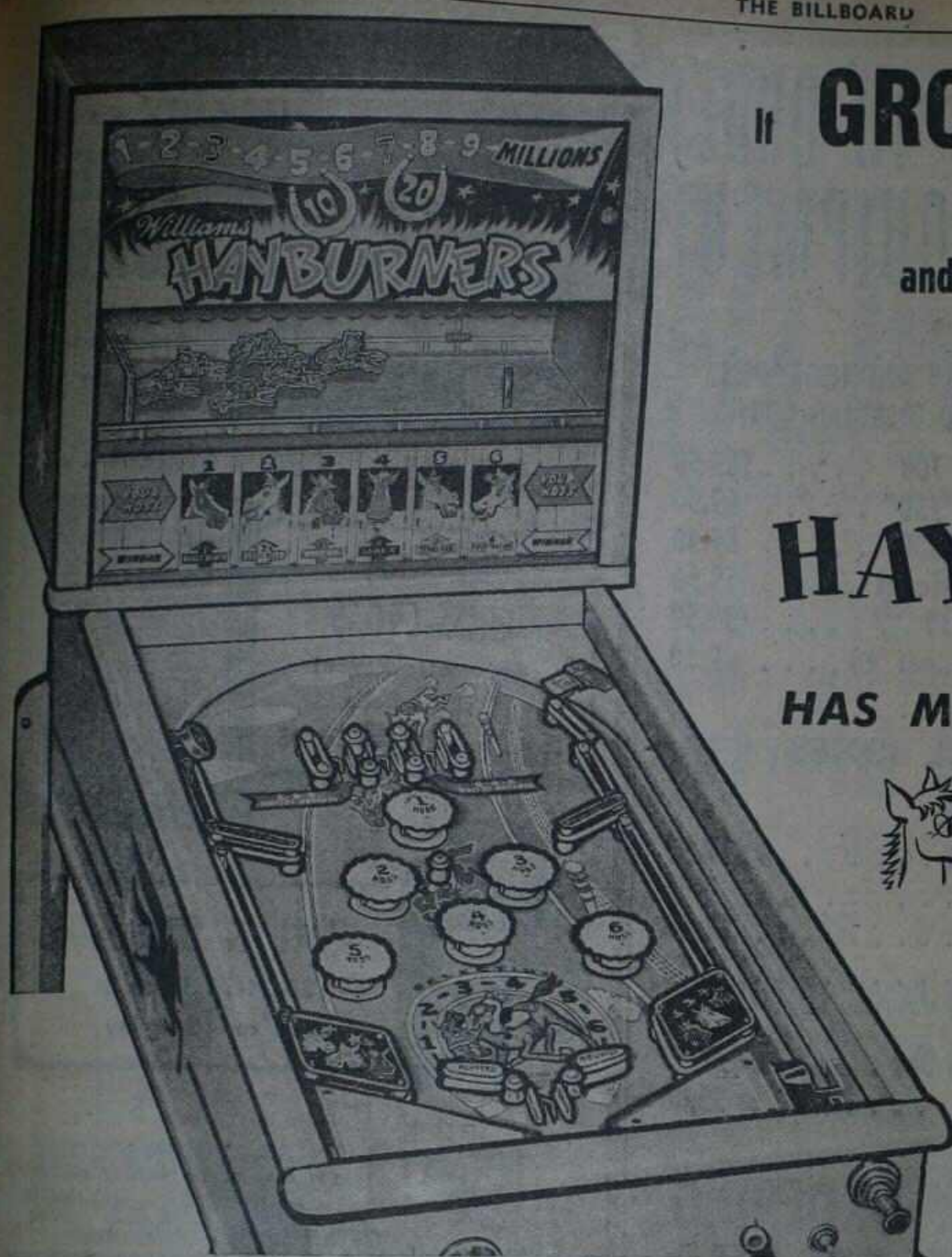
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**Buckley... RACE HORSE**

Amusement Game

... FREE PLAY ... REMOTE CONTROL ...



**Buckley CRISS-CROSS**

Automatic Payout  
Jackpot Belle

5¢ - 10¢ - 25¢ - 50¢ - \$1



**WALL & BAR BOX**

20-24-32 Records  
5¢ or 10¢ Play



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 RENO, NEVADA      34 LA CENEBIERE      LAS VEGAS, NEVADA  
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| TURF KINGS . . . . . | \$275.00 | CITATION . . . . . | \$59.50 |
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| Turf Rings                 | Humpty Dumpty                 | Dain Guns                      |
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Above machines, plus many others at lowest prices, some new, some reconditioned, but all definitely at a price you can afford—Write Today!

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| C.C. Bowling Alley . . . . .    | \$ 54 | Bally Hook Bowler . . . . .       | \$245 |
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| Un. Super Twin Bowler . . . . . | 129   | Un. Twin Rebound . . . . .        | 209   |
| Un. Shuffle Alley . . . . .     | 29    | Keeney Duck Pins . . . . .        | 103   |
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| <b>SHUFFLE GAMES</b><br>Rock-Ola Shuffle . . . . . \$ 39.50<br>Lane . . . . . \$ 39.50<br>Rock-Ola '50 World Series . . . . . 49.50<br>h. Coin Trophy Bowl . . . . . 149.50<br>Chi. Coin Bowling Classic . . . . . 129.50<br>Bally Speed Bowler . . . . . 99.50<br>Univ. Twin Bowler . . . . . 89.50<br>Exh. Shuffle Bowl . . . . . 59.50<br>Conversion . . . . . 39.50<br>United Shuffle Alley . . . . . 39.50<br>Exh's 1 Strike . . . . . 99.50<br>Genco Baseball . . . . . 99.50<br>United Express . . . . . 49.50 | <b>SHUFFLEBOARD SUPPLIES</b><br>Fast Wax, case (12) \$ 4.50<br>Pucks (Set of 8) . . . . . 12.00<br>Score Sheets, 10 pads 7.50<br>Shuffle Game Wax, case (12) . . . . . 2.30<br>Fluorescent Lights, pair . . . . . 17.50<br>Used Wall-Type Scoreboards . . . . . 79.50<br>Premiums! Write for List.<br>4332 N. Western Ave. Chicago 18, Ill. JUniper 8-1814 |
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# Chicago Coin's BOWLING ALLEY

Featuring for the first time on any shuffle bowling game

■ **High Score of the Week** ON BACK RACK

(NAME OF HIGH SCORE PLAYER WRITTEN ON FROSTED GLASS)

■ **Formica Playfield Surface**

FASTEST PLAYFIELD POSSIBLE! LONG WEARING AND COLORFUL

+ PLUS +

- REBOUND 20-30 SCORING
- ROLLOVER CONTACTS ON PLAYFIELD
- HINGED PLAYFIELD FOR EASIER SERVICING

SIZE — 8 FT. x 2 FT.

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## CHICAGO COIN MACHINE COMPANY

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Gottlieb's New W-I-D-E OPEN ACTION Game

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CHICAGO COIN PLAY BALL.....\$39.50

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ALL PRIZES QUALITY MERCHANDISE

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We will ship all orders of 5 or more deals PREPAID, when full remittance is received with order.

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1-2-3

XACT SCORE DEAL

PROVEN A "LIFE-SAVER" TO THE COIN OPERATORS

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All merchandise is marked 1-2-3. YOU SET YOUR OWN SCORE or... for example

- a score of 233 receives merchandise marked 1
- a score of 255 receives merchandise marked 2
- a score of 277 receives merchandise marked 3

... it's really red hot at

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(20 PRIZES)

COMPLETE

WITH DISPLAY CARD

ORDER NOW

### The MITCHELL COMPANY

122 North Fourth Street  
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ORIGINATORS AND CREATORS OF PRIZE PAD DEALS FOR SHUFFLE GAMES

# NEW "EXTRA-BALLS" IDEA

INSURES EXTRA PLAY-APPEAL AND EXTRA PROFITS

## Bally CONEY ISLAND



### FAMOUS "IN-LINE" SCORES

Popular 3-in-line, 4-in-line, 5-in-line score system attracts busy play . . . and takes in up to 3 coins for first 5 balls, as players select 1, 2 or 3 score sections. Player scores only in selected sections, but scores light up in all sections to tantalize and insure repeat play and plenty of triple-section play.

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all the profit-proved play-appeal of Turf King  
**PLUS NEW**  
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 PLUS "IN-LINE" SCORING

CONEY ISLAND combines the profit-proved play-appeal and earning-power of BRIGHT LIGHTS with the fascinating new Extra-Balls Feature that insures plenty of extra coins every game. Because every game played is either a winner or a near-winner, players can't pass up the opportunity to clinch a winner with extra balls. Try CONEY ISLAND today. You'll be mighty glad!

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# 6 Player Shuffle-Alley

Larger Group Play for Greater Earnings



## 1, 2, 3, 4, 5 or 6 Can Play!

10¢ PER GAME... EACH PLAYER

### FAST REBOUND ACTION

(ROLL-OVER SWITCH REBOUND)

## 20-30 Scoring

### DISAPPEARING PINS

### Easy to Service

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.



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- ✓ STIMULATE PLAY BY THE INTRIGUING OPERATION OF THE  
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- ✓ ARE SETTING NEW STANDARDS OF PERFORMANCE  
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Brings the same 100 selections ... programmed for fast reference and easy selection ... right to the finger tips of guests.

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*only one has 100*  
**Select-o-matic**  
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