

# The Billboard

AUGUST 16, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## New York TV Station Weds 500 Theaters to Plug Pix

### Talent Unions Convene for Merger Talk

Leaders Stress Unity Inside Groups A Pre-Requisite

NEW YORK, Aug. 9.—The first all-actors meeting held in recent years, brought out about 750 members of all talent unions to listen to and discuss the proposed merger at the Park Sheraton Hotel, Thursday (7). The press was barred, but this reporter found a convenient back door where he could listen without being seen.

Represented on the platform were Actors Equity, Chorus Equity, American Guild of Musical Artists, American Federation of Radio Artists, Television Authority and American Guild of Variety Artists. Members of the two screen unions, Screen Actors and Screen Extras Guild, too present in the hall, were not represented on the platform.

Paul Dulzaci, president of the Associated Actors and Artistes of America, under whose auspices meetings were held, the AGVA paid the bill, introduced William Aronson of Cornell University, one of the professors who drew up the blueprint for merger. After Aronson spoke, each of the union's spokesmen had 10 minutes to present their side, followed by a question and answer period.

#### Swires Objects

Willard Swires of Equity objected to the plan using architectural terms and family analogies to explain why a general agreement was necessary among all.

(Continued on page 16)

### VIDEO IS POLITICIANS' DOLL

#### Senators Flock to Tele's Door With Pockets Loaded

By BEN ATLAS

WASHINGTON, Aug. 9.—TV's nationally acclaimed role in political campaigning came in for important new recognition this week on several fronts. Most significant recognition appeared in plans for TV's use on an unprecedented scale by nearly a score of U. S. senators facing the toughest fights in their drives for re-election. All of these senators have enlisted the Joint House and Senate Recording Facility for wide-scale TV film series.

Topping the "hot-seat" senatorial group in TV activity is Sen. William D. Benton (D., Conn.), whose re-election fight is shaping

up all the tougher since the death of Sen. Brien McMahon (D., Conn.), with both of Connecticut's Senate seats now tossed into the bustings as prizes to be fought for, the major political parties are readying to open the cash box for heavy spending in that critical area. Senator Benton has given a go-ahead for the biggest TV drive he, and in all likelihood any other lawmaker, has ever started. An inveterate TV and radio addict, Benton has authorized preparation of several TV film presentations by the Joint House-Senate Recording Facility, a self-sustaining permanent operation which

(Continued on page 10)

### Cott's WNBT Plots "Sell Movie" Drive

Marks Outlet's First Step in Plan to Lend "Editorial Support" to Major Industries

By JUNE BUNDY

NEW YORK, Aug. 9.—In a move to convince motion picture exhibitors that TV can make movie business "better than ever," WNBT here will launch an all-out promotion of the Fleker field next month, in co-operation with the Organization of the Motion Picture Industry of the City of New York Committee. The group represents more than 500 New York theaters, including most indie exhibitors and 30

chains (Brandt, Skouras, Loews, Century, RKO, etc.).

The campaign is initial step in station's over-all plan to lend editorial support to major industries, via special programming and promotion tie-ups. The new project, according to its originator, WNBT-WNBC manager Ted Cott, is patterned after "editorial support" operations of newspapers, which often utilize legitimate news copy concerning various industrial activities (e.g., new auto models, movie news, theater reviews, etc.) in their editorial columns. Cott has appointed a special "Editorial Support" Committee to handle the campaign, headed by WNBT manager Dick Pack, and including press chief Phil Dean and WNBC program director Jack Grogan.

In addition to a group of special radio and TV movie industry shows, Pack has made a tie-up with major supermarket chains in the Greater New York area. Retailers will pick a "picture of the month" and promote it in their stores as "The Super-Movie of the Month." The tie-up, of course, dovetails nicely with the long-standing WNBC "NET Chain Lightning" merchandising-promotion operation. Incentive for chains is that supermarket staffers will be invited to frequent picture previews (specially staged for them) at which time they will pick the winning "super-movie" each month.

Starts Sept. 8

The campaign is scheduled to kick off September 8, with Skitch Henderson slated to list "current and popular" movies showing locally.

(Continued on page 13)

### Stagehands Lose Travel Pay Increase, Gain on TV Film

By JACK WEINBERG

MINNEAPOLIS, Aug. 9.—Efforts by the New York delegates to force a 25 per cent wage

hike for traveling stagehands died at the 41st convention of the International Alliance of Theatrical Stage Employees and the Motion Picture Operators of the United States and Canada in municipal auditorium here. The New York reps, however, got an okay to organize non-union TV film producers and recording outfits now operating in New York (See separate story in TV department this issue.) IA will also set up a TV and radio department.

A resolution raising salaries of all international officers by 15 per cent, plus a similar boost in their expenses, was also approved.

After considerable debate, the 1,200 delegates shouted down two resolutions aimed at boosting the roadmen's salary and referred the proposals, instead, to Richard Walsh, IA international president.

Sponsored by Jack Shapiro, Frank Kaiser and Vincent Jacobbi, all of Local 1, New York, the wage hike was the measure on

which the big fight was staged. The sponsors called the roadmen

(Continued on page 12)

### Paul-Ford Crack Chicago Record

CHICAGO, Aug. 9.—The Les Paul-Mary Ford starter at the Chicago Theater here raked up a new record gross for the year when the house chalked up \$77,800 for the first of the two-week run. Theater upped its price from 98 cents to \$1.25 for this run.

This is the first music team to hit a record at the Chicago. In previous years, Martin and Lewis, Jack Benny and Danny Thomas all have gone above that figure, also with hiked box office.

### ASCAP on Way Back To Theater Licensing

NEW YORK, Aug. 9.—In a move forecasting a strong return to the theater licensing field, the American Society of Composers, Authors and Publishers this week concluded negotiations with Harry Brandt, president of the Independent Theater Owners Association of New York, providing for the use of recorded ASCAP music in theaters.

In addition to the 130 ITOA theaters, covered in the pact Brandt signed a licensing agreement with the Society covering the use of recorded music in the Brandt chain of 115 theaters. Jules Collins, ASCAP sales manager, said the Brandt-ITOA theaters were the first to enter into this type of licensing agreement with ASCAP. Harry Brandt, ITOA, said the signing was "an expression of goodwill existing between ASCAP and our organization."

The negotiations leading to the

Brandt-ASCAP signing had been prolonged and their successful conclusion marked a milestone for the Society. For since the Leibell decision, handed down July 19, 1948, ASCAP had been

(Continued on page 17)

### Pee Wee King, NBC Talk Web Remote

HOLLYWOOD, Aug. 9.—Pee Wee King, ho, with his band singer, Redd Stewart, has accounted for a number of big tunes and top Victor releases in the past three years, confers in New York Monday with NBC radio execs regarding a web remote from WAVE, Louisville, his home radio base.

Show, it's rumored, would be aired at 8 p.m., PDST, Saturday, following "Grand Ole Opry."

### ENGLISH UPS AND DOWNS

#### Novelties Click in U.S., But Comics Fold Up

By BILL SMITH

NEW YORK, Aug. 9.—Nearly all of the British comics who have played the United States in the past few years haven't been able

to make it. And, in the considered opinion of American bookers and talent buyers, they won't be able to until they've changed their methods and their material.

But if the comics haven't been successful, foreign novelty acts have a sharp edge over their American counterparts. The outstanding novelty and probably the first foreign performer to elick over here in recent years is Rex Raemer. The Szonys, a sensational dance team abroad, were equally sensational here. Darvas and Julia, another dance team using some elaborate balancing tricks, were another hit. Oddly enough practically all the Riskey acts which have been imported here in the past few months also have been immediate successes.

(Continued on page 16)

### MERCER PENS SPECIAL MUSIC FOR TV FILM

HOLLYWOOD, Aug. 9.—TV film, last of the showbiz media to attract the talents of top name writers, this week became of musical age with songwriter Johnny Mercer penning a ditty especially for a telepix series. Mercer composed lyrics and music for Eddie Lewis' "Calamity Jane telepix series starring Joan Blondell with Tom Ewell.

Mercer's teleturn will serve as series' theme song, thus marking the first time a top name writer penned a tune for a TV film. Pilot reel, shot in Mexico City, will get its initial showing as part of Lewis' "Schlitz Theater" September 8.

#### A MIRACLE

That's chlorophyll! It's in chewing gum, breath sweeteners, tooth paste! Now you can get amazing Magic Airfoam Shoe Protectors with chlorophyll! Just check this week's classified ad section for all details. And while you're looking—check those classified pages for an amazing variety of bargain buys. Anywhere you look, in the regular classified pages or in the Music and Coin Machine Market Place sections, you'll find some of the best deals available on hundreds of items and services. And if you've got something to sell—sell it fast and cheap for little as \$3 per month! In these same money-making departments! What Do You Want to Buy or Sell? See pages 13, 44, 72, 86.

### Index

Aud. & Ads.	46	Music	17
Business	49	Music Charts	26
Caravels	57	Music Machines	79
Circulars	70	Music Clubs	15
Class. Adv.	72	Parks & Pools	66
Coin Mach.	78	Past	76
Fair & Expt.	65	Radios	3
Final Courts	52	Rinks & Skates	51
Gen. Outside	53	Roadshow Rep.	51
Honor. Roll of Mts.	26	Routes	56
Leisure	2	Television	9
Letter List	27	Vanderbilt	15
Magic	49	Vending Mach.	83
Merchandise	72		

# Billboard Backstage

By JOE CSIDA

"Like most people, I am given to a sharp rise in blood pressure whenever anyone falls in a loud voice, to appreciate something near and dear to me. For instance, this trade newspaper. Every so often I run into a character who says: "G'wan, Billboard isn't really the oldest trade newspaper in show business," or "Stop kidding, you don't have more circulation than paper X," or "Ten bucks for a one-year subscription? You gotta be crazy. I'll bet half the guys who get it, get it free."

Patently (that is, for me, patiently) I try to explain. Oldest? Founded in 1894, twenty years before any show business paper in existence today. . . . Free copies? Sure, my mother gets one free, but no other relatives. And mighty few other people, anywhere, anytime. . . . Coverage? All the way from tent shows to TV. . . . Circulation?

Ha, I say to myself, here's where I really sell this bum. "Circulation," I say to the character. We've got more circulation than any three papers in the field combined, and we're the only over-all show business paper with an ABC circulation. I never cease to be surprised at the lack of reaction to my alphabetical cliché. "Yeah," the guy says, unimpressed; or "ABC? What's ABC?"

I'm a touch tired of explaining it so I'll do it here this week, once and for all again for a long time: ABC stands for Audit Bureau of Circulations. A paper which chooses to become a member of the Audit Bureau of Circulations can operate on only one principle—to stuff its pages with so much interesting, useful information each week that large chunks of people will pay (25¢ a week, \$10 per year in Billboard's case) to read the paper issue after issue, year after year. Because an ABC paper can't (and by joining ABC signifies it doesn't care to try) to kid its readers or advertisers. It lays its circulation figures right on the line for any interested party to see and study, any time.

For the Audit Bureau of Circulations is simply a bureau which sends experienced auditors into the offices of its publication members each year. And these auditors make a complete, authentic audit of the number of copies, issue by issue, sold by the publication; the price for which those copies are sold; the sections of the country in which they're sold, and the methods by which they're sold. This ABC report is published and made available to any legitimately interested party.

No publisher is forced to join

the ABC. Indeed, publishers must pay annual dues, plus other costs, to become and remain members of ABC. Most trade papers are not members. Altho the Bureau was organized way back in 1914, there are only 370 business paper members.

Don't get me wrong. I do not imply that any paper which is not a member of ABC is peddling phony circulation figures, or is necessarily running an immoral enterprise in any other way. I do imply—may, flatly state—that any paper which is a member of ABC is giving you a completely honest count.

The editors and writers of such a paper are on the spot to deliver to you, in each copy, enough reading matter you'll find helpful or entertaining to make you keep coming back for more. The advertisers in such a paper know, to the last reader, how many customers their ads may reach.

So when you see that little ABC cut right under our logotype on page one, or in the masthead on page three, remember, Mac, we don't mean Always Buy Chesterfields. We mean more people read The Billboard than any other paper in show business, and we can prove it any time you're interested. And we're a little proud of that fact.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 9.—Sen. Kenneth D. McKellar (D. Tenn.) defeat in his State primary drew a jubilant reaction in broadcast circles here. The curmudgeonish senator, who authored a resolution last session to ban TV-radio from Senate hearings, has been making no secret of his intention to push for the blackout. As a six-term member in the Senate, his seniority status had armed him with a lot of persuasiveness on Capitol Hill. As chairman of the powerful Senate Appropriations Committee, which holds the pursestrings on pork barrel funds, McKellar has frequently had the last word in arguments with reconciliants in the Senate. Consequently, his threat to ban TV and radio from covering Senate committee doings was anything but idle.

## GLOBAL COPYRIGHT PACT UP-COMING . . .

Capitol Hill is due for a noisy surprise next year when the State Department asks the Senate to ratify the first global copyright pact in history. A long-deliberated model pact will emerge from the Geneva conference of United Nations Educational, Scientific and Cultural Organization which opens August 18. The proposed pact will be of major interest to the entire music world. The Senate, however, will be wholly unprepared for the epochal document. Neither the Senate Judiciary committee, which handles copyright legislation, nor the Senate Foreign Relations Committee, which has life-or-death power over treaty proposals headed for the floor, has shown interest in, or for that matter, awareness of UNESCO's deliberations on the treaty. Chief congressional interest has come from the House side, particularly from Rep. Joseph Bryson (D. S. C.), chairman of the House Judiciary Subcommittee on Copyrights, a member of the U. S. delegation at Geneva.

The U. S. will be very much on the spot as UNESCO membership nations will be looking to this country to set the pace for adoption or rejection. Diplomatically, the U. S. is strongly committed to the spirit of the pact. State Department has been bulwarked by a big team of experts from music, legal and government circles in guiding the document toward its final UNESCO showdown.

UNESCO's adoption of a model pact isn't going to be easy. There are still plenty of stumbling blocks. Among them are such crucial issues as duration of the copyright term, translations, definition of publication, and the question whether the pact should list all types of work to be protected. An especially tough battle is expected on the length of the copyright term, since most European nations have longer terms than the U. S. In several European nations the copyright term is set at life of the author or composer plus 50 years, while the U. S. law sets the term at 28 years with the right to renewal for an equal period. Adoption of a suggested global model, however, is a certainty at Geneva. You can fairly sniff an air of compromise among delegates bound for the historic confab. The final draft is likely to be pretty much in tune with the general objectives of the present version, details of which have been fully aired in these columns. There'll be some watering down.

## BROADWAY SHOWLOG

Performance This August 9, 1952

DRAMAS	
The Four Poster.....	10-25 '51 335
The Male Animal.....	4-30 '52 117
The Man in the Hat.....	3-8 '51 569
The Moon Is Blue.....	4-17 '52 117
MUSICALS	
Girls and Dolls.....	12-15 '50 714
New Faces of 1952.....	5-16 '52 99
A Night in Venice.....	6-26 '52 52
Pat Joey.....	1-3 '51 252
Putti of No Return.....	12-23 '51 236
South Pacific.....	4-7 '49 1,372
The King and I.....	3-19 '51 572
With You Were Here.....	6-25 '52 93

# Legit Line-Up

Acquired for broadcast presentation next season are James P. Sherwood's production of Frederick Knott's first play "Dial M for Murder" with Maurice Evans; the Shuberts and Sherman Krellberg with Agatha Christie's "The Hollow"; Anthony B. Farrell with Albert Dickason's "Mistress Higgins," headed by Josephine Hill and Doro Merande, and Cheryl Crawford with Meyer Levin's translation of Anne Frank's "The Diary of a Young Girl." . . . The Theater Guild's session this week with Actors' Equity over its foreign actor ruling ended in deadlock; next Tuesday is set for a second meeting. Discussions center on the proposed U. S. showing of the London cast, starring Katharine Hepburn, of "The Millionairess." Also on the Guild docket is a musical of "Reunion in Vienna"; negotiations are going on with composer Robert Stolz. English producer Michael Powell and Walter P. Chrysler Jr. have joined forces for productions in England. First on their sked is Raymond Massey's adaptation of Bruce Hamilton's "The Hanging Judge." . . . Alexander H. Cohen and Joseph Kipnes will try out Reginald Denham and Mary O'Leary's "Be Your Age" at the Broadway Theater, Skowhegan, Me., with Broadway linked in for October 30.

## BILLS ALONG THE SILO CIRCUIT . . .

Strawhat bills for the week of August 11 included Arthur

Treacher and Nan McFarland in "O Approval" Westchester Playhouse, Mount Kisco, N. Y.; "See How They Run" Ivy Tower Playhouse, Spring Lake, N. J.; "The Helress" McLean (Va.) Summer Theater; "Room Service," Mount Park Casino, Holyoke, Mass.; "Student Prince," Paper Mill Playhouse, Milburn, N. J.; "Happy Time," Monomoy Theater, Chatham, Mass.; "Roberta," Cate way Playhouse, Somers Point, N. J.; Signe Masso in "Love From a Stranger," Pocono Playhouse, Mountainhome, Pa.; Beatrice Lillie and Reginald Gardiner in "An Evening With Beatrice Lillie," Princeton (N. J.) Summer Theater, and Mia Slavenska, Frederic Franklín, Alexandra Danilova and their "Ballet Variante," Ogunquit (Me.) Playhouse. . . . The "Brattle" Theater Company plays G. B. Shaw's "Man of Destiny" and "Great Catherine" a second week, with Zero Mostel in "The Would-Be Gentleman" set to open August 19. . . . The Jamaica Theater, Queens, N. Y., will remain open for another week to include a repeat of "Gentlemen Prefer Blondes." . . . Lawton Campbell's "The Bachelor Queen" was given its pre-Broadway tryout at Lucille Lortel's White Barn Theater, Westport, Conn., August 9 and 10. John Griffin directed. . . . Managing Director Joseph B. Somerseth and General Manager Weymouth Allyn, his wife, closed the Canton (Conn.) Show Shop last Saturday due to "slow season and high

overhead." . . . Katherin Dunham finished three sell-out weeks in Copenhagen, Denmark. The run had been extended twice.

## READE, STYNE TRY LEGIT HYPOS . . .

Walter Roads is extending his stage attractions for his circuit of movie houses by adding "Oklahoma!" and "Mister Roberts" for next season. Other attractions are the Trapp Family Singers and the Ballet Russe, which had a successful run last year. Negotiations are underway for "Don Juan in Hell." The circuit includes Perth Amboy and Asbury Park, N. J., and Kingston, N. Y. . . . Composer-producer Jule Styne is also pitching to increase legit production and security. He is seeking to enlist production offices of Rodgers and Hammerstein, Th. Theater Guild, Leland Hayward, Kermit Bloomgarden and Max Gordon in a co-op deal whereby individual losses would be recouped by interests in each others' shows. . . . Anthony Parella's American Contemporary Theater schedules four plays for the President Theater in New York for fall. The first is Somerset Maugham's "The Sacred Flame" set for October 6. Subscription will be \$10. . . . Wolfe Kaufman and Jack Yorke will sponsor a fall tour of "Paint Your Wagon," using Theater Guild-American Theater Society subscription rolls. Financing will be advanced by the Council of Living Theater's Blue Ribbon productions.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 9.—For years Hollywood's motion picture industry has been on the receiving end of many a brickbat tossed at the film colony with accusations that it's a seething cauldron of Communies. Despite the industry's excellent work record, its eagerness to co-operate on every call for support, both financial and talent-wise; its all-out drives on War Bond campaigns, and its countless anti-Commie pictures, seldom if ever has Hollywood received any recognition for its efforts. True, a letter bearing Washington's

thanks is sent to a producer or an actor, but it never hits the headlines. When a misguided actor is snared into a phony humanitarian trip set up by the Kremlin goons, front pages scream Hollywood's shame around the world. This, to be sure, only helps the Communies because it provides a left-handed testimonial for their doctrine by showing not-thinkers that a screen idol was one of their comrades.

This week, the unusual happened. Hollywood's efforts to

clean its own house, its open co-operation with the congressional committee and its eagerness to help in the anti-Red crusade finally gained recognition. How? The daily papers across the land, finding little sensationalism in the story, gave it little play. Be that as it may, the industry as a whole found the Veterans of Foreign Wars' tribute music to its ears.

A resolution was adopted commending Hollywood for all it has done in its continuing battle with Red-ism at home and abroad. Said the VFW:

"Whereas hearings before the committees of the U. S. Congress have disclosed that infiltration of the motion picture industry has been and is a primary objective of the Communist party, and

"Whereas the motion picture industry has by its co-operation with the congressional committees and by its own acts placed itself in the forefront of the fight against Communism in the United States, and

"Whereas the motion picture industry, and at great cost has eliminated identified subversives from the ranks of its employees, and

"Whereas the motion picture industry has defeated the objectives of the Communist party in Hollywood, and

"Whereas the motion picture industry has produced a considerable number of effective anti-Communist films,

of course, since UNESCO will want to make the model treaty as palatable as possible to the various nations to be called upon to ratify it.

## CLEAR CHANNELS WIN VICTORY . . .

Escaping general attention is a victory scored by Clear Channel Broadcasting Service in the last Congress. CCBS argued stoutly against a proposed North American Regional Broadcasting Agreement Treaty which would have drastically reduced the kilowattage of several major radio stations in U. S. The proposed pact, okayed by Federal Communications Commission and State Department, was quietly tabled in Senate Foreign Relations Committee. CCBS, bulwarked by several farm groups, is hoping that the next session will see the pact shelved for good.

# London Dispatch

By LEIGH VANCE

LONDON, Aug. 9.—Recently Norman Wisdom was signed up by the Rank Film Company to make a series of pictures at the peanut level of around \$13,000 a film. The idea is to groom the little man for film fame at a rate which wouldn't break Rank's back. There have been too many stars over here boosted to a quick fame and high salary which they haven't been able to draw back into the picture house box. Wisdom's first will be a knockabout in which he plays a phony Spanish matador. Betty Hutton, who is rowing with her studio, has made tentative arrangements with Rank to come over and may play opposite Wisdom.

## QUESTION RAISED: WHAT'S A STRIP? . . .

The London County Council recently passed a by-law prohibiting striptease in its area from January next. Rut showmen are now asking, "Where does striptease end? How much of a girl can be uncovered before it becomes illegal? And what about those rows of nude girls dressed so many of the London shows just now?" Their anxious sponsors are now claiming the girls neither strip nor tease, but are strictly art.

As a shocker to those having strong feelings about sacredness of past hits, Emile Littler is heating up "Daddy Long Legs" under the title "Love From Judy," which opens the end of this month at Coventry. Transferred to a New Orleans setting with a complete re-write of the old book by Eric Machwitz, and music by Hugh Martin, the piece will star Bill O'Connor, Jean Carson and Johanna Brandon. Machwitz claims the essentials have been left in, and only one new character introduced, head of the Variety played by Adelaide Hall, who has been given a couple of songs which rumor claims to be show-stoppers—"Kind to Animals" and "Voodoo." It's due in the West End for the end of September.

## BBC GETS DANCE BAND AGAIN . . .

A one-time regular feature of British Broadcasting Corporation was its resident dance band, but since 1937 there has not been a homegrown BBC band. Now Michael Standen, head of the Variety department, announces he has handed the job to leader Cyril Stapleton. He will have a team of 18 top musicians who will have three 30-minute spots to themselves every week. The band should mean a big break for British songwriters.

Emlyn Williams is planning to top his successful Dickensian reading with a mammoth 2 1/2-hour adaptation of "Bleak House" in which he plays 53 separate characters himself. He opens this week in Cardiff, goes on for a short season at the Edinburgh Festival before coming in to London's Ambassadors Theater on September 3.

## BYGRAVES, MASON FOR TV FILMS . . .

Max Bygraves announced here he has gone into partnership with James Mason to make films here for American TV. First project is (Continued on page 32)

NEW RULING

FCC Turndown For AM Outlet In Big Rapids

WASHINGTON, Aug. 9.—The fact that a city has no radio broadcast station and no primary service does not, in itself, insure Federal Communications Commission approval of the construction of such a station, the commission made clear in a ruling this week. It refused to grant Frank D. Tefft Jr. authority to build a new standard broadcast station to be operated on 1,400 k.c., 100 watts power at Big Rapids, Mich., because of his financial status, the limited staff proposed for operation of the station, and the objectionable interference to Station WSAM, Saginaw, Mich.

The commission said Tefft, a 78-year-old operator of a TV-radio sales and service shop, expected to have a working capital of around \$11,000 to construct and operate the station. At the same time the commission made clear that it considered the first broadcast station and primary service aspects "highly important and persuasive factors."

WMCA Bans 'Sensitive' Wax

NEW YORK, Aug. 9.—WMCA, indie radio outlet, has banned the performance of what it considers "sensitive" disks—records which the station construes as likely to displease language or racial groups in the station's listening audience. Currently banned is the Columbia Records hit disk, "Boch-A-Me." A spokesman for the station stated that Capitol's Mickey Katz disks are banned. Neither would they play other disks which, according to station execs, "set up a race as a stereotype."

The station exec pointed out that he understood that music publishers and diskeries and song pluggers were obliged to go about their business and promote these tunes and disks; but he added that WMCA's action really did not hurt the disks in question, as witness the high position of "Boch-A-Me" on the best seller lists.

The station exec explained, however, that performance of these disks always brings a number of complaints.

DOG DAY SHIATUS ON HIGHLIGHTS

Reflecting the lack of top grade activity in all phases of show production in these peak dog days is the fact that no shows of any kind caught The Billboard this week were considered worthy of the "Highlight Reviews" designation. "Highlight Reviews" will be resumed as a feature of this page as soon as enough unusually interesting, or otherwise noteworthy, shows once again come around. Reviews of a. shows are found in their respective departments this week.

Review Index

Table with 2 columns: Record Reviews, Legit Reviews, Night Club Reviews, Radio Reviews, Television Reviews, TV Film Reviews, Vaudeville Reviews. Values range from 15 to 40.

Patterson Is Sales Chief

NEW YORK, Aug. 9.—John (Jack) Patterson this week was appointed sales director of WPIX here. Patterson is a Daily News and WPX career man and stepped into the post after being assistant sales director of the station. The former sales manager Jack Noone resigned. His plans are unknown.

Pabst Budgets \$4 Mil For 12 Months' Boxing

CHICAGO, Aug. 9.—The Pabst Brewing Company will spend \$4,000,000 in the next 12 months for time and talent for its Wednesday night boxing shows over the Columbia Broadcasting System radio and television networks. The brewery is set to sign a contract with the International Boxing Club for the Wednesday night series from September 10 thru next May. A separate contract will be made for a summer series, which this year came from the Chicago Stadium. The brewery is upping its minimum payment to fighters from the

Cott's WNBT, 500 Theaters In Campaign to Sell Movies

Continued from page 1

each day on either his morning or evening show. Copy will refer to general area, rather than listing specific theaters by name. Also on the WNBC agenda is a weekly "Hollywood, USA" variety show, featuring recorded movie music, taped interviews with stars and local movie listings. Daily listings of current and popular films will also be featured on either the Herb Sheldon or Morey Amsterdam WNBT shows, with a five minute movie strip series schedule for WNBT's

6:15-6:30 p.m. time period. The program will spotlight star interviews and available film clips. However, WNBT isn't pressuring exhibitors to divvy up film material for the campaign, and, whenever possible, the station is programming its special movie industry material in time spots that won't conflict with local movie house schedules.

Direct tie-up promotions with exhibitors will include a "Young

American Discovers Hollywood" contest, designed to combat harm done by the usual "win a Hollywood screen test" pitch. Winners (a boy and girl high school editor-reporter combination) will be given a trip to Hollywood and tours of major studios, but the main object will be that they utilize the knowledge to give their fellow students a better picture of the industry when they go home.

In return for all this promotion, exhibitors will carry screen trailers (plugging campaign and special WNBT-WNBC "movie industry" shows), and push the drive, via direct mailings, program listings, lobby displays and posters.

Following the movie campaign, Pack plans to stage similar "support" drives for the tobacco industry, drug firms, the men's clothing field, travel agents and the automotive industry. The last named will probably be represented by an annual or semi-annual showing of new models, utilizing industrial film clips supplied by the auto manufacturers. In line with this Pack plans to integrate the best industrial film material available into a special series spotlighting practically every important industry in America.

UNFAIR COMPETITION?

College-Owned Video Station Storm Center

DES MOINES, Aug. 9.—Iowa radio stations are ready to move into the TV field, but they don't like competing on commercial terms with the college-owned WOI-TV station of Iowa State College, a state school, at Ames, Iowa.

The Iowa Broadcasting Association, at its second annual meeting, held off on the WOI-TV situation by virtually demanding a showdown from the president of the school or the State Board of Education. The association adopted a resolution calling for "reasonable termination" of WOI-TV as a commercial station.

The resolution said commercial activities constituted "unfair competitor and improper use of the taxpayers' money." The resolution was sent to State officials, the president of the school, board of education, congressmen and the Federal Communications Commission.

The resolution asked that the president of the school be called upon to state publicly the future plans of WOI-TV regarding "continuance of their commercial operations."

Educational Station The TV station, originally designated as an educational station, is located 32 miles south of Des Moines, and, with the exception of WOC-TV at Davenport on the Eastern border, is the only TV station operating in the State.

What has the Iowa stations worried is that at the start, the State Board of Education established a policy which stipulated the school would take its pick of network shows until other Des Moines stations started, and now the other stations understand the school plans to continue network operations.

William Quarton of WMT, Cedar Rapids, who is retiring president of the two-year-old association, said the college station is not carrying enough informative programs to qualify as an educational television station, and that by its commercial operation it forced privately owned stations to compete with their own tax.

KTLA Sweats Out Okay of Bldg. Plans

HOLLYWOOD, Aug. 9.—Paramount's Station KTLA is sweating out Building Commission approval of its new studio plans before it can break ground on its selected site. As exclusively reported by The Billboard, station is planning to expand its present facilities by building additional studios in the parking and gas station lot adjacent to its present location. Problem, however, is the city-owned alley way which divides KTLA's present studios from its projected building site.

Since this involves considerable study by the city building fathers, plans have been delayed beyond the expected time. KTLA intends to leave the alley way open by building a special passage way between the old and new studios which would afford access between both buildings without blocking the alley.

According to plans already drawn up, set-up calls for a three-story building and will include several theater-type studios to provide for large audiences attending shows. Action for a building permit is expected momentarily by KTLA Vice-President General Manager Klaus Landsberg.

Colgate Seeks CBS-TV Time

NEW YORK, Aug. 9.—Colgate-Palmolive-Peet this week was huddling with Columbia Broadcasting System over the purchase of the Friday night, 10:10-10:30 slot on its video network. The client would program "Mr. and Mrs. North," which is on film, in the time period. Should the deal become firm, Pearson Pharmaceutical would have to firm another beat for "Police Story" on the CBS-TV network.

crediting Gene Wilkey who will be moved by Columbia Broadcasting System to another post. Wilkey stays at WCCO during the transition period. Haeg is a member of the state House of Representatives. Maynard A. Speece, former University of Minnesota agricultural information specialist, was

NEWS CAPSULES—COAST TO COAST

Radio-TV Broadcasters and 4A's Draw Up Spot TV Order Form

NEW YORK, Aug. 9.—The National Association of Radio and TV Broadcasters, in co-operation with the American Association of Advertising Agencies, has drawn up a standard order-form for spot TV, and will soon release details of the new contract form to the trade. Although radio has functioned on a standard-contract basis for years, this is the first attempt to introduce standardization into the TV spot sales picture.

WNBT REVISES 'TODAY'

NEW YORK — WNBT here is revising its four 5-minute local spots on Dave Garroway's "Today" program, with new performers and formats. Station manager Dick Pack is scheduling a daily Buster Crabbe exercise lesson for the ladies in the 7:25 a.m. spot, in place of the current "What's Going on in New York" segment. The 7:55 a.m. local spot will still highlight local news, but the New York Daily News will sponsor it three days a week, beginning the middle of September, and it will have a new commentator.

Local news will also continue to be programmed in the 8:25 a.m. slot, and Pack is hunting for another new personality to feature

on the commentary. The new 8:55 a.m. time period, tagged "Today's Women," will feature a variety of fem-interest items. Pack is currently negotiating for this seg to be written and edited by the editors of Look and Quick magazines.

WECHSLER BOYCOTT IS SCORED

NEW YORK — The American Civil Liberties Union this week in a letter to the advertiser, protested the action of the Grand Union Company in dropping James Wechsler from the panel of "Starting the Editors," now on the Du Mont network. Wechsler was dropped because of his repudiated membership in the Communist party in his by-gone university days.

AUDIENCE GROUP IS FORMED

CHICAGO — Formation of a new organization to be known as WCCO-TV, Sunday, August 17, F. Van Kuyvenburg, executive vicepres, said here Wednesday (6). Realignment of the two properties—radio and television—was approved last week by Federal Communications Commission.

Meanwhile, Larry Haeg, farm service director of WCCO for a decade, has been named general manager for radio of WCCO, suc-

ceding Gene Wilkey who will be moved by Columbia Broadcasting System to another post. Wilkey stays at WCCO during the transition period. Haeg is a member of the state House of Representatives. Maynard A. Speece, former University of Minnesota agricultural information specialist, was

KELLOGG'S CANCELS 'SPACE CADET'

NEW YORK — Kellogg's has canceled its sponsorship of "Tom Corbett, Space Cadet," over the American Broadcasting Company TV net, since the escalator clause in the contract was about to effect a price hike. But ABC preyed Bob Kintner quickly got Kellogg's signed up for a half-hour slice of "Super Circus" per week.

WTCN-TV TO BE WCCO-TV

MINNEAPOLIS — The call letters of WTCN-TV will become WCCO-TV, Sunday, August 17, F. Van Kuyvenburg, executive vicepres, said here Wednesday (6). Realignment of the two properties—radio and television—was approved last week by Federal Communications Commission.

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# Du Mont, ABC Get the Eye as Rival Webs Ready SRO Sign

NEW YORK, Aug. 9.—Mounting indications this week were that the nighttime sales picture at two TV networks—the Columbia Broadcasting System and the National Broadcasting Company—would be even better than last season. Sponsors who want prime evening video network slots are now moving in the direction of Du Mont and the American Broadcasting Company, since such time is unavailable on the other webs.

NBC-TV now has for sale alternate weeks Wednesday 8:30-9:30, and alternate weeks Saturday 7-7:30. Monday nights 9-9:30 is also up for sale. The network's evening sales picture firmed up considerably this week when General Electric bought Wednesday 8-8:30 for "I Married Joan." The situation—comedy stars Joan Davis and features Jim Backus.

## Sets Up RTMA Sub-Group for Educational TV

WASHINGTON, Aug. 9.—A subcommittee of the special Radio and Television Manufacturers' Association Committee studying educational television has been appointed by Chairman Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, to compile data on educational TV broadcasting. Abrams committee met in New York Wednesday (8) in the offices of Frank M. Folsom, president of Radio Corporation of America. The committee will seek to determine whether RTMA or the industry should undertake a program of implementing educational television and, if so, by what means. The following fact-finding subcommittee will report its findings to the full committee: Max F. Balcom, chairman of the board, Sylvania Electric Products, Inc.; Robert C. Tait, president, Stromberg-Carlson Company; Larry F. Hardy, vice-president, Philco Corporation; and Keeton Arnett, special assistant to the president, Allen B. Du Mont Laboratories, Inc.

## NBC Realignment Policy Extended to New Depts.

NEW YORK, Aug. 9.—The National Broadcasting Company's over-all realignment policy moved into the advertising, promotion, and research and planning departments this week with the unification of the section's heretofore separate radio and TV staffs.

Under the new set-up Jacob A. Evans, formerly manager of radio advertising and promotion, becomes director for both radio and TV. Hugh M. Beville, formerly director of economic studies, is appointed director of research and planning, and Robert W. McFadyne moves from his manager of TV sales planning and research post to assume the title of director of developments. All three execs report to Ruddle C. Lawrence, director of promotion, planning and development. Reporting to Evans are James Nelson, formerly manager of TV advertising and promotion, now advertising manager; John G. Fuller, ex-supervisor of TV program sales development; ex-TV sales promotion manager; ex-TV art director Fred Velt, appointed manager of art, production and graphics; and Gerald Pat Steele and Frank McMahon as advertising and copy co-ordinators. Reporting to advertising manager Nelson are Clyde Clem, supervisor of radio audience promotion; John F. Hurbit, supervisor of TV audience promotion; and Richard Bluke, supervisor of on-the-air promotion. Clem and Hurbit supervise audience pro-

NBC-TV also sold Wednesday 10-10:30 this week to Hazel Bishop Lipstick, which will program Ralph Edwards' "This Is Your Life." CBS-TV now has Tuesday night 8-9, Saturday night 8-10, Sunday 6-6:30 and Saturday 6:30-7 vacant. This last slot goes along only with "Original Amateur Hour," half of which has been sold. Saturday 10-10:30 is ostensibly empty but the web has several shows, which have already been bought, which might go there. There is also Tuesday 10:30-11 open, on CBS-TV, a marginal time which does not guarantee sufficient station clearances. NBC-TV has one such marginal slot vacant. Probability is that

## FIGHT DUE OVER HOUSE TELE BAN

### TV-Radio Coverage of Political Confabs Exerts Strong Influence

WASHINGTON, Aug. 9.—A powerful move to force a showdown on legislation to end the House freeze-out of TV-radio coverage of hearings is almost certain to develop if President Truman summons Congress back to a special session. Impressed by TV-radio's coverage of the recent political proceedings in Chicago, sponsors of pending legislation to change the House rules in favor of TV-radio coverage believe that an interim session of Congress would afford a strategic opportunity for the drive. Idea is that congressmen taking to the airwaves in their re-election campaigns would be in receptive frame of mind toward proposals to admit TV and radio to coverage of Hill hearings. House blackout on TV-radio coverage exists as result of Speaker Sam Rayburn's (D. Tex.) interpretation of the chamber's rules. "Ending among unfinished business left by last session of Congress several bills proposing to lift the house TV-radio ban. All of these measures are in House Rules Committee. President Truman's disclosure to a news conference this week that he might recall Congress to stiffen the controls law if prices continue to rise has raised the possibility of a special session sometime before election day. Aitho Congress would

CBS-TV will sell its Saturday nighttime and perhaps may even move Tuesday. This would improve its sales picture over last season. There are vast gaps of time open on both Du Mont and ABC-TV. This latter network has recently sold two of its hotter prospects, "Orzo" and "Harriet" and Walter Winchell, and has another undisclosed sale in the hopper. Du Mont has six deals cooking, two of which are for "Down You Go" and "Twenty Questions." In spite of their wide open spaces, however, both networks are beginning to feel an awakening interest from clients who have failed to get choice time on NBC and CBS.

be pre-occupied with the immediate task set by Mr. Truman should he call the lawmakers back to D. C. technically any unfinished business of the regular session could be brought out of storage. On the same ground, a bill by Sen. Kenneth McKellar (D. Tenn.) to ban TV-radio in Senate hearings could be brought out of wraps, too, but this is considered unlikely not only because TV's prestige has spiraled sharply up since the national conventions but also because of Senator McKellar's defeat in the Democratic primary in Tennessee this week.

Another timely issue which lawmakers in the midst of their campaigns might tackle in a special session is called in revision of the communications act so as to redefine political broadcasting and libel responsibility. The Federal Communications Commission has interpreted Section 315 of the law to mean that broadcasters are not responsible for libel committed in political broadcasts. The National Association of Radio and Television Broadcasters has contended that this section should be clarified since, under the FCC's interpretation, political broadcasting is given a separate category.

# BMI Winds Up Top AM Program Meet

DNVER, Aug. 9.—Broadcast Music, Inc., was the recipient of loud cheers and much thanks at the conclusion of its first summer seminar on radio programming here today. The week-long meeting was held at the University of Denver, which, along with the Colorado Broadcasters Association, played host and provided the facilities (including dorm rooms, cafeteria, and more than 125 nurseries from 32 States and Canada) who attended. Talk around the campus as the seminar wound up, was in unanimous agreement that the conclusion had been a great success. The summer seminar comes after two years during which BMI, with the co-operation of regional broadcasters' associations, has been staging program clinics throughout the United States. Talk of further summer seminars next year is already afoot. The best chance seems to be that in the summer of 1953 three such sessions will be held, one at an Eastern university, one on a Midwestern campus, and one on the West Coast.

**Is Speakers**  
In addition to daily seminar luncheons, open forums and panel discussions, a total of 16 different speakers addressed the meetings on all phases of the broadcasting operation.

Wider and more intensive use of radio by the nation's department stores was predicted by Samuel H. Cuff, radio-TV consultant to the Allied Stores Corporation. Cuff cited an experiment he recently staged for Allied in Pottsville, Pa., as evidence that it is feasible for the average department store to increase its radio expenditure to 20 per cent of its advertising budget.

The National Retail Dry Goods Association estimates that the average department store's radio budget is currently 3 per cent of its total advertising out.

**Good Results**  
Allied's "laboratory" store in Pottsville directed 20 per cent of its budget to station WPAM there for a specific period of time, and, according to Cuff, the results were most successful. Allied management, which has already decided upon further studies along the Pottsville line, is now urging its 72 stores to consider further use of radio.

Cuff declared that "the local

department store, in most instances, represents the largest potential advertiser in the town. But he warned the commercial managers in his address against putting over-emphasis on the Advertising Research Bureau, Inc., type of study that points up the selling strength of radio and the weakness of newspapers. "The trouble with this sort of approach," Cuff said, "is that you challenge the store's wisdom on use of media." Stores must continue to use newspapers as their principal media, he said. He suggested that radio try to sell itself as a supplemental medium, to reach people where newspapers are weakest and with greater emphasis.

**Continued Strength**  
J. Leonard Reinsch, radio-TV director for the Democratic National Committee and managing director of the Cox stations, spoke to the assembled broadcasters about the continued strength of radio. "There are more radio sets in this country than telephones, more radio sets than kitchen sinks—and more radio sets in use than tooth brushes," Reinsch declared. He continued: "We have been told that we are a sick industry. We have been looking for a miracle cure that doesn't exist. Perhaps it's a good time to go back to fundamentals and review our development. We may find that we're a lot healthier than we think."

Also addressing the meeting, George W. Allen, program director of KNY, Hollywood, made four general suggestions for "re-tooling" programs to meet changing conditions. First he advised the development of single individuals who can create a large following by themselves, and thus avoid the expense of variety type shows. Second, he demonstrated how recording ideas to place them in Class A time. Third, he recommended that stations create stronger identification with community problems, and finally he recommended continued use of the proven radio formula in inexpensive forms.

**New Sounds**  
Murray Arnold, program director of WIP, Philadelphia told the broadcasters to give their listeners. (Continued on page 59)

## Ad Foundation Readies Full-Scale Rating Study

NEW YORK, Aug. 9.—The Advertising Research Foundation committee in charge of the study of radio-TV rating methods has held several informal meetings in past weeks, and is just about ready to launch into a full-blown effort to arrive at desirable rating standards. Committee is headed by Larry Deckinger of Blow-Members are: Max Ule, of Kenyon & Eckhart; Fred Manchec, of Batten, Barton, Durstine and Os-

borne; Jim Neale, of Dancer, Fitzgerald and Sample tall representative agencies. Network reps are Ollie Treye of American Broadcasting Company, Mel Beville of the National Broadcasting Company, Harper Carraire of the Columbia Broadcasting System and Dick Puff of Mutual Broadcasting System. Advertiser reps in the group are: Wally Drew of Bristol & Myers and Gordon Hughes of General Mills.

## CBS-TV Levels Double-Barreled Show of Comedy Versus Berle

By LEON MORSE  
NEW YORK, Aug. 9.—The Columbia Broadcasting System's TV network this week set plans to move to against Milton Berle and his "Texaco Star Theater" with two top comedy shows. The web will slot Alan Young in the 8-8:30 period, and the new Red Buttons show in the 8:30-9 p.m. slot Tuesdays. The decision of CBS-TV to fight its National Broadcasting Company competitor with comedy comes as a surprise to the trade. The network, however, has tried variety shows, drama and even film without doing anything, altho the dent was enough to push the comedian off his top perch. But CBS-TV execs feel that the combination of a veteran TV attraction with an assured public plus one of its newer comedy

"discoveries" will present stronger opposition. CBS-TV also had decided to battle another NBC-TV rival, the top-rated first two-thirds "Your Show of Shows"—with two of its new packages—"Leave It to Dad," which features Eddie Albert and June Wyatt, and goes 9-9:30 Saturdays; and "USO Canteen," starring Jane Frolman as comedienne and vocalist at 9:30-10. Canteen is a variety show which will present professional and servicemen performers. Any of the four sustaining programs may be shifted if the CBS-TV network sales staff comes up with an order for the slots. The finalization of these programming plans means that Ken Murray will be absent from the CBS-TV programming schedule unless he can be sold. Murray's salary is too high for him to be

sustained. The network, however, is concentrating a sales pitch around him which would sell him for either on Tuesday or the Saturday box in thirds, as Jackie Gleason was sold. Murray can also be bought as a half hour.

**Levenson Missing**  
One important CBS-TV comedy performer will be missing from the web's schedule of programs next season. The network's programming brass has no plans for Sam Levenson next season. Levenson will probably get plenty of work as a revolving guest on the CBS-TV shows, but will be without his own program. A possibility for a sustaining slot, if the show knits together, is a new Arnold Stang-Bertha Belmore comedy-mystery package, "The Bigger They Come," which is in its early production stages.

## BMI SUMMER SEMINAR GETS SPECIAL KUDOS

DENVER, Aug. 9.—The first summer seminar on radio programming conducted by Broadcast Music, Inc., at the University of Denver all this week received a hearty approval of approval in a special committee report at the conclusion of meetings here today.

"This has been a tremendous experience for all of us," the report stated. "So that more stations may more easily attend, we recommend that additional seminars be held next year in other locations as well as the city of Denver, and further we recommend that they be attended by at least one representative from every radio station," the statement continued.

The report went on to say while broadcasters have in the past made great achievements, they are not content to rest on their laurels. Broadcasters, the report declared, are ever mindful of their responsibility to improve their programs to meet the changing pattern of American life. "It is our considered judgment that in sheer self-interest the management of every station should regularly evaluate its entire program structure thru actual listening by qualified personnel and later by analysis of what has been heard, the report declared. The committee issuing the report consisted of Rex Howell, KFJL, Grand Junction, Colo.; Ed Green, KVFD, Fort Dodge, Ia., and G. Plerson, Springfield, Mo.

# Your Lucky Strike Hit Parade

presents to all our friends during our 8-week hiatus a special summer service!



ON RADIO—"Your Hit Parade"...starring Guy Lombardo and his Royal Canadians. Back on the air Friday, August 29.

Your Lucky 7 tunes that you would have heard last week

as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

1. WALKIN' MY BABY BACK HOME
2. AUF WIEDERSEH'N, SWEETHEART
3. I'M YOURS
4. DELICADO
5. Half As Much
6. KISS OF FIRE
7. Blue Tango

Look for this listing every week. We'll be back on Radio—AUGUST 29 TV—AUGUST 30

ON TV—"Your Hit Parade"...starring Eileen Wilson, Smokey Lanson, Dorothy Collins and Raymond Scott. Back on the air Saturday, August 30.



See your Lucky Strike Hit Parade Summer TV replacement

## "ASSIGNMENT: MAN HUNT"

Saturdays at 10:30 P.M., NBC Television Network

(N.Y. Time)



## TVA Moves Toward Showdown With Equity, 4A's on Merger

NEW YORK, Aug. 9.—Television Authority this week took a step which may finally split asunder the Eastern branch of the Associated Actors and Artists of America, when TVA scheduled a special convention here September 25, 26 and 27. The convention will consider the all-important matter of TVA's future—whether it will join with other performer unions or set up in business on its own. The first step will be the election of delegates.

The TVA action was taken after the executive board of the 4A's twice tabled consideration of TVA's petition to join forces with the American Federation of Radio Artists, as overwhelmingly voted by membership of both unions. The ostensible reason for the tabling was that the university study for five-branch merger was being considered by several 4A unions, but TVA last December set a July 15 deadline on merger. A resolution at that convention called for the special convention now scheduled.

Three of the five 4A unions in the East—AFRA, American Guild of Variety Artists, and American Guild of Musical Artists—all have agreed to accept the university study; that is to pool forces

and work out exact details later. Only Actors' Equity and Chorus Equity have held back, because they claim it would be "an irrevocable step."

TVA execs feel the Equity position is evasive and claims that Equity wishes to block merger unless it can get guarantees which the other unions refuse to give. Key to the entire problem is Equity's million dollar treasury which it may have to throw into the pot.

The TVA strategy therefore is

to light a fire under Equity. Should Equity reconsider and agree to join forces, TVA will be more than satisfied. Otherwise, TVA is likely to join hands with AFRA and the other performer groups, without 4A and Equity sanction.

TVA is also facing the problem of negotiations with the networks which are only eight weeks away. The union expects a grim battle from the webs because of the stiff demands it is expected to serve upon them.

## Sparks Fly as H'w'd Local Talks Merger

HOLLYWOOD, Aug. 9.—Sparks will fly hot and heavy here Monday (11) night when the Hollywood local of American Federation of Radio Artists voices its opposition to the "five-branch merger plan" during a meeting of Associated Actors and Artists of America. Your A meeting is similar to the one held in New York Thursday (7) and in Chicago.

Members of Hollywood's AFRA are strongly against the university plan framed by Cornell University and University of California at Los Angeles industrial relations departments calling for a merger of the so-called live talent unions. (AFRA, as a national organization, is on record as being in favor of the merger.)

Meeting will be presided over by Eddie Weston, Television Authority board member. Agenda calls for UCLA's Dean Edgar Warren or his assistant, Michael Kamiroff, to present a summary of the plan to members. Official position of each of the Four A branches will then be presented with AFRA's national exec secretary,

Frank Reel; Equity - Chorus Equity's Newbold Morris; American Guild of Variety Artists' proxy, George Price, and American Guild of Musical Artists' Coast rep, Ed Rosenberg, speaking on behalf of their orgs.

Fireworks are expected to flare when AFRA's Coast membership takes advantage of a discussion period to present their view. Plan is opposed on the basis that the Coast membership would lose its voice in union affairs to the Easterners, increase dues because of higher operating costs, and that plan is impractical because it wouldn't solve jurisdictional squabbles.

## Discount Rate Set Up by 4 NBC Stations

NEW YORK, Aug. 9.—Four of the owned and operated radio stations of the National Broadcasting Company (New York, Chicago, Washington and Cleveland) this week set up a discount structure for bulk purchase of station breaks. All NBC o&o operations up to now allowed no discounts on station breaks. Discounts range from 20 per cent for a \$1,000 weekly purchase of station breaks, up to 40 per cent for a \$2,500 weekly buy. The deal does not permit combining station breaks with other types of announcements.

## Govt.-Pro Grid Trial in Nov.

PHILADELPHIA, Aug. 9.—U. S. District Judge Allen K. Grim set November for trial of the government's anti-trust suit against the National Professional Football League. Attorneys for the government and the League met Thursday with the judge for a closed pre-trial hearing. No one would comment except to announce the new trial date.

The suit, which Judge Grim said will take two or three weeks at trial, accuses the League and its member clubs of "backing out" certain areas to television and radio within a specific radius of the scene of a game, constituting an illegal agreement in restraint of trade. League Commissioner Bert Bell claims the League has no discriminatory policy whatsoever and certainly no trust.

## 3d Year for Ford Films On WFIL-TV

PHILADELPHIA, Aug. 9.—"Ford Film Playhouse," feature film series on WFIL-TV, starts its third year of Saturday night showings at 10:30 tonight, sponsored by the Ford Dealers' Association of Philadelphia thru J. Walter Thompson Company, New York.

Harry K. Smith continues as "host" in presenting the Hollywood productions. The series is made up largely of film classics and includes many "art" features.

## Campbell Succeeds Ryan In NBC Post

CHICAGO, Aug. 9.—Chet Campbell, assistant manager of the National Broadcasting Company's central division press, has been promoted to manager, succeeding Jack Ryan, who resigned to move to California.

Campbell has been in the Chicago office since 1945. Prior to that time he was a newspaper reporter and served in the Army Air Force.

## Taxes, Costs Leave CBS 380G on \$105 Mil Gross

NEW YORK, Aug. 9.—In spite of a gross income which increased considerably for the first six months of 1952 over that of the previous year, the Columbia Broadcasting System, Inc. bettered its net earnings for the period by only \$380,188. The gross income for this year was \$105,594,498 as against \$77,836,266 last year, an improvement of \$27,758,232.

The earnings per share are \$1.22, compared to \$1.44 in 1951. There were, however, 620,544 new shares issued for the acquisition of the Hytron Corporation. These will be a dividend of 40 cents a share paid by CBS, Inc., on its class A and class B stock.

The much larger gross can be partially attributed to a large increase in earnings by the CBS Television network, and to the improved financial position of Columbia Records which has been the hottest label in the pop disk field. The hiked gross however, was chewed up primarily by much larger operating expenses and by taxes.

## Canada Dry To Pick Film, Weighs Two

NEW YORK, Aug. 9.—Canada Dry this week was looking at two film shows for possible sponsorship of one next fall, the Official Films' package, "Terry and the Pirates," and a property put together by Hollywood TV Services, "Commander Cody Six Months."

The second film outfit is a subsidiary of Republic Pictures. Canada Dry recently cancelled its sponsorship of "Super Circus" on the American Broadcasting Company's TV network. The 5:30 Sunday afternoon slot on the ABC-TV web this week was bought by Kellogg. J. M. Mathes is the Canada Dry agency.

## 3 Sign Up for Grid 'Highlights'

NEW YORK, Aug. 9.—United Television Programs this week sold "Collegiate Highlights" to several sponsors. The Ford Motor Company has bought the stanza for all of Michigan plus Indianapolis; Standard Oil of Ohio has purchased the show for all of Ohio, and the Florsheim Shoe Company has bought the stanza for Chicago and Washington.

The film unveils the highlights of five top gridiron clashes and can be programmed any day after the Tuesday following the games. Program will begin after the week of September 24. Aron Beckwith is the sales manager for UTP.

## "HOMETOWN, U. S. A."

## NBC Has Plan for Cheap Soap Opera

NEW YORK, Aug. 9.—The National Broadcasting Company has hit upon a programming idea it hopes will solve the big-budget problems of TV soap opera, which have heretofore made the cost prohibitive for most sponsors.

The web is packaging a new hour-long daytime TV series, tagged "Hometown, U. S. A.," comprised of four separate 15-minute suds dramas, which will be scheduled sometime between 10 and 12 a.m. this fall.

The cost-cutting angle is that all four series will revolve around the same town, which enables NBC to build a permanent set for the quartet of programs in its Brooklyn studio. The web is constructing an entire "town" which will provide a variety of different settings for the four shows. Soap operas will depict the lives of the town doctor; a woman personnel manager in a local factory; a mother seamstress, and the local grocer. The last-named will be patterned after "Vic and Sade," with that series' scripter Paul Rhymer handling the writing chores.

If the shows were detached from the block, NBC estimates it would cost an advertiser about \$45,000 a week in talent costs alone to produce one of the shows. Under the new block-plan, the web plans to offer each strip at a \$9,500 gross figure for the entire week, or \$2,200 for once-a-week sponsorship. NBC will sell the

shows in strips or as 15-minute segments, but the block package will not be scheduled on the air until the network has lined up a substantial list of clients.

"Hometown, U. S. A." is the brainchild of NBC script editor William Kaufman, and will be produced by Ted Mills, who produced "Garroby at Large" and "Hawkins Falls."

## NEW PAPER

## CBS, Levy Ink Royalty Clause Pacts

HOLLYWOOD, Aug. 9.—According to present indications, Columbia Broadcasting System producer-director Ralph Levy will be given a new contract granting him royalties on all program properties he develops for the net. Levy's present pact doesn't expire until next year. It's understood a new contract will be written on a long-term basis with the royalty clause as the major change in conditions.

Levy contributed to format planning on the Cass Daley show in addition to serving as producer and director on a number of the net's leading segs. It is understood that the new contract will be concluded next week.

## NBC O&O's Sked Session

NEW YORK, Aug. 9.—Managers of the National Broadcasting Company's owned and operated radio and TV stations will hold a three-day meeting here next week (11-12-13). Broadcasters will discuss programming, promotion and sales planning for late fall and winter. NBC's o&o chief Jim Gaines will chairman the meet.

## Standard to Sell ET Library to Stations

CHICAGO, Aug. 9.—The deal for Associated Transcriptions to buy the Standard Transcription Library this week cooled considerably. Instead, Standard is now making a sales pitch to the stations which subscribe to its library and is asking them to buy the musical library outright. It is believed that the selling the library to its various subscribers would entail a more detailed sales job, more money would be realized in this manner than from one purchaser.

Should these stations buy the library, which consists of an es-

timated 10,000 numbers, they could supplement it with phonograph records and thus save themselves a monthly library fee. A music library is now one of the most vital tools in a station's programming effort, with the rise of TV and the current AM concentration on music as a means of competing for audiences.

Jerry King and Milton Bink, the owners of Standard, desire to sell the company, it is claimed, to put their full weight behind their video distribution outfit, United Television Programs. Standard this week chopped its staff in its Chicago and New York offices.

Your Top TV Sales Opportunity

# WDEL-TV

Wilmington, Delaware

In the Market which has highest income per family in the country.

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**ROBERT MEEKER ASSOCIATES**

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# WGAL-TV

LANCASTER, PENNA.

Only TV station in — only TV station seen — in this large, rich Pennsylvania market area.

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# Network Radio Is Doing Strong Job

NEW YORK, Aug. 9.—In spite of the growth of TV, network radio today is doing as effective a sales job as always, and at the lowest cost of any major advertising medium, according to the National Broadcasting Company's latest research study, "Measuring Radio's Sales Effectiveness," conducted last March in video-minded Davenport, Ia. and Fort Wayne, Ind., a non-TV market. Planned along the lines of the web's Hofstra Studies of TV sales effectiveness, the new study reports positive buying action on the part of listeners rather than a measure of how many dialers heard the show.

Of programs studied, under the direction of NBC's Dr. Thomas E. Coffin (originator of the Hofstra Study technique), case histories show a gain in sales among listeners over non-listeners ranging from 11 to 111 per cent.

For instance, results of the survey on the "Stella Dallas" soap opera, sponsored by Dr. Lyons Tooth Paste, showed that women who listen to the series actually bought 64 per cent more Dr. Lyons Tooth Paste than those women who don't listen; while a study of "Dial Dave Garroway" revealed that Dial Soap picked up 61 per cent more customers among Garroway listeners than non-listeners. Record mark was achieved by "Hollywood Star Theater," which, the study shows,

brought its sponsor, Tums, a customer increase of 111 per cent.

### 11,000 Interviews

These percentages were turned up in the course of 11,000 interviews in Davenport and Fort Wayne, during which time a total of 1,234,000 questions were asked in personal interviews. The two cities were chosen as test spots because the total area studied, with 45 per cent TV saturation, is considered similar to the general status the U. S. is expected to be in January, 1953. Thus sample assumes greater statistical importance as a preview of next year's over-all radio-TV market.

Exploring facts about the total radio audience, the study revealed that of the amount of time people spend with radio, TV, newspapers and magazines, radio garnered top position, with 124 minutes daily, even in areas with 45 per cent TV saturation. TV ranked second with 83 minutes per day.

The study also pointed up the fact that in some cases, the program E.S.P. (NBC's gimmick title for "effective selling power") among listeners was higher in TV homes than in non-TV homes.

### Willson Commentator

Results of the survey have been incorporated into a 13-minute sound slide-film presentation by NBC, with Meredith Willson as commentator. This film will be shown to agencies and advertisers,

## BRISTOL-MYERS STILL WITH Y&R

A headline on a story in The Billboard last week erroneously stated that the Bristol-Myers account was leaving Young & Rubicam. The fact is Young & Rubicam is retaining its portion of the account, which it shares with Doherty, Clifford and Shenfield.

Y. & R. however, does not service the only currently sponsored Bristol-Myers radio and TV property, "Break the Bank." This continues with the rival agency, Y. & R. nevertheless, will continue to represent the account in all other media. Its last Bristol-Myers AM-TV show was canceled, "Mr. District Attorney." Y&R naturally will be in line for another TV property when and if the advertiser buys one.

along with an elaborate promotion booklet, "Measuring Radio's Sales Power," and a research booklet detailing the techniques of how the survey was prepared. In addition, special kits will be ready for NBC's merchandising field force at the local level. Also projected are on-the-air commercials in several NBC stations and a special technical presentation. (Continued on page 9)

# 2 TELE GRANTS UP SCORE TO 28

## FCC Pushing Ahead on Hearings; Alerts More Than 100 Applicants

WASHINGTON, Aug. 9.—Continuing its speedy pace, the Federal Communications Commission this week issued two more grants for new TV stations, lifting the total of post-freeze TV CPS to 28, four of which are for non-commercials. As the volume of TV applications approached the 750 mark, the FCC showed no sign of slackening its drive, with the total of applications now alerted for hearings mounting to over 100 and with the first dates and sites slated for hearings since the TV thaw began (see separate story on first post-freeze hearings).

The commission, in its latest grants, authorized the Purley Broadcasting Service, Mobile, Ala., to operate on Channel 48, while a grant to the Hawaiian Broadcasting System to operate on Channel 9 at Honolulu, was the second issued for operation of a TV station in the territories. The first went to the El Mundo Broadcasting Corporation for operation on Channel 2 at San Juan, Puerto Rico.

Nine other TV station applicants were notified that contests over the channels for which they had

applied necessitated hearings. They were the Mount Hood Radio & Television Broadcasting Corporation, Portland, applicant for Channel 6; Smith Radio Company, Fort Arthur, Tex., applicant for Channel 4; Television Broadcasters, of Beaumont, Tex., applicant for Channel 31, and Tom Potter, who has applied for operation of TV stations on Channels 43 at Chattanooga, and 31 at Beaumont, Tex.; KTBS, Inc., and International Broadcasting Corporation, applicants for Channel 3 at Shreveport, La.; Southland Television Company, Radio Station KRMD, and the Shreveport Television Company, applicants for Channel 12 at Shreveport, La. The commission denied a petition from the High Point Enterprise, Inc., of High Point, N. C., asking it to reconsider its decision not to assign Channel 6 to High Point. It also changed TV application forms to obtain more information from applicants on program plans.

Next cities on the list for FCC action on TV applications are: Shreveport, Baton Rouge, La.; (Continued on page 9)

# FCC TV Channel Shuffle Would Service New Areas

WASHINGTON, Aug. 9.—Seven TV channel assignment changes in Texas, Louisiana, Alabama and Ohio were proposed by the Federal Communications Commission this week mainly to make VHF channels available to communities which were left without them in the April TV allocation plan. The commission deleted Channel 6 from San Angelo, Tex., and assigned it to Temple, Tex., while making Channel 3 available to San Angelo, Texas had been assigned only two UHF channels.

Channel 10 was made available to LaFayette, La., which also had no VHF assignment under the allocation plan. The commission proposed to delete Channel 10 from Baton Rouge, La., and add Channel 2. Educational Channel 2 was removed from New Orleans, and Educational Channel 8 added.

Channel 8 was deleted from Mobile, Ala., and Channel 10 added. Commissioner Robert Jones agreed with the commission action only in "the tacit admission" that the allocation plan "was inefficient" with respect to the channel assignments in the areas concerned. Jones repeated his belief that the plan will "deprive communities of local television service" which otherwise would be available to them. Commissioner Frieda Hanson, who disapproved the proposed allocation changes because the commission failed to reserve UHF channels in LaFayette and Temple for educational purposes. The commission also proposed to assign Channel 39 to Fremont, O. Opposition to any of the proposed actions must be filed before September 15.

# Contested Application Hearings Open Oct. 1

WASHINGTON, Aug. 9.—First post-freeze hearings on contested TV applications will get underway October 1, the Federal Communications Commission announced yesterday over a partial dissent from Commissioner Robert T. Bartley, who contended that the Commission was departing from its policy of making grants first where the greatest need exists. Denver, Canton, O.; Portland, and Waterbury, Conn., were listed as the first cities scheduled for TV application hearings, and Bartley protested that Denver, which already has received three grants, stands to end up with possibly six grants before hearings can even be scheduled in connection with a second grant for a city like St. Louis, which is twice the size of Denver.

In scheduling the hearings, the commission emphasized that it was following the order of priorities set forth in earlier decisions, which puts cities without TV stations first. Bartley suggested, however, that it would be "more in line with our responsibilities if we employed our extremely limited resources on the basis of the facts existing at the time examiners become available."

Scheduled for hearings in connection with the operation of Channel 4 in Denver, are the KMYR Broadcasting Company and the Metropolitan Television Company for the operation of Channel 7; Aladdin Radio & Television, Inc., and Denver Television Corporation, Portland companies. Scheduled for hearings on the operation of Channel 6 are KOIN, Inc.; Pioneer Broadcasters, Inc., and KXII, Broadcasters. The Mount Hood Radio & Television Broadcasting Corporation, a later applicant, also has been notified that it is in line for a hearing on Channel 6. Scheduled for hearings on Channel 8 are Westinghouse Radio Stations, Inc., and Portland Television, Inc.; for Channel 12, Oregon Television, Inc., and Columbia Empire Telecasters, Inc.; for Channel 21, Mt. Scott Telecasters, Inc., and Vancouver Radio Corporation of Vancouver, Wash., called for hearings on the use of Channel 29 in Canton, O., are the Brush-Moore Newspapers, Inc., and Stark Broadcasting Company, while WATR, Inc., and American Republican, Inc., have been summoned for hearings on the use of Channel 33.

**Operation Sunburst**

**They're shouting!**

It's the great \$50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

**And you'll shout, too...**

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Remember... it's not the heat, it's the timidity. Call your WLW-Television sales office today!

**WLW Television**

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Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

**WWJ**

NBC AFFILIATE in DETROIT

Owned and Operated by

**THE DETROIT NEWS**

National Representative

THE GEORGE P. HOLLINGBERY COMPANY

# THE BILLBOARD Radio-TV Show Charts

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

## Top 10 TV Shows Each Day of the Week in DETROIT

(486,000 TV Sets\* Panel Size 350)

... According to Videodex Reports

WXYZ-TV	Storer Broadcasting Co.	CBS, Du Mond
WWJ-TV	Evening News Association	NBC
WWJZ-TV	American Broadcasting Co.	ABC

Videodex reports monthly on each of 20 major markets, besides publishing a national report based on all 63 markets. In the 20 markets it has placed orders in a total of 7,700 TV homes. The city reports for these markets, taken the first seven days of each month, contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

THE beginning of July saw ratings of top TV shows in Detroit quite a bit depressed—due mainly, of course, to the summer weather. Top show in July was "What's My Line," which drew only 37.7 per cent of Detroit's TV homes. In comparison, top show last February, "Texaco Star Theater," got a 53.3 (see The Billboard, March 29, 1952). Additional rating deflation for many shows came from the fact that Detroit reverts on Eastern Standard Time during the summer. Thus, "Godfrey and Friends" came on at 7 p.m. instead of 8 p.m., and dipped down to a 23.4. Several syndicated films were placed in good slots by Detroit stations and show up high on this list. Columbia Broadcasting System was still top network in Detroit, having the top show five days of the week and the most shows altogether in the following chart.

Feb. '52	Pos.	Rtg.	SHOW-ON TO SIGN-OFF	Net.	Time	Stn.	Avs. Rtg.
1	34.9	1	WHAT'S MY LINE	CBS	9:30-10:00	WWJ	37.7
2	34.8	2	FOREIGN INTRIGUE (Film)	Non-Net.	10:00-10:30	WWJ	21.3
3	34.6	3	ROCKY KING DETECTIVE	Du M.	10:30-11:00	WWJ	13.6
4	34.5	4	BREAK THE BANK	CBS	8:30-9:00	WWJ	11.6
5	34.4	5	LAUREL AND HARDY	Non-Net.	8:00-9:30	WXYZ	11.6
6	34.3	6	CELEBRITY TIME	CBS	9:00-9:30	WWJ	11.4
7	34.2	7	THE BIG PAYOFF	NEC	7:00-8:00	WWJ	9.5
8	34.1	8	SUNDAY NEWS FINAL	Non-Net.	11:00-11:15	WWJ	8.5
9	34.0	9	HALL OF FAME	NBC	9:00-9:30	WWJ	8.1
10	33.9	10	PHILO TV PLAYHOUSE	NBC	8:00-9:00	WWJ	7.9
MONDAY							
1	43.6	1	TALENT SCOUTS	CBS	7:30-8:00	WWJ	25.9
2	43.5	2	MY LITTLE MARGIE	CBS	8:00-8:30	WWJ	21.7
3	43.4	3	HOT RODS	Non-Net.	9:00-10:30	WXYZ	20.3
4	43.3	4	ROBERT MONTGOMERY	NBC	8:30-9:30	WWJ	19.3
5	43.2	5	CLAUDIA	CBS	8:30-9:00	WWJ	14.3
6	43.1	6	SUMMER THEATER	CBS	9:00-10:00	WWJ	13.6
7	43.0	7	FRONT PAGE DETECTIVE (Film)	Non-Net.	10:30-11:00	WXYZ	13.4
8	42.9	8	STRIKE IT RICH	CBS	10:30-11:00 A.M.	WWJ	10.5
9	42.8	9	LUX TV THEATER	CBS	7:00-7:30	WWJ	9.6
10	42.7	10	PLAYSCHOOL	Non-Net.	9:00-10:00	WWJ	8.3
TUESDAY							
1	21.1	1	SUSPENSE	CBS	8:30-9:00	WWJ	18.2
2	18.9	2	DANGER	CBS	9:00-9:30	WWJ	18.2
3	18.8	3	THE UNEXPECTED (Film)	Non-Net.	9:30-10:00	WWJ	17.8
4	18.7	4	ORIGINAL AMATEUR HOUR	NBC	9:00-9:45	WWJ	16.9
5	18.6	5	MASH THEATER	Non-Net.	10:00-11:00	WXYZ	15.0
6	18.5	6	BEULAH	ABC	6:30-7:00	WXYZ	13.0
7	18.4	7	TWENTY QUESTIONS (Kiss) Du M.	Du M.	7:00-7:30	WWJ	12.7
8	18.3	8	CITY HOSPITAL	CBS	8:00-8:30	WWJ	12.2
9	18.2	9	CIRCLE THEATER	NBC	8:30-9:00	WWJ	12.2
10	18.1	10	PLAYSCHOOL	Non-Net.	9:00-10:00 A.M.	WWJ	11.5
WEDNESDAY							
1	30.3	1	PARTY BLUE RIBBON BOUTS	CBS	9:00-9:45	WWJ	26.3
2	30.2	2	GODFREY AND FRIENDS	CBS	7:00-8:00	WWJ	23.4
3	30.1	3	THE WEB	CBS	8:30-9:00	WWJ	23.3
4	30.0	4	STRIKE IT RICH	CBS	8:00-8:30	WWJ	21.3
5	29.9	5	SPORTS PARADE	Non-Net.	9:45-10:00	WWJ	18.1
6	29.8	6	BASEBALL	Non-Net.	2:30-4:45	WWJ	17.7
7	29.7	7	TRAFFIC COURT	Non-Net.	9:30-7:45	WWJ	13.6
8	29.6	8	STRIKE IT RICH	CBS	10:30-11:00 A.M.	WWJ	10.2
9	29.5	9	TELENEWS ACE	Non-Net.	10:00-10:15	WWJ	10.1
10	29.4	10	THE NAMES THE SAME	ABC	6:30-7:00	WXYZ	9.9
THURSDAY							
1	29.5	1	RACKET SQUAD	CBS	9:00-9:30	WWJ	29.7
2	29.4	2	BOSTON BLACKIE (Film) Non-Net.	9:30-10:00	WWJ	29.1	
3	29.3	3	BIG TOWN	CBS	8:30-9:00	WWJ	25.6
4	29.2	4	DRAGNET	NBC	8:00-8:30	WWJ	24.7
5	29.1	5	THE BEST OF GROUCHO	NBC	7:00-7:30	WWJ	20.5
6	29.0	6	TALES OF THE HAWK	Non-Net.	10:00-11:00	WXYZ	19.8
7	28.9	7	STEVE ALLEN SHOW	CBS	7:30-8:00	WWJ	14.5
8	28.8	8	PLAYSCHOOL	Non-Net.	9:00-10:00 A.M.	WWJ	12.3
9	28.7	9	STRIKE IT RICH	CBS	10:30-11:00 A.M.	WWJ	11.6
10	28.6	10	LOVE RANGER	ABC	6:30-7:00	WXYZ	11.6
FRIDAY							
1	19.1	1	BOXING	NBC	9:00-10:00	WWJ	18.2
2	19.0	2	POLICE STORY	CBS	1:00-9:30	WWJ	16.4
3	18.9	3	THE BLACK SPIDER	Non-Net.	10:00-11:00	WXYZ	16.2
4	18.8	4	BIG STORY	NBC	8:00-8:30	WWJ	15.6
5	18.7	5	PLAYHOUSE OF STARS	CBS	8:00-8:30	WWJ	14.2
6	18.6	6	MAMA	CBS	7:00-7:30	WWJ	13.3
7	18.5	7	CAVAYADE OF STARS	Du M.	9:00-10:00	WWJ	12.7
8	18.4	8	MY FRIEND IRMA	CBS	7:30-8:00	WWJ	11.9
9	18.3	9	STRIKE IT RICH	CBS	10:30-11:00 A.M.	WWJ	11.6
10	18.2	10	IT'S NEWS TO ME	CBS	8:30-9:00	WWJ	11.1
SATURDAY							
1	21.1	1	YOUR HIT PARADE	NBC	9:30-10:00	WWJ	24.7
2	21.0	2	DANGEROUS ASSIGNMENT (Film)	Non-Net.	10:00-10:30	WWJ	20.8
3	20.9	3	BOXING	Non-Net.	9:00-9:30	WXYZ	12.8
4	20.8	4	PUBLIC PROSECUTOR (Film)	Non-Net.	10:30-11:00	WWJ	11.9
5	20.7	5	SONGS FOR SALE	CBS	7:00-8:00	WWJ	11.3
6	20.6	6	BEAT THE CLOCK	CBS	6:30-7:00	WWJ	11.1
7	20.5	7	BLIND DATE	NBC	8:00-9:30	WWJ	10.5
8	20.4	8	MILK'S MOVIE PARTY	Non-Net.	Noon-12:30	WWJ	9.0
9	20.3	9	MILK'S MOVIE PARTY	Non-Net.	4:00-5:00	WWJ	8.8
10	20.2	10	BIG TOP	CBS	11:00-11:30	WWJ	8.6

\*NBC estimate for June, 1952.

## Share of Total Audience Radio vs. TV in DETROIT

... According to Pulse Reports May-June, 1952

7 P.M. to Midnight	TELEVISION % of Total Aud.	RADIO % of Total Aud.	TOTAL AUD. Sets in Use Radio & TV
SUNDAY	62.5	37.5	43.3
MONDAY	53.5	46.5	45.0
TUESDAY	53.0	47.0	44.5
WEDNESDAY	56.0	44.0	48.3
THURSDAY	57.5	42.5	47.5
FRIDAY	56.0	44.0	46.6
SATURDAY	58.9	41.1	41.0
6 A.M. to 6 P.M.			
MON-FRI.	24.3	75.7	28.4
6 A.M. to Midnight			
ENTIRE WEEK	40.5	59.5	33.0

## NEXT WEEK Videodex and Pulse Studies of WASHINGTON

- Top 10 TV Shows Each Day
- Top 5 Radio Shows Each Day
- Share of Total Audience Radio vs. TV

## FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organization featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

## NBC Signs Renewal Pacts With 5 Shows

CHICAGO, Aug. 9.—One-year renewals on five National Broadcasting Company daytime radio network shows were received thru the Chicago sales office this week. The renewals were Armour & Company, Dial Dave Garroway, 15 minutes, Monday thru Friday; Allis-Chalmers Manufacturing Company, National Farm and Home Hour, Saturdays; Slickly Oil Company, Alex Drier News, Monday thru Friday, and "This Farming Business," Saturday, and Wesson Oil and Snowdrift Sales Company, the serial, "Dr. Paul," Monday thru Friday.

## Top 5 Radio Shows Each Day of the Week in DETROIT

... According to Pulse Reports (843,249 Families\*)

CKLW	50,000 watts	MBS	WWJ	50,000 watts	CBS
WCAR	1,000 watts	WWJ	WWJ	5,000 watts	1,000 mhp.
WJLB	250 watts	WWJ	WWJ	5,000 watts	NBC
WWJ	250 watts	WWJ	WWJ	5,000 watts	ABC
WWJZ	250 watts	WWJ	WWJ	5,000 watts	ABC

Pulse radio surveys are conducted in 19 markets and reports are listed bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes as selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 4<sup>th</sup> homes in each market. Monday-Friday daytime ratings are based on 1,000<sup>th</sup> homes.

SATURDAY afternoon broadcasts of the Detroit Tiger games over WWJ had a greater number of Detroit homes listening than any evening radio show had. Evening ratings were generally down with the summer slump. But the baseball games got much higher ratings Saturday and Sunday afternoons than is racked up in those periods in the winter. Two leading exceptions to the evening slump were "This Year FBI" and "Ozzie and Harriet" on the American Broadcasting Company, 8:30-9:30, Friday, both of which drew the same as in the beginning of the year. Columbia Broadcasting System continued to have the greatest number of shows on the chart, both evening and day-

Pos.	Rtg.	SHOW	Net.	Time	Stn.	HIGHEST OR NR. RATING
SUNDAY						
1	11.5	1. JACK BENNY	CBS	7:00-7:30	WWJ	8.3
2	11.4	2. AMOS 'N' ANDY, DORIS DAY	CBS	7:30-8:00	WWJ	7.8
3	9.5	3. BERGEN MCCARTHY	CBS	8:00-8:30	WWJ	7.8
4	9.4	4. THEATER GUILD	NBC	8:30-9:30	WWJ	6.8
5	9.3	5. PHILIP MORRIS PLAYHOUSE	CBS	8:30-9:00	WWJ	6.5
MONDAY						
1	7.5	1. LUX THEATER, MISC.	CBS	9:00-10:00	WWJ	7.5
2	7.5	2. TALENT SCOUTS	CBS	8:30-9:00	WWJ	7.0
3	7.0	3. SUSPENSE	CBS	8:00-9:30	WWJ	6.8
4	7.0	4. BEULAH	CBS	7:00-7:15	WWJ	6.3
5	7.0	5. BOB HAWK, WALK A MILE	CBS	10:00-10:30	WWJ	6.3
TUESDAY						
1	8.5	1. FIBBER MCGEE & MOLLY	NBC	9:30-10:00	WWJ	7.5
2	9.3	2. BOB HOPE	NBC	9:00-9:30	WWJ	6.8
3	8.5	3. E. CANTOR, WHAT'S MY LINE	NBC	10:00-10:30	WWJ	6.5
4	8.5	4. NEWS, BAND	Non-Net.	10:30-11:00	WWJ	6.3
5	8.5	5. MR. & MRS. NORTH	CBS	8:30-9:00	WWJ	6.3
WEDNESDAY						
1	8.3	1. BIG STORY	NBC	9:30-10:00	WWJ	7.0
2	8.5	2. YOU BET YOUR LIFE	NBC	9:00-9:30	WWJ	6.8
3	8.5	3. DR. CHRISTIAN	CBS	8:30-9:00	WWJ	5.8
4	7.0	4. HALLS OF IVY	NBC	8:00-8:30	WWJ	5.8
5	7.0	5. BASEBALL	Non-Net.	7:30-9:30	WWJ	5.8
THURSDAY						
1	8.3	1. DRAGNET	NBC	9:00-9:30	WWJ	6.5
2	8.3	2. WATTICK RHYTHM, BOXING	Non-Net.	10:00-10:15	WXYZ	6.3
3	8.3	3. HALLMARK, FBI PEACE WAR	CBS	8:30-9:00	WWJ	6.3
4	8.3	4. NIGHTBEAT	NBC	8:30-9:00	WWJ	6.0
5	8.5	5. COUNTERSPY	NBC	9:30-10:00	WWJ	6.0
6	8.5	6. BASEBALL	Non-Net.	8:00-9:15	WWJ	6.0
FRIDAY						
1	6.5	1. OZZIE & HARRIET	ABC	9:00-9:30	WXYZ	6.5
2	7.0	2. MR. DISTRICT ATTORNEY	ABC	9:30-10:00	WXYZ	6.0
3	7.0	3. THIS IS YOUR FBI	ABC	8:30-9:00	WXYZ	6.0
4	6.0	4. JACK SMITH	CBS	7:15-7:30	WWJ	6.0
5	6.0	5. BEULAH	CBS	7:00-7:15	WWJ	6.0
SATURDAY						
1	7.0	1. GANG BUSTERS	CBS	9:00-9:30	WWJ	6.3
2	5.3	2. GENE AULTY	CBS	8:00-8:30	WWJ	5.8
3	5.3	3. BORN FREE	Non-Net.	9:30-10:00	WWJ	5.5
4	5.3	4. TARZAN	CBS	8:30-9:00	WWJ	5.3
5	5.3	5. TWENTY QUESTIONS	MBS	8:00-8:30	CKLW	5.0
6	5.3	6. JUJU CANOVA	NBC	9:00-9:30	WWJ	5.0
7	5.3	7. GRAND OLE OPRY	NBC	9:30-10:00	WWJ	5.0
6 A.M. TO 7 P.M.						
MONDAY-FRIDAY						
1	9.9	1. ARTHUR GOODEY	CBS	10:00-11:30	WWJ	9.3
2	8.2	2. BIG SISTER	CBS	1:00-1:15	WWJ	7.8
3	8.2	3. MA PERKINS	CBS	1:15-1:30	WWJ	7.

**BACKS TRUMAN PLEA**

**AM-TV Co-Operation In "Get Out Vote" Drive**

WASHINGTON, Aug. 9.—President Truman got immediate assurance from President Harold Fellows of the National Association of Radio and Television Broadcasters yesterday that an all-out TV-Radio drive to get out the vote was making rapid strides. The president in his Thursday (7) news conference had thrashed on TV and radio to enlist public interest in the 1952 election. Fellows telegraphed Truman that American broadcasting stations and networks already have launched such a campaign.

John H. Smith Jr., NARTB's FM director, who is co-ordinating the nationwide vote campaign, reported that 40 State register and vote committees are in operation. The first of three special TV-radio campaign action kits was mailed out by NARTB this week to the nation's 3,090 TV and radio stations. NARTB said a number of State governors had pledged their support to the register and vote campaign and are being urged to declare a Statewide "Registered Citizens' Day."

**Seek TV Code Support At NARTB Dist. Meets**

WASHINGTON, Aug. 9.—Drive for industry-wide support of National Association of Radio and Television Broadcasters' TV code is expected to gather new strength at NARTB district meetings which get under way August 18. Separate TV meetings will be staged in conjunction with each of the district meets, and theme of code support will be stressed. Industry-wide compliance is figured important not only to put the code across but also to head off censorship threats such as NARTB officials have described as posed in House subcommittee probe of TV-radio morals. (See separate story.) First of the 1952 round of district meets will be in Cleveland.

August 18-19, with District 7 broadcasters and telecasters convening. Next will be District 8 in Mackinac Island, Mich., August 21-22. Then will come District 11 in Duluth, Minn., August 25-26. Others will be staged until fall. NARTB President Harold Fellows will attend all district meetings. Robert K. Richards, Fellows' assistant and head of the association's department of public affairs, will attend a majority of the meetings.

**SALES SLOWDOWN**

**Material Pinch Hits Britain's TV Set Output**

WASHINGTON, Aug. 9.—British output of TV and radio sets, which reached a new high in 1951, has been reduced in 1952 by shortages of raw materials and the high purchase tax of 66 2/3 per cent, the Commerce Department reported this week. A slowdown in sales was first noticed in April, although the government had restricted metal goods supplies for TV-radio and limited installment buying the first of the year. Production of TV sets in 1951 totaled 711,000 and radio sets 2,087,000. Exports of transmitters and heavy equipment increased from about 1,000,000 pounds worth in 1946 to nearly 6,000,000 pounds in 1951. British 1951 exports of radio and electronic products reached 22,000,000 pounds, an increase of nearly one-fourth over 1950.

When the fifth TV transmitter opens at Wenvoe, near Cardiff, next week, the Commerce Department said 78.5 per cent of the United Kingdom population will be served. A recent closed circuit demonstration of big screen TV at a London motion picture theater was reported to reveal that big screen TV still lacked quality in definition and brightness.

**ABC-Para Merger Hearings Resume**

**No More Witnesses Until FCC Clarifies Ruling Eliminating Anti-Trust Issues**

WASHINGTON, Aug. 9.—Hearings on the proposed merger of American Broadcasting Company and United Paramount Theaters, Inc., resume Tuesday (12), but no further witnesses are expected to be called until the Federal Communications Commission clarifies its recent ruling on the case. FCC Broadcast Bureau attorneys are expected merely to put on the record certain parts of the discussion between FCC hearing examiner Leo Resnick and Paramount representatives following the commission ruling, which apparently eliminated consideration of all anti-trust issues involving the participants before August, 1948—three years before the FCC scheduled hearings on the merger. Paramount and ABC had requested the elimination of anti-trust issues, which went back to the early '30s in an effort to speed FCC action on the merger—pending far over a year. Resnick requested clarification of the FCC order this week, asking whether it would exclude "evidence concerning charges that, during 1941-45, Paramount Pictures, Inc., and Paramount Television Productions, Inc., participated in suppression of the use and development of the so-called Scophony patents relating to TV and communications equipment."

He pointed out that, in one section of its ruling, the commission said old-time anti-trust issues should not be considered unless they "directly involved" radio communications. Resnick reminded the commission that the counsel for Paramount had said it would take him from 5 to 7 weeks to question witnesses on this subject.

Resnick also asked whether the record should be opened to anti-trust activities begun since August, 1948, which have not previously been touched upon. He referred specifically to anti-trust proceedings by the Justice Department against the Madison Square Garden Corporation, three of whose 18 directors are directors of Paramount Pictures Corporation and Justice Department anti-trust proceedings against the National Screen Service Corporation and Paramount Pictures Corporation. He said Broadcast Bureau attorneys were prepared to institute investigations of these cases, which might prolong hearings several more months. If the commission advises Resnick to drop inquiries into both doubtful issues, the record in the year-old case is expected to be closed without further hearings.

**FCC Clarifies Channel Rule**

WASHINGTON, Aug. 9.—Federal Communications Commission ruled this week that TV applicants, located within 15 miles of a community to which a commercial TV channel has been assigned, can apply for operation on the channel if no commercial channel has been assigned to the community. The ruling came in answer to a petition for clarification from the South Jersey Broadcasting Company in Camden, N. J., which wanted to know whether commission rules applied to channels reserved for non-commercial educational use.

**2 Tele Grants**

Scranton, Pa.; Knoxville, Tenn.; Savannah, Ga.; South Bend, Ind.; Peoria, Ill.; Corpus Christi, Tex.; Montgomery, Ala.; Little Rock, Lincoln, Neb., and Jackson, Miss., all of which are located 40 miles or more from a city in which a TV station is now operating. Also scheduled for early processing are TV applications from the following cities to which only UHF channels are assigned: Everett, Wash.; Marion, O.; Belleville, Ill.; Alton, Ill.; Amsterdam, N. Y.; Ashland, Ky.; Massillon, O.; Kannapolis, N. C.; Lebanon, Pa.; Bremerton, Wash., and Norman, Okla.

**Network Radio**

tion aimed at the research personnel of agencies and advertisers. The entire project is being executed under the direction of John K. Herbert, NBC veepee in charge of radio and TV sales. Research activities were supervised by Hugh M. Beville Jr. and Dr. Coffin, with Robert Elder as special consultant to NBC. Rudrick Lawrence and Jacob Evans supervised the promotional activities, with art work for the sound slide-film by Walter Van Bellen.

**Unfair Competition**

dollars, as the college is a State institution. The association also decided to sponsor legislation at the 1953 Legislature to permit broadcasting and televising all public governmental meetings, including sessions of the Legislature. Ed Breen of KFVD, Fox Dodge, was named as president to succeed Quarton.



**Photo Finish for Video Signals**

The various parts of the video signals that carry a television picture through a coaxial cable travel at different speeds. When they leave the studio, they accurately represent the scene before the camera. But, like sprinters, some are faster than others and pull ahead in the "race" to the receiving point. Bell System technicians insure a "photo finish" by making intricate adjustments to coaxial cable facilities. Using special equipment, capable of measuring fractions of a millionth of a second, they slow down the faster frequencies so that all arrive at the same time. This is an interesting example of the great care the Bell System takes to insure high-quality transmission of television signals. It's only a small part of the total investment of money, equipment and personnel that is involved in making network television possible. Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half hour of program time.



**BELL TELEPHONE SYSTEM**

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW

POLITICIANS WOO VIDEO

Senators Plan Heavy Use in Hot Fights; Purses Loose for Spending

Continued from page 1

permits lawmakers to make disks, tape and movies for their home constituency TV and radio stations. In addition, Benton's campaign organization is expected to arrange for wends of TV-radio time for personal appearances as the drive gets fully under way. The former ad agency tycoon, who was the first assistant secretary of state for public affairs running the nation's global propaganda operations, has made no secret of his confidence in TV as well as radio. Nine Republican senators and five Democratic senators, all facing close fights this fall, are following Benton's example on a lesser scale. Among these are Sen. Blair Moody (D., Mich.), professional TV-radio-newspaper commentator, Sen. Ernest McFarland (D., Ariz.) and Sen. Joseph McCarthy (D., Wis.).

Meanwhile the Democratic and Republican national committees reported more progress in lining up TV and radio time via their agencies. Democrats using Joseph D. Katz Agency and Republicans using Kuder Agency, Inc. However, both committees are playing their cards close to the vest, each partly withholding details obviously to avoid tipping its hand to the other.

Another sign of the times is

STUDY ABROAD

U.S. Sending Observers to Film Exhibits

WASHINGTON, Aug. 9.—The United States will send observers to study latest film techniques abroad at four international exhibits this month. Irene A. Wright, of State Department's International Motion Picture Service, will head the U. S. delegation to the Edinburgh Film Festival, August 17-September 7. Her alternate will be Floyd E. Brooke, audio visual chief of the Mutual Security Agency. Advisers will be Franklin Irwin, of the American Consulate in Edinburgh, Nils C. Nilson, of the Mutual Security Agency, Paris, and Lyndon Vivrette, of the American Embassy in London. Lt. Comm. Wilson R. Cronewett, motion picture chief of the Navy's Photographic Center, will attend the Festival of Films for children, the Scientific Film and Art Documentary Exhibition, and the Exhibit of Cinematographic Arts in Venice, Italy. Government agencies have chosen 13 films for the Venice meetings and 14 films for the Edinburgh festival. Hollywood is submitting several amusement and documentary films in the Venice conferences, according to the State Department.

PROBE NEW AREA

TV-AM Morals Group To Query Filmmakers

WASHINGTON, Aug. 9.—The Harris Subcommittee of the House Interstate and Foreign Commerce Committee is turning to TV film producers in its investigation of TV and radio morals, with hear-

Advertisement for ZIV-TV, featuring the text 'The FIRST name in outstanding television production' and 'ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood'. It includes a small image of a person and the text 'Read about ZIV PROGRAMS in "Market Place" on Page 10'.

ings now scheduled to continue next month. The subcommittee is planning to call in representatives of a number of the New York and Hollywood companies which are engaged in making films for TV. It was reliably learned. Committee members may sit in New York, if it is more convenient.

Also it was first planned to resume hearings in August, the subcommittee has now deferred resumption until September, with Chairman Oren Harris (D., Ark.) reportedly sticking to his original objective to submit a report after election day and thus bring it to the attention of the new Congress which convenes in January. If President Truman decides to call a special session of Congress, committee officials said resumption of hearings may be speeded up somewhat and possibly scheduled for soon after Labor Day.

TV Film in Gain Over CBS' Live Show Sked

HOLLYWOOD, Aug. 9.—Film is gaining over live on Columbia Broadcasting System's major TV show sked for the next season with the net's decision this week favoring filming of the "Alan Young Show." This gives CBS five major title shows on film. Others include "I Love Lucy," "Amos 'n' Andy," "Burns and Allen" and "Our Miss Brooks." Major tele shows still clinging to

Jacobson Sets Cancellation Deal on Story

CHICAGO, Aug. 9.—Mort Jacobson, head of Morton Radio & Television Productions here, has entered into a cancellation agreement with Snader, who formerly acted as sales agent and distributor for his TV film series, "This Is the Story," and is now in the process of setting up his own sales organization.

In addition, Jacobson is completing a plan whereby sponsors in all TV markets will be offered a combined AM-TV deal which will include the filmed version of the program for video, and the transcribed version for radio. Jacobson has 52 films completed in the television series, and 260 transcribed programs (all quarter-hour shows) in the radio set-up.

Morton Productions also is being expanded, with the addition of new programs for both radio and TV, Jacobson stated. Initial offering is a TV telephone quiz program, "What's Wrong With This Picture?" Series is to be sold as a complete package, including script, pictures and all prizes.

Jacobson, who said the tele version of "This is the Story" is now sponsored in 13 markets close to the frontier of the AM-TV package in Kansas City, Mo., where the Katz Drug Company will use two quarter-hour television and three quarter-hour radio shows weekly.

up heavier than in any previous one. Demand for recordings and TV movies has become so great that more space became necessary than is available on the fifth floor of the old House office building. Senators record from studios in the Senate office building. Three additional sound movie cameras have been purchased and two new movie studios are being installed.

live are Jack Benny, "Life With Luigi," "My Friend Irma," and "Life With Linkletter," thus giving the Hollywood scoreboard a 5-4 decision favoring film.

Harry Ackerman, CBS programming vice-president on the Coast, said chief reason why Young is being switched from live to film is to allow greater freedom in following the new Young Show format. Format has been changed to situation comedy with film providing greater possibilities in helping create the laugh situations. Ackerman said that Young show will now go on a weekly sked, and by shooting ahead, net intends to build up a sufficient backlog to allow for weekly airing as opposed to Young's alternating week sked.

Series will not be filmed by CBS but he favored by following net's policy of staying out of active production. Production firm on series hasn't been assigned.

Johnston Says Movies Are Here to Stay

MINNEAPOLIS, Aug. 9.—The motion picture will survive the challenge of TV, predicted Eric Johnston in a speech this week here before the 41st convention of the International Alliance of Theatrical Stage Employees and the Motion Picture Machine Operators of the United States and Canada. "The motion picture is not in the market for a headstone and it's not a candidate for probate court," Johnston said.

Johnston declared that the total number of movie admissions sold every week in this country runs close to 55 million and stated that "while some movie houses have closed, they were, for the most part, old theaters, out-moded, uncomfortable and behind the times. But theaters have been built too," he added. "Many have been modern, attractive, conventional-type theaters. Some hard-headed investors must think there is a future in the motion picture industry."

Drive-in theaters stimulate, rather than subtract from the movie-going appetite, he said, and explained that the movie's share of total consumer expenditure had fallen from 1.09 per cent in 1946 to .66 in 1951. The job of the industry and its employees, he maintained, is to "reverse this trend."

CBS Names Two to Board

NEW YORK, Aug. 9.—Adrian Murphy, president of CBS Radio, and J. L. Van Valkenburg, president of CBS Television, this week were elected to the board of directors of the Columbia Broadcasting System, Inc. The network also named I. S. Becker as vice-president in charge of business affairs for its radio division. W. Spencer Harrison moves into Becker's old post in charge of legal and business affairs for CBS-TV, and has been made a vice-president.

ALLIANCE GIRDS FIGHT VS. SWG

Guild Strike to Have Little Effect on AATF Production

HOLLYWOOD, Aug. 9.—Alliance of Television Film Producers, comprised of 13 of Hollywood's TV film producers, at week's end girded itself for what appeared to be a definite strike action against its members by the Screen Writers' Guild to take effect Monday (11). Last week, Guild notified all its members of the impending strike action and informed them not to conclude deals with Alliance members. Late this week, Rex Stout, head of Authors' League of America, sent a letter to his 6,000 members with similar instructions to withhold scripts from the Alliance.

Deane Johnson, attorney representing the Alliance in its labor negotiations, told The Billboard that Alliance members are confident the SWG action would have

little bearing on their production capacity. Production, he said, can continue indefinitely in face of the SWG walkout. Johnson said producers have a healthy backlog of scripts, with some having enough on the shelf to last them at least a year.

Furthermore, Johnson said, SWG's edict will not necessarily curtail writing of those currently engaged in tele-scripting. Members of SWG's exec board, he said, as well as those comprising the Guild's negotiating committee, are from the theatrical motion picture ranks. The TV writers themselves, he said, are not represented among those carrying on the negotiations and calling the strike. Johnson said.

"The movie writers are ready to fight this thru to the drop of the last TV film writer," Johnson quipped.

He feels that those making their living from writing for TV films will continue to do so, and under Taft-Hartley, the Guild cannot blackmail such writers from future movie jobs. Furthermore, Johnson indicated that there's an abundance of material available from non-SWG ranks and that the Alliance could easily avail itself of that. Furthermore, the other guilds will adhere to their contracts with the Alliance and will not take steps to help enforce the SWG action.

Chief difference between the Guild and the Alliance hinges on SWG's demands for royalty and continuing ownership of script material used beyond the limits producers want to go (The Billboard, August 9).

Film Division For TV Set By Chi McConkey

CHICAGO, Aug. 9.—McConkey Artists Corporation here has set up a new TV film division which will produce and sell commercials and feature-length programs for video. Dick Shelton, president of the agency and head of the local office, will be in charge of the new division, with Howard Grafman working under him.

Firm has leased facilities at Producers Film Studios here, and effective Monday (11), Dick Brinkman, formerly of Vogue-Wright, joins MAC as production director of the TV film division.

Initial venture here for MAC is the production of a series of commercials for Protect-O-Seal. A pilot film of a new dramatic half-hour series also has been made, and as soon as the division set-up is completed, additional episodes in this series will be filmed.

MAC has been active in the TV film business for several years thru its Hollywood headquarters, where a series of wrestling films, featuring men and women grapplers, and another series of three-minute musical shorts, have been produced and offered for sale. At the present time firm has 103 of the musical shorts in the can, featuring such artists as Sons of the Pioneers and Bonnie Baker.

Kingsley Gets PSI-TV Post

NEW YORK, Aug. 9.—Robert J. Kingsley this week was appointed production supervisor for PSI-TV, Inc. He is a co-founder of Telenews, Inc., and has extensive background in video production.

Tower Circus For U. S. TV

LONDON, Aug. 9.—Television Varieties here has filmed a Blackpool Tower Circus feature which will be exported to the United States for use on television stations and as a feature film for theaters.

SHADES OF YESTERYEAR

Herald Trib Grid Tilt To Feature Film Clips

NEW YORK, Aug. 9.—The New York Herald Tribune's annual all-star football game for the paper's Fresh Air Fund will be played as a TV film show this year via WJZ-TV here, August 18, 9:30 to 10 p.m. The show will feature film clips from outstanding all-star games of the past 18 years, with Yale coach Herman Hickman as commentator, and

Les Wink handling the film editing job.

WJZ-TV is donating the time, and the newspaper is notifying former contributors to watch the show on TV and send in donations. If the series clicks, The Herald Tribune may syndicate it to other stations across the country.

Advertisement for 'KEEP YOUR EAR TO THE GROUND' featuring 'The Billboard' radio and TV service. It includes the text 'Get all the vital news of RADIO and TV every week' and a coupon for a money-saving subscription to 'The Billboard NOW'. The coupon includes fields for Name, Address, City, State, and Occupation, and a price of 60¢.

NEW SERIES AND FIRMS

Kines to Be Audition Prints for "Easy Aces"

HOLLYWOOD, Aug. 9.—Kines of the August 16 and 23 segments of the "Saturday Night Revue" will be used as audition prints for an "Easy Aces" TV film series. Goodman Ace has scripted and is directing the two showings, which will have Grace Hartman playing Grace Ace and Marty May playing opposite her. Sam Weisbord of the William Morris Agency set the deal. If it goes thru, it will be the first known time a TV film series was sold via a kined pilot reel taken off a live telecast.

GILM FILMS OFFER SPORTS LIBRARY

NEW YORK — Gilm Films, Inc. is making available to TV stations its Guild Sports Library on an unlimited-use, non-exclusive basis. The collection consists of 30-second clips showing 400 of the world's outstanding sports figures in action. Stations making the deal with Guild will also receive every month, 10 additional clips showing current sport personalities and events.

INTERSTATE GETS ANDERSEN RIGHTS

HOLLYWOOD—Interstate Television Corporation, a subsidiary of Monogram Pictures, this week acquired TV film rights to Hans Christian Andersen's fairy tales from Kem Pictures. Interstate will put the kiddie yarns into 43 half-hour films and will begin syndication of them in October. (For full details see separate story.)

BARRY AND ENRIGHT GET WELLS' RIGHTS

NEW YORK — Barry and Enright Productions have obtained the radio and TV rights to the works of H. G. Wells. The series, which will be entitled "The Worlds of H. G. Wells," will probably be filmed for video showing.

STEVENS TO FILM COOK SHOW

HOLLYWOOD — J. C. Stevens Television Productions is filming a 15-minute cooking show that will work in close-ups of screen

stars in their kitchens. The series will be called "I Cook for a Star."

NEUBERT WORKS ON SERIES

HOLLYWOOD — Carl Neubert is working on a 13-week series, "Take It From There," at the General Service Studios here.

SEG FOR PARENTS TO BE OFFERED

WASHINGTON — Henry J. Kaufman & Associates is producing a new film series for daytime video in co-operation with the Association for Childhood Education, International. The program, to be known as "Bringing Up Parents," will be offered to stations for local sponsorship next month.

"KING CALICO" TO RETURN AUG. 25

CHICAGO—The CNC puppet show "King Calico," which was seen last season over WENR-TV and the American Broadcasting Company as a live show three times weekly, returns to the air August 25 over WNBQ and the National Broadcasting Company as a film feature. Show, which will be viewed Monday thru Friday at 5:30-5:45 p.m., CDT, now has 40 episodes in the can, and additional shows are being filmed at the Galbreath Picture Studios, Fort Wayne, Ind.

Series will start as a sustainer on NBC, and will be viewed over WNBQ as well as being made available to the Midwest network.

Ruppert Buys "11th Hour"

NEW YORK, Aug. 9.—Ruppert's Knickerbocker Beer this week signed to sponsor WNBQ's feature film series, "The 11th Hour Theater," Thursday and Friday nights, beginning September 4. The remainder of the movie package is sold on a participation sponsorship basis four nights a week, with Best Foods picking up the tab for Saturday nights.

navian-American Films in the locale of the author. Moseby is a veepee in S-A, firm which sold U. S. rights to the series to Moseby's Kem company. All players in the series are American and British. Present plans call for Interstate to syndicate the series rather than sell it to a national sponsor. Four films in the series have been delivered to Interstate, with the remaining nine due to arrive in time for the series' sale in October.

Quick Takes

New York

Screen Gems this week bought "Edge of the Law," detective yarn by Richard Deming, for the Ford Theater series. The firm also signed up screenwriter Charles Bennett to do the TV adaptation... A second writer signed by Screen Gems this week is Mary McCall, who is president of the Screen Writers Guild. Miss McCall will do the TV version of "Life, Liberty and Orin Dooley," which will be the first in the series of 39. Franz made his first hit with his role of the psychopath in Stanley Kramer's picture, "The Sniper"... Also Eudre Bohem has been appointed associated producer under Jules Bricken... Screen Gems series, "Government Is Your Business," sponsored by the Christophers, has the Eastern hook-up of the National Broadcasting Company this week...

Screen Gems has completed its series of seven films for "Cavalcade of America." The firm announced this week that the title of the stanza about Thomas Jefferson will be "Experiment at Monticello"; the segment on Samuel Morse will be entitled "What Hath God Wrought?" and the one about Nathaniel Hawthorne will be called "Romance to Remember."

Wink Films announced this week that the 26-week half-hour film series, "Madison Square Garden," which gives highlights of events taking place at the sports emporium thru the week will begin its third year of syndication in the beginning of November. Wink is the producer of the series... Jack Webb starts shooting 47 additional segments of "Dragnet" this Monday (11)... Harry Wayne McMahon, exec producer of Five Star Productions, has signed with the Gardner agency to produce the film commercials for Ralston's "Space Patrol" during the 1952-'53 season over American Broadcasting Company TV network... Agency and radio men in Denver (Continued on page 50)

IATSE Sets Up Radio and TV Dept. Co-Ordinating Councils to Be Formed

MINNEAPOLIS, Aug. 9.—Television was the all-consuming topic of consideration at the 41st Convention of the International Alliance of Theatrical Stage Employees (IATSE) and the Moving Picture Machine Operators of the United States and Canada in the Municipal Auditorium here, which ended yesterday (9). Indicative of the importance of TV to IATSE was President Richard Walsh's observation in his report that "right now a full quarter of our employment in Hollywood is in the production of TV films." He cited a National Labor Relations Board decision that the IATSE must organize all TV technicians, not only cameramen and projectionists.

The convention took his recommendation and set up a radio and TV department, which was also the desire of its general executive board. The new department will throw open IATSE membership rolls to any person employed or employable in a broadcasting craft.

Initiation fee is to be set at \$10, and monthly dues at \$3. Co-ordinating councils will be formed to conduct organizing activities and negotiations, especially in the top TV centers, in accordance with another resolution.

Appropriate Locals

These councils will consist of appropriate locals in the film business which would organize non-union film producers. Another of their tasks will be among

the recording companies in New York City. Each council would also establish industrial video locals which are to offer double membership, so that if a TV employee loses his job, he could work in motion pictures and vice versa.

In his report to the convention, Walsh also noted two contracts covering property men, signed July 18 with the National Broadcasting Company, the Columbia Broadcasting System and the American Broadcasting Company. The first pact provides that whenever scenery, props or similar equipment are used by the TV networks, they are to be handled by IATSE members. Ex-

empt are WNBW, Washington, and KGO-TV, San Francisco, which have contracts with other unions. Under the second pact, the networks consent to send an IATSE member along whenever props, lights or equipment are shipped from one production center to another so he can set up.

Referred to the general office was a resolution which protested the action of the Federal Anti-Trust division in instituting court action against the principal movie producers and distributors for refusing to release 16mm. prints to TV. The resolution asks that IATSE join actively with the movie industry's legal forces in fighting the anti-trust action.

TV FILM PURCHASES

Friedman-Shelby Division of International Shoe Company, St. Louis, this week bought "Movies for Kids" over WGN-TV, Chicago, for 39 weeks beginning today... Patricia Stevens, Inc., will sponsor a feature film on WGN-TV, Chicago, once a week for three weeks starting Thursday (14)... Thru Ben Elrod of its Chicago office, Hollywood Television Service Company subsidiary of Republic Pictures, has sold 13 feature films to the Will Sales, Inc., of Louisville for the firm's show over WAVE. Elrod has also set deals for packages of 13 films

directly with WAVE-TV, Louisville and with WFBS-TV, Indianapolis.

PSI-TV, Inc., has sold a package of 68 feature films in seven new markets. Andrew Jaeger, the firm's veepee announced this week. Before leaving on a sales junket of the Midwest, Jaeger said that the growing use of spot announcements, the increase in cable costs with the extension of cable facilities and the government's current anti-trust action against the major film distributors, are spurring station and sponsor interest in feature films.



coming

in the

September 6 Issue

editorially--

—the most valuable and important contribution to the TV-film field that has yet been published. The practical, down-to-earth, commercial experience gained by The Billboard staff since publication of the first TV film edition has developed a greater sense of the industry's needs, wants, aims and accomplishments. This experience, coupled with a genuine enthusiasm for the field, will be reflected in the September 6 TV-Film Quarterly.

advertising-wise--

—the best opportunity to effectively supplement personal TV-film sales efforts—and at really low relative cost. The Billboard's original commitment to make substantial dollar investments in the TV film industry—and to build for the future—still holds true. That commitment enables you to get industry-wide advertising coverage far and above what The Billboard's present advertising rates call for.

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Table with columns: Series Name, Length in Minutes, No. Weeks Available, Videotape Ratings. Includes series like 'Prec. Show: Summer Showcase, Stoo Fires, Then Came July 5, Kuala, Fran & Ollie'.

Table with columns: Series Name, Length in Minutes, No. Weeks Available, Videotape Ratings. Includes series like '(Previous Month's Rating) 8.33', 'Average Videotape Rating of Prec. Show Sports Picture'.

NBC Weekly News Review

Table listing NBC weekly news programs with ratings and descriptions, including 'Boston (2 stations)', 'Buffalo (3 stations)', 'Cincinnati (3 stations)'.

Telenews Weekly Review

Table listing telenews programs with ratings and descriptions, including 'Buffalo (3 stations)', 'Chicago (2 stations)', 'Detroit (3 stations)'.

Telenews Daily

Table listing daily telenews programs with ratings and descriptions, including 'Atlanta (3 stations)', 'Boston (2 stations)', 'Buffalo (3 stations)'.

UP Movietone News

Table listing UP Movietone news programs with ratings and descriptions, including 'Boston (2 stations)', 'Chicago (4 stations)', 'Cincinnati (3 stations)'.

THE MARKET PLACE for TELEVISION FILM INDUSTRY. The National Weekly Exchange for Films Suitable for TV Programming. CLASSIFIED ADVERTISING.

Adventure

Now in production "CASE HISTORY" starring Regis Toomey and Sara Hayden. WM F BRIDY PRODUCTIONS, INC. 5245 Sunset Hollywood 28, Calif.

Adventure-Mystery

Craig Kennedy, Criminologist, starring Donald Woods. Louis Weiss & Co. 655 No Fairfax Ave., Los Angeles 36, Calif.

Dangerous Assignment

Starring Brian Donlevy. Red-blooded adventure with pay-off ratings - for exclusive local showing and local sponsorship - at local cost. Already sponsored successfully in 53 markets. There are still some available. Full information from NBC FILM SYNDCATION 30 Rockefeller Plaza New York 20, N. Y.

"BOSTON BLACKIE"

Each half-hour program a complete episode planned for 3 full-length commercials. ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio New York Hollywood

"DANGEROUS ASSIGNMENT"

Starring Brian Donlevy. Red-blooded adventure with pay-off ratings - for exclusive local showing and local sponsorship - at local cost. Already sponsored successfully in 53 markets. There are still some available. Full information from NBC FILM SYNDCATION 30 Rockefeller Plaza New York 20, N. Y.

"THE UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending! Every week a new cast of top Hollywood actors - sponsor identifications including 3 full-length commercials. ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood

Children's

Adventures in Stamos - 15-min. TV program at low cost. TV-Uniminded, Inc. 341 Madison Ave., N. Y. 17, N. Y.

Comedy

Nello, Darling - Hilarious comedy situation weekly 1/4 hr. audition prints available. Guild Films, 5746 Sunset Blvd., Hollywood 28, Calif.

Drama

SIX NEW TV FILM PROGRAMS 1. "The Louis Bromfield Series" 2. "The Hank McCune Show" 3. "Tales of Conroy Johnson" 4. "Those Were the Days" 5. "Crown Theater" 6. "A Chair on the Boulevard" Bing Crosby Enterprises, Inc. 9028 Sunset Blvd. Los Angeles 46, Calif.

Feature Films

Alexander Korda Features - 11 new feature length films. Finest British production. Snader Teletel. Sales, Inc. 329 So. Beverly Dr., Beverly Hills, Calif.

Film Processing

"Peer-Renu" conquers shrinkage in old film; makes them usable revenue-producing. Write Peerless Film Processing Corp., 165 W. 46th St., New York.

Miscellaneous

For Quality TV Film Production IMPRO Productions, Inc. Hal Roach Studios, Culver City, Calif.

British Information Services

For entertaining and appealing pictures. Pictorial Films Inc. 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3755.

Elv Laudau, Inc.

Elv Laudau, Inc. television programs on film. Telephone Murray Hill 7-5224, 10 East 44th St., N.Y.C.

For Quality TV Film Production

IMPRO Productions, Inc. Hal Roach Studios, Culver City, Calif.

Hollywood Regal

Hollywood Regal - 52 glamour-packed features in the scenes 1/2-hour TV-Film Show Paramount TV Prod., 1501 Broadway, N.Y.C.

United Television Programs, Inc.

United Television Programs, Inc. Largest distributor of quality TV Films. New York - Chicago - Hollywood.

Musical

Snader Teletel. Complete TV music library of 800 Teletel. featuring world-famous artists Snader Teletel. Sales, Inc. 329 So. Beverly Dr., Beverly Hills, Calif.

News

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### The Maggi McNellis Show

**TELEVISION**—Reviewed Thursday (3), 9:30-10 p.m., EDT. Sponsored by Picadilly Cigarettes via WJZ-TV, New York. Producer-editor, Norman Baer. Director, Paul Burggraf. Emcee, Maggi McNellis. Guests: Ceil Chapman, Billy Reed, Maureen Connolly, Valerie Bettis, others.

Best-dressed woman, Maggi McNellis (on maternity leave for the last few months), has returned to video in style. Her new "Magazine of the Air" is a fast-paced info-packed, interview-news show, highlighted by an unusually smooth blend of live action with film.

The initial half hour was subdivided into eight main segments—a breezy Broadway gossip bit, illustrated with stills of celebrities; a live interview with choreographer Valerie Bettis, who plugged her new Rita Hayworth "Affair in Trinidad"; another live interview with ace designer Ceil Chapman and a comely model wearing Miss Chapman's latest covered-up-to-the-chin-but-skin-tight cocktail gown; a film visit to the Sea Cliff, L. I., Summer Theater, with live commentary by Miss McNellis; a backstage tour of the New Yorkers' new ice show (also in film); a live chat with Billy Reed, bounding boniface of Manhattan's Little Club, and a session with teenage tennis champ Maureen Connolly (preceded by film clips showing the young sports star in action on the court).

A sock finish was supplied by a pitch for the Red Cross blood drive, via a studio interview with a man who had given blood 40 times. While Miss McNellis looked on, he donated his 41st pint in full view of the camera.

#### A Standout

A standout interview was that conducted with Little Mo Connolly, remarkably poised and pleasant for a non-pro. The top film sequence was the strawhat circuit bit, spotlighting Zasu Pitts' "Ramshackle Inn" company.

Effectiveness of both film segs on the show was heightened by the fact that Miss McNellis appeared in most of the scenes. This in-person visual gimmick (combined with the femese's tongue-in-cheek live commentary) gave the film sequences an unusual feeling of spontaneity and intimacy.

#### Even Better

Motherhood evidently agrees with Miss McNellis (Mrs. Clyde Newhouse in private life). She reflected a new warmth and ease of manner Thursday night, and looked better than ever in an elegant Ceil Chapman original.

However, the stately beauty should resist the impulse to "get in the act" too much during the film shots. Her Milton Berle type of covorting with performers on the show caught (e.g. bopping actors over the head with a prop bottle; dancing the highland fling with an ice skater, etc.) didn't become her. Gracious dignity is Miss McNellis' trademark, and it stood her well on the commercials, which stress the snob-appeal of Picadilly Cigarettes' filter-mouthpiece—"Why don't you do what smart people do?" etc.

June Bundy.



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# Television—Radio Reviews

## Dinner Date and Music and Silhouette

**TELEVISION**—Reviewed Monday (4), 6:30-7:30, EDT. Presented over WOR-TV, New York. Participation taken by the Penn Rubber Company, thru the D'Arcy agency. A Warren Wade Production. Executive producer, Lola Montez. Director, Lewis Freedman. Music, Sylvan Levin and ork. and Whitmore and Lowe. Commentators, John Wingate and Harry Wismer. Talent, Los Chicos, Gail Meredith, Lawrence Weber, Nancy Flair, Neil Adams and Susan Dean.

The application of Warren Wade's repeat performance concept to the 6:30-7:30 week-day slot on WOR-TV has resulted in two new programs called "Dinner Date" and "Music and Silhouette." Unfortunately, however, the first suffers from a concentration on music and news, and the second concentrates on music plus a few singers and a Latin-American trio.

Radio has numerous programs which more than sate the public's desire for music and news, without demanding as much from the listener as TV. WOR-TV has devised little in the way of original presentation of these program elements to intrigue the viewer.

"Dinner Date," the first half-hour, is composed of music by Sylvan Levin and his ork, news by John Wingate and sport stunts by Harry Wismer. Integrated in the program is a contest for "Miss Nine," which seeks to present top-flight new talent discoveries.

#### Levin Ensemble

The Levin ensemble, specialize in light classics, as their pleasant version of "Estralla" indicated. They also played a medley from "Carousel" and "Say It With Music." Their musicianship is highly capable, but the camera work was not ingenious enough to do more than flash a few of the men in the orchestra before the viewers. Since there were few baseball games played on the day the program was viewed, Harry Wismer interpreted the pennant races in both leagues, but in a routine fashion.

John Wingate's handling of the news was adequate, if not off the beaten track. He also introduced the girls competing for "Miss Nine." None of the three girls showed anything near professional aptitude. Neil Adams terped a hot, sexy Afro-Cuban number in sloppy style; Susan Dean acted a short scene better kept party consumption, and Naomi Flair's singing of "Gypsy in My Soul" showed promise that under coaching might be realized.

Featured on "Music and Silhouette" were the two-piano team of Whitmore and Lowe, in addition to Gail Meredith, Lawrence Weber and Los Chicos. The piano-duo offered, for the most part, flashy concert pieces and musical comedy numbers which had a sameness of sound because, perhaps, of arrangement. The girl singer has a pleasant voice and tends to mug. Weber's voice is more trained and distinctive, tho he seems to need camera training. Their best was a duet, "Speak to Me of Love." Los Chicos seemed wasted on the program.

#### Tennis Balls

The sponsor of Wismer's segment of the program, the Penn Rubber Company, used him to sell its tennis balls.

This show needs a radical injection of new ideas. The acts must be stronger and must be presented better; the camera work should be improved, and the "Miss Nine" contest should either be discarded or should offer more exciting talent.

## CAPSULE COMMENT

**Broadway TV Theater (TV).** WOR-TV, Tuesday (5), 7:30-9 p.m., EDT. "Broadway TV Theater" continues to program one of the better dramatic programs hereabouts. "Three Cornered Moon," its latest presentation, drove home an intelligent point in comic fashion. The script was about an eccentric wealthy family that suddenly lost its money and was forced to come to grips with reality. The cast was headed by Bethel Leslie who turned in a top-notch stint as the girl of the family. Others—Helen MacKellar, William Post Jr., Murray Hamilton and Wright King—were equally strong. The commercials for Cavalier cigarettes need some freshening; those for General Tire were more impressive. (See full review this issue.)

**Field and Stream (Radio).** ABC, Sunday (3), 10:45-11 p.m., EDT.

A quarter hour of information on hunting, fishing, conservation and allied subjects. Bob Edge, experienced in this field, gives news and views and interviews. Program is transcribed. (See full review this issue.)

**Dinner Date and Music and Silhouette (TV).** WOR-TV, 7:30 p.m., EDT.

**New York, Monday (4), 6:30.** This ambitious application of the Warren Wade repeat performance concept to the 6:30-7:30 p.m. week-day time period on the station has resulted in a program greatly lacking in the entertainment values needed to attract an audience. The programs both suffer from the fact that they concentrate predominantly on music and news, both of which radio offers but in a manner which demands less from the broadcasting public. Repeat performance is too important a concept to be discarded without giving it every chance to succeed. This program, therefore, should be revamped drastically. Unless a more imaginative way of handling the music is developed, it might be used in a less important manner. (See full review this issue.)

## Broadway TV Theater

**TELEVISION**—Reviewed Tuesday (5) 7:30-9 p.m., EDT. Presented by the General Tire Company and Cavalier cigarettes thru the D'Arcy agency and William Esty respectively via WOR-TV, New York. Producer, Warren Wade. Associate producer, Lola Montez. Director, Richard Lukin. Stage director, Charles W. Christenberry. Cast: Bethel Leslie, Helen MacKellar, William Post Jr., Wright King, Murray Hamilton, Ben Cooper, Anthony Carr, Jean Carson and Betty Fleet.

"Broadway TV Theater" continues to drive home the obvious, but seemingly not accepted, point that "the plays the thing." Beseet by legal tangles that prevented the video showing of "Another Part of the Forest," Warren Wade, in spite of insufficient rehearsal time, came up with more than an adequate substitute in Gertrude Tokonogy's "Three Cornered Moon."

And the secret of Wade's success is easy to discern. He uses material which has been framed in the forge that is Broadway. He rarely uses names and usually presents better drama than the top network stations. Wade has dubbed WOR-TV to compete with network flagship stations in New York City whose finances are substantially larger.

"Three Cornered Moon" drives home the intelligent point that without the more basic things of life—food, clothes and shelter—art is a luxury few people can afford. The point is made thru an eccentric wealthy family that suddenly loses all its money when the foolhardy mother takes to playing the stock market. At work the group learns hard facts. Sister, confronted with reality, finds her romance with a poetry-spouting novelist a worthless venture. There are many delightful moments of comedy in the script. One of the characters, the brother's girlfriend, is, however, too silly to take.

The camera work, as usual, was competent and unobtrusive. The acting was of professional caliber. Bethel Leslie scored as the sister, a role which gave her a chance to be pleasantly normal. Helen MacKellar, William Post Jr., Wright King and Murray Hamilton handled their parts well.

Cavalier cigarettes continues to hammer away at its "eight out of 10" theme. The sales pitch for General Tire is more imaginative as spied by Ray Morgan. The initial commercial, which stresses safe running traction and safe stopping traction, will mean most to motorists. Leon Morse.

## Field and Stream

**RADIO**—Reviewed Sunday (3), 10:45-11 p.m., EDT. Sustaining via American Broadcasting Company, transcribed. Sports-caster, Bob Edge. Director, Don Pajner.

Bob Edge is an experienced hand at sports programs, and his memory serves him well in dispensing fishing and hunting information as far back as the early 1940's. His current show is also slanted for the folk who follow the waterways and game trails—and for those who would like to, even tho they never get around to it. Both types—the active and inactive devotee of the ways of nature—comprise the total audience. Edge, in this transcribed quarter-hour, purveys news and views of the different aspects of hunting and fishing. It's a many-sided subject, for it is concerned not only with the actual pursuit of game. But also with such matters as conservation and international laws affecting the transportation of game from one country to another. For instance, Edge in his Sunday (3) program presented a discourse by Harold Titus, of Field and Stream magazine, on the regulations affecting the shipping of deer carcasses from Canada to the United States, and how these regulations are affected by efforts to curb hoof and mouth disease.

Edge included in his program an interview with a woman guide who commented on the delights of bone fishing. Bone fish, to the initiates, are the greatest of all game fish and are common to the shallow, salt water flats off the Florida coast. Edge also made mention of a recent magazine article which told the story of the indiscriminate slaughter of buffalo in the United States during the last century. Using the magazine as a springboard, Edge presented a colorful vignette of one of the notorious buffalo hunters.

#### Pertinent Facts

There are several pertinent facts to bear in mind with regard to this kind of program. The program is easy on the budget. This was true in the heyday of radio, and it is true today. But in the heyday of radio this inexpensive was more of an advantage. Today, this type of program gives the impression of being old-fashioned, of not having kept pace with the times. This, of course, may be said of so much radio programming in an age of television. The sense of belonging to a past age has, in this case, none of the charm of nostalgia. Rather, there is merely the feeling of having fallen out of step.

The cure? Two possibilities. Try brighter production methods on AM radio, or convert the show into a TV production. Either possibility will mean a larger budget. Paul Ackerman.

## VOTE CHASERS—32

# Celler Demonstrates How to Lose Friends

Politics appearing on television should know that one of the most basic rules for selling themselves and their causes is to be nice and slick to the rules of the show's format. Rep. Emanuel Celler (D., N. Y.) on the American Broadcasting Company's "On Trial" last Saturday (2) made the terrible mistake of disregarding this.

The idea of the show, "On Trial," is to use courtroom procedure and protocol to debate social-political questions. There is a judge (this time, Francis E. Rivers, judge of New York Municipal Court), a prosecuting attorney (Malcolm MacIntyre, New York attorney, chairman of the Eisenhower-for-President speakers' bureau) and a defense attorney (Hiram Gans, New York attorney). Celler appeared as a witness for the defense of the Democratic platform.

Early in the questioning, MacIntyre raised the objection that the witness' remarks were irrelevant to the question. The judge sustained the objection, whereupon Celler continued with what he was saying, decrying character assassination as practiced by certain Republican members of Congress. The judge interceded again. He said to Celler that as a lawyer

he should realize that the witness must abide by the judge's rulings, and again asked him to stick to the issue. Celler's answer was, "Well, this isn't a real trial."

Throughout the show, Celler's answers tended to be exhaustive, containing strong criticisms of the Republicans. While being cross examined on the civil rights issue, Celler began denouncing the Republicans for blocking revision of the Senate rule permitting filibustering. The judge then asked Celler to shorten his answers, so that MacIntyre could get on with his questioning. Celler, in the confusion that followed, snapped, "Judge, are you trying to put a cloture on me?"

#### Finishing Touch

A finishing touch came as Judge Rivers rose to come down from the rostrum at the show's completion. The two attorneys rose, in accordance with courtroom custom, but Celler remained steadfastly seated, staring into the camera, in apparent contempt of it all.

He won a forensic victory, not only in defending the Democrats' 1952 platform, but also in his denunciation of the Republicans. But his tactics were certainly not keyed to win friends.

Gene Plotnik.

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**Palace, New York**  
(Friday, August 8)

Capacity, 1,650. Price range 55 cents-\$1.80. Five shows opening day; four regularly. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

This one moved like greased lightning with every act, but one, fitting the bill like the proverbial glove. Church and Hale, standard dance team, opened with their two-dance and challenge terms for a fast starter. Marilyn Hale was particularly fine. Ross and Ross' punchy bag act made for a good two spot. Using flash props the boy-girl team worked well for a solid mitt.

Apus and Estrellita, new in this territory, did a comedy act that is good enough to keep them working in this area. Boy-girl Negro team gave comedy lines authoritative with the girl a fine straight woman. Team ended with girl doing a Latin song while boy was on Maracas, sequencing in a mambo. The entire Latin stuff was the weaker portion of their act. It belongs up front to give them a strong closer.

Magid Triplets, out of TV, three eight-year-old lads, piped out three novelty songs mixed in with some foot-tap bits and couldn't do badly. After all who's gonna hate three handsome mop-tops. Joan Brandon's magic act filled the house with wells particularly when she passed out the mixed drinks. Opening up with the "flying can" bit, gal went rapidly into the "what will you drink" routine with ushers dashing madly around the lower floor delivering the glasses.

The Claf Dwellers (four boys, two girls) are well-dressed, good-looking young people with a singing act that doesn't belong at the Palace, at least not on this bill. The group did three songs, each a major production calling for a lot of movement that seemed exaggerated, plus arrangements stressed harmony rather than melody. The audience didn't seem interested.

Frank Marlow drew yuks almost at once. His "wadda ya laughin'" chatter, mixed up with pratfalls and one pit dive, killed them. His final Humphrey Bogart routine, too more familiar with at least two other comics, fractured them. The Brock boys, a bicycle act (girl and boy) using comic cartoon masks for amusing sight effects proved an ideal act for the kids. Team finished very nicely.

Pic, "King Kong." Bill Smith

**Macayo, Santa Monica, Calif.**  
(Tuesday, July 29)

Capacity, 250. Price policy, no cover or minimum. Shows at 9:30 and 12. Owner-producer, Regon Reachi. Booking policy, non-exclusive. Estimated budget this show, \$2,500. Estimated budget last show, \$1,750.

Spot has come up with another excellent young dance team in Gene and Sylvie to spearhead its newest miniature musical, "Pan-American." Gal, a tall blonde, works with her good-looking male partner in torrid Latin manuevers. The two are virtual newcomers their work shows originality and fire.

The Michel Brothers, Mexican import harmony trio, add authentic Spanish color which appeals to the Spanish trade. But American trade needs more English to carry the act. They should work in the numbers with English and Spanish lyrics to pace their program. Their three-guitar work and harmony is top-drawer and their authentic gaucho costuming attracts the eye immediately.

Owner Reachi, as usual, has his four-gal line, the Mackyettes, in top form. Working in scanties, both staid and plain, gals got good mits for three Spanish-styled numbers.

Geri Gallian's top five-piecer did its usual fine backing job. The leader's piano lead on two solos, "Jungle Rhumba" and "Malaguena" again showed he deserves waxy attention. Johnny Sippel.

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# Night Club-Vaude Reviews

**Biltmore Bowl, Los Angeles**  
(Tuesday, August 5)

Capacity, 850. Price policy, \$1 cover week nights; \$1.50 Saturdays. Shows at 9 and 12. Booking policy, thru Joe Faber. Producer, Dorothy Dorben. Publicity, Maury Foldare. Estimated budget this show, \$5,000. Estimated budget last show, \$4,200.

Current three-acter is best offering seen here in eight months because of the slick continuity between each act.

Les Bassi Trio start their foot juggling turn where most of such acts finish. The Europeans start fast with one small object flipping, building to their terrific furniture closer, with the packed opening night house according the turn a mitt usually given a closing act.

Walton and O'Rourke present a puppet act that's geared for nitelers. While most string-figure routines fall into a standard groove, this male duo has transformed the art into strictly adult fare, with some wonderful lampooning figures, realistic movement and good dialog. Their opening Negro j-bug team, the subsequent Mrs. Murgatold-iah dowager getting looped in a cheap booze and their ceding jungle wild doctor and primitive drummer kept the house spellbound. A TV web seeking a new approach to adult puppets would do well to glom onto these lads. For an encore bit, they did a slick burlesque of the standard skating figures routine that wowed 'em. In addition, the boys take out a comic insect figure at intermission and work the tables, with the figures giving out candy to lady diners.

Penny Singleton has done a complete transformation, drawing away from the "Blondie" characterization almost completely to work up a new, solid nitery turn. After a cute "Goodbye to Troubles" opener, she went into a series of nostalgic goodies she did in legit, following with a wonderful parody on mag ads. "Fluoretta," an original about a frustrated coloratura, gave her a real chance to show her vocal prowess. Gal even did some fine vocal impersonations of chirps, including a good Kay Starr aping. Interwoven was good dancing to spice her lengthy stay.

Dorothy Dorben's 10-gal line opened with a swell-costuming job in a tribute to Las Vegas gambling casinos, followed with a dreamy singing bit and closed the show with a spirited Charleston routine that brought down the house. Jack Tygett and Marjorie Woods sparkled as a versatile duo team on all numbers. Singer Bill Woods did okay with the production lyrics and participated in all the Charleston bits. Hal Derwin continues the fine emcee job, and his ork did well with baking and dance job.

Johnny Sippel.

**The Embers, New York**  
(Thursday, August 7)

Capacity, '50. Price policy, \$3-\$3.50 minimum. Operator, Ralph Watkins. Booking, non-exclusive. Publicity, Mike Hall Associates. Estimated talent budget, \$1,000.

This spot, which has been running for about a year or so is the envy of all its competitors. The room starts crowding for dinner and stays jammed until closing. Considering the clientele it gets, it looks as if the El Morocco (across the street) has to get by on the Embers overflow.

Freddie Lamb (ex-Club 18) on the door makes with the greetings, and if there's any guy in town who knows 'em all, it's Lamb who has watched them come and go for many years.

The show is all musical, no vocals so there's no 20 per cent tax. The current layout has the Eddie Heywood Trio, plus the Barbara Carroll Trio. Both outfits complement each other, both use standards and show tunes. The Heywood outfit has a clean, crisp drive, featuring new arrangements for intros that are attention compelling. Heywood on the piano is authoritative with a heavy beat that dominates the room. Miss Carroll's pianistic, gender but equally impressive, stress the subtler stylings. Both outfits are backed by drums

**Havana-Madrid, New York**  
(Thursday, August 7)

Capacity, 175. Price policy, \$3.50 minimum. Manager, Gene Lowy. Booking, non-exclusive. Shows at 8:30, 12:30 and 2:30. Estimated talent budget, \$1,500.

A change of policy gives this room an all-American show, having dropped the Latin motif. Opening night drew a noisy audience that made it tough for the acts, tho they finally managed to overcome it.

Dolly Dawn can still belt out rhythms with the best of them. Working in the star spot, the gal worked skillfully, throwing ad lib lines to draw and hold attention. The canary now uses her increased weight to kid the audience, and once she had them, she kept them on singing ability.

Steve Murray apparently drinks his way thru an act. Table hopping along the ringside, he grabbed up a flock of drinks. How he managed to stand up and do an act is a mystery. Murray's emceeing was marred by chatter out front. In his own spot, his quality came thru time and again, particularly on his old fiddle bits. His "Rain" number, using a line kid as the "Sadie Thompson," apparently needs a lot of rehearsals. The gal was willing, looked good and moved like a vet. But the lines!

Even a vet team like Johnny and George, who have belted 'em out on the circuits for years, had a rough time beating down the noise. They finally made it, but had to sweat. The Guy Martin line, well costumed, needs dancers. The kids took okay and try as well as hard but only one or two have it. The other three or four girls seem to be along just for the ride.

Lou Donn's band cut the show. The Al Periff Trio alternated. Bill Smith.

**London Palladium**  
(Monday, August 4)

Capacity 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Chas. Henry. Show played by the Woolf Prince Sky-rockets ork. Press representative, John A. Carlson.

Dolores Gray made it here in a three-year run as "Annie Oakley" at the Coliseum. That was quite a while back. So when Val Parnell booked her for the Palladium he took no risks on the pulling power of her name, but had a supporting bill with high-level entertainers to protect her. At the opening, Parnell's caution seemed justified. Miss Gray closed "Annie" in a flood of popular emotion. But when she bounced out on to the Palladium stage there wasn't any of that electric welcome she probably expected. Her opener, "Dolores" little. Her "Grand Night for Singing," plus a series of pops and standards proved she has a fine stage presence and powerful voice. Yet there was almost too much warm. Miss Gray didn't really warm up until she changed her dress behind an on-stage screen and came out wearing the latted tunic she wore in "Annie." From there on she was in with her "Doris" who comes "Naturally." The first show at the Palladium can be awfully tough. No doubt when gal loosens up a little things will go more smoothly. There's no reason why they shouldn't.

The Deep River Boys; a zany trio of British musicians. Hall, Norman and Ladd; and pianist Winifred Atwell built the first half to a suitable peak. A local comic, Leslie Randall, led it off from that point in what comes The big hand went to Nanci Crompton. For charm and dancing ability combined she was unbeatable. Leigh Vance.

and bass, and both are very listenable.

Whether it is the musical fare, the menu or the hosting that brings them in is a moot question. The fact is that the joint's jumping with quality business. Bill Smith.

**Chez Paree, Chicago**  
(Monday, August 4)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Kirby. Booking policy, non-exclusive. Estimated budget this show, \$12,000. Estimated budget last show, \$8,000.

While this Martin and Lewis starter is only in for two weeks, it is one of the most ambitious under-takings staged by Dave Halper this year. The house band has been increased from 12 to 22 men for the engagement, there arc four acts on the bill instead of the usual three, and the complete line has been retained, altho they have only one spot in the show. The result is a sure-fire hour and 20 minutes of fast, good entertainment.

It has been nearly a year since the Martin and Lewis duo were in the Chez. In that time, practically nothing has been done to the format, but the over-all results achieved are even better than they were. Martin, in addition to his usual songs, has added a number of lines, and seems to be much sharper on his delivery. Lewis carrying the brunt of the comedy goes thru his complete bag of grimaces, gestures and pratfalls in addition to his crack singing and excellent tap turns.

Team brought in their own conductor, Dick Stable, as well as Lou Brown on the piano and Ray Tolian at the drums. Each of the three are in and out of the act thruout the 50 minutes the duo work.

Kitty Kallen, making her first start in this spot, did an excellent job of catching her audience and holding it. Chirp opened with "I Can't Give You Anything But Love," then went into "Look to the Rainbow" and a series of singing impressions which were excellent. She closed with "I Wish My Daddy Was in the White House," getting a tremendous hand.

The Mayo Brothers, a top dancing duo, only have one number in the show, but make the most of their brief appearance. Boys work atop a miniature stage and display some of the best footwork we've here in a long while.

Leonard Barr, an eccentric dancer, and his partner, Marla, are the opening act, and also do well with their short but extreme sharp bit. The Adorables, again paced by the Werner Twins, do a repeat number from the Joe E. Lewis show. Johnny Mart has handled production number vocals and emcee chores capably. Phil Levine fronts the augmented band for all but the M and L turn and plays for the dance sets.

Norman Weiser.

## Caught Again

LEON AND EDDIE'S, NEW YORK: The 52nd Street club, like D' Man River, just keeps rolling along; some nights business is so good, others it's jammed. But good, bad or indifferent, it remains as the only room in town that gives new talent a showcase, and on Sunday nights its celebrity gimmick is always good for new acts who want to be seen.

Barbara Davis, a young, very pretty, red-headed, aero dancer, showed a lot of talent. Her flips, twisters and butterfiles were executed in showmanlike fashion for enthusiastic results. Her ability, plus her looks and her sales savvy, rates her a shot higher in the showbiz ladder.

Wendy Waye, backed by her own pianist, has an excellent routine. Unfortunately she hasn't the ability to sell it properly. An attractive blonde, Miss Waye handles every tune, novelty, rhythm and ballad by rote. She has apparently memorized the lyrics but sings them as if they had no meaning. The gal needs lessons in acting, plus some coaching in voice control. Loss of breath in the middle of a measure is hardly conducive for rapt attention.

The Line

June Oliver's line demonstrated some interesting innovations that should interest buyers. Besides being well costumed and well rehearsed, the good looking, young six-girl line, showed routine. (Continued on page 47)

**Palace, New York**  
(Friday, August 1)

Capacity, 1,650. Price range, 55 cents-\$1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Jimmy (Professor Backwards) Edmondson is spotted in the top slot and holds down the chore for a decisive click. As the French would put it, Edmondson is a droll. His current monolog is sharp and pithy and rates the constant chuckles which it draws. His familiar blackboard-reversed spelling routine, which he uses for a wind-up, is also a solid crowd-pleaser. Edmondson is a natural for top billing.

This reporter roared at Joe Jackson for many years. Since Joe Jackson Jr. studiously reproduces all the comic business of that great clown, the laughter is still on tap. If a younger Jackson lacks something of the heart-warming mellowness, and ability to inject pathos into hilarity, which made his late father one of the theater's great pantomimists, his conception of the tramp bicycle thief is a sock comic act. It's great that someone is able to carry on the tradition.

Bill gets off to a sharp start via efforts of a fine stepping duo, Phil Lawrence and Mizi Stone. The act starts in routine fashion with the gal, tho' nice to look at, projecting somewhat frigid. However, pair build steadily with lad smashing over a really hot tap specialty, followed by a novelty waltz clog in costume with the gal really steadily up to the customers and vice versa, and with pair winding up in a strong flash finish. The youngsters are both likable and talented.

Betty Brett scored strongly on the instrumental side. The lass can make a xylophone do about anything—a really virtuoso exhibition of malleting with personal salesmanship out of the top drawer. Upholding the chant department ably are Ben Yost's Vikings. Male quintet, as usual, features he-man harmonies covering grand opera, musicomedy excerpts and a rousing military wind-up.

Leonardo and Anita are a good choice for third slot. Former is an extraordinarily gifted ventriloquist and a novelty addition of a variety of dummies manipulated from behind a covered stand has added a lot of steam to their act. However, Leonardo's early routine with a single dummy should be lauded for some deep purple wise cracks. People still take their kids to vaude, and Leonardo is too much of a craftsman to need that kind of material. A Parsian import, Linda and Constant, contribute a good aero finale to the show. Only soft spot on bill are the Congaros, Negro jitter-bug quartet.

The pic: "The Duel at Silver Creek." Bob Francis.

Due to mechanical transmission difficulties the above review was inadvertently omitted from last week's issue. We are running it now for the record.

*Sensationally Different!*

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## MIAMI DISPELS THE BLUES

### Off-Season 'Name' Policy Paying Off at Plush Clubs

MIAMI, Aug. 9. — Right when everybody was crying the well-known business blues, two comedians opened simultaneously Wednesday (6) to packed rooms that even surprised the owners.

It was like mid-winter at both the Clover Club and the Nautilus Hotel with Jackie Miles bowing into the former and Henny Youngman into the latter. Every table was occupied in both spots, even with a \$1.50 beverage minimum on top of dinner at the Clover, and a \$2 beverage minimum at the Nautilus.

To the Nautilus ops, the crowd looked unusually good. Last week they had Gloria Jean, whose song style didn't go over. After two nights, she was replaced by Jayne Manners, who happened to be vacationing here. They've got a winner now, however, with Youngman who has always been a crowd-pleaser in this room.

To say that Youngman is a hit here is putting it mildly. They wouldn't let him off, and if it weren't for the curfew they would've kept him in until Yom Kippur. He did his standard act, but he's given the oldies fresh and topical twists; and, with this summer crowd, he can do no wrong. A box score of his fans showed that only one joke failed to pull a yock, and that was

strictly a trade gag. Otherwise, he's this week's top banana on the beach.

On the other side of the bay, in Jack Goldman's Clover Club, Miles followed the Nov-Elites Trio, a comedy group making a bid to become the No. 1 Miami attraction now held by the Vagabonds. They're hot even with a hep winter audience. When the club's filled with squares on bargain tours they tear down the house.

Such is what happened on Miles' opening night. It was spot that comics say a leopard wouldn't even want. But Miles, in his slow and relaxed delivery, provided fine contrast to the punching and clowning of the Nov-Elites, and acquitted himself neatly. He was backed up by Wynn Seeley, a long-stemmed hooper, and Norma Parker. Latter,

who made her Miami debut last winter at the Schomberg, has developed into a standout singer. She's got a load of personality, stage presence, and a voice. For a supporting act on a show like this, the Parker gal picked up a surprisingly big mite.

This is Miles' first experiment with summertime show business in Miami, and the Clover's first with name acts during this part of the year. It's a precarious operation, however, and Goldman readily admits he's dropped a pile up to now. If he can recoup that with Miles during the upcoming fortnight, there's a chance he—and other spots, too—may bring in better-known attractions right thru the year.

The people, of course, are here. Hotels report from fair to extremely good business. The problem has been getting 'em out.

## TALENT UNIONS DISCUSS MERGER

### Swires, Morris Ask Unions Settle Differences Before Taking Action

Continued from page 1

"the family before a house could be erected." Swires got a few titters and some hands.

Newbold Morris, newly appointed assistant to the president of Equity, followed in the same vein, but used legal terms to ask that all unions negotiate their differences on dues, locals versus branches, almost to the proper point of preciseness, before sitting down to agree on a definite plan. Morris finished strong and got a

hand from a friendly tho' a cautious house.

Frank Reel of AFRA followed and did an impressive job. Using his legal background, Reel unwound a series of logical arguments for merger now that held the listeners spellbound. When he finished with "if we continue to negotiate, we'll negotiate ourselves to death," he was in by a mile. Anybody who followed Reel was in a tough spot.

Cooly Logical

Georgie Price, AGVA president, tried to hold the Reel audience and build on it. But where Reel was coolly logical, Price overplayed his role. He referred to Equity as having hired a high-priced counsel, and then commented that this counsel invited all the union heads to luncheon at 21. "Where does the actor come to be asked to go to 21," demanded Price. The audience replied by boos and hisses. It wasn't clear whether these were because it agreed with Price or not. Somebody complained at this point that the air conditioning was going out of a nearby door. The door was shut and water reporter couldn't make sense of the rest that went on.

Newbold Morris reached by phone the following day, insisted he took the Equity job to assist the merger. "If merger is out they don't need me. I'll resign," he said.

Morris was asked about the 21 luncheon. "Sure, I invited them," he said. "I picked up the check as I expected to. I told Georgie (Price) after the Four A's meeting, 'Hereafter when I invite you to lunch it'll be at Nedicks!'"

Price, en route to subsequent meetings in Chicago and Hollywood, was unavailable for comment.

CHICAGO, Aug. 9. — Local members of AFRA, AGVA, AGMA, and Actors and Chorus Equity, will convene Wednesday (13) at the Sheraton Hotel here to discuss the proposed merger of all groups into a single union. All card holders in the orgs will be eligible to attend.

The merger has been increasingly stressed here as the AFRA and Television Authority proposed merger is being held up, pending a decision on the larger move. (See separate story in the TV department.) Local AFRA execs point out that action on one of the two moves is imperative in the near future, basing this on the fact that all of AFRA's national agreements end October 31. TVA's network code and its local code in New York, Chicago and Los Angeles expire November 30.

## CRACKDOWN

### Coast AGVA Issues New Emsee Ruling

HOLLYWOOD, Aug. 9.—Almed at the reins number of boites which are featuring continuous entertainment, most of which are strip spots, Eddie Rio, regional director for AGVA here, this week notified ops that they must hire two emsees under such a steady show policy. No act that is hired as an act may double as emsee.

The ukase, okayed by the local general membership, specifies that the two emsees may not work more than six days per week in any one bistro, making it necessary to get a swing emsee. The order, effective September 1, adds that any violation will bring liability for all wages due the performer, plus a 50 per cent penalty.

### Plane Crash Claims Brink

CINCINNATI, Aug. 9.—J. H. (Jimmy) Brink, 47, owner of the swank Lockout House, Covington, Ky., was killed Tuesday (5) when his four-place plane caught fire as it attempted a landing at Fulton County Airport near Atlanta. Also killed in the crash was Charles W. Drahmman, 54, manager of the Lockout House, who Brink and his father, the late Ben Brink, killed in an auto crash two months ago, built into one of the Midwest's outstanding niteries on a prohibition-day roadhouse. It was believed that the plane, piloted by Brink, was en route to Cincinnati from Florida when the accident occurred. Tommy Callahan, manager of Beverly Hills Country Club, Newport, Ky.,

## EMA-ARA Sets Plan of Action In AGVA Tiff

CHICAGO, Aug. 9.—Membership meeting of the Entertainment Managers' Association — Artists Representative Association here Thursday night (7) heard a report on the national meeting held in New York last week from Marvin Himmel, secretary, and Fred Williamson, vice-president, who represented the local at the session.

In addition, Lyman Goss, EMA-ARA president here, appointed a special committee, composed of Williamson Sid Epstein, William Morris Agency, and Chuck Suber, General Artists Corporation, to formulate a definite plan of action in the event the ARA-American Guild of Variety Artists differences break out into the open.

The Chicago local again verified its stand as being solidly behind the national org in its AGVA stand. In an open discussion following the report on the New York meeting, members here agreed that the committee, to formulate plans for a possible "D" Day, should be set up, but expressed the hope the day would not arrive. However, there was

(Continued on page 52)

## Rancho Vegas To Offer Unit

NEW YORK, Aug. 9.—The El Rancho Vegas, Las Vegas, Nev., will go in for package shows starting sometime in December, with a unit produced by Georgie Hale.

The plan is to use a line of girls with specialty acts, all of which will be auditioned and chosen here. The title of the show will be "Artists and Models," with the cast getting a four-week guarantee date. It is understood that the guarantee date will start from the first day of rehearsals. Rehearsals will be in New York.

The package gimmick will be an effort to offset the competition from the neighboring Desert Inn, which has been using Frank Senese's units for the past year. Another factor is the continued shortage of top attractions to feed the Vegas area.

## Europe Novelty Acts Click in U. S., But British Comics Flop

### Where Risley and Dancers Shine, Funny Men, English Singers Fade

Continued from page 1

There are the Trio Bassi, the Flying Ashtons, the Amin Brothers, the Two Dassi's and the Three Romanos.

#### Others Miss

But after the novelty acts, the remainder of the imports fared poorly in most of the spots they've worked. Even the English canaries, Vera Lynn and Anne Shelton, both big on London Records in Great Britain, were comparatively ineffective here as compared to the American singers. Of course, Miss Lynn has not been able to appear in the U. S. since her smash hit of "Auf Wiederseh'n Sweetheart."

The wide spread, however, is in the comic field. In the past few years many foreign comics have taken a whack at U. S. showbiz. Tommy Trindler, Terry Hall, the team of Jimmy Jewel and Ben Warwis, Allan Clive, Terry Thomas, Robert Lamarout, Freddy Bamberger, Michael Bentine and Max Bygraves were a few of them. Their reception ranged from fair to good with none being in the hit class. Oddly enough British comedians fared better. Typical examples were Gracie Fields and Florence Desmond.

Trade circles, including performers who have worked abroad, claim that the English comic is at least 10 years behind the American comics. "They don't have the material or the timing to appeal to Americans," was the opinion of one agent responsible for bringing in most of the foreign acts.

#### Examples

A Tommy Trindler, for example, who has frequently been called the Bob Hope of England, always a big hit in the British Isles, was considerably less than successful in this country. A talent buyer explained it, "Hope has a flock of writers made necessary by radio and TV. Trindler doesn't have any writers."

A Freddy Bamberger, also a big hit in England, didn't make it here either. Bamberger had two chances, one at the Palace and the other at the Latin Quarter. But he didn't get funny for American audiences until his wife, Pam, came out to straight.

Max Bygraves came here to work in the Judy Garland show. He showed a pleasant personality

## Stem Combos On Big Upsweep

NEW YORK, Aug. 9.—Box office takes in all the stem combo houses took a sharp turn for the better last week with even the hold-overs doing a big business.

Radio City Music Hall (5,945 seats; July average \$132,000) did a tremendous \$178,000, a record breaker for a non-holiday week, for its first week of "Ivanhoe." Bob Williams and a stage show, "Boyz" (5,890 seats; July average \$80,000) held on with a juicy \$98,000 for its second week with "Dreamboat," plus Tony Bennett, Phil Foster and ice show. Opener drew \$105,000.

Paramount (3,654 seats; July average \$69,000) is still up there with \$101,000 for its second week with "Jumping Jacks," Don Cornell, Trudy Richards, Elliot Lawrence band against an opener of \$116,000.

Palace (1,650 seats; average \$16,000) did \$21,000 for eight act bill headed by Will Mahoney, seven other acts and "Brigand," against \$17,000 the previous week. New bill has "King Kong" plus another eight act bill, headed by Frank Marlowe.

and a good singing voice. But his comedy was only mildly received. Michael Bentine, a satirical comic, was on the Ed Sullivan show and in Lou Walters' Gilded Cage. In neither medium was he sufficiently acceptable to warrant new buyer interest. Terry Thomas was brought here for the Waldorf-Astoria and other Hilton hotels by Meriel Abbott. Thomas, a fine English comic, couldn't get American audiences to warm to him. Roger Carne, using a dummy cat in a comedy routine, was short of material. Allan Clive, Terry Hall, Medlock and Marlowe, and Jewel and Warwis, all showed ability but insufficient material.

Robert Lamarout was originally booked into the Copa sight (Continued on page 52)

## Kaye to Start Concert Series In SF, Sept. 7

NEW YORK, Aug. 9.—Danny Kaye will start a series of concert shows September 7 at the Curran Theater, San Francisco, making it his first personal appearance since his smash in London. The show will consist of Kaye, the Dunhills, and about five other acts now being chosen.

All the acts will work in the first half of the bill, followed by an intermission. The second half will be Kaye's spot, tho' some of the opening acts may be used in the second half to work with Kaye.

The package will do one show a night and two weekly matinees. If the unit is financially successful, it will probably come into New York. RKO is helping Kaye set up his San Francisco date, and is hopeful of getting him to come to the Palace. It is understood, however, that Kaye has a deal that may call for his using the Winter Garden instead.

## WM Sets 1st Sinatra Date

NEW YORK, Aug. 9.—Frank Sinatra will work his first date for the William Morris office—he's switched from Music Corporation of America—when he opens an eight-day stand at the Latin Casino, Philadelphia, September 23.

The Latin Casino, operated by Dallas Gerson and Dave Bushoff, plans to start off the season with Sinatra. After Sinatra the spot has lined up Sophie Tucker, the Will Mastin Trio, Kay Thompson and Jack Carter. The acts will not appear in order and will not work consecutively. In between each name act, the room will use small shows with local talent.

## AGVA ASKS RAYE APOLOGY

MIAMI BEACH, Aug. 9.—Come home, the American Guild of Variety Artists has told Martha Raye. All is forgiven.

The comedienne was hauled up before the union board here on charges she violated the ban against appearing on a disk jockey show in an entery.

AGVA asked Martha, thru husband, to send the union a letter of apology. Condos said she would.

## Fox to Rip Foreign Pubs on Film Rights

NEW YORK, Aug. 9.—Harry Fox, publishers' agent and trustee, has virtually completed a number of deals whereby he will represent top European publishers in the matter of film rights. This would include deals covering the use of foreign publishers' tunes, both in motion pictures produced for theaters and pictures produced for television. Some details still remain to be worked out. At this point, however, it is known that the negotiations have been practically set with publishers in five countries in Europe.

The move by Fox, who just returned from his trip abroad, is of top drawer interest both to the film and music industries. Heretofore, film companies desiring to obtain synchronization rights to foreign tunes have been able to do so, but there has been no cen-

tral clearance agency and little uniformity in negotiations and terms. Fox's experience in the field is expected to facilitate and provide a pattern for these international negotiations between foreign publishers and American film producers.

Fox, it is known, has wrapped up the leading publishers on an exclusive basis.

## De Sylva's Son Seeks Copyr'ts

HOLLYWOOD, Aug. 9.—Suit was filed in Federal District Court here Friday (8) by Marie Ballentine, seeking 50 per cent of the renewals and copyrights of the estate of the late George G. (Buddy) De Sylva, father and De Sylva's son, Stephen W., a minor, for whom she is also acting as guardian. De Sylva, who became famous in 1917 when he wrote his first hit, "Avalon," and later formed De Sylva, Brown & Henderson, a publicity later sold to Warner Bros. for \$4,000,000, wrote or collaborated on approximately 170 songs, cited in the complaint. Among them were such all-timers as "April Showers," "Maytime," "Birth of the Blues" and "Varsity Rag." Most of these copyrights are today held by Crawford Music, which was purchased from De Sylva, Brown & Henderson.

Miss Ballentine contends that upon De Sylva's death in July, 1950, the copyrights and renewals should have been equally shared by De Sylva's widow, Mrs. Marie De Sylva, against whom the suit was filed. The suit asks that the court define the rights on the De Sylva copyrights of each party and asks an accounting of moneys accrued to the De Sylva catalog. Fink, Leventhal & Kent represent Miss Ballentine.

## U.S. Delegates Off For Geneva UNESCO Confab

WASHINGTON, Aug. 9.—Vanguard of U. S. delegation embarked this week for the United Nations Educational, Scientific and Cultural Organization's conference in Geneva which opens August 18 to seek a final draft of a model international copyright pact. The delegation is headed by Dr. Luther Evans, librarian of Congress. The conference is slated to be in session several weeks in drafting a final proposal for a model treaty covering all major provisions of copyright. The proposed treaty will be submitted to member nations for consideration by their legislative bodies.

Attending the conference as advisors to Dr. Evans are Hermann Finkelstein, counsel to the American Society of Composers, Authors and Publishers; Arthur Farmer, counsel to the American Book Publishers' Council; Sydney Kaye, attorney for Broadcast Mu-

(Continued on page 22)

## RIAA Collects Full Folk Data

NEW YORK, Aug. 9.—The Record Industry Association of America is supervising the collection of a complete listing of American folk music waxings. Acting on a request of the Library of Congress, the RIAA has asked its membership to send them listings of true folk music cut by singers and instrumentalists.

The International Folk Music Council, of London, is set to issue next year a world-wide catalog of folk music records for the United Nations Educational, Scientific and Cultural Organization, and the RIAA data will be included. The Library of Congress, under the direction of Harold Spivacke, head of the music division, is heading the American section of this first world folk music catalog.

## Ives' Illness Will Not Curtail Tour

NEW YORK, Aug. 9.—Folk singer Burl Ives, who suffered an attack of virus pneumonia in Honolulu August 3, will not have to curtail his concert schedule, according to Mrs. Ives, en route to New York from Los Angeles. Ives' condition is reported as good. He will play his schedule at the Edinburgh Festival, Scotland, the week of August 24. He is also scheduled to do a concert at Aspen, Colo., August 20.

Ives was in Honolulu on the lap of a 30-week tour, doing six concerts weekly. He started the jaunt last spring and covered England, Australia, New Zealand and Hawaii. His illness necessitated cancellation of only the remaining Hawaiian concerts.

## Accent Moves to Low-Priced LP's as Bluebird Is Revived

### Victor Gives Old Label Classic Air To Push 12-Inch Series at \$2.95

By NEV GEHMAN

NEW YORK, Aug. 9.—The growing accent on lower-priced LP's will receive a big push with RCA Victor's pending announcement of a low-priced announcement line on the Bluebird label. The new line which will be announced to dealers and distributors at meetings throughout the country by RCA Victor execs beginning on August 18 will be available on both 12-inch LP's and in

45 r.p.m. sets. Barring any last minute change, the suggested list price for each item will be \$2.95 plus tax. The price will be the same on both speeds.

About 25 items will be included in the first shipment to distributors which is planned to begin in October. These will all be on 12-inch LP's with the coding LBC. The 45 r.p.m. album counterparts, coded as WBC, will make use of the new "extended play" technique which permits up to eight minutes of music per side.

Bluebird Old Label

Using the Bluebird label for the new low-price series undoubtedly reflects the desire of the diskery to capitalize on the established name value of Bluebird as a lower-priced quality record, and at the same time eliminate any possible confusion with the existing price structure and repertoire on Victor Red Seal disks. Red Seal 12-inch LP's currently sell for \$5.45.

This will be the first time that the Bluebird label has been used for classical records. In years past, Bluebird served as the secondary label for the firm, selling at 35 cents, and was used extensively in the pop and allied single disk fields. It was dropped during the war and was re-activated for a short time during the latter part of 1949. The Ralph Flanagan work was introduced on Bluebird and was later moved up to the Victor label. There are now only two Bluebird singles in the company's catalog.

Classical Concentration  
It is known that Victor has mulled releasing a low-price LP line for some time. The decision to market the line this fall points up what appears to be a large-scale concentrated push by RCA Victor for an even more dominant position in the classical market. Last week the diskery announced the introduction of the 45 EP line of classical singles. This will permit selections like "Finlandia" and many other overtures with

(Continued on page 22)

## Fuqua to Leave Ink Spots to Organize "New Ink Spots"

NEW YORK, Aug. 9.—One of the original members of the Ink Spots Group, Charlie Fuqua, said today (8) that he was leaving the group within the next few weeks to form another vocal outfit to be called the "New Ink Spots." This was confirmed by booker Ben Bart of Universal Attractions, who said that he was handling the new outfit. This would indicate that there would soon be two groups with similar names, one the present Ink Spots with Bill Kenny, and the other the Fuqua unit.

Both Bill Kenny and Charlie Fuqua are agreed that both men will be able to use the name Ink Spots, since both are original members of the unit. The Ink Spots is a partnership between Fuqua and Kenny, and according to Fuqua's lawyer, when a partnership of this type, furnishing services only, splits up, both partners are allowed to continue with the trade-name.

The business of Fuqua leaving

the group has been pending for a long time. He says his new quartet will have more group singing. He expects to start personal appearances with his new unit about September 1, the no dates are set as yet.

The Ink Spots are booked by the Gale Agency and the Bill Kenny group will continue with the firm. The contract between Decca Records and the Ink Spots, which has about a year to run, was signed by Bill Kenny, and thus his group will keep waxing for the diskery. Decca Records had no comment to make on the formation of another Ink Spots group.

The Ink Spots are currently at the Steel Pier, Atlantic City and will play a week at Salisbury Beach, Mass. after this engagement ends Sunday (10). Fuqua will pull out of the unit after that. Present personnel of the Ink Spots is Bill Kenny, Charlie Fuqua, Hal Francis and Teddy Williams.

## ASCAP Resumes Theater Licensing With ITOA Pact

### Contract Covers Non-Film Use, Marks Milestone, Since Leibell

• Continued from page 1

unable to collect a fee from exhibitors. Traditionally, ASCAP had collected a per seat levy. The Leibell decision, however, ruled that where a fee for music had already been collected at the producing end, a second fee for that same music could not be collected from exhibitors.

#### Non-Film Music

In the agreement with Brandt, it is specifically understood that the payment involved is entirely apart from, and has nothing to do with, the music on the film. Film music soundtracks are cleared via blanket licenses, which the film studios and ASCAP have worked out.

The music specified in the Brandt license would be such recordings of ASCAP repertoire as are used between shows, or when people are filing in or out of the theater. The license also makes possible the promotional use of ASCAP music in connection with a film. An example of this is the playing of the "High Noon" music in the lobby of the Mayfair Theater, where the picture is playing. A jukebox in the lobby plays all recorded versions of the tune.

The licensing schedules in the Brandt-ASCAP pact provides for the following rates in so-called four-wall theaters and drive-in theaters:

Four-wall theaters: Up to 600 seats, \$15 per year; 601 to 1,200 seats, \$12 per year; 1,201 to 1,600 seats, \$36 per year; and over 1,600 seats, \$48.

Drive-in theaters: Up to 350 cars, \$36 per year; 350 to 650 cars, \$48, an over 650 cars, \$60.

#### Pre-Leibell Peak

Prior to the Leibell decision, ASCAP's income from theater li-

censes hit a peak of \$1,300,000. It was estimated that this income accrued from 15,000 theater licenses. ASCAP execs cannot estimate what the potential income will be under the theater licensing formula worked out by the Society. It is felt, however, that the successfully concluded Brandt-ITOA deals open the way for general licensing of the theaters throughout the country.

The annual earnings which will eventually accrue from this licensing field, plus the money which accrues to the Society via blanket licenses now held by virtually all major film producers, will total about what the Society used to make from these sources.

#### Live Performances

It is to be noted that one more type of theater-license still remains to be worked out. This is the license covering the live performance of music in vaudeville and presentation houses. This type of theater-license still is in the category of small rights, and therefore within the administrative jurisdiction of the Society. Jules Collins, ASCAP exec, said that this type of license was next on the agenda.

#### Pick Up the Pieces

When the music license covering live performances will have been completed, and such theaters will have been licensed, the Society will just about have repaired the wreckage wrought by the Leibell Decision. For these things will have been accomplished by that time: 1) Blanket licenses with Hollywood producers (already accomplished); 2) licenses with film exhibitors authorizing use of recorded music on the film (as in the Brandt-ITOA deal); 3) the license au-

thorizing live performances in theaters (still to be worked out).

The Brandt-ASCAP signing has one facet of unique interest. What is being asked is the position of Broadcast Music, Inc., with regard to theater licensing?

From BMI it was unofficially learned that that licensing agency heretofore has not been interested in theaters. As a matter of fact, while the Brandt-ASCAP negotiations were going on several months ago, the Brandt theaters had been using BMI music grants.

It was pointed out, however, that once Brandt had signed with ASCAP, BMI could not quickly reconcile itself to allowing theaters to use its music gratis. In other words, it is now clearly within the realm of possibility that BMI at some future date will seriously weigh the matter of licensing theaters.

BMI, it will be recalled, began operation as a strictly radio licensing organization and later branched out into such non-radio fields as ballrooms.

There is still another facet to the matter. This is the urgency with which ASCAP regarded the matter of theater licensing. This sense of urgency springs from the theory that a music right, when it is not exercised, tends to diminish so that it is finally vitiated and lost. ASCAP president Otto Harbach holds this point of view. He said, therefore, that it was necessary to exercise all music rights in order to protect the ASCAP membership.

The Brandt-ASCAP signing was marked by great goodwill. The pacts are for one year, with automatic renewal clause except in the event one or both parties wish to re-open negotiations.

## Capitol Sets Promotion on Classical LPs

NEW YORK, Aug. 9.—Capitol Records is prepping a special offer to radio stations of 50 classical LP disks, including its full line of FDS waxings, and a number of other LP's, for use over the air. This special presentation, which will be ready in about three weeks, will be packaged in five box-type albums, with all disks in their original jackets, and it will contain over-all timings for each composition plus timings for individual selections. Charge for the disks to be used over the air offer will be less than cost price.

The diskery will also send with the records a booklet of 32 suggested scripts for one hour stations, that can be used with any two or three records. Scripts can be used with outside commercials and will not conflict with discussion of Capitol matters.

This is a new venture for the diskery in regard to its classical catalog. The waxings offered feature the Pittsburgh Symphony, Berlin Philharmonic, Leonard Pennario, and other classical names, plus symphonic portraits of American composers. John Coveney, Capitol's classical promotion head, set up the radio push. Disks will be shipped by firm's local and regional branches.

## "Hit Parade" Signs June Valli for TV

NEW YORK, Aug. 9.—June Valli this week was named to replace Eileen Wilson as featured singer next season on the TV version of Lucky Strike's "Hit Parade," which is telecast over the National Broadcasting Company Saturdays, 10:30-11 p.m. Miss Valli has had a rapid rise to fame, having been discovered 18 months ago by Harry Salter on "Talent Scouts." She is a Victor artist and is booked by GAC.

# Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

- Sides in
- Current Release

Week Ending August 9

Because of the lack of consistency with which each of the 150 record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF ROSE	Jambalaya	Jo Stafford, Col (A)
	A Shepherd at the Past of the Bird	Ella Mae Morse, Col (A)
BREGMAN-VOCCO-CONN	Jenny Darling	Great Autumn, Mer (A)
	Red Rock Waltz	Great Autumn, Mer (A)
	Love Rags	VOICES of Walter Schumann, Col (A)
CRESTWOOD	Red's Rhapsody	Red Rodney Sextet, Col (A)
	Oh Dig This Mornin', Please	Red Rodney Sextet, Col (A)
	The Same Old Theme	Terry Timmons, RCA (A)
	Coal Dust on the Fiddle	Diamond Brothers, RCA (A)
DISNEY	Must I	Reep Hall, RCA (A)
DREYER GROUP		
—BALEIGH		
FAIRWAY GROUP		
—MALABAR		
FOSTER		
GALLICO		
HILL AND RANGE GROUP		
—ALAMO		
HILL AND RANGE		
—ST. LOUIS		
MOLLS GROUP		
—CROWWELL		
—MOLLS		
MUB		
MASSEY		
MELLIN MUSIC		
—ALBONQUIN		
MOBILE		
E. M. MORRIS GROUP		
—BRAYFAIR		
MUSIC PUBLISHERS' HOLDING GROUP		
—KARMS		
—RENICK		
PAXTON GROUP		
—CHRISTWORTH		
—PAXTON		
PEER INTERNATIONAL		
RIDEWAY HOLDINGS GROUP		
—ROBBINS		
—FEIST		
SANTLY-JOY GROUP		
—SANTLY-JOY		
—MAYNOR		
SHAPIRO-BERNSTEIN		
SHELDON		
SPINLAN		
SPITZER		
TAMMEN GROUP		
—RFD		

## Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded From January 1, 1952 thru August 1, 1952

PUBLISHER	TOTAL SIDES ALL LABELS	POPULAR CAPITOL	FOLK COLUMBIA	RYTHM & BLUES DECCA	MERCURY	MGM	RCA
ACUFF ROSE GROUP	110	6p 13f	5p 6f	3p 7f	16f	6p 30f 1r	1p 8f
—Aberbach	17	2p 11f	1p	1p 1f	—	5p 5f	1p
—AMERICAN	14	6p 3f	1p	1p 1f	—	—	1f
ARDMORE GROUP	14	5p 2f	1p	—	1p	1p	1p
—Ardmore	14	5p 2f	1p	—	1p	1p	1p
—Bachman	1	—	—	—	—	—	—
—ARK-LA-TEX	5	—	—	—	—	—	—
—BABB	5	1p 1f	—	—	—	—	—
—JIM BECK	13	—	—	—	—	—	—
—BEVERLY	8	—	—	—	—	—	—
—MARTIN BLOCK	10	—	—	—	—	—	—
—BEN ALOOM	5	—	—	—	—	—	—
BOURNE GROUP	8	2p	—	2p	—	—	—
—ABC	8	2p	—	2p	—	—	—
—Bourne	19	13p	8p 2f	12p	5p	1p	6p
BREGMAN-VOCCO-CONN GROUP	29	5p	1p 3f	6p 11f	2p	5p	5p
—Bregman-Vocco-Conn	29	5p	1p 3f	6p 11f	2p	5p	5p
—Supreme	6	—	—	—	—	—	—
—Triangle	3	—	—	—	—	—	—
—BRENNER	6	—	—	—	—	—	—
—BROADCAST	14	2p	2p	3p 1f	—	—	—
—BULLEY	14	2p 3f	—	—	—	—	—
—Bulley	10	2p	—	2p 1f 1r	—	1p	2p 1f
CARAVAN GROUP	3	—	—	—	2p	—	1p
—Caravan	3	—	—	—	2p	—	1p
—Plus Line	2	—	—	—	—	—	—
—CENTRAL	33	7p 23f	1p	—	—	—	1p
CHAPPELL GROUP	31	—	3p	6p 11f	3p 1a	4p	5p 1r
—Chappell	31	—	3p	6p 11f	3p 1a	4p	5p 1r
—Crawford	5	—	—	—	—	—	—
—De Syne, Brown & Henderson	13	1p	2p 1r	—	—	—	—
—D. H. Harris	14	—	—	—	—	—	—
—Mellie	1	—	—	—	—	—	—
—Mistral	2	—	—	—	—	—	—
—Mystic	5	—	—	—	—	—	—
CLAIBORNE DAVIS	5	—	—	1p 2f	—	—	—
—Davis	5	—	—	1p 2f	—	—	—
—DORSEY	13	—	—	—	—	—	—
—DORSEY GROUP	23	—	—	—	—	—	—
—Dorsey	5	2p	—	—	—	—	—
—Emberly	5	1p	—	—	—	—	—
DREYER GROUP	8	—	—	—	—	—	—
—Dreyer	8	—	—	—	—	—	—
—Palanga	1	—	—	—	—	—	—
—Draze	12	—	—	—	—	—	—
REO EVANS GROUP	7	1p	—	3p	—	—	—
—Reo Evans	7	1p	—	3p	—	—	—
—JERICHO	6	—	—	—	—	—	—
FAIRWAY GROUP	20	1p 13f	—	—	—	—	—
—Fairway	20	1p 13f	—	—	—	—	—
—Malabar	14	2p	—	—	—	—	—
FAMOUS GROUP	12	1p	—	—	—	—	—
—Famous	12	1p	—	—	—	—	—
—Famous	40	10p	2p 12f	7p 11f	3p 1r	3p	1p
—Pasamont	2	—	—	—	—	—	—
FRED FISHER	7	1p	—	—	—	—	—
—Fisher	7	1p	—	—	—	—	—
—4p 10f 1r	23	1p	—	—	—	—	—
FOSTER GROUP	10	—	—	—	—	—	—
—Foster	10	—	—	—	—	—	—
FOX GROUP	8	2p	—	1p	—	—	—
—Fox	8	2p	—	1p	—	—	—
—Mortitone	5	—	—	—	—	—	—
—FRANK	4	—	—	—	—	—	—
—FRANK	4	—	—	—	—	—	—
GALE & GAYLES	5	1p	—	—	—	—	—
—Gale & Gayles	5	1p	—	—	—	—	—
—Rockaway	5	—	—	—	—	—	—
—Urbic	11	2p	2p 1r	2p 2f	—	—	—
GALLICO	11	1p	1p 1r	3p 3p	2p	—	—
GENERAL GROUP	11	—	—	—	—	—	—
—General	11	—	—	—	—	—	—
—Park Ave.	1	—	—	—	—	—	—
GODDY	8	1p	—	—	—	—	—
—Goddy	8	1p	—	—	—	—	—
GOULDEN GROUP	1	—	—	—	—	—	—
—Goulden	1	—	—	—	—	—	—
—A. Asic	1	—	—	—	—	—	—
—Branon	2	—	—	—	—	—	—
—Crittenden	5	—	—	—	—	—	—
—Gardner	5p 11f	—	—	—	—	—	—
—The Rutter	2	—	—	—	—	—	—
—Riverside	2	—	—	—	—	—	—
—Skyline	1	—	—	—	—	—	—
—Skyline	5	—	—	—	—	—	—
HAMBLES	6	—	—	—	—	—	—
—Hambles	6	—	—	—	—	—	—
HILL & RANGE GROUP	4	—	—	—	—	—	—
—Aberbach	4	—	—	—	—	—	—
—Albano	29	6p 11f	4p	2p 2f	—	—	—
—Hill & Range	14p 3f	—	—	—	—	—	—
—St. Louis	17	—	—	—	—	—	—
—Evan's Tub	6	—	—	—	—	—	—
—Bob White	3	—	—	—	—	—	—
HOLLIS GROUP	6	—	—	—	—	—	—
—Crowwell	6	—	—	—	—	—	—
—Dartmouth	8	—	—	—	—	—	—
—Eisen	3	—	—	—	—	—	—
—Fawcett	13	—	—	—	—	—	—
—Melis	13	—	—	—	—	—	—
—Ladlow	8	—	—	—	—	—	—
MUB	6	—	—	—	—	—	—
—MUB	6	—	—	—	—	—	—
—Pasamont	7	—	—	—	—	—	—
JOHNSTONE-MONTEI GROUP	13	1p 11f	—	—	—	—	—
—Johnstone-Montei	13	1p 11f	—	—	—	—	—
—Vanguard	3	—	—	—	—	—	—
KASSIN GROUP	3	—	—	—	—	—	—
—Kassin	3	—	—	—	—	—	—
—Piccadilly	4	—	—	—	—	—	—
KELLY STOL GROUP	4	—	—	—	—	—	—
—Kelly Stool	4	—	—	—	—	—	—
LAUREL GROUP	23	—	—	—	—	—	—
—Laurel	23	—	—	—	—	—	—
—Parade	9	—	—	—	—	—	—
LEDS GROUP	50	10p	1p	12p 1r	1p 1f 1r	9p	11p 2f 1r
—Leds	50	10p	1p	12p 1r	1p 1f 1r	9p	11p 2f 1r
—Duchess	24	—	—	—	—	—	—
—Merrilee	8	—	—	—	—	—	—
—Pudrace	21	—	—	—	—	—	—
—Wabash	2	—	—	—	—	—	—
—LVIN	5	—	—	—	—	—	—
E. S. MARKS GROUP	25	3p	—	—	—	—	—
—Marks	25	3p	—	—	—	—	—
—Pasamont	3	—	—	—	—	—	—
MASSEY GROUP	1	—	—	—	—	—	—
—Massey	1	—	—	—	—	—	—
MELLIN GROUP	4	—	—	—	—	—	—
—Albion	31	2p	1p 1r	5p 1r	5p	2p	6p 1f 2r
—Argyle	17	—	—	—	—	—	—
—Billie	4	—	—	—	—	—	—
—Parliament	9	—	—	—	—	—	—
—Robert	1	—	—	—	—	—	—
MIDWAY	9	—	—	—	—	—	—
—Midway	9	—	—	—	—	—	—
—Bob Miller	6	—	—	—	—	—	—
MOLLS GROUP	10	—	—	—	—	—	—
—Molls	10	—	—	—	—	—	—
—American Academy	59	9p 1f	3p	14p 1r	6p 2r	10p 1f	7p 1r
—Mills	6	—	—	—	—	—	—
—MONTCLARE	6	—	—	—	—	—	—

## Total Sides for Week Released by Each Label

\*These totals do not include P.D. Tunes

Week Ending August 9

LABEL	POPULAR	FOLK	RYTHM & BLUES
CAPITOL	10	—	—
COLUMBIA	4	—	4
DECCA	6	1	—
MERCURY	4	—	—
MGM	(No releases this week)	(No releases this week)	—
"CA	10	6	4

# Heidt Trianon Expands Sked

HOLLYWOOD, Aug. 9.—Horace Heidt is again eyeing stronger entry into ballroom ranks thru his Trianon Ballroom, Southgate, Calif. Heidt intends to remain in California next winter and is probing a falltime reopening of his territory along the lines followed by the management of the Aragon Ballroom, Ocean Park, Calif., which has been consistently using Lawrence Welk as house band for over a year. Heidt said that he is interested in bringing in Benny Sirovich's band around October for a long stay. Like the Aragon operation, Heidt is angling for a weekly TV show from the danceery. Heidt has two other weekly video shows, which he produces with his own talent, on local outlets.

The Palladium has definitely set the following all-winter sked: Woody Herman, September 15; Billy May, October 7; Stan Kenton, January 4, and Ralph Flanagan, February 3. It's definite that

# RACKMIL FETED AT STORK CLUB

NEW YORK, Aug. 9.—A dinner party honoring President Milton Rackmil was held by Decca at the Stork Club Friday (1). The occasion feted Rackmil, both as head of Decca and as the newly-elected president of Universal Films. A parchment testimonial scroll was presented him by Leonard Schneider, Decca executive vice-president. Attending the function were Al Daff, executive v.-p. of Universal, 27 Decca execs and a number of the label's artists.

Freddy Martin will go in, but time isn't certain, altho it will be late in November, while Ralph Marterie will probably follow May.

The longest recent-year location record locally, held by Tex Williams at Marty Landau's Riverside Rancho, ends August 29 when Duke Martin takes over the stand. Williams has been there four years.

# Silence Broken: Columbia Speaks of Fair Trade Law

## Effect on Stores, Interstate Mailing, Other Posers Delay Prompt Action

NEW YORK, Aug. 9.—The deep silence of the major record companies concerning the new fair trade law was broken this week. Columbia Records issued a statement from diskery head James Conkling. The diskery in effect says that before it attempts to fair trade its disks again, it wants to be certain that it will be able to enforce its fair trade prices. In addition, the diskery explained that many other connecting problems must be cleared up, such as interstate mailing of records, and the effect of fair trading on stores subject to various OPS ceiling prices. According to Columbia, non-effective and unfair fair-trading would be worse than none at all.

Officially, none of the other

major labels had any comment on the fair trade act this week, tho unofficially Decca, Capitol and RCA Victor stated that they were seriously studying the new law. None would say when they expected to issue a statement on the law.

**Columbia Release**  
The complete text of the Columbia release is as follows: "On July 14, 1952, the President signed a new 'Fair Trade' law which was designed to overrule the United States Supreme Court decision which had held that a non-signing dealer could not be compelled to sell at a fair trade price. Despite the law's intent, there are many special problems in the record industry which must be solved before Columbia can resume fair-trading."

The reference to the OPS and ceiling prices in the Columbia statement refers to the Sam Goody-Cetra Records case now pending in Federal Court here (The Billboard, August 9). Sam Goody filed suit against Cetra Records, the only diskery to date which has fair-traded its disks, claiming that the OPS ceiling prices his shop has set on Cetra Records takes precedence over prices set by the diskery under fair trade. Goody's price for a Cetra disk is \$4.17, Cetra's fair trade price is \$5.85.

This suit seems certain to set off a long and intricate legal hassle that will last over a period of many months, unless the OPS, by legislative action, takes the position that it will defer OPS prices to fair-trade prices set by manufacturers. Goody has indicated that he will test this question thru the courts.

In addition to this problem, most of the majors are concerned with the interpretation of the clause in the fair trade bill concerning interstate mailing of records. If records can be mailed across State lines at a discount as some lawyers claim, then the diskeries feel the new fair trade law will be vitiated.

**Dealer Pressure**  
Dealer pressure on manufacturers, however, has been gathering force over the past few weeks. Many companies have received many letters and communications from shops asking them to fair trade. Distributors and salesmen report that dealers always raise the question at sales-meetings, etc. At the same time, the diskeries do not want to be pushed into the new law until they are certain that they can enforce it.

Sentiment for fair trading is strong among all diskeries, tho this is contingent upon an effective fair trade law. The majors and most of the independent diskeries would like to see a stabilized industry, and they realize that

(Continued on page 22)

PUBLISHER	TOTAL SIDES ALL LABELS	CAPITOL	COLUMBIA	DECCA	MERCURY	MGM	RCA
<b>E. H. MORRIS GROUP</b>							
—Charlie	2	—	—	—	2a	—	—
—Marilyn	17	3a	1a	5a 1f	2a 1r	1a	3a
—Melrose	5	—	—	—	—	1a	—
—Meridian	11	2a	5a	1a	—	—	2a
(E. H. MORRIS cont'd)							
—Merrill	40	3a 3f	5a	8a	5a	7a	4a 3f
—Susan	2	—	—	2a	—	—	—
<b>MUSIC PUBLISHERS' HOLDING GROUP</b>							
—Amesland	24	3a	4a 1f	3a 1r	1a 1r	5a	4a 1r
—Harm	36	1a	1a	5a 1f	8a 1f	2a	5a 1r
—Min. Pub. Hold. Corp.	7	2a	—	3a	—	—	2a
—Rosen	3a	—	6a 1f	7a	5a 1f	4a	7a 3f
—Schwartz	1	1a	—	—	—	—	—
—Witmark	19	3a	2a	5a 1r	—	4a	5a 1r
<b>NORTHERN</b>	16	—	—	4a 1r	—	—	1a 1r
<b>ODETTE</b>	7	1a	1a	1a	1a	1a	2a
<b>OLD CATER</b>	8	—	—	—	—	—	—
<b>PAXTON GROUP</b>							
—Chastain	2	2a	—	—	—	—	—
—Deane	1	—	—	1a	—	—	—
—Paxton	1	—	3a 1f	—	2a	—	1a
—Prineas	2	—	—	1a	—	—	—
<b>PEER INTERNATIONAL GROUP</b>							
—C. H. Harris	3	—	—	1a	—	—	2a
—La Salle	1	—	—	—	—	—	—
—Peer International	110	11a 1f	1a 42f	4a 18f	5a 5f	2a 1f	5a 2f
—Santoro	21	2a	5a	5a 2f	4a 1f 1a	1a 1f	1a
—Santoro	11	2a	—	—	4a	1a	2a 1r
<b>RECENT GROUP</b>							
—Recent	10	1a	1a 2a	2a 1r	1a	—	1a
—Harnam	2	—	—	—	—	1a	—
—Signal	3	1a 1f	—	1a	—	—	—
<b>RIDGEWAY GROUP</b>							
—Blue Bird	5	—	—	1a 1f	—	—	1a 1f
—Ridgway	15	1a 1f	1a 2f	—	5f	—	1a 3f
—Stuart	1	—	—	—	—	1a	—
<b>ROBBINS GROUP</b>							
—Robbie	69	11a 1f	5a 2f	8a 11 2f	7a 2f	13a 1r	10a 11 2f
—Felt	15a 1f	6a 11 1r	—	18a 11 1r	9a 11	—	—
—Miller	23	1a	1a 2f	3a	5a	7a	4a
—Linn	12	2a	3a 1r	1a	1a	2a	1a
—J. J. Robbins	9	—	—	3a	—	3a	3a
<b>ROCKLAND</b>	7	—	—	—	—	—	—
<b>RONCOM</b>	6	1a	—	—	—	1a	3a
<b>RUSH</b>	6	1a	3a	—	—	—	1a
<b>SANTLY-JOY GROUP</b>							
—Hemphre	4	—	1a	—	—	1a	1a
—Oster	8	1a	4a	1a	—	—	—
—Santly-Joy	24	3a	8a	—	2a	6a	5a 1a
<b>SCHIRMER</b>	1	—	1a	—	—	—	1a
<b>SHAPIRO-BERNSTEIN GROUP</b>							
—Blood	3	1a	—	—	2a	—	—
—Sangara-Bernstein	54	8a	5a	7a 3f 1r	6a 2a	5a	11a 2f 1r
—Sklidmore	1	—	—	—	—	1a	—
<b>SHELDON</b>	8	1a	—	1a	—	—	2a
<b>SIMON GROUP</b>							
—Burt Van Nostrand	2	—	—	1a	—	—	1a
—Candell	1	—	—	—	—	—	—
—Mayhew	2	2a	—	—	—	—	—
—Sime	16	2a	—	1a	—	—	3a
<b>SOPHISTICATE</b>	11	—	1a	—	—	—	—
<b>SPITZER</b>	8	—	3a	1a 2f	—	1a	1a
<b>SWING &amp; TEMPO</b>	5	—	—	1a	—	2a	—
<b>TAMM GROUP</b>							
—BFO	6	—	—	—	1a 1f	—	—
—Sue	2	—	—	—	—	—	—
—Tamara	23	—	9a	1a	—	2a	2a 1r
<b>TEMPO</b>	10	—	4a	—	1a	—	4a
<b>WAKELY</b>	5	3a 1f	—	—	—	—	—
<b>WEDDINGTON</b>	3	—	—	2a	—	—	—
<b>WEISS BARRY</b>	12	2a	2a	2a	—	—	1a
<b>WESTERN GROUP</b>							
—Golden West	3	1a	—	—	—	—	1a 1f
—Newline	5	1a	—	—	—	—	—
<b>WORLD GROUP</b>							
—Republic	7	—	1a	—	—	1a 1r	1a
—World	6	2a	—	1a	—	—	1a

# Total Sides of Publishers Who Have Had Less Than 5 Sides Recorded Since January 1, 1952

- A. M. I. A. Q. V. 2, GEORGE ADAMS 2, AGERVELLEN & BORNSTEIN 1, ALADDIN 1, ALFRED 2, ALLISON 1, ALTON 2, ANDREA 2, ANTHONY 1, ARCH 1, ARNO 1, ARROY 1, BARNES & PEPPER 1, BASSMAN 1, BAYES 2, BELWIN 2, BERRY BELL 1, BIG 1, BIG "D" 4, BLACK 2, BLACKMAW 1, BLACKJACK 1, RIDGE 1, BLAIR HOUSE 1, BLAZER 2, BLAZON 2, BLUE CHIP 1, BLUE HORIZON 1, BOSKEY HARKES 3, BOURKE 1, BOK & COX 3, BRANDON 1, BRAZIOS VALLEY 3, BROADWAY 3, HARVEY BROOKS 1, BROWNWOOD 2, CASAR 4, CAMPBELL 2, CANADIAN MUSIC SALES 4, CARLYLE 4, CARSON 1, CASE 1, CATNY 2, CENTURY 1, CHARRICH 1, CHART 1, OMERIO 2, CHRISTOPHER 2, CINTRARON 2, CLAREMONT 1, COAXIAL 1, M. W. COLE 2, COLLINS 2, COLONIAL 3, COLONY 3, CORNET BANNERS 1, MARJAN 1, MARJAY 1, MARPET 2, MARTHA 1, MARTIN 1, MARVIN 1, MAYPOLE 2, MELLOW 2, MELODY LANE 1, MESA 1, METRO 2, MID CITY 1, MILLS 2, LESLIE-FISHER 1, MOBILE 2, MODERN AGE 3, MOGULL 1, MOLOMUSIC 1, MONROE 3, MONTAUK 4, MOTION PICTURE MUSIC 2, BURRAY HILL 1, MUSIC PRODUCTIONS 1, MUSIKARANA 1, NEW WORLD 4, ODESSA 1, OLD HOMESTEAD 1, OLIVER JACOBS 2, ORE 1, PATER 1, PENNY 2, PHOENIX 1,
- PIPER 2, PLYMOUTH 2, POLLAM 2, POPULAR 5, PORGIE 4, PREMIUM 1, PRESTIGE 3, PRESTO 1, PROGRESSIVE 4, RANCHO 1, RANDY-SMITH 1, RED RIVER SONGS 4, RHYME & RHYTHM 1, RILEY 2, MARTY ROSS 4, ROBSON 2, ROGER 2, RONNIE 2, RONSON PRESS 3, ST. NICHOLAS 2, SAMMA 1, SANDSON 2, SAVOY 1, SCHMIDT 1, SCHWARTZ 1, DR. AL. SHARMAN INC. 2, SHAWNEE 4, SHOWTUNES 1, GEORGE SIMON 2, SKINNER 1, SNYDER 3, SONGSHOP 2, SPA 1, SPENCER 1, LARRY SPIER 4, SPIN-LAW 1, STAMPS BAXTER 2, STARR 1, STEPHENS 1, SUCCESS 1, SUMNER 1, SUNBEAM 1, TACIT 1, TADAMERICA 1, LEO TALENT 3, TENOR 3, TIMELY 1, TIM PAN VALLEY 2, TOP MUSIC 1, TOWN A COUNTRY 1, TUNE TOWNE 3, VALTYE NIE 2, VENICE 1, VILLA MORET 1, VOLUJTEER 1, VON TILZER 2, WALDO 2, CINDY WALKER 1, MARK WARROW 1, WARCON 2, WAYFAHER 1, WAYNE 2, WHEAT 2, WHEELER 2, WHITE WAY 2, ALEC WILDER 2, WILDER-SARKER 1, CLARENCE WILLIAMS 1, WILLIAMSON 1, WESLEY-WILSON 2, W. WIZELL 2, WIZELL & W. 1, WORDS & MUSIC 2, YANKEE 1, ZINN HARB 1.
- \*ASTERISK DENOTES SPLIT COPYRIGHT ON SONG MARGED

# Robbins, Hill-Range Maintain Lead in No. of Tunes Disked

## Top 10 Publishers Garner 41 Per Cent of Year's Recorded Sides

NEW YORK, Aug. 9.— After seven months of recording activity this year, the Robbins publishing group (Big Three) and Hill and Range continue to lead all other publishers in the number of recorded sides gained from six record companies (Capitol, Columbia, Decca, Mercury, MGM and RCA Victor). The six diskeries have released a total of 170 sides of Big Three tunes, while Hill and Range has garnered 149 sides in the pop, folk and r.&b. categories. These same firms ranked first and second in an earlier analysis (The Billboard, May 10). The top 10 publisher groups quantitatively are listed in the accompanying box.

The year-to-date figures in this issue's Music Publisher's Record Scoreboard also disclose that the 10 leading publisher groups in the number of record sides have gained a total of 41 per cent of all the published sides the six disk labels have released in the three music categories thus far this year. For the first seven months of this year, the six labels have released a total of 2,634 published sides. Of these 1,081 are controlled by the top 10 publishing groups. While this represents a slight drop from the 44 per cent figure reported at the end of April, it is evident that relatively few of the existing publishers still control the bulk of the tunes being recorded by the major labels.

**Top Ten Order Shifts**  
In comparing the standing at the end of the first four months and for the year to date, a number of changes appear in the top

10. This is primarily one of order. Only one new publishing group, Mellin, appears in the top 10. Peer, however, jumped from fifth spot to third, Morris from 10 to seven while the Warner group (M.P.H.C.) dropped from three to five and Mills fell from seventh to eighth place.

Following the top 10 in the number of disk sides garnered, the first 15 is rounded out by the following groups: Shapiro-Bernstein, Bourne (number 10 at the end of April), Famous, Hollis and Santly-Joy.

# LIST OF TOP TEN PUBLISHERS OF DISK SIDES

NEW YORK, Aug. 9 — Following is the listing of the 10 publisher groups which have accounted for the greatest number of sides released by the top six record labels during the first seven months of 1952. The totals include pop, country and Western, and blues and blues sides.

Publisher	Total No. Sides
1. Robbins (Big Three)	170
2. Hill and Range	149
3. Peer	135
4. Acuff-Rose	127
5. M.P.H.C.	125
6. Leeds	101
7. E. H. Morris	77
8. Mills	69
9. Chappell	66
10. Mellin	62

## Bookers' TV Potency Luring Orks Into Fold

HOLLYWOOD, Aug. 9.—The recent epidemic of major-bookers failing to re-sign with the T and radio potency of these same offices. Spike Jones, who failed to re-link his MCA management pact which came up for renewal in June, 1951, has rejoined MCA, following talks with Larry Barret, MCA v.-p. It's

understood that MCA has a definite commitment for fall TV for Jones, details of which are not available. Ralph Wonders, Jones' mentor, said that the orkster had okayed the new three-year pact because of the TV deal.

Wonders said that the Jones show will probably not go out on the road until after January, when political hub-bub subsides. He said that he and Jones both feel that TV coverage of the coming presidential race will keep thousands in their homes. Wonders said that he has a tentative deal for six weeks of employee parties from a national manufacturer after the end of the year, which will be the nucleus of Jones' 1953 winter-spring tour.

Naxler Cugat, another major MCA property, which has been outside the fold for the past eight months, also has re-linked with MCA. The new five-year pact covers all representation from radio-TV thru personal. It's understood that Cugat, linked with MCA after the office shelved out approximately \$25,000 to the former Mrs. Lorraine Cugat for her share in a Brentwood home, which was part of the settlement between the two in a recent divorce, and the deed was then turned over to Cugat. Cugat, who was represented by the William Morris office previously for TV under a 60-day commitment, is still aiming for a local TV show over KTLA (The Billboard, August 9). It's understood that Hal Gordon, of the Lew and Leslie Grade office here, made first overtures on the deal with Klaus Lansberg of KTLA.

## Court Decision May Affect All Diskery Pacts

HOLLYWOOD, Aug. 9.—The rumbling that was first thought to stir r.&b. diskery artists' pacts in a decision rendered here early in July in the case of Sammy Lane of International Records vs. Herman Lubinsky of Savoy Records may extend to all diskery pacts. The decision, reached by Superior Court Judge James H. Pope here, has been clarified further by the judge's filing of facts this week. The judge, in his brief, states that "an orchestra leader and vocalist are two distinct and separate activities and exclusive employment of an artist to perform one of such services doesn't bar him from contracting with others for other services." Under this decision, the door would be open for two diskeries to ink the same singing band leader, with one waxing getting his vocal talents, while the other would get his instrumental and band services.

The suit, in which Lane charged that Lubinsky had poached singer Bobby Nunn, who later recorded for Savoy as one of "The Robins," has been watched closely by diskeries (The Billboard, July 16). Judge Pope held that the American Federation of Musicians' pact, which Nunn, a non-AFM-ite inked, was "not a contract, written or oral, but rather a written agreement." He said that the pact which Nunn signed merely gave Lane exclusive services of Nunn as a band leader.

## MAC Shuffles Personnel in Chi Division

CHICAGO, Aug. 9.—McConkey Artists Corporation here has shuffled its personnel in a series of policy changes. Dick Shelton, MAC prexy who heads the local office, has placed Bill Black, formerly co-ordinator of the band department, in charge of that operation. Aime Prager, one-night booker for the org, moves into the act department, and will work with Phil Levant on club date bookings.

Formation of a new TV film division (see separate story) finds Howard Grafman, who formerly handled acts and locations, moving into the new division, where he will work directly under Shelton along with Phil Fields.

Shelton will continue to supervise all activities of the local office, and the band activities of the entire MAC org will also continue to headquarter out of this office.

## Rudy Ork Is Booked Solid

NEW YORK, Aug. 9.—Ernie Rudy's ork, made up of the men who pulled out of the Sammy Kaye band recently, is booked thru September 18. The band closed at Bill Green's Casino, Pittsburgh, today (2). On Tuesday (5) and Wednesday (6), the ork played Park Department dates in New York City, following which it stays at the Surf Club, Virginia Beach, Va., thru 20. Following five days of one-nighters, the ork goes back to Bill Green's in Pittsburgh for two weeks, then embarks on more one-nighters, and winds up with one week, September 12-18, at Maxwell Field, Montgomery, Ala.

## "YOUNG" HITS ENGLAND PEAKS

NEW YORK, Aug. 9.—Reg Evans, general manager of Swan Music in London, informed The Billboard this week that "Too Young" had sold 500,000 copies of sheet music in England and that Nat Cole's waxing of the ditty on Capitol alone sold 500,000 copies. Thus the total record sales, including the other disks of the tune, reached the neighborhood of 700,000 in England. This communique was written in view of a Billboard story that placed the figure a bit too low. (We hope you have many more "Too Youngs."—Reg.)

## Free Gate Is Offered For City Backing

PHILADELPHIA, Aug. 9.—A "sporting" proposition will be made to the city fathers here by the Robin Hood Dell, local summer alfresco concert series. Already getting \$50,000 from the city offers to help sustain the series over its seven-week stretch. Frederick R. Mann, Dell president and city commissioner of recreation, said that if the city will ante up another \$25,000, the Dell would throw the general admission rates open to allow some 20,000 persons or more in free at every one of the 23 concerts planned for 1953.

In return for the city's \$50,000, the Dell has given three free concerts each year. Offering light and pop fare, the free concerts brought overflowing crowds of 20,000 more each.

Mann said the Dell needs \$150,000 a year to put on the programs which feature the top musical names. He figured that if the city would give \$75,000, he could save \$30,000 as the cost of selling general admission tickets, and thus cut the budget to \$120,000. The remainder would come from the Friends of the Dell, a group of some 750 citizens who pay \$100 apiece and receive two tickets each in return for the entire season.

## "Biggest Show" Route Is Set

NEW YORK, Aug. 9.—A major part of the itinerary for the fall edition of the "Biggest Show '52" featuring Nat Cole, Darah Vagha, the Stan Kenton ork and four acts, was set this week. Bookings cover most of the first six weeks of the skedded eight-week tour of the package, which will play arenas and auditoriums, kicking off September 19 in Syracuse.

Here is the list of dates set: Syracuse, September 19; Montreal, 21; Cuneip, Ont., 22; London, Ont., 23; Columbus, O., 24; Tampa, Fla., 27; Jacksonville, Fla., 29; Buffalo, October 3; Richmond, Va., 4; Washington, 5; Baltimore, 6; Newark, N. J., 7; Hartford, Conn., 9; New York, 11; Worcester, Mass., 13; Cleveland, 17; Cincinnati, 18; Chicago, 19; Youngstown, O., 23; Pittsburgh, 24; Toledo, O., 25; Flint, Mich., 26; Lansing, Mich., 27; Urbana, Ill., 30; and Wichita, Kan., November.

The Stan Kenton ork broadcasts over NBC Tuesday nights, will be carried by the network during the weeks the ork is touring with the package, with the programs emanating from the various auditoriums. Kenton will emcee the "Biggest Show" this edition just as he does on his radio concerts. The package of bookings by the Gale Agency in conjunction with General Artists Corporation.

## Prima to Junk Ork Rather Than Cut It

PHILADELPHIA, Aug. 9.—Louis Prima, holding forth this week at Chubby's Collingswood, N. J., said that he plans to junk his band shortly. Rather than cutting down his combo as other bands do, Prima indicated that he plans to shed the band entirely in favor of stepping out as an act.

## HIT PICKER

### If Her Ears Perk Up It's In The Bag

HOLLYWOOD, Aug. 9.—Mary Solle, veteran manager of Bill Leuenhagen's Record Bar, leading one-stop record store here, should get a.R. consideration. It's long been axiomatic in the trade to take new songs and releases down to the West Pleo shop, where the pubber or diskery rep will slip a disk on the demonstration turntable and as the record progresses to the second chorus, if Miss Solle turns around and shows interest, there's a good chance the tune will get an interesting sale history.

Art Kassel, veteran orkster who decided to retire from the ork business recently and remain in California, heard the stories about Miss Solle and wanted to see if his new ditty, "I'd Rather Look at You," by his ex-chirp, Gloria Hart, would cause her to do an about face. He took his first demonstration disk of Miss Hart's rendition down to Leuenhagen's about 10 weeks ago. He played it three times and never got a glance from Miss Solle. He returned to Chicago soon after re-cut the disk with Bill Putnam, of Universal Records, putting on the finishing touches. When he returned, he immediately went to Leuenhagen's, where after eight bars, Miss Solle was at the record player, full of interest.

Kassel, who wrote the ditty, dubbed by his own Kassel Air ASCAP pubber, went East and immediately sold the disk to Mercury. Disk is currently climbing up The Billboard's charts.

## RCA Execs to Meet Distribs

NEW YORK, Aug. 9.—Next week 10 teams of two RCA Victor execs each will leave for a country-wide tour of the firm's 51 distributors. Each of the teams will visit about five distributors on Monday (19) which will be combined dealer-distributor meetings. At the confabs the diskery will reveal its fall merchandising program. This will include the introduction of the 45 Extended Play classical singles (The Billboard, August 9) and the low-priced Bluebird classical line (See story this issue).

## Columbia to Issue Catalog

NEW YORK, Aug. 9.—Columbia Records this week will issue a complete catalog of all its available waxings on all three speeds. This is the first complete catalog put out by the diskery since 1949. It contains all pop disks released thru May 1952, and all classical LP disks issued up to July 1952.

The new catalog is completely cross-indexed, with selections listed alphabetically, by title, by composers and by artists, and also according to musical categories. Each record is followed by its number on 78, 45 and/or 33 1/2 r.p.m. records. List price of the catalog is \$1, and it will be available to dealers from Columbia distributors.

## Tempo to Cut Marine Shows

HOLLYWOOD, Aug. 9.—Irving Fogel's Tempo Records was awarded its second service rework this week (The Billboard, August 9), when it was signed to cut 26 quarter-hour U. S. Marine Corps recruiting shows featuring Bob Crosby. Jimmy Wallington was set as announcer with Frank Danzig as show's director. Fogel will serve as producer with series to be recorded at Capitol Records' Melrose studios.

Last week, Fogel's firm was awarded a diskery pact to cut 14 air shows featuring Ray Anthony's band.

## FELLER IN NEW WLAW SHOW

NEW YORK, Aug. 9.—Sherm Feller, well known disk jockey, will start a deejay show over WLAW, the American Broadcasting Company Boston outlet, next week on Monday (11). The program will be heard Monday thru Friday late in the evening, and on Saturdays after Labor Day. Feller's new show will feature guest stars from all fields of the entertainment industry, and he will conduct interviews as well as spinning platters on his stanzas.

## MGM Pushes Tom, Jerry Kidisk Line

NEW YORK, Aug. 9.—MGM's fall kidisk plans will concentrate on promoting the Tom and Jerry line of singles. New releases of this cat and mouse team, which has been featured for years in MGM movie cartoons, will continue to appear at the rate of one a month. There are now 10 disks in the series. A package deal is currently in the works, whereby dealers can get free display racks with a minimum purchase of records in the series.

Promotion methods to be used in pushing the series include a sponsor service for distributors who sponsor kiddie radio programs, as well as air-for-radio stations to use on their sustaining shows. Theater tie-ins are also planned in connection with Tom and Jerry cartoons, with the accent on Kiddie matinees. These will include special contests with disks as prizes.

The diskery will also continue to transfer present catalog merchandise to 45 r.p.m., and is preparing a special list for kidisks for Christmas.

## Ditty Is Same On Both Sides

NEW YORK, Aug. 9.—Columbia Records shipped out disk jockey samples of Jo Stafford's "Jambalaya" last week, with the same version of the tune on both sides of the waxing. This was a wrinkle worked out by the diskery in order to observe a release date on a tune on one side of a disk, and still not have to sit on a potentially "hot" wax item on the other side.

In actuality, the finished pressing will contain "Jambalaya" and "Early Autumn," the latter having an August 15 release date. The diskery was anxious about being jumped on "Jambalaya" in the pop field. This Hank Williams tune has already been waxed by Williams on MGM, Moon Mulligan on King, and Rex Allen on Decca. Columbia decided to send out the Stafford version to get deejay plays.

Meanwhile, the publisher of "Early Autumn," Howard S. Richmond, has come thru with a letter to cover this unusual situation. The music firm is sending a letter to jockeys praising Columbia for observing the release date, praising the diskery for its waxing of "Jambalaya," and informing the jocks that the complete disk, with the "Early Autumn" coupling, will be shipped by August 15.

## Toronto DJ's Fete Cap on 10th Year

TORONTO, Aug. 9.—Disk jockeys in the city took cognizance of the 10th anniversary of Capitol by plugging the company's records thruout their whole programs. Jack Earthly, local manager, was able to arrange for about a total of seven hours time, all devoted to Capitol releases. Co-operating in the venture were CKFH, CHUM and CIBC.

Earthly has also arranged for a special plug in September with local jock Harvey Dobbs of CHUM. Earthly is to holiday in the Maritimes and in the Northeastern U.S. Each day he will send a postcard to Dobbs, listing the records on the various juke boxes in the various sections of the country, and Dobbs will play those records.



**FORECAST**

YOU LIKE?  
and  
SUNSHOWERS  
by  
GUY LOMBARDO  
and His Royal Canadians 28352\*

**DECCA DATA**

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

**NEW RELEASES—SINGLES**

Say You'll Wait for Me Crazy Me Calls Me	28336* Dolores Gray	Tears on Her Bridal Bouquet	28338* Molly Darling	Strike Up the Polka Band—Polka Stella Waltr	28340* Eddie Habot
Because You're Mine	28331* John Rattl and Music by Camarata	Where Is the Lion in the Tribe of Judah	28335* Shine for Jesus	A Mighty Pretty Waltr Pike County Breakdown	28356* BILL NORTON
The Song Angels Sing			Rev. Kelsey		

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

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST

**COUNTRY**

6	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232*	Kitty Wells
1	** TRYING SWEET JENNIE LEE	28322*	Grady Martin
14	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091*	Webb Pierce
16	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	28035*	Burl Ives and Grady Martin
37	WONDERING	46364*	New Silver Bells Webb Pierce
1	WHO DO YOU LOVE JUST SMILE AS YOU GO BY	28290*	Autry Iman
40	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
8	(The Angels Are Lighting) GOD'S LITTLE CANOLES SOMEBODY BIGGER THAN YOU AND I	28252*	Red Foley with The Anita Kerr Singers
3	FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN	28281*	Charle Monroe
**	LONESOME SO LONESOME THERE'S A MULE UP IN TOMSTONE, ARIZONA	28299*	Burl Ives with The Anita Kerr Singers

**RHYTHM AND BLUES**

3	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN'	28293*	Buddy Johnson
3	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	28270*	Artur Frycock
3	THE LAST HILL OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Tharpe with The Anita Kerr Singers
8	JORDAN FOR PRESIDENT OIL WELL, TEXAS	28225*	Louis Jordan
4	IF YOU EVER LEARN TO LOVE ME JELLY ROLL	28230*	Lionel Hampton

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

**BEST BETS**  
Stock these fast-moving Decca Records now  
... the coming hits as indicated by actual sales.

POSITION THIS WEEK

1.	FORTUNES IN MEMORIES SO MANY TIMES	Ernest Tubbs	28310*
2.	BLUE AND SENTIMENTAL (Why Have A Falling Out) JUST WHEN WE'RE FALLING IN LOVE	Mills Brothers with Sy Oliver	28309*
3.	WISH YOU WERE HERE HONKY TONK SWEETHEART	Guy Lombardo	28308*
4.	TWO-FACED CLOCK JAMBALAYA	Rex Allen with The Nashville Dixielanders	28341*
5.	YOU LIKE? SUNSHOWERS	Guy Lombardo	28352*
6.	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)	Russ Morgan	28351*
7.	WAITING IN THE LOBBY OF YOUR HEART TOO OLD TO CUT THE MUSTARD	Dick Todd and Grady Martin	28314*
8.	SYMPHONY POINCIANA (Song Of The Tree)	Bing Crosby Bing Crosby with John Scott Trotter	28303*
8.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN	Bill Kenny of The Ink Spots	28289*
10.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Dan Cherry	28292*
11.	DELICADO POINCIANA (Song Of The Tree)	Ethel Smith	28304*
12.	BARTHOLOMEW'S POLKA BLUE DANCING SHOES	Eddie Habot	28240*
13.	ALL OF ME THERE GOES MY HEART	Louis Jordan	28335*
14.	DING-DONG BOOGIE PREVIEW	Ella Fitzgerald with Sy Oliver Ella Fitzgerald	28321*

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

**ALBUM BEST SELLERS**

SATCHMO AT PARADISE—Vols. 1 and 2 Louis Armstrong and The All Stars 9-324 (Vol. 1)—53.75 • 9-327 (Vol. 2)—53.75 DL 8045—54.85
(DL 8041 includes 9-326 and 9-327 except "Big Daddy Blues")
LEROY ANDERSON CONDUCTS His Own Compositions—Vol. 2 DU-885—54.75 • 9-774—54.15 • DL 1519—53.85
LEROY ANDERSON CONDUCTS His Own Compositions—Vol. 1 DU-816—54.75 • 9-133—54.15 • DL 1520—53.85
THE KING AND I A Decca Original Cast Album DA-876—54.75 • 9-246—54.95 • DL 9003—55.85
OKLAHOMA! A Decca Original Cast Album DA-319—55.85 • 9-6—55.45 • DL 8068—54.85
GUY LOMBARDO and His Orchestra Featuring THE TWIN PIANOS A-512—54.15 • 9-11—53.90 • DL 5902—53.90
CAROUSEL A Decca Original Cast Album DA-531—55.15 • 9-7—55.10 • DL 8903—54.85
TANGOS FOR ROMANCE CARMEN CAVALLARO DL 540—53.90 • 9-35—53.75
GUYS AND DOLLS A Decca Original Cast Album DA-823—54.75 • 9-263—54.20 • DL 8724—54.85
AL JOLSON In Songs He Made Famous A-949—54.15 • 8-9—53.75 • DL 5874—53.90
78 RPM (DL) Decalite (Inbreathable under normal use) Records—51.00 plus tax
45 RPM (DL) Records (In Decorative Envelope)—75c

**CHILDREN'S BEST SELLERS**

The Adventures of the Lone Ranger HE FINDS SILVER E-30 • 1-153
HE FINDS DAN REID E-31 • 1-154
HE BECOMES THE LONE RANGER E-32 • 1-152
HE HELPS THE COLONEL'S SON E-33 • 1-155
NUTCRACKER SUITE (Tchaikovsky's) (Choral Arrangement) Fred Waring CB-117—52.00 • 1-151
NURSERY RHYMES Frank Luther CE-181—52.00 • 1-167
LITTLE ORLEY His Adventures with the Parade His Adventures with the Cloud Uncle Lumpy and Fred Waring E-17 • 1-150
THE BIRTHDAY PARTY RECORD Frank Luther E-13 • 1-152
GOLOLOCKS AND THE THREE BEARS Frank Luther CE-9—51.25 • 1-156
CRADLE SONG (Brahms' Lullaby) THAT SLY OLD GENTLEMAN (From Featherbed Lane) BING CROSBY E-2 • 1-177

**TOP SELLERS**

... based on this week's actual sales

WEEKS ON LIST

**POPULAR**

29	BLUE TANGO	27875*	Belle Of The Ball Leroy Anderson
10	LOVER You Go To My Head	28215*	Peggy Lee and Gordon Jenkins
6	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
2	SHOULD I THERE'S ONLY TONIGHT	28323*	Four Aces
4	KISSES ON PAPER Are You Trying To Tell Me Goodbye	28286*	Red Foley
3	ZING A LITTLE ZONG	28255*	Bing Crosby and Jane Wymon The Maiden of Guadalupe Jane Wymon
6	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go A Long Way)	28265*	Bing Crosby and Grady Martin
4	WALKIN' MY BABY BACK HOME ONCE IN A WHILE	28277*	Guy Lombardo
3	ONCE IN A WHILE CONFESSION (That I Love You)	28300*	Louis Armstrong
2	JUST ONE OF THOSE THINGS I'm Glad There Is You (In This World Of Ordinary People)	28313*	Peggy Lee and Gordon Jenkins
13	KISS OF FIRE	28179*	Guy Lombardo
22	BLUE TANGO	28031*	At Last, At Last Guy Lombardo
**	A TRUMPETER'S LULLABY FIDDLE-FAOOLE	28300*	Leroy Anderson
18	I UNDERSTAND I'M YOURS	28162*	Four Aces
**	"DO YOU CARE" DEEP IN THE HEART OF TEXAS	28319*	Bing Crosby Bing Crosby with Woody Herman

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



"MUSIC IN THE  
MORGAN MANNER"

**RUSS MORGAN**  
and His Orchestra  
**WALKIN' TO MISSOURI**  
and  
**ABSENCE MAKES THE HEART  
GROW FONDER** (FOR  
SOMEBODY ELSE)



DECCA 28351 (78 rpm) and 9-28351 (45 rpm)

SUNKIST TIES IN WITH 'SERENADE' . . .

MGM Records and the Sunkist Growers are combining in a promotion on "Serenade to a Lenuanade," Barbara Ruick's latest disk. Sunkist is distributing streamers billing the tune to 20,000 soda fountains throughout the country and are adding stickers to posters used in super markets, grocery stores and fruit stands. In addition, plans have been set up to distribute cellophane bags of Sunkist lemons to disk jockeys.

LEE NEW SINGER FOR PALDA . . .

Dave Miller, owner of Palda Distributors and the Essex label, has come up with a new singer, Dick Lee, on his label. Miller has participated in the making of a number of new artists in past years. Most recent was Al Martino.

MRT BOWS WITH VAUGHN, REED . . .

MRT, a new record label started this week, features singer Denny Vaughn and thrush Nancy Reed on its first waxing. Vaughn has recorded for Coral Records and London Records. National sales are being handled by the MRT Sales Company here.

HARMS FILES SUIT AGAINST F.L.A. BAR . . .

T. B. Harms & Co., Inc. has filed an infringement suit against the Tropic Bar and Patio, Jacksonville, Fla., alleging an unauthorized performance of copyrighted songs. The tunes in question are "Make Believe" and "Why Do I Love You" from the score of "Showboat," the Edna Ferber-Jerome Kern musical. The plaintiff asks for a restraining order and statutory damages of not less than \$250 for each unauthorized performance, plus costs.

ROYE GOODRICH SIGNED BY KING . . .

King Records added to its stable of young singers this week with the pacting of Roye Goodrich, warbler from Hollywood. Goodrich has been featured on the Buzz Adlum Playroom seg. via American Broadcasting Company, Hollywood, and has played some club engagements in New York. The diskery is releasing four sides by the warbler next week. The singer is being handled by Bob Armstrong former music director of WBBN, Buffalo.

BILTMORE LABEL NEW IN CANADA . . .

Newest label on the Canadian market is Biltmore Records, coming out of Montreal, with Gilbert Wahl, formerly of Maple Leaf Records, as head. First releases on the label include "North of Montreal" and "Keep Looking Down," (BME) by the Johnny Ellen Quintette.

SPARTAN NAMES POUNDS MGR . . .

Spartan Records of Canada, Ltd., of London Ont., manufacturers of Columbia disks for Canada, has appointed Harold E. Pounds formerly sales promotion manager for Spartan, as Columbia Records merchandise manager. Pounds will add two sales promotion men to handle Columbia Records for the Toronto and Montreal areas.

AM. DISTRIB FOLDS; SHERIDAN SUCCESSOR . . .

American Distributors, handling a number of rhythm and blues labels, has been dissolved, and is being succeeded by Sheridan Distributing, with new headquarters at 1151 East 47th Street. Firm is headed by Art Sheridan, who said the move to the new offices was made because it offered more efficient working area, better parking facilities and was in close proximity to the bulk of the firm's customers. Labels to be handled by Sheridan in the Greater Chicago area include: Modern, Chance, Imperial, Specialty, Regent, Palace, Job and Savoy.

CAVAUGHN FETED BY PUBLISHERS . . .

Dave Cavanaugh, Capitol A & R, exact set to leave for the West Coast Tuesday (12), was feted at a dinner thrown by a number of publishers Friday (8). Cavanaugh will handle kid disks for the firm in his new post with Capitol in Hollywood.

New York

Correction: In last week's issue, Bibi Johns was incorrectly mentioned as the vocalist with the Billy May Big Band. It is the band's thrush, Miss Johns records for RCA Victor.

Drummer Phil Cato has joined the Bill McCune ork, now current at the Peraux Room at the St. Anthony Hotel, San Antonio, Tex.

He has formerly played with Johnny (Seal) Davis, Jack Teagarden and Jimmy Fields.

Mid-States Records, Inc., Cincinnati distributor, has been appointed distrib of London Records for Ohio, Kentucky and Indiana, according to Melvin D. Kahn, Mid-States presy. Other lines handled by Mid-States in this area are MGM and Peter Pan.

Louis Kaufman, American violinist, has concluded a South American tour which took him to the music capitals of Brazil, Argentina and Uruguay for 22 concerts in two months. . . . The noted Italian basso, Nicola Rossi-Lemeni, arrives from Italy on the Saturday August 23 for the San Francisco Opera season and a concert tour.

Louis Livingston, Remington Record veepee, left Friday (8) for a two-week tour of the firm distributors. . . . MGM artist Bill Farrell opens at Moe's Main Street in Celveland for a week, August 18. . . . Hank Snow, Victor country star, is in town for recording sessions. . . . Ralph Peer arrives Tuesday (12) from the Coast for a short huddle with excess of his music firms. . . . Phoebe Ostrow has just been appointed director of publicity for Golden Records, Simon and Shuster's kiddish line.

Art Waner, maestro at the Latin Quarter, will cut his first album of eight sides for MGM Records within a few days. The album will be titled "Dancing at the Latin Quarter."

The Ray Anthonys have purchased the former home of Bill Fowler, Capitol Records' veepee, in the San Fernando Valley. Anthony has purchased a new Land Cruiser so that he and his wife, Dee Keating, his former chirp, may travel in it while the ork tours. . . . Joseph and Miranda Marais, Columbia International series artists, have written a light opera, "Tony Beaver," which will be performed at Idelwild, Calif., where both are teaching folk music in the School of Music and Arts. Staging will be by Howard Banks. . . . Hal Stanley, Kay Starr's manager, wrote her latest, "Kay's Lament."

Irving Townsend, ad promotion head of Columbia Records, and George Hays, merchandising manager of the diskery, are off this week for Chicago, Milwaukee, St. Louis and Detroit, to attend dealer sales meetings held by Columbia distributors. . . . The Weavers are set to play a string of one-nighters thru Eng-

land next spring. . . . Western music promoter Smokey Warren is now flacking his brother's ork, Shorty Warren and his Western Rangers. . . . Don Cherry, Decca's golfing singer, has been pacted by the General Amusement Corporation this week. Cherry's radio and TV appearances will still be handled by Lester Lewis's agency. . . . Glenn Walliches, Capitol presy, planned back to the Coast Wednesday (6). . . . Redd Evans is due back from his European vacation Tuesday (12). . . . Leonard Schneider, Decca veepee, left Friday (8) for a 10-day vacation in Vermont. . . . Georgia Carr, new thrush with Capitol Records, was "discovered" by ork leader Stan Kenton for the diskery.

Roy Rogers will publish a folio of Western tunes thru his own recently organized Paramount-Roy Rogers Music Company. Folio will be issued at his appearance here at Madison Square Garden on Sept. 24. Jerry Shard and His Music will take over the music chores on the Steve Allen radio show over CBS starting Aug. 4. Deal was set by Jack Green of the Willard Alexander agency. . . . Coral Record distributor Bud Lees of San Francisco, in conjunction with Vickie Lees and Irvin Rose, wrote a new ditty titled "Close to Me" which has been waxed by Standard Transcriptions with the Three Dons ork with singer Jiny James.

Capitol Records is redubbing a tom-tom beat into the Tex Ritter waxing of "High Noon" to make the disk similar in sound to the treatment given to the tune in the flick, in which Ritter sings the dramatic effort. . . . Art Waner's ork, now at the Latin Quarter, will wax eight sides for MGM Records. . . . Roy Acuff, Columbia Records' c&w star, is featured on the cover of the current Newsweek. . . . Dolores Hawkins, featured on Okeh Records, opens at the Capitol Theater, Washington, on August 14 for a week. The thrush plays the Dunes Club, Virginia Beach, Va., August 21 thru Labor Day, and then does a stint at the Golden Hotel, Reno, Nev., until October 18.

Ed Dodelin, field sales manager for RCA Victor, planned to Pittsburgh Friday (8) for a Monte Carlo party being thrown for deejays by Hamburg Brothers, Pittsburgh RCA Victor distributor. Jockeys will be given fake money to use during the evening. At the close, they will trade in their winnings for prizes. . . . RCA Victor sales manager Larry Kanaga, pop promotion manager Bob Mc-

Cluskey, Perry Como and his manager Dee Belline have returned from a two-week trip around the country visiting distributors, deejays and coin operators in 11 cities. . . . Jimmy Hilliard, Decca A & R, topper, is on the West Coast for recording sessions. . . . Sears Roebuck is reproducing MGM's movie play date service and sending copies to 549 of their stores with record departments to use in promoting MGM soundtrack albums.

Chicago

Howard Miller, disk jockey, who now has 200 quarter-hour radio segs per week on three local stations, received a gold plaque acclaiming him "America's Favorite Disk Jockey" from the Associated Fan Clubs.

Fee Wee Hunt pens a four-week stand at Commodore Hotel, Windsor, Ont., September 8.

Nellie Lutcher set for a week starting September 5 at Angelo's, Omaha. . . . Johnnie Ray and Gary Morton into the Chez Paree September 5 for two weeks. . . . Gus Van starts a two-week run at Eddie's, Kansas City, Mo., August 28.

Billy May, playing a one-nighter in Sylvania, O., August 5 for \$1,000, with a 60 per cent, walked away from the date with \$3,035.75. . . . Leo Pieper has renewed his management pact with McConkey, MAC last week set the Niblicks on a USO tour of the European Theater starting August 11; Barbara Simms for a Zone of Interior run beginning August 18, and the Gene Harris for Europe starting the same day.

Lew Simpkins has signed the Dovie Boys for his first label, and will release the first sides cut by the group in September. Dovie boys have developed a new sound for their United dates. . . . Robin Reed back in the Piano Bar at the Hotel Sherman after a seven-month absence. . . . Ralph Marler set for Gladys in Montevideo, Minn., for one night, September 11.

Hal Tate, Chicago's only TV disk jockey, moves to the 9:45-10 p.m. CDT spot on WBKB starting August 15. Program features the Screen Gems shorts, records and guests. . . . Billy Ward and His Dominoes signed for the Michigan State Fair, Detroit, starting August 29.

Atlas Music Company, Seeburg distributors, has designed an illustrated advertising circular intended primarily to reach the export trade. Some 10,000 copies of the circular have been printed and copies also will be sent to the firm's domestic customers. Illustrative of changed conditions abroad, Nate Feinstein, head of Atlas' export sales, said almost all models listed in the circular are postwar machines.

Coven Distributing Company, Wurlitzer distributors, has set plans to issue in August the first copy of a one-page circular styled along the lines of a news letter. Most of the circular will be devoted to new and used equipment but it also will contain some trade comment by Ben Coven, head of the firm, and merchandising tips by a cartoon character called "Cliffy Left."

Philadelphia

Earl Denny takes over the music making for the remainder of the summer season at the suburban Rainbow Terrace of the Old Covered Wagon Inn. . . . 3 Sharps and A Flat take over the stand from Harold Singer at the Catalina Sho-Bar. . . . Bob and John Specs have taken over the midtown Jazz Record Shop specializing in that kind of wax, Chubby's, at nearby West Collingswood, N. J., which has been headlining the name singers and units, brings in a name band for the first time with Louis Prima doing the initial honors. . . . Bill Borrelli, who introduced Al Martino via his BBS Records label, has signed Pat Cameron, Atlantic City canary.

Jerry Williams, disk jockey, across the river in Camden, N. J., bows as a bandleader in front of a combo of his own at Charley Ventura's Open House, a roadhouse on the Jersey side. . . . Billy Hays locates his Dixieland band

at the suburban Ye Olde Mill near Media, Pa.

After 22 weeks at Charley Ventura's Open House, a nearby road house, Jerry Williams moves into town at Louis Moravian. . . . Sonny Graham, who returned from singing with Paul Whiteman for the maestro's TV network shows, is getting his vocal polish from local coach Artie Singer. . . . Curt Hinson, local Western warbler billing as the "Sunset Troubadour," recorded "Deep Down in My Heart" for his own Carolina label, which makes for the newest local waxery hitting the shelf.

Hartford

Bandleader Bob Halprin is recuperating from an emergency appendectomy at St. Francis Hospital. . . . In announcing "all-out support" by Local 400, Hartford's American Federation of Musicians union, for the Hartford Cigar Valley Festival, Mike Rogers, local president, urges that "every effort by private industry and organizations such as ours should be made to support such projects." Musicians participating in the Festival are paid from the Music Performance Trust Fund.

Charlie Donnelly's orchestra is marking its 15th week at Wright's Steak House. George Novicks, operator of the suburban night spot, has inaugurated a new policy of Thursday night Dixieland Jazz concerts, with the Donnelly aggregation providing dance music between jazz sessions. . . . The Paul Clement Trio, at the "Paradise" Room, Old Town Hall Inn, for four years, is now in the Merry-Go-Round Room of Boston's Sheraton-Plaza Hotel.

Hollywood

Associated Booking Corporation has inked Buddy DeFranco, last with MCA. DeFranco will be booked back East with a small group. . . . Don Cherry, last with Associated Booking Corporation, has inked with G&C. . . . Carson Harris, formerly on the Frankie Masters band now roll is on the Coast and considering several offers. . . . Barclay Allen may cut some sides with his old boss, Freddy Martin.

Dave Baumgarten, New York MCA biggie who handles the Staller chain, was out here last week, with his expenses paid by the Staller people, who wanted his advice on a show for the new hostery in Los Angeles. Xavier Cugat's ork is definitely set for a contemplated September opening, with a skate show, featuring Gloria Nord, as the show policy. . . . The Million Dollar Theater, once a steady use, of vaude with top name bands frequently, has been placed on the unfair list by the AFM. During the past two years, spots has used Mexican and Spanish live shows with an occasional r. & b. package.

Van Tonkins, the Coast promoter who is now assisting the newly formed Brisk Enterprises (The Billboard, July 19), has been forced to move his forthcoming promotions out of the Margold Ballroom, Fresno, and the Sports Arena, Portland, as both are damaged by the earthquake. Millie Jovian, wife of Harold Jovian of MCA, is confined to (Continued on page 44)

U. S. Delegates

Continued from page 17  
Inc., Rep. Joseph Bryson (D-S. C.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks; John Schulman, counsel to the Authors' League of America; and the Songwriters' Protective Association; Arthur Fisher, register of copyrights for the Library of Congress, and Roger C. Dixon, head of the business practices and technology staff of the State Department. The delegates participated in a panel of some 30 representatives of interested groups in New York last month (The Billboard, July 19).

Silence Broken

Continued from page 19  
price-cutting does not contribute to stability, especially since the smaller stores find it most difficult to meet the competition. It is generally felt that once the doubtful parts of the law have been ironed out, such as OPS prices vs. fair trade prices, and the question of mailing across State lines, at discounts, the majority of firms will eventually fair trade their merchandise.

Accent on Low-Priced LP's

Continued from page 17

playing time up to eight minutes to be pressed on one side of a 45 disk. In addition to these new lines, RCA Victor has recently marketed the first series of new HMV LP records and will undoubtedly issue a strong array of classical releases on its Red Seal label. Together these should offer a strong classical line-up for the label.

The release of the Bluebird line is the strongest step yet taken by a major label into the low-price field. Decca recently initiated a 4,000 series on their Gold Label, selling for \$2.50. These are 10-inch LP's. Columbia has the A&L series of 10-inch disks on the market which sell for \$2.85. The Victor move, tho, is the first time that a major has embarked on a 12-inch low-priced disk and the first time that a separate label has been used. It is known that Columbia has been prepping a lower-priced 12-inch line, but no date has been set for release.

Interpretation

The trend toward lower-priced LP's by the majors, in which Victor has now taken a leading role, can be interpreted in a number of ways. It can be viewed as an effort to combat competition that has been created by such low-price independent labels as Remington. In the Fifth Annual Dealer Survey conducted by The Billboard (August 2), Remington came in third behind Victor and Columbia as the classical label whose sales had increased most during the first half of this year. Apparently there is a market de-

sirous of classical disks but without the means or willingness to pay the more normal price structure of LP's.

It can also be speculated that the move was planned to aid dealers in the face of today's many cutters through the country have been off because of mail order discount selling. While the 30 per cent discount adds up to a considerable savings when figured on a \$5.45 or \$5.95 disk, the savings is much smaller on a \$2.95 record, thus discouraging mail order buying. The fact that Victor mulled this low-price line long before the recent passage of the Fair Trade Act adds credence to this speculation.

There will be about 25 titles in the first release of the Bluebird line. These will include a variety of music of a popular nature. The most of them will be foreign recordings, several will be included that were cut in the U. S. Presumably the foreign-recorded disks were made by HMV.

The first release is believed to include the following: Tchaikovsky's First Concerto, with Ciccolini; Franck's Symphony in D Minor, played by the Robin De ork; Scheherazade, with Dorati conducting the London Philharmonic; Strauss Waltzes, with Zell and Bohm conducting the Vienna Philharmonic; Beethoven Sonatas played by pianist Ania Dorfman; Beethoven's Third Concerto played by Beno Moiseiwitsch, and Swan Lake, by the Convent Garden ork.

# VERA LYNN

## “THE HOMING WALTZ”

Vera Lynn with a chorus of 70 soldiers, sailors & airmen

backed by

“WHEN SWALLOWS  
SAY GOODBYE”

No. 1249 & 45-1249

with

**ffrr**  
sound



# LONDON

RECORDS

Photograph reproduced by courtesy of "The Musical Express," London, England

# First Time Together!



THE SINGING RAGE

**PATTI PAGE**

AND DYNAMIC

**RUSTY DRAPER**

**"RELEASE ME"**

Coupled With

**"WEDDING BELLS"**

MERCURY 5895 • 5895X45



MERCURY RECORDS, CHICAGO, ILL. • MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## HOT NEWS

### One in Five Disks Curl From Heat

NEW YORK, Aug. 9.—The extraordinary hot weather produced some feverish copy. Les Bihari, Eastern sales chief for Modern and RPM Records, pointed out that many disks were curling up in the heat. Bihari was not kidding, either. He said that spoilage was so severe—particularly in the flex lines—that one disk in five, in some areas, was literally curled up.

He advised dealers to do the following: 1) Open shipments as rapidly as possible, and 2) stack the records flat on shelves, or, if on end, let them be properly supported. In old-fashioned music stores, shelves were built so that disks could be stacked flat, "and it's still the best way," he said.

### NBC Vetoes 'Honky Angels'

NEW YORK, Aug. 9.—Citing the tune as being "unacceptable because it would offend too many people," the National Broadcasting Company has temporarily banned "It Wasn't God Who Made Honky Tonk Angels" from being played over the network or its owned and operated stations.

The tune is a current hillbilly hit by Kitty Wells on the Decca label. The disk, which has only been out for about six weeks, has already passed the 250,000 sales mark and is currently the top-selling disk for the label. It is the first time in over a decade that a girl singer has cracked the country field.

When queried, an exec of NBC said that the record had not been received, but that sheet music had, and it was decided to ban it temporarily because the title is considered to be of an irreverent nature. He added that should the tune become a hit, then the net would withdraw the ban. The thinking here is that by buying the record, people would indicate that they do not consider the title offensive.

When checked, the other three radio networks said that the record had not been received, and that the tune had not come up for clearance.

### Columbia Adds To Kidisk Line

NEW YORK, Aug. 9.—Columbia Records will release three new disks in its children's documentary series as part of its fall merchandising campaign in the kidisk field. These are: On-the-spot recordings of the sounds and action that takes place on a trip at sea, "Tugboat Peter Moran"; an airplane ride, "Skyliner Flight 35"; and going to a fire, "Hook and Ladder No. 99." The records contain stories interlinking the firm's waxing of train sounds, "The Columbian," which was released last year.

Additional records due from Columbia's kidisk department include "Beany the Beaver" written by Gail Kubick and Marjorie Eisner, which features 36 percussion instruments of the New York Philharmonic Symphony orchestra; a waxing by TV's "Mr. I. Magination," Paul Tripp, about flights into space; a group of disks about space ships featuring "Space Rangers," and a number of participation-type records for the very young set.

### Keystone Offers New Gimmick to Stations

NEW YORK, Aug. 9.—A new disk merchandising gimmick is being offered to radio stations by Keystone Records, Philadelphia-based label. The package contains two disks, either 78 or 45 RPM, which would be plugged by station's jockeys at one dollar for the package. A contract to be signed by the diskery and the radio station, offers a number of incentives to station execs and disk jockeys—these incentives being designed to enlist their support.

In return for two daily plays of each new release, plus mention of

## 'ZING' HITS TOP GONG

NEW YORK, Aug. 9.—"Zing a Little Zong," published by Burvan Music, clefted by Leo Robin and and Harry Warren for the Bing Crosby film, "Just for You," apparently scored a record of sorts on the Peatman Sheet. For the week ending Thursday (1), Peatman recorded 115 plugs. In recent years, the closest to this figure was the score obtained by Feist's "Goin' Fishin'" and Irving Berlin's "Play a Simple Melody." In July of 1950, these tunes, on separate weeks, each scored 103 plugs.

"Zing" is in 18th place on The Billboard's deejay chart.

## Detroit Spot Busts Record With 3 Bands

DETROIT, Aug. 9.—Business has been rolling on at a high level for the new Edgewater Gardens at Edgewater Amusement Park, with three bands during the past month topping any previous figures for this spot. (For story on early season business, see July 19 issue.)

Vaughn Monroe set the house record the week of July 16-23, grossing \$10,000. He was booked in for seven days, while practically all other stands have been three-day events. Top figure for the regular stand was set July 11-13 by Les Brown, who grossed \$8,000, while Ralph Flanagan came close last weekend, August 1-3, with \$7,500. Business slumped heavily the week before, with Charlie Spivak grossing only \$3,000, July 25-27.

## ASCAP Pubs Sue Unlicensed Ops In Southwest

NEW YORK, Aug. 9.—Several publisher members of the American Society of Composers, Authors and Publishers have filed law suits against unlicensed operators in the Southwest. De Silva, Brown & Henderson, Inc., filed against the Main Lounge, Fort Worth spot, alleging infringement of the "September Song," tune from the Kurt Weill-Maxwell Anderson play, "Knickerbocker Holiday." The suit, asking damages, costs and attorney's fees, was filed in U. S. District Court for the Northern District of Texas.

Prior to this filing, a suit in Fort Worth, on a similar complaint, was filed against J. H. Levens and C. C. Robertson, operators of danceland. The suits were for alleged infringement of "Steel Guitar Rag" and "San Antonio Rose," and were entered on behalf of Bourne, Inc.

The suits were entered by the Dallas legal firm of Robertson, Jackson, Payne, Lancaster and Walker.

## Kanner Lets Firm Use Name of "Tops Music"

NEW YORK, Aug. 9.—Jerry Kanner, owner of Tops Music, has agreed to permit Tops Music Enterprises, Inc., to use the name. The latter firm is a consolidation of Tops Records, low price pop disk line. When the diskery attempted to incorporate as Tops Music Enterprises, Inc., the application was turned down in Albany until clearance was given by Kanner because of the closeness in the firm names.

In giving Tops Music Enterprises the right to use the name, Kanner received an undisclosed sum and added the restriction that the record company could not participate in music publishing. Attorney Philip Barbanell represented Kanner in the negotiations.

proper copy, the diskery would pay to the station as follows:

Two cents to the station for each one dollar order received; also two cents to the station manager; two cents each to two disk jockeys plugging the item, and two cents to the station librarian. The diskery, of course, would pay mailing charges, etc. Keystone is operated by Edward Wilson and Earl Brand.

**COLUMBIA**

*this 1 team is red hot*



**JO STAFFORD**

with Paul Weston and his Orchestra and the Norman Luboff Choir

**JAMBALAYA  
EARLY AUTUMN**

78 rpm 39838  
45 rpm 4-39838



**ROSEMARY CLOONEY &  
MARLENE DIETRICH**

**TOO OLD TO  
CUT THE MUSTARD  
GOOD FOR NOTHIN'**

78 rpm 39812—45 rpm 4-39812



**ART LOWRY**

His Piano and Orchestra

**HOLD ME  
IN YOUR HEART  
SOMEONE ELSE'S  
ARMS**

Vocal by Peter Hanley  
78 rpm 39820—45 rpm 4-39820

**DOWN BY THE O-HI-O  
WHAT DO YOU  
MEAN BY LOVING  
SOMEBODY ELSE**

Vocal by the Toc Tappers  
78 rpm 39821—45 rpm 4-39821



**SARAH VAUGHAN**

with Percy Faith and His Orchestra and Chorus

**SAY YOU'LL  
WAIT FOR ME | MY TORMENTED  
HEART**

78 rpm 39839—45 rpm 4-39839

**ESTRELLITA DEL SUR  
UNA AVENTURA MAS**

TRIO LOS PANCHOS  
(Gil-Navarro-Moreno)

78 rpm 39836  
45 rpm 4-39836

**FOREVER  
(And Always)  
I KNOW YOU'RE LONE-  
SOME WHILE WAITING  
FOR ME**

Vocal with String Band Acc.  
LETTY FRIZZELL  
78 rpm 20997  
45 rpm 4-20997

**BLESSED LIGHT, SHINE  
ON  
I KNOW MY SAVIOR  
CARES**

Sacred Singing with  
Guitar Acc.  
THE CHUCK WAGON GANG  
78 rpm 20998-1  
45 rpm 4-20998-1

**BENNIE THE BEAVER**

(2 Parts)

WILLIAM KEENE, Nuffator Or-  
chestra under direction of Gail  
Kubik

78 rpm MJV-139 (90166-V)  
45 rpm MJV 4-139 (90166-V)

**ROCKING ON SUNDAY  
NIGHT  
CHEATIN' ON ME**

THE TREMERS - Orchestra under  
the direction of Gene Gilbeau.  
Don Hill on Alto Sax.

6904  
4-6904

**BEST SELLERS**

**HALF AS MUCH  
POOR WHIP-POOR-WILL**  
ROSEMARY CLOONEY 39710 4-39710

**BOTCH-A-ME  
ON THE FIRST WARM DAY**  
ROSEMARY CLOONEY 39767 4-39767

**SUGARBUSH  
HOW LOVELY COOKS THE  
MEAT**  
DORIS DAY and FRANKIE LAINE 39693 4-39693

**PRETTY BOY  
YOU BELONG TO ME**  
JO STAFFORD 39811 4-39811

**HIGH NOON  
ROCK OF GIBRALTAR**  
FRANKIE LAINE 39770 4-39770

**DELICADO  
FESTIVAL**  
PERCY FAITH 39708 4-39708

**WALKIN' MY BABY BACK  
HOME  
GIVE ME TIME**  
JOHNNIE RAY 39750 4-39750

**FEET UP  
(Pat Him on the Pó-Pó)  
JENNY KISSED ME**  
GUY MITCHELL 39822 4-39822

**I LOVE GIRLS  
HONEY**  
ARTHUR GODFREY 39792 4-39792

**WALKIN' TO MISSOURI  
ONE FOR THE WONDER**  
SAMMY KAY 39769 4-39769

**ROSES OF YESTERDAY  
YOU COULD MAKE ME SMILE  
AGAIN**  
TONY BENNETT 39815 4-39815

**JAMAICAN RHUMBA  
DA-DU**  
PERCY FAITH 39790 4-39790

YOU DON'T NEED MANY TO MAKE MONEY! COLUMBIA GIVES YOU FEWEST RELEASES, MOST HITS, GREATEST TURNOVER

**COLUMBIA RECORDS**

# THE HIT SONG OF THE YEAR!



## 'You Belong To Me'

By The Hit Singing Star

# PATTI PAGE

Coupled With A GREAT Flip

## "I Went To Your Wedding"

MERCURY 5899 · 5899X45



MERCURY RECORDS, CHICAGO, ILL. • MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section).

### 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 Popularity Chart based on reports August 6, 7, 8.

Last  
Week

This  
Week

#### 1. 1. Auf Wiederseh'n Sweetheart

By Parsons & Storck—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Baxter, Cap 2249; Ching Walker, Fair, Cal 31726; Ken Griffin, Cal; E. Howard, Mercury 5872; G. Lombardo, Dec 28273; V. Lynn, London 1187; Shirley & Busi, Cap, B. Shorland H. Winterhalter, V 20-4777.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills, Standard Radio; Lee Jerome, Lamp-Worth; George Sirova, Associated.

#### 2. 2. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: B. Clooney, Cal 39710; G. Lombardo, Dec 28271; G. Marvin, Mercury 6366; C. Williams, Cal 20879; H. Williams, MGM 11262.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gold, Lamp-Worth; Lee Payne, Lamp-Worth; Earl Sheldon, Associated.

#### 3. 3. Walkin' My Baby Back Home

By Ray Turf & Fred Ahlert—Published by De Siva, Brown & Henderson (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2150; G. Lombardo, Dec 28272; D. Martin, Apollo 1089; F. Morrison, Ori; Top Ten 78-135; A. Ray, Cal 39750; C. Speck, London 1091; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold, Ori; Standard Radio; Henry Busse, Lamp-Worth; Earl Sheldon, Associated.

#### 4. 4. Betch-A-Me

By Eddie V. Stanley, B. Morebell, L. Astor—Published by Mellic (BMI)

RECORDS AVAILABLE: B. Clooney, Cal 3767.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills, Standard Radio; Lee Payne, Lamp-Worth; Earl Sheldon, Associated.

#### 5. 5. Here in My Heart

By Greco Livorno Borrelli—Published by Mellic (BMI)

RECORDS AVAILABLE: T. Bennett, Cal 39745; A. Dale, Coral 60746; V. Danone, Mercury 5858; V. Dillard, Swaney 851; D. Higgins-Andrews Sisters, Dec 28215; W. Jackson, Atlantic 967; A. Marino, BGS 391; B. Peacock, Ring 4543.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bee Crosby, Standard Radio; Billy Mills, Standard Radio; Earl Sheldon, Associated.

#### 6. 6. I'm Yours

By Robert Merrill—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arden, Cal 39733; L. Baxter, Cap 2102; D. Carroll, Coral 60690; V. Dillard, Swaney 851; E. Fisher, Winterhalter Ori, V 20-4638; F. Flanagan, V 20-4765; Four Aces, Dec 28162; B. Holiday, Coral 7510-R; Marlene, 5852.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirova, Associated; Henry Jerome, Lamp-Worth.

#### 7. 7. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: P. Cono and E. Fisher, V 20-4630; J. Freeman, Cap 2154; G. Lombardo, Dec 28108; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lee Jerome, Lamp-Worth; Earl Sheldon, Associated.

#### 8. 8. Belicado

By Waldo Azevedo and Jack Lawrence—Published by Renick (ASCAP)

RECORDS AVAILABLE: L. Almedia, Coral 60729; J. August, Mercury 5857; J. Aronson, Ori, Dec 28049; R. Castillo, 22-5619; F. Faith-S. Freeman, Cal 39703; R. Flanagan, V 20-4766; S. Kenton, Cap 2040; G. Lombardo, Dec 28179; Les Muclos, MGM 11256; F. Mitchell, Mercury; F. S. Jones, Ori, Top Ten 78-135; Orsonella de la Alajuela, Pampa 11019; E. Ross, London 1251; G. Ross, Elliptical D. Stone, V 20-4936; E. Smith, Dec Three Stars, V 20-4637.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theatruway; Billy Mills, Ori, Standard Radio; Earl Sheldon, Associated.

#### 9. 9. Kiss of Fire

By Lester Allan and Robert Hill—Published by Oaktree (BMI)

RECORDS AVAILABLE: T. Arden, Cal 39733; L. Armstrong, Dec 28177; L. Baxter, Cap 2102; L. Brown, Coral 60745; J. Crawford, Dec 28134; J. D'Ariviera, V 423-0036; B. Erskine, MGM 11225; R. Flanagan, V 20-4765; L. Forth, V 25-5114; B. Gallo, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4671; The Doozie Kansas Fields Quartet, His 14064; A. Shellen, London 1214; W. Ventura, Standard T-167.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lamp-Worth; Lee Payne, Lamp-Worth; Lee Reisman, Ori, Standard Radio.

#### 10. 10. Blue Tango

By Leroy Anderson—Published by Milt Music (ASCAP)

RECORDS AVAILABLE: L. Aronson, Dec 27825; T. Baxter, V 20-48; L. Baxter, Cap 1968; F. Carlis, V 20-4543; G. Conliffe, Dec 28089; M. Cugat, Mercury 5812; M. Evans, Atlantic 3142; D. Heyman, Mercury 5798; G. Lombardo, Dec 28031; J. Thomas, Mercury 6264; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gold, Lamp-Worth; Freddy Martin, Theatruway; Lee Reisman, Ori; Billy Mills, Ori, Standard Radio; Dave Terry, Associated.

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# Buyboard

## TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. KAY'S LAMENT FOOL, FOOL, FOOL	K. Starr 2151
2. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE	H. Cole 2069
3. IN THE GOOD OLD SUMMERTIME SMOKE RINGS	L. Paul M. Ford 2123
4. WALKIN' MY BABY BACK HOME FINNY	H. Cole 2130
5. CARIOCA I'M CONFESSIN' (That I Love You)	L. Paul M. Ford 2080
6. LOVE IS JUST AROUND THE CORNER GIN AND TONIC	B. May 2157
7. TAKE MY HEART I NEVER CARED	A. Martine 2122
8. YOU BELONG TO ME HOMINY GRITS	B. Martin 2165
9. SLAUGHTER ON TENTH AVENUE, PART I SLAUGHTER ON TENTH AVENUE, PART II	R. Anthony 2-2085
10. I'LL WALK ALONE WITH A SONG IN MY HEART	J. Froman 2044
11. ADIOS DARLIN', YOU CAN'T LOVE TWO	G. MacKenzie 2156
12. AUF WIEDERSEHN, SWEETHEART HOW'M I DOIN'?	Sharkey 2166
13. I WANT MY MAMA GREEN EYES	B. Light 2146
14. TUXEDO JUNCTION IT'S A BLUE WORLD	Four Freshmen 2152
15. THERE'S A CLOUD IN MY VALLEY OF SUNSHINE A FOUR LEGGED FRIEND	B. Hope J. Wakely 2161

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART	Jane Froman 309
2. BIG BAND BASH!	Billy May 329
3. A BAND IS BORN	Billy May 349
4. ROBERTA	Gordon MacRae-Lucille Norman 334
5. DIXIELAND DETOUR	Pee Wee Hunt 312
6. TODAY'S TOP HITS	B Top Artists 9106
7. CLASSICS IN JAZZ—WOODY HERMAN	Woody Herman 324
8. CLASSICS IN JAZZ—BOBBY SHERWOOD	Bobby Sherwood 320
9. BEN LIGHT'S JUKE BOX FAVORITES	Ben Light 330
10. CIRCUS PARADE	Ringling Bros. and Barnum & Bailey Band 313
11. HOUSEPARTY HOP	Ray Anthony 292
12. LEGEND OF THE SUN VIRGIN	Yma Sumac 299
13. SONGS BY KAY STARR	Kay Starr 211

Another Big One for **LES BAXTER**

His Vocal Group and Orchestra

## "LONELY WINE"

and "LOST IN MEDITATION"

More appealing each time you hear it.

Record No. 2106



## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

- ROBIN HOOD  
Cap(78)DIX-3138; (45)DIX-3138
- TEDDY BEARS' PICNIC & I'M A LITTLE TEA POT  
Cap(78)CAS-3083; (45)CAS-3083
- TWEETY PIE  
Cap(78)CAS-3074; (45)CAS-3074
- I TAUT I TAW A PUDDY TAT & YOSEMITE SAM  
Cap(78)CAS-3104; (45)CAS-3104
- HOPALONG CASSIDY & THE STORY OF TOPPER  
Cap(78)CAS-3110; (45)CAS-3110
- I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK  
Cap(78)CAS-3105; (45)CAS-3105
- BOZO ON THE FARM  
Cap(78)DIX-3076; (45)DIX-3076
- RUSTY IN ORCHESTRVILLE  
Cap(78)DIX-3115; (45)DIX-3115
- SPARKY'S MAGIC PIANO  
Cap(78)DIX-3078; (45)DIX-3078
- HOPPY'S HAPPY BIRTHDAY  
Cap(78)CAS-3114; (45)CAS-3114
- WOODY WOODPECKER'S PICNIC  
Cap(78)DIX-3091; (45)DIX-3091
- THREE ORPHAN KITTENS  
Cap(78)CAS-3096; (45)CAS-3096
- PORKY PIG IN AFRICA  
Cap(78)CAS-3113; (45)CAS-3113



## GISELE MacKENZIE

with a most unusual backing by  
Orchestra conducted by  
**RUDDY COLE**

## "ADIOS"

coupled with a great novelty tune

## "DARLING, YOU CAN'T LOVE TWO"

Record No. 2156

The MacKenzie gal displays a great depth of versatility and talent on these two fast rising songs.



## TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson 1942
2. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN	H. Thompson 2063
3. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
4. I'M GONNA WALK AND TALK WITH MY LORO BEYOND THE SHADOW	M. Carson 2145
5. GEORGIA STEEL GUITAR MIDNIGHT RAMBLE	S. West-J. Bryant 2160
6. IF YOU WOULD ONLY BE MINE MY HEART HAS ROOM FOR YOU	J. Wakely 2126
7. HIGH NOON (Do Not Forsake Me) GO ON! GET OUT!	T. Riffler 2120
8. FOOLISH PRIDE I KNEW YOU WHEN	F. Young 2133
9. I'M LOSING YOUR LOVE THAT'S MY HEART TALKIN'	Boots and Idabe 2139
10. IT'S SO NICE TO MAKE UP SHORT CUT	S. James 2164

## LATEST CAPITOL RELEASES No. 331

	Record No.
MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul M. Ford 2193
LOADED WITH LOVE MAKE BELIEVE DREAMS	R. Anthony 2194
THAT'S THE WAY IT'S GONNA BE SAY NO MORE	Four Knights 2195
BLAME IT ON MY YOUTH THERE'S A LULL IN MY LIFE	G. MacRae 2196
WHOP, WHOP HUM DRUM BOOGIE	Sugar Ohio Robinson 2197

don't miss it! listen to...



## martha carson

on the "GRAND OLE OPRY" show  
Saturday, Aug 16th (Check Your Newspaper for Time and Station)

HEAR HER LATEST CAPITOL RECORDS

- "I'M GONNA WALK AND TALK WITH MY LORO,"  
"BEYOND THE SHADOW" 2145
- "YOU SURE DO NEED HIM NOW,"  
"WEIGHED IN THE BALANCE" 1942
- "SATISFIED," "HIDE ME, ROCK OF AGES" 1900



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Records Most Played by Disk Jockeys

Based on reports received August 4, 7 and 8

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

POSITION	Weeks in List	Title	Artist	Label
9	1	1. AUF WIEDERSEHN SWEETHEART	V. Lynn	London 781227; (45)45-1227-BMI
15	4	2. HALF AS MUCH	R. Clooney	Capitol 78139710; (45)4-39710-BMI
4	6	3. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V-78120-4830; (45)47-4830-ASCAP
9	2	4. BOTCH-A-ME	R. Clooney	Capitol 78139767; (45)4-39767-BMI
8	5	4. AUF WIEDERSEHN SWEETHEART	E. Howard	Mercury 7815871; (45)5871-4945-BMI
13	3	6. HERE IN MY HEART	A. Martino	885-781101; (45)45-101-BMI
13	8	7. WALKIN' MY BABY BACK HOME	J. Roy	Capitol 78130135; (45)4-10135-ASCAP
10	7	8. MAYBE	P. Como-E. Fisher	V-78120-4744; (45)47-4744-ASCAP
11	11	9. SOMEWHERE ALONG THE WAY	Nor (King) Cole	Capitol 7812069; (45)1F-2069-ASCAP
9	14	10. VANESSA	H. Winterhalter	V-78120-4697; (45)47-4697-BMI
17	10	11. KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)5823-4945-BMI
16	9	12. DELICADO	P. Faith	Capitol 78139708; (45)4-39708-ASCAP
15	15	13. I'M YOURS	E. Fisher-H. Winterhalter	V-78120-4680; (45)47-4680-BMI
11	12	14. LOVER	P. Lee-G. Jenkins	Decca 78128215; (45)19-28215-ASCAP
7	13	15. WALKIN' MY BABY BACK HOME	Nor (King) Cole	Capitol 7812130; (45)1F-2130-ASCAP
4	28	15. SUGARBUSH	Doris Day-F. Laine	Capitol 78139693; (45)4-39693-ASCAP
1	-	17. HIGH NOON	F. Laine	Capitol 78139770; (45)4-39770-ASCAP
1	-	18. SHOULD I	Four Aces	Decca 78128323; (45)19-28323-ASCAP
16	22	17. I'M YOURS	D. Cornell	Capitol 78150690; (45)19-50690-BMI
7	-	20. IN THE GOOD OLD SUMMER TIME	L. Paul-M. Ford	Capitol 7812123; (45)1F-2123-BMI
3	-	21. SO MADLY IN LOVE	G. Gibbs	Mercury 7815874; (45)5874-4945-ASCAP
2	18	22. ZING A LITTLE ZONG	J. Wyman-Bing Crosby	Decca 78128235; (45)19-28235-ASCAP
2	22	22. YOU BELONG TO ME	J. Stafford	Capitol 78139811; (45)4-39811-BMI
3	19	24. JUST ONE OF THOSE THINGS	P. Lee-G. Jenkins	Decca 78128313; (45)19-28313-ASCAP
3	-	25. AUF WIEDERSEHN SWEETHEART	L. Baxter	Capitol 7812143; (45)1F-2143-BMI
1	-	26. AUF WIEDERSEHN SWEETHEART	Ames Brothers	Capitol 78160713; (45)19-60713-BMI
2	-	26. STRANGE SENSATION	J. Valli	V-78120-4759; (45)47-4759-ASCAP
2	17	28. I LOVE GIRLS	A. Godfrey	Capitol 78139792; (45)4-39792-ASCAP
1	-	29. ALL OF ME	J. Roy	Capitol 78139768; (45)4-39768-ASCAP
1	-	29. SOMEDAY	T. Martin	V-78120-4636; (45)47-4636-ASCAP
1	-	29. TRYING	Hilltoppers	Decca 7815018; (45)45-15018-ASCAP

## VOX JOX

By GENE PLATNIK

### Chatter

Ken Scott, WCNT, Centralia, Ill., has taken over program directorship there in addition to his stints as musical director and deejay. Ken is asking indie to send him their jazz waxings. Charles Glass, program director of WJDA, Quincy, Mass., does a deejay show from the Quintree Drive-In. He's planning a special promotion for the Jimmy Fund, and is trying to get photos, records and albums inscribed "Thanks for contributing to the Jimmy Fund" to auction off over the air. Chuck recently taped Johnny Ray backstage at the Met in Boston. Bob Woodrow has just been made librarian at WJSS, Springfield, O. He says Democratic Party's "Don't Let Them Take It Away" has too pretty a melody to be wasted on political material. Herb Fontaine says his show at the Lisbon Drive-In Theater, Lewiston, Me., has hyped business there quite a bit. Dave Tipp does deejay shows on KORC, Mineral Wells, Tex., when not on duty at Waters Air Force Base. He says it's quite a push selling the folks there the same material that goes so well all over the country. Jolly Joe Martin, new "night editor" at WOW, Omaha, recently did a taped phone interview with June Valli. Joe was formerly with KMMJ, Grand Island, Neb. Bernie Fontaine has taken over Nick Caruso's spot at WCCM, Lawrence, Mass. Jack Hall, in addition to his deejay duties at KMJ, Fresno, Calif., has been breaking in a string of record librarians and is busy reorganizing the station's library. Al Owen is doing his three-hour daily show in bathing trunks from the Brighton Pool, Atlantic City, N. J. That, plus his midnight-to-2 a.m. show, is heard over WMDI. Al also does an interview show cut by the band at the Steeple Pier, which is beamed over Mutual Broadcasting System. D. B. Olson has taken over as program director at WLPO, La Salle, Ill., after leaving WJPS, Evansville, Ind. New addition at WCOA, Pensacola, Fla. is Allen Ross, whose "Records With Ross Show" is in the market for taped intros by recording artists. Chuck Zink, formerly of WHVR, Hanover, Pa., is now with WGLA-TV, Lancaster, Pa. Lewis Kirby Jr., of WJBC-FM, a non-commercial station in Baltimore, says he is grateful to Capitol Records and Marks Music for putting him on their mailing lists for new releases, and that he would appreciate the same co-operation from other diskeries and pubberies. Nick Barry, WCWV, Canton, O., reports that recording artist Paul Bruno recently appeared on his "Nick and Nick" morning show. Mary Boone has switched his announcing and deejay chores from WHJB, Greensburg, Pa., to WDMN, 5,000-watt CBS affiliate in Fairmont, W. Va. Ken Brooks, KYAK, Yakima, Wash., says it's easy to promote disks when artists provide taped intros, and thinks Perry Como has given wonderful co-operation in this respect. Al James announces beginning of his new show over WRPD, Worthington, O., from 2 to 4 p.m. next Monday (11), replacing "Melody Mill." He'll concentrate on old tunes. Bob Watson, WSB, Atlanta, wants to hear from Jox desiring to appear by tape on his DJ. USA series this fall. Dick Gilbert, KTYL, Phoenix, Ariz., has been appointed manager of the Miss Arizona Pageant, a feature of Arizona State Fair next November 7-18. Ray Scott returns to deejaying at WZLZ, Covington, Ky., after a 14-month tour with the Air Force, during which he was manager of an Armed Forces Radio Station in Puerto Rico. Ari Labow, currently on two Hollywood stations, is celebrating his ninth anniversary as a planner.

(Continued on page 30)

## Best Selling Sheet Music

Based on reports received August 6, 7 and 8

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

POSITION	Weeks in List	Title	Artist
7	1	1. AUF WIEDERSEHN SWEETHEART (R)	Hill & Range
22	3	2. BLUE TANGO (R)	Mills
8	2	3. WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
9	4	4. HALF AS MUCH (R)	Acuff-Rose
12	5	5. HERE IN MY HEART (R)	Mellin
14	6	6. I'M YOURS (R)	Algonquin
4	8	7. BOTCH-A-ME (R)	Hollis
16	7	8. KISS OF FIRE (R)	Duchess
11	9	9. DELICADO (R)	Remick
3	12	10. WISH YOU WERE HERE (R) (F)	Chappell
4	13	11. MAYBE (R)	Rabbins
6	11	12. SOMEWHERE ALONG THE WAY (R)	United
17	10	13. I'LL WALK ALONE (R) (F)	Mayfair
1	-	14. SUGARBUSH (R)	G. Schirmer
8	-	15. WITH A SONG IN MY HEART (R) (F)	Horns

## 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 radio logs made available to Paramounts ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is predominantly (over 60 per cent) arias.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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1. A Girl, a Fellow, a Beach Umbrella (R)	Valanga-ASCAP
2. Auf Wiederseh'n Sweetheart (R)	Hill & Range-BMI
3. Be Anything (But Be Wise) (R)	Shapiro-Bernstein-ASCAP
4. Blue Tango (R)	Mills-ASCAP
5. Delicado (R)	Bernick-ASCAP
6. For the Very First Time (R)	Berlin-ASCAP
7. Half as Much (R)	Acuff-Rose-BMI
8. Here Comes That Mood (R)	Life-BMI
9. Here in My Heart (R)	Mellin-BMI
10. High Noon (F)	Fest-ASCAP
11. How Close? (R)	Life-BMI
12. I'm Yours (R)	Algonquin-BMI
13. Just for You (R)	Burton-HISAP
14. Kiss of Fire (R)	Duchess-BMI
15. Lovely to Look at (R)	T. B. Harms-ASCAP
16. Lower (R)	Famous-ASCAP
17. Lusa Rosa (R)	Bergman, Vocca & Conn-ASCAP
18. Make My Baby Back Home (R)	DeSylva, Brown & Henderson-ASCAP
19. Once an Aishik (R)	Miller-ASCAP
20. Pindar, Pindar (R)	Leeds-ASCAP
21. So Wacky in Love (R)	Shapiro-Bernstein-ASCAP
22. Somewhere Along the Way (R)	Unitead-ASCAP
23. South (R)	Pew-BMI
24. Sweetest Words I Know (R)	Life-BMI
25. Vanessa (R)	E. M. Morris-ASCAP
26. Walkin' My Baby Back Home (R)	DeSylva, Brown & Henderson-ASCAP
27. Watermelon Weather (R)	E. M. Morris-ASCAP
28. Wish You Were Here (R)	Chappell-ASCAP
29. You Intrigue Me (R)	Remick-ASCAP
30. Zing a Little Zong (R)	Darvan-ASCAP

### Top Ten in Television

1. Blacksmith Blues (R)	Hill & Range-BMI
2. Corina Corina Without You Now (R)	Kellum-ASCAP
3. Goody Goody (R)	Crawford-ASCAP
4. I Want a Girl (R)	Von Tilzer-ASCAP
5. I Wish I Was (R)	Unitead-ASCAP
6. Kisses on Paper (R)	Whitell & Day-ASCAP
7. Lower (R)	Famous-ASCAP
8. Somewhere Along the Way (R)	Unitead-ASCAP
9. What Good is a Gift (R)	Mellin-ASCAP
10. Wish You Were Here (R)	Chappell-ASCAP

## England's Top Twenty

POSITION	Weeks in List	Title	English	American
11	1	1. AUF WIEDERSEHN SWEETHEART	Maulsby	Hill & Range
8	2	2. BLUE TANGO	Mills	Mills
6	3	3. HOMING WALTZ	Brins	Unitead
8	4	4. KISS OF FIRE	Duchess	Duchess
16	4	5. NEVER	Francis Day & Hunter, Noctules Ltd.	Unitead
4	9	6. HIGH NOON	Robbins	Fest
12	6	7. BLACKSMITH BLUES	Chappell	Hill & Range
5	12	8. I'M YOURS	Mellin	Algonquin
21	7	9. WE WON'T LIVE IN A CASTLE	Camphell-Cornolly	Unitead
14	8	10. PITTSBURGH, PENNSYLVANIA	Cleophonic	Unitead
10	11	11. BE ANYTHING (But Be Wise)	Cleophonic	Shapiro-Bernstein
5	10	12. FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Picwick	Picwick
18	13	13. YOU & ME WHY	E. M. Morris	Signet
16	14	14. AROUND THE CORNER	Dash	Frank
9	20	15. TRUST IN ME	Everette Wright	Advanced
15	15	16. WHEEL OF FORTUNE	Valando	Unitead
12	17	17. GANDY DANCERS' BALL	Disney	Disney
22	18	18. CRY	Francis Day	Mellin
1	-	19. I'VE COME LIVE THIS I DIE	Comely	Unitead
1	-	20. THE DAY OF JUBILEE	Comely	Unitead

**THE GREATEST**



Columbia  
 (78) 39839  
 (45) 4-39839

**JO  
 STAFFORD**

*with PAUL WESTON and his ORCH.  
 and the NORMAN LUBOFF  
 Choir*

**Jambalaya**  
 (ON THE BAYOU)

**COLUMBIA RECORDS**

Trade Marks "Columbia," "Club," "Masterworks," etc., Reg. U. S. Patent Off. Music Registers

THE BILLBOARD

Music Popularity Charts

For Reclines and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Best Selling Pop Singles

Based on reports received August 6, 7 and 8

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 weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Table with columns: POSITION, Weeks (Last, This), Title, Artist, Label, and other details. Includes entries like 'AUF WIEDERSEHN, SWEETHEART' by V. Lynn and 'HALF AS MUCH' by R. Clooney.

DEALER DOINGS

By IS HOROWITZ

News and Views

Dave Cann, owner of Harmony House, Down Melody Lane in Wareham, Mass., writes that he was elected national president of the 3rd Infantry Division Society at 33rd annual convention of the Society held recently in Boston. He would like to hear from other members of the "most decorated division" who are in the music business.

More on Optional Centers: A flock of mail was received from dealers in all sections of the country, all sounding off against the optional center.

Best Selling Children's Records

Based on reports received August 6, 7 and 8

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.

Table with columns: POSITION, Weeks (Last, This), Title, Artist, Label, and other details. Includes entries like 'CINDERELLA (Two Records)' and 'SANDY WHITE AND THE SEVEN DWARFS (Two Records)'.

Best Selling Pop Albums

Based on reports received August 6, 7 and 8

Because all labels are not issued on all records 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 questionnaire. So a compromise may be drawn between their 33 pop album sales and their 45 pop album titles.

Table with columns: Last Week, This Week, Title, Artist, Label, and other details. Includes entries like 'WITH A SONG IN MY HEART' and 'LOVELY TO LOOK AT'.

Best Selling Classical Albums

Table with columns: Last Week, This Week, Title, Artist, Label, and other details. Includes entries like 'Mozart: La Boheme' and 'Mozart: Piano Concerto for Piano & Orchestra'.

VOX JOX

Continued from page 24

Chester Kiser has been added to program director at WJLM, Baltimore, where he continues his two disk show daily. Bob Porter missed his 'Night Walk' show over WIND, Chicago, on July 23, when boy No. 2 was born.

Classical Reviews

ROBIN HOOD (12-10) Capitol (78) DBX 3136. This is certainly the treasure by the many young-uns who will be lucky recipients of the album. What is etched on the two disks is just part of the attraction.

*the New Champ!*

# MEET MISTER CALLAGHAN

AS RECORDED BY...

## MELACHRINO STRINGS

20-4891  
47-4891

## CHET ATKINS

20-4896  
47-4896

This week's

# New Releases

... on **RCA Victor**

Release 52-33

Ships Coast to Coast Aug. 17

### POPULAR

#### SPIKE JONES AND HIS COUNTRY COUSINS

Hot Lips  
Hotter Than a Pistol 20-4873—(47-4873)\*

#### APRIL STEVENS AND HENRI RENE & HIS ORCH.

That Naughty Waltz  
I Like to Talk to Myself 20-4870—(47-4870)\*

#### PERRY COMO

Sweethearts Holiday  
My Love and Devotion 20-4872—(47-4872)\*

#### HENRI RENE AND HIS ORCHESTRA

A Mighty Pretty Waltz  
Since You Went Away 20-4866—(47-4866)\*

#### LOUIS ARCAZ AND HIS ORCHESTRA

Tab  
All the Things You Are 20-4822—(47-4822)\*

### SACRED

#### JOHNNIE & JACK

Shake My Mother's Hand for Me  
You Can't Fool God 20-4876—(47-4876)\*

### COUNTRY — WESTERN

#### LONE PINE AND HIS MOUNTAINEERS

You I Do, No I Don't  
I Heard the Bluebirds Sing 20-4879—(47-4879)\*

#### THE DIAMOND BROTHERS

Cool Dink on the Fiddle  
Sugar Coated Lonesome 20-4890—(47-4890)\*

#### PEE WEE KING

Two-Faced Clock  
A Mighty Pretty Waltz 20-4862—(47-4862)\*

### RHYTHM-BLUES

#### RENE HALL

Let's Turn the Lights Down Low  
Meal 20-4881—(47-4881)\*

#### TERRY TIMMONS

All Night Long  
The Same Old Train 20-4882—(47-4882)\*

48 P.M. call now

*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.

- \$ **Wish You Were Here/The Hand of Fate**  
Eddie Fisher 20-4830—(47-4830)
- \$ **I'm Yours/Just a Little Lovin'**  
Eddie Fisher 20-4680—(47-4680)
- \$ **Vanessa/Somewhere Along the Way**  
Hugo Winterhalter 20-4691—(47-4691)
- \$ **Some Day/Luna Rossa**  
Tony Martin 20-4836—(47-4836)
- \$ **Hesitation/Tic Tac Toe**  
Hugo Winterhalter 20-4851—(47-4851)
- \$ **Maybe/Watermelon Weather**  
Perry Como and Eddie Fisher 20-4744—(47-4744)
- \$ **Doodletown Fifers/Azure Te**  
Sauter-Finegan Orch. 20-4866—(47-4866)
- \$ **The Balboa/Bspanharlem**  
Ralph Flanagan 20-4861—(47-4861)
- \$ **Got You on My Mind/One Mint Julep**  
Buddy Morrow 20-4868—(47-4868)
- \$ **Porgie Me/That's the Chance You Take**  
Eddie Fisher 20-4574—(47-4574)
- \$ **Li'l Ole Kiss of Fire/P'm Yorn**  
Bomer & Jehro 20-4770—(47-4770)
- \$ **Rain/Stop! Sit Down! Relax! Think!**  
Sauter-Finegan Orch. 20-4867—(47-4867)
- \$ **Night Train**  
Buddy Morrow 20-4693—(47-4693)
- \$ **Lady's Man/Warried by the Bible, Divorced by the Law**  
Bunk Snow 20-4735—(47-4735)
- \$ **It's Been So Long/I Don't Know Any Better**  
Lily Ann Carol 20-4852—(47-4852)

*Coming Up...*

\$★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling list category. Trade is advised to stock these records carefully in order to maintain a consistent with demand.

- \$★ **BALBOA**  
Ralph Flanagan 20-4861—(47-4861)  
No. 4 in DJ's Pick, Billboard, August 9 issue.
  - \$★ **ONE MINT JULEP**  
Buddy Morrow 20-4868—(47-4868)  
No. 2 in DJ's Pick, Billboard, August 9th issue.
- TIPS SWEETHEARTS HOLIDAY/MY LOVE AND DEVOTION**  
Perry Como 20-4877—(47-4877)\*



This week we devote this special column to a heartfelt vote of thanks to all of you guys and gals behind the record counters for again, naming RCA Victor the leaders in dealer service by a wide margin. In the Billboard's Fifth Annual Retail Record Store Survey you put us at the top of the charts in five of the six categories, and second\* by only 3/10's of a percentage point in the sixth.

The poll questions, and your answers (which have made us extremely grateful and more than a little proud) were as follows:

**QUESTION 1:** Which three record companies give you the BEST ALL-AROUND SERVICE?

RCA Victor placed first over all competition!

**QUESTION 2:** Which three record companies send you the BEST AND FASTEST DELIVERY SERVICE?

RCA Victor placed second, edged out by only 3/10 of 1%.

**QUESTION 3:** Which three record companies send you the MOST HELPFUL SALESMEN?

RCA Victor placed first over all competition!

**QUESTION 4:** Which three record companies send you the MOST HELPFUL RELEASE SHEETS, etc.?

RCA Victor placed first over all competition!

**QUESTION 5:** Which three record companies send you the MOST HELPFUL WINDOW AND COUNTER DISPLAY MATERIAL?

RCA Victor placed first over all competition!

**QUESTION 6:** Which three record companies run the MOST HELPFUL ADVERTISING in The Billboard?

RCA Victor placed first over all competition!

Thanks again, Mr. Dealer, we are going to do our level best to keep up the good work. For we are well aware of the fact that only a well-informed and well-equipped dealer can build record profits for himself... and for us.

The stars who make the hits are on

# RCA VICTOR Records

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

We Gave You The Four Aces  
 ... then AL MARTINO  
 ... **AND NOW ...**  
**THE MAGNIFICENT VOICE OF**

# DICK LEE



Singing

# 'INFATUATION' *and* 'ETERNALLY'

Essex Record #306

Orchestra Directed by  
**FRANK HUNTER**

"The coming smash for Fall and Winter"

Manufactured and Distributed by

**PALDA RECORD CO.**

8406 LYONS AVE., PHILADELPHIA 42, PA.  
 PHONE SARATOGA 9-9816

# THE BILLBOARD Music Popularity Charts

## Best Selling Pops by Territories

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

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

### NEW YORK

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HALF AS MUCH—R. Clooney—Columbia
3. HERE IN MY HEART—A. Martino—BBS
4. BOTCH-A-ME—R. Clooney—Columbia
5. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
6. HIGH NOON—F. Lane—Columbia
7. KISS OF FIRE—G. Glavin—Mercury
8. BLUE TANGO—L. Anderson—Decca
9. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
10. DELICADO—P. Faith—Columbia

### CHICAGO

1. BOTCH-A-ME—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. HALF AS MUCH—R. Clooney—Columbia
4. SUGARBUSH—Garis Day F. Lane—Columbia
5. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
6. HIGH NOON—F. Lane—Columbia
7. MAYBE—P. Coma—E. Fisher—Victor
8. LOVER—R. Lee G. Jenkins—Decca
9. KAY'S LAMENT—G. Starr—Capitol
10. YOU BELONG TO ME—J. Stafford—Columbia

### PITTSBURGH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. ROCKING BIRD—Four Lads—Decca
3. FUNNY—Bert (King) Cole—Capitol
4. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
5. YOU BELONG TO ME—J. Stafford—Columbia
6. SHOULD I—Four Aces—Decca
7. HALF AS MUCH—R. Clooney—Columbia

### DALLAS-FORT WORTH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. DELICADO—P. Faith—Columbia
3. HERE IN MY HEART—A. Martino—BBS
4. NIGHT TRAIN—B. Morrow—Victor
5. ONE MINT JULEP—Clooney—Atlantic
6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
7. BLUE TANGO—L. Anderson—Decca
8. HALF AS MUCH—R. Clooney—Columbia

### ST. LOUIS

1. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
2. BOTCH-A-ME—R. Clooney—Columbia
3. HIGH NOON—F. Lane—Columbia
4. POOL, POOL, POOL—K. Starr—Capitol
5. SLAUGHTER ON 10TH AVE—R. Anderson—Capitol
6. SUGARBUSH—Garis Day F. Lane—Columbia

### LOS ANGELES

1. HALF AS MUCH—R. Clooney—Columbia
2. BOTCH-A-ME—R. Clooney—Columbia
3. HERE IN MY HEART—A. Martino—BBS
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. DELICADO—P. Faith—Columbia
6. VANESSA—H. Winterhalter—Victor
7. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
8. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
9. I'M YOURS—E. Fisher—N. Winterhalter—Victor
10. KISS OF FIRE—B. Eckstein—MGM

### PHILADELPHIA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
4. HALF AS MUCH—R. Clooney—Columbia
5. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
6. SMOKE RINGS—L. Paul & M. Ford—Capitol
7. LOVER—R. Lee G. Jenkins—Decca
8. DELICADO—P. Faith—Columbia
9. BLUE TANGO—L. Anderson—Decca
10. HERE IN MY HEART—A. Martino—BBS

### DETROIT

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. IT'S A BLUE WORLD—Four Freshmen—Capitol
3. HALF AS MUCH—R. Clooney—Columbia
4. HAVE A GOOD TIME—J. Bennett—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. HERE IN MY HEART—A. Martino—BBS
7. KISS OF FIRE—G. Glavin—Mercury
8. BLUE TANGO—L. Anderson—Decca
9. SHOULD I—Four Aces—Decca

### BOSTON

1. YOU BELONG TO ME—J. Stafford—Columbia
2. INDIAN LOVE CALL—S. Whitman—Imperial
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
5. LUNA ROSSA—A. Dean—MGM
6. BLUE TANGO—L. Anderson—Decca
7. ROCK OF GIBALTAR—F. Lane—Columbia
8. BOTCH-A-ME—R. Clooney—Columbia
9. HIGH NOON—F. Lane—Columbia
10. TOO OLD TO CUT THE MUSTARD—M. Durkin—R. Clooney—Columbia

### WASHINGTON, D. C.

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
3. HERE IN MY HEART—A. Martino—BBS
4. DELICADO—P. Faith—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
7. HALF AS MUCH—R. Clooney—Columbia
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. JAMAICAN RHUMBA—P. Faith—Columbia

### NEW ORLEANS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. WISH YOU WERE HERE—E. Fisher—N. Winterhalter—Victor
3. HIGH NOON—F. Lane—Columbia
4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. DELICADO—P. Faith—Columbia
7. HALF AS MUCH—R. Clooney—Columbia
8. I'M YOURS—E. Fisher—N. Winterhalter—Victor

### ATLANTA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
3. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
4. HALF AS MUCH—R. Clooney—Columbia
5. WALKIN' TO MISSOURI—S. Kaye—Columbia
6. DELICADO—P. Faith—Columbia

### DENVER

1. HALF AS MUCH—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. HERE IN MY HEART—A. Martino—BBS
4. DELICADO—P. Faith—Columbia
5. KISS OF FIRE—G. Glavin—Victor
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
8. I'M YOURS—E. Fisher—N. Winterhalter—Victor

(Continued on page 43)

**WANTED:**  
**RCA VICTOR 45 RPM'S**

Classic & Show Sets Also Classical Singles

**NO POPS . . . MUST BE BRAND NEW**  
Distributors' stocks given priority  
Submit lists and best offers . . . all replies confidential

**SAM GOODY** 235 W. 49th St.  
New York 19, N. Y.  
Circle 6-1710

**YOUR RECORD PROBLEMS DISAPPEAR...**

when you team up with  
**RCA VICTOR'S custom record service!**

- ★ RECORDING your material and production ideas . . . in the nation's best equipped studios.
- ★ PROCESSING your order gets RCA's famous engineering know-how . . . latest and soundest duplicating techniques.
- ★ PRESSING your records are precision pressed . . . care fully inspected to insure uniform high quality.
- ★ SHIPPING & HANDLING your job is handled with care—delivered promptly.

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

**RCA CUSTOM-MAKES**  
every type and speed record including:  
4 1/2" and 7" children's records.  
★ a variety of special records to meet your individual requirements

**RCA VICTOR custom record sales**  
RADIO CORPORATION OF AMERICA  
RCA VICTOR DIVISION

NEW YORK: 4-60, 630 11th Ave, JUlson 2-1077  
CHICAGO: A-90, 45 N. LaSalle, Drive, WHelehart 6-2255  
HOLLYWOOD: A-90, 1016 N. Sycamore, Ave, MIllidge 5177

**RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL**



# Hit MENU

Chef recommends

## DEAN MARTIN'S "HOMINY GRITS"

Served with beat and bounce

Record No. 2165

**HOT WEATHER SPECIAL**  
**"HOMINY GRITS"**

Cool Sales for Hot Days  
Record No. 2165

**TODAY'S SPECIAL**  
**"HOMINY GRITS"**

Hit Proportion Servings  
Record No. 2165

Record Dealer's Special

## "HOMINY GRITS"

with "Sales-Aplenty" Salad

Record No. 2165



The Most UNUSUAL RECORD EDDY HOWARD HAS EVER MADE

**MADEMOISELLE**

MERCURY 5898

B/W I Don't Know Any Better




# • Most Played Juke Box Records

... Based on reports received August 6, 7 and 8

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of RHM Music Popularity Chart, Part 1.

POSITION	Weeks Listed	This Week	Title	Artist	Label
8	1	1.	AUF WIEDERSEHN, SWEETHEART	V. Lynn	London 7811227; 145145-1227—1
12	2	2.	HALF AS MUCH	R. Clooney	Cal 78139710; 14514-39710—BMI
6	3	3.	BOTCH-A-ME	R. Clooney	Cal 78139767; 14514-39767—BMI
10	3	4.	MAYBE	P. Coma E. Fisher	V 78120-4744; 145147-4744—ASCAP
12	6	5.	WALKIN' MY BABY BACK HOME	J. Ray	Cal 78139750; 14514-39750—ASCAP
13	5	6.	HERE IN MY HEART	A. Martino	BBS 7811101; 145145-101—BMI
14	9	7.	DELICADO	P. Faith	Cal 78139708; 14514-39708—ASCAP
17	7	8.	KISS OF FIRE	G. Gibbs	Mercury 7815823; 14515823-85—BMI
15	8	9.	I'M YOURS	E. Fisher-H. Winterhalter	V 78120-4680; 145147-4680—BMI
6	10	9.	AUF WIEDERSEHN, SWEETHEART	E. Howard	Mercury 7815871; 14515871-85—BMI
8	13	11.	ONCE IN A WHILE	P. Page	Mercury 7815867; 14515867-85—ASCAP G. Armstrong Ori, Decca 28306; Guy Lombardo Ori, Decca 28277
2	19	12.	SHOULD I	Four Aces	Dec 78128323; 14519-28323—ASCAP 16. Kennel, MacGregor 1031
3	15	13.	AUF WIEDERSEHN, SWEETHEART	G. Lombardo	Dec 78128271; 14519-28271—BMI
3	12	14.	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap 7812069; 1451F-2069—ASCAP T. Bennett-P. Faith Ori, Columbia 39695; J. Gray Ori, Decca 78141; H. Winterhalter Ori, Victor 20-4691; G. Ammons, Decca 28222
3	17	14.	ALL OF ME	J. Ray	Cal 78139788; 14514-39788—ASCAP B. Jordan Ori, Decca 28339
2	14	16.	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V 78120-4830; 145147-4830—ASCAP L. Freeman, Capitol 2154; G. Lombardo Ori, Decca 28308; P. Warren, MGM 11270
5	11	17.	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Cap 7812130; 1451F-2130—ASCAP
7	22	18.	SUGARBUSH	Doris Day-F. Laine	Cal 78139693; 14514-39693—ASCAP L. Marais and Mirance, Decca 28287
1	-	18.	AUF WIEDERSEHN, SWEETHEART	Ames Brothers	Cap 78186773; 14519-6073—BMI
26	15	20.	BLUE TANGO	L. Anderson	Dec 78127875; 14519-27875—ASCAP
2	24	20.	WHEN I FALL IN LOVE	Doris Day	Cal 78139786; 14514-39786—ASCAP
2	24	20.	SINNER AM I	J. Ray	Cal 78139788; 14514-39788
1	-	20.	HALF AS MUCH	G. Lombardo	Dec 78128271; 14519-28271—BMI
8	-	24.	LOVER	P. Lee-G. Jenkins	Dec 78128215; 14519-28215—ASCAP
3	-	24.	SMOKE RINGS	L. Paul-M. Ford	Cap 7812123; 1451F-2123 S. Tilman Trio, MGM 13209
1	-	24.	SOMEDAY	T. Martin	V 78120-4836; 145147-4836—ASCAP G. Gasker Ori, Capitol 2150
2	20	27.	KAY'S LAMENT	K. Starr	Cap 7812181; 1451F-2151
1	-	28.	YOU BELONG TO ME	J. Stafford	Cal 78139811; 14514-39811 13. Thompson, Mercury 4407; J. James, MGM 11195; E. Barton B. Group-Pineapples, Coral 407331
1	-	29.	SO MADLY IN LOVE	G. Gibbs	Mercury 7815874; 14515874-85—ASCAP 10. Collins-G. Jenkins Ori, Decca 28251
2	-	29.	VANESSA	H. Winterhalter	V 78120-4691; 145147-4691—BMI 10. Rose Ori, MGM 30419
30	-	31.	ANY TIME	E. Fisher-H. Winterhalter	V 78120-4359; 145147-4359—BMI 13. Oliver Ori, Decca 27972

**VIC DAMONE**  
sings  
**ROSANNE**  
Mercury 5977  
ABC MUSIC CORP.  
199 7th Avenue, N.Y. 19, N.Y.

**"HOMINY GRITS"**  
DEAN MARTIN  
CAPITOL

**AMERICAN MUSIC, INC**  
1574 Broadway • 1104 Sunset Blvd. Hollywood  
CA 1-7749 CR 1-5254

Another BMI Pin-Up Hit!  
**POINCIANA**  
Published by Morris  
recorded by  
Stomp Lawrence (King)  
Brenda Singre (Columbia)  
Bing Crosby (Decca)  
Paul Weston (Capitol)  
Jack Guthrie (Bluebird)  
Ethel Smith (Victor)  
Tina Turner (London)  
George Shearing (London)  
Non-exclusively licensed by  
**BROADCAST MUSIC, INC.**

Watch for...  
**"SMOKEY THE BEAR"**  
HILL and RANGE  
SONGS, INC.  
BEVERLY HILLS, CALIF.

IT'S ONLY THE BEGINNING FOR  
This Is  
The Beginning  
Of The End  
ROBBINS MUSIC CORPORATION

3 GREAT SONGS!  
"TAKE MY HEART"  
"STRANGE SENSATION"  
"YOU'LL NEVER BE MINE"  
SANTLY-JOY, INC.  
1619 Broadway New York 19, N. Y.

The Mercer Bros.  
"ME AND MY BUSTED HEART"  
and  
"WHAT HAS HE GOT THAT I AIN'T GOT"  
Columbia 20987

**TANNEN MUSIC, INC.**  
146 West 54 St., New York 19  
**PROMOTERS**  
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

# The Most Talked About FOLK SINGER



in AMERICA

# SLIM WHITMAN

Personal Management  
**MAC MAKELLA**  
Radio Station KWKH  
Shreveport, La.

**SINGING STAR of the LOUISIANA HAYRIDE**

**INDIAN LOVE CALL**  
8156 • 45x8156

**CHINA DOLL**  
8156 • 45x8156

**THE HOTTEST RECORD in the FOLK and POP FIELDS!!!**

Also Selling **BIG . . .**

**8134** "LOVE SONG OF THE WATERFALL"  
**45x8134** "MY LOVE IS GROWING STALE"

**8144** "BANDERA WALTZ"  
**45x8144** "END OF THE WORLD"

**8147** "COLD EMPTY ARMS"  
**45x8147** "IN A HUNDRED YEARS OR MORE"

## IMPERIAL RECORD CO., INC.

6425 Hollywood Blvd.

Hollywood 28, Calif.

**A & I RECORD DISTRIBUTORS**  
Cincinnati 3, Ohio  
**ALLEN DISTRIBUTING CO.**  
Richmond 20, Va.  
**B & C RECORD DISTRIBUTORS**  
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Boise, Idaho  
**ESSEX RECORD DISTRIBUTORS**  
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**GRAMOPHONE ENTERPRISES**  
Houston, Texas  
**GRAMOPHONE ENTERPRISES**  
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**MANGOLD DISTRIBUTING**  
Charlotte, North Carolina

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Philadelphia, Pa.  
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**PAN AMERICAN DISTRIBUTING CO.**  
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St. Louis, Mo.  
**SHERIDAN DISTRIBUTING CO.**  
Chicago, Ill.  
**SOUTHLAND DISTRIBUTING CO.**  
Atlanta, Georgia  
**STANDARD DIST.**  
Salt Lake City, Utah

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received August 6, 7 and 8

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks Last	This to date	Record	Artist
18	1	1	1. WILD SIDE OF LIFE	Hank Thompson
			Capitol 1942; (45)F-1942-BMI	
4	8	2	2. THAT HEART BELONGS TO ME	W. Pierce
			Decca 28091; (45)F-28091-BMI	
11	2	3	3. ALMOST	G. Morgan
			Capitol 20906; (45)A-20906-BMI	
5	4	4	4. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
			Capitol 2063; (45)F-2063-BMI	
13	5	4	4. ARE YOU TEASING ME?	Carl Smith
			Capitol 20922; (45)A-20922-PVI	
3	3	6	6. FULL TIME JOB	E. Arnold
			Capitol 4787; (45)A-4787-BMI	
2	6	7	7. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
			Decca 28232; (45)F-28232	
4	8	7	7. LADY'S MAN	Hank Snow
			Capitol 4733; (45)A-4733-BMI	
13	6	9	9. HALF AS MUCH	Hank Williams
			MGM 1202; (45)K-1202-BMI	
1	-	10	10. INDIAN LOVE CALL	S. Whitman
			Imperial 8156-ASCAP	
23	-	10	10. DON'T JUST STAND THERE	Carl Smith
			Capitol 20893; (45)A-20893-BMI	

## • Country & Western (Folk) Record Reviews

**FOLK Record Reviews**

**VIN BRUCE**  
SWEET LOVE 74-75-73-74  
COLUMBIA 20973—Slow three-quarter beat love ballad is read with warmth and tenderness by Bruce to simple string backing.

**I TRUSTED YOU** 72-73-71-72  
MCA 1202—Ballad is the theme of the wonderful disc penned by the composer. He hands it an appealing performance.

**CORRECTION**  
When Ordering  
**Slim WHITMAN'S 'INDIAN LOVE CALL' 'CHINA DOLL'**  
The correct number is 8156-4528156  
**IMPERIAL RECORD CO., INC.**  
6415 Hollywood Blvd.  
Hollywood 28, Calif.

**FOLK Record Reviews**

**JOHNNY HICKS**  
MY BEST GAL 74-75-73-74  
COLUMBIA 20973—Hicks predicts how his next gal will look via a pleasing and bright vocal. He also adds some scaring and fiddling.

**THE MAN ON THE CORNER** 70-73-77-76  
Mercury 1047—Wardner pleads the cause for blind beggars with a vocal that comes from the heart. It's a fine effort by all hands.

**WADE MAINER**  
THE GIRL I LEFT IN SUNNY TENNESSEE 76-77-75-76  
KING 1073—Phrasing tune is set to a buoyant beat by a rambly string section. Harmonious vocal by Mainer and life is an added flourish.

**LITTLE BIRDIE** 74-74-74-75  
Mercury 1047—Mainer sings mournfully of his past misdeeds and his preference for bachelorhood.

**JOE MEDLIN**  
WHAT'S TO BECOME OF ME? 70-70-70-70  
DECCA 20330—Medlin applies a heavy tribute to his emotional reading of the ballad. One backs him with easy play.

**JUST YOURS ALONE** 72-73-71-71  
The singer pours out his heart in a big reading of a love ballad. One again provides nice support.

## FOLK TALENT AND TUNES

Communications in care The Billboard, 6800 Sunset Blvd., Hollywood 28.

By JOHNNY SIFFEL

### Artists' Activities

**Vic McAlpin**, who last was with Columbia as promotion man and previous to that had his own publicity, has joined **Howie Richmond's** new Melody Trails BMI affiliate, headquartered in Nashville. **Jesse Schneider**, manager of **Johanna and Jack**, reports that the personnel of the group now includes: **Paul Warren**, fiddle; **Shot Jackson**, steel; **Lester Wilburn**, bass, and **Johnnie and Jack** on guitars. Jackson recently had his first release on Specialty, **Kitty Wells**, the new Decca star, is the wife of **Johnnie Wright**, Johnnie and Jack and **Minnie Pearl** worked **Natural Chimneys Park**, Harrisonburg, Va., July 27. **Beep Roberts** and **Hinton Bradbury** report that **Jimmy Wakely** has made a duet with **Bob Hope** as his next disc release for Capitol. **Johnny Bond** has installed tape-recording equipment in his home. **Charlie Adams**, of the **Pea Wee King** music firms, went fishing last week with **Don Law** and **Art Satherley** at **Ensenada**, Mexico, coming up with 35 fish the first day.

**A J Rogers**, who recently switched from MGM to Capitol, has inked a three-year pact with **Acuff-Rose**. He reports that he is working in co-operation with leading d.j.'s in San Antonio, such as **Stan Cox** and **Lee Petridge**, both of **KONO**. Roberts is also doing TV over **WOAL-TV**.

### C&W Records to Watch

In the opinion of The Billboard's staff the following records have the best sales and performance potential among the country and Western records received this week:

**BLACKBERRY BOOGIE**  
Tennessee Ernie Ford  
HOW COLD HEARTED CAN YOU GET  
IT'S BETTER TO HAVE LOVED A LITTLE  
Mark T. Simpson

**Bill Martin** reports that **Jimmy Smith**, who operates **Joe Colton's Rhythm Ranch** in Atlanta, has just had his first release on **Victor**. Smith operates his ranch on Monday, Wednesday, Friday and Saturday nights. Newest diskery in the Atlanta area is **Peach Records**, operated by **Tom W. Cowan Jr.** First artists are **Fay and Kay Owen**, backed by the **Acadians**, led by **Bill Owens**, the pair's father. **Don West**, the ex-steel man, is now stationed at **Camp Gordon, Ga.**

## • Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 6, 7 and 8

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last	This to date	Record	Artist
5	3	1	1. FULL TIME JOB	E. Arnold
			Vocalion 4787; (78)A-4787-BMI	
11	5	2	2. ARE YOU TEASING ME?	Carl Smith
			Capitol 20922; (45)A-20922-BMI	
17	1	3	3. THAT HEART BELONGS TO ME	W. Pierce
			Capitol 1942; (45)F-1942-BMI	
5	2	4	4. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
			Decca 28232; (45)F-28232	
23	4	5	5. WILD SIDE OF LIFE	H. Thompson
			Decca 28091; (45)F-28091-BMI	
9	6	6	6. LADY'S MAN	Hank Snow
			Vocalion 4733; (45)A-4733-BMI	
18	8	7	7. ALMOST	G. Morgan
			Capitol 20906; (45)A-20906-BMI	
6	9	7	7. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
			Capitol 2063; (45)F-2063-BMI	
11	-	7	7. HALF AS MUCH	Hank Williams
			MGM 1202; (45)K-1202-BMI	
1	-	10	10. JAMBALAYA	Hank Williams
			MGM 12123; (45)K-12123	

## • Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 6, 7 and 8

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	Record	Artist
10	1	1	1. WILD SIDE OF LIFE	Hank Thompson
			Cryin' to the Dees Blue Sea	Capitol 1942; (45)F-1942-BMI
4	2	2	2. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells
			I Don't Want Your Money	Decca 28232; (45)F-28232
16	3	3	3. ALMOST	G. Morgan
			You're a Little Doll	Capitol 20906; (45)A-20906-BMI
7	5	4	4. LADY'S MAN	Hank Snow
			Married by the Bible, Divorced by the Law	Vocalion 4733; (45)A-4733-BMI
4	5	5	5. FULL TIME JOB	E. Arnold
			Sheep of My Heart	Vocalion 4787; (45)A-4787-BMI
6	7	6	6. THAT HEART BELONGS TO ME	W. Pierce
			So Used to Loving You	Decca 28091; (45)F-28091-BMI
13	4	7	7. ARE YOU TEASING ME?	Carl Smith
			It's a Lonely, Lonely World	Capitol 20922; (45)A-20922-BMI
8	8	8	8. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson
			D. I. Make Me Cry Again	Capitol 2063; (45)F-2063-BMI
16	9	9	9. HALF AS MUCH	Hank Williams
			Let's Take Back the Years	MGM 1202; (45)K-1202-BMI
3	10	10	10. INDIAN LOVE CALL	Slim Whitman
			China Doll	Imperial 8156-ASCAP

## • Folk Record Releases

**Alabama Saturday Night**—Will Carter (Man-Music) V 20-484

**Angel From East Tennessee**—Johnny Smith (First Choice) V 20-486

**First Choice**—Johnny Smith (Angel From East Tennessee) V 20-484

**Madcillin Boogie**—Hank Penny (I I Can't Wear the Part) V 20-482

**If I Can't Wear the Part**—Hank Penny (Madcillin Boogie) V 20-482

**Let Me Love You—Easy Wayne** (Watch Over My Mother) Dove 1051

Another Smash HIT!

by PEE WEE KING, REDD STEWART & CHILTON PRICE

"YOU BELONG TO ME"

SUE THOMPSON  
Mercury 6407

RIDGEWAY MUSIC, INC.  
6087 Sunset Blvd. Hollywood, Calif.

ALTON MUSIC  
ARCHIE ILLINGTON  
54 W. Randolph St. Chicago, Ill.

KEYS MUSIC, INC.  
146 W. 84th St. New York, N. Y.

The Country and Western Disk Jockeys Pick

YOU BELONG TO ME ..... Sue Thompson ..... Mercury 6407

BREAKING BIG ALL OVER!  
IT'S JIM EANES with his latest hillbilly hit  
'I TOOK HER BY HER LITTLE BROWN HAND'  
w/ 'I'LL NEVER EVER LOVE YOU ANYMORE'  
—On Rich-R-Tone 1046—  
WRITE—WIRE—PHONE  
D.J. copies now going out nationally. Stock it early.  
**RICH-R-TONE & ACME RECORDS, INC.**  
CAMPBELLSVILLE, KENTUCKY

GETTING HOT!  
I'M TRADING YOU IN ON A LATER MODEL  
by SHOT JACKSON  
#706  
Specialty records

The DICKENS SISTERS  
Singing Trio

Head Every Week Coast to Coast  
BOB ARNOLD SHOW  
Night  
Tom Diskin  
3550 Fletcher Chicago 41, Ill.

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Best Selling Retail Rhythm & Blues Records

Based on reports received August 6, 7 and 8

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	Title	Artist	Label
12	1	1	LAWDY MISS CLAWDEY	L. Price	Specialty 428-BM1
13	2	2	HAVE MERCY, BABY	Domino	Federal 7812068 (45145-12068)
4	4	3	TING A LING	Clovers	Atlantic 963-BM1
4	5	4	CALL OPERATOR 210	F. Dixon	Aladdin 3135
5	3	5	MARY JO	Four Blazers	United 114
2	9	6	MY SONG	J. Ace	Doot 102
18	7	7	ONE MINT JULEP	Clovers	Atlantic 963-BM1
15	6	8	GOIN' HOME	Fats Domino	Imperial 7815180 (45145-5180)
1	-	9	LET'S CALL IT A DAY	J. Thompson	King 7814541 (45145-4541)-BM1
3	-	10	MY HEART'S DESIRE	Jimmie Lee	Modern 476

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Joe Morris' ork, singer Ray Charles and thrush Laurie Tate concluded a successful engagement at the Royal Peacock in Atlanta last week. The Morris crew will one-night thru the New York area during the month of August. . . . Amos Milburn and the Griffin Brothers start a Southern tour on August 29 for promoter Ralph Weinberg. The tour will run thru September 18. . . . Ella Fitzgerald played the Celebrity Club, Providence, August 3 to 10. . . . The Austin Powell quintet is now playing at the Little Belmont Club, Atlantic City.

Erroll Garner starts a week at the Ebony Club, Celevaland, on August 11. Saturday (10) he did an afternoon session at Carr's

New York, for a week starting August 12.

Johnny Hodges' combo is at the Showboat, Philadelphia, August 17 to 23. Ivory the Hunter is on a one-nighter thru Texas and Florida this month. . . . Ruth Brown packed them in on Irving Field's Chesapeake Bay boatride out of Washington last week. Customers lined up to hear the "5-10-15 Hours" gal.

Steve Gibson added a new member to his Red Caps in drummer man Jerry Foster. It's the first time for a drummer with the unit, which is holding forth for the summer at the Martinique Cafe, Wildwood, N. J. . . . Roesch's Beechomber, Wildwood, N. J., has Louis Jordan for the week starting August 12. Dottie Smith, who had been singing with (Coatesville) Harris' band at Hermann's Cafe in Atlantic City, joined Jordan in Wildwood for the canary chores.

### R&B Records to Watch

In the opinion of the Billboard's staff the following records have the best sales and performance potential among the rhythm and blues records received this week:

WE'S MY MAN Wave Adm. . . . Specialty 4304

NIGHT AND DAY Ray Milton. . . . Specialty 438

Beach, Annapolis, Md., with the Erskine Hawkins' ork. . . . Bull Moose Jackson is at Ben Makisk's Country Club in New York for 10 days. . . . Paul Williams' ork and the Orioles are at the Royale Theater, Baltimore, this week, and go into the Apollo Theater,

ANOTHER RUTH BROWN SMASH!

"DADDY DADDY" and "HAVE A GOOD TIME"

Atlantic 913

Atlantic RECORDING CORP.

On the Chart . . . STILL CLIMBING!!!

"CALL OPERATOR 210"

FLOYD DIXON

AL 3135

ALADDIN RECORDS Beverly Hills, Calif.

Key r&b manufacturers were in New York this week to attend the music trade show held by the National Association of Music Merchants at the Hotel New Yorker. Among those attending were: Lou Chudd of Imperial Records, Art Rupe of Specialty, Don Robey, Irving Marcus and David Mattis of Peacock and Duke, Les Bahari of Modern and RPM, Jack Lauderdale of Swing Time, Lou Krafits, Jack Walkley, Ahmet Ertegun, and Herb Abramson of Atlantic, Leo Messner of Aladdin, Jerry Blaine of Jubilee, Herman Lubinsky and Lee Magid of Savoy, Leonard and Phil Chess of Chess and Checker, Mervyn Shad of Sittin' In, Larry Newton of Derby, Lou Simkins of United and States, Danny Kessler of Okeh, Bobby Shad of Mercury, Al Miller, of RCA Victor, and representatives of Chance, Decca, Coral, and Recorded in Hollywood Records.

### Fiske Charges Gala With Royalty Welshing

NEW YORK, Aug. 9.—Dwight Fiske has charged Gala Records with failing to pay royalties on several of his recordings, and this week obtained a show-cause order to restrain the defendants from selling some 32 of his songs that he recorded for Gala under a 1943 agreement.

Fiske's complaint alleges that under a 1948 modification to their agreement, the contract was to become void if Gala failed to pay royalties in any quarter. He charges that Gala has not paid since 1948.

Also named as defendants in the New York Supreme Court were Rabsons, Inc., Motode Records, Inc., and Ben Lane. Fiske claims he has been unable to complete negotiations for a contract with another record company because the defendants, despite notification, have not stopped selling his records.

## Most Played Juke Box Rhythm & Blues Records

Based on reports received August 6, 7 and 8

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks Last	This	Title	Artist	Label
12	1	1	HAVE MERCY, BABY	Domino	Federal 7812068 (45145-12068)
14	2	2	LAWDY MISS CLAWDEY	L. Price	Specialty 428
4	4	3	TING A LING	Clovers	Atlantic 963-BM1
16	3	4	GOIN' HOME	Fats Domino	Imperial 7815180 (45145-5180)
13	5	5	MOODY MOOD FOR LOVE	King Pleasure	Prestige 781924 (45145-924)
3	5	5	DONT YOU CRY	J. Turner	Atlantic 970-BM1
3	7	7	WONDER WHERE MY BABY'S GONE	Clovers	Atlantic 969-BM1
5	10	7	MARY JO	Four Blazers	United 114
16	-	9	ONE MINT JULEP	Clovers	Atlantic 963-BM1
1	-	9	CALL OPERATOR 210	J. Otis & M. Walker	Mercury 7818289 (4518289)45

## Rhythm & Blues Record Releases

Alto—Marie Adams (We's My Man) Peacock 1604  
 Argyle—Johnny Prophet-Harry Geller Ork (Where In The World) RCA 3113  
 Come Back to Me Baby—Papa Freeop (Kaglin) Warner Bros ART 200  
 Each Time—Dorotee Hawkins-The Four Lads (Rulin) Sun Dech 6703  
 Goin' Away Walkin'—Harmonica Frank (Swamp Root) Chess 1475  
 He's My Man—Marie Adams (Alto) Peacock 1604  
 I Don't Know Any Better—Patsy Ann (Roper, The) Aladdin 3143  
 Just Let Me Love You—Harold Nicholas (Your Love Brings to Me) V 20-4859  
 Let Me Hold You—John Greer (Tell Me So) V 20-4255  
 List My Head—Dottie Terry (Sad, Sad Affair) V 20-4864  
 My Day, are Limited—Jimmy McCardin Ork (I've Gained) Peacock 1605

Myagin' Woman Blues—Papa Freeop (Come Back to Me Baby) ART 200  
 Red Coaches—Floyd Dixon (River, The) Atlantic 3144  
 Rider Sun—Dorotee Hawkins-The Four Lads (Each Time) Okeh 6703  
 River, The—Floyd Dixon (Red Cherrin) Aladdin 3144  
 Sad, Sad Affair—Dottie Terry (Lost My Head) V 20-4864  
 Son Gane—Jimmy McCardin Ork (My Days are Limited) Peacock 1605  
 Swamp Root—Harmonica Frank (Goin' Away Walkin') Chess 1475  
 Tell Me So—John Greer (Let Me Hold You) V 20-4259  
 Your Love Brings to Me—Harold Nicholas (Just Let Me Love You) V 20-4859  
 Where In the World—Johnny Prophet-Harry Geller Ork (Amplified) RCA 3113

## FOLK TALENT AND TUNES

Continued from page 36

Kenny Roberts and his wife, Maggie, are parents of a son, Jeffrey Lee, born July 19. It's their fourth boy. Kenny is working steadily at country music parks thru the East. He reports that Rome Johnson is doing a daily d.j. over a Lexington, Ky. station. . . . Carl Butler, the Knoxville warbler, is getting his release from Capitol. . . . Orval Prophet, the new Decca warbler, is working out of Edwards, Ont. Prophet started on CFRA, Edwards, in 1948, working with Curly Bill Shepherd. He was selected as Ottawa's top country artist by Horace Heidt, Wild Carter, with whom he worked, discovered his potential as a singer in 1950 and set up his audition with Decca.

### Disk Jockey Doings

Jack Jackson, WGGH, Marion, Ill., likes Eddy Arnold's "Full-Time Job" and the service he gets from Acuff-Rose Music. . . . Cousin Lou Stevens, KXLA, Pasadena, Calif., has been honored by Sheb Wooley (MGM), who has cut a new side, "You're the Cat's Meow," dedicated to Tom, the cat featured on his many d.j. shots. . . . Sammy Lubinidge, KCLW, Hamilton, Tex., and his wife, Tomilene, celebrated their 10th anniversary August 15. . . . Dave Moss has replaced Cactus Jack Strong at WESC, Greenville, S. C. . . . Dave Hendricks, WBUX, Doylestown, Pa., reports the Curly Gibson disk of "My Foolishness" on Pennsylvania label is taking off in his area. Gibson is heard on WEAB, Allentown, Pa. . . . Joe Powers, WNAV, Annapolis, Md., is turning over two hours Saturday mornings to live bands in his area.

Anderson, WHTN Huntington, W. Va., reports that their live jamboree has shifted from Saturday to Tuesday nights, but that attendance has not diminished. Anderson wants traveling groups to play for him. . . . Charles Walker, KMAC, San Antonio, Tex., added considerable time and is now doing 27 hours of disks per week. . . . Jimmy Heap and Hank Thompson played a double date at the Buckholts (Tex.) Hoedown recently. Heap made the original "Wild Side of Life" on Imperial. Number was written by A. A. Carter, his piano man. . . . Red Jones, KCVT, Austin, Tex., guested recently on Wabf Pierce's new Saturday night d.j. shot over KWKH, Shreveport. . . . Skip A-Long Hathaway, KUGN, Eugene, Ore., has started to play country songs by pop artists as a special feature of his many rustic segs. . . . WKNA, Charleston, W. Va., has started a live Saturday afternoon jamboree, "Saturday in the Valley," according to S. W. Caplinger. . . . Otis Cook, WSP, Paintsville, Ky., reports that Eddie King is joining the station as a singer. . . . Arl Barrell, WSAP, Portsmouth, Va., is away from the mike with a case of mumps. . . . Connie B. Gay, WABL, Arlington, Va., is chairman of the second annual National Championship Country Music Contest, to be staged September 13-14 at the Horse Show Grounds, Warrontown, Va. The \$1,400 prize money will be split among tops in fiddling, five-string banjo, guitar, hillbilly or Western band; best male and fem singer; best square dancers, and best miscellaneous act.

Bob Cutting, last at Victoria, Tex., has moved to KEYS, Corpus Christi, Tex., which just added a live h. b. show by the Daring Playboys, Frank Crawford, fiddle, Buddy Harvill, take-off, and Jerry Lane, bass). . . . Little Jody Rainwater, once manager and comedian for Lester (Continued on page 44)

**BIG HIT of 1952!**

**SMILEY LEWIS**

5194 "THE BELLS ARE RINGING"

45x5194 "LILLIE MAE"

**IMPERIAL RECORDS**

6425 Hollywood Blvd. Hollywood 28, Calif.

**A BRAND New HIT!**

**FATS DOMINO**

5197 "POOR, POOR ME"

45x5197 "TRUST IN ME"

**IMPERIAL RECORDS**

6425 Hollywood Blvd Hollywood 28, Calif.

**3 NEW RELEASES 3 NEW HITS!**

25089 EDNA McGRIFF "IN A CHAPER BY THE SIDE OF THE ROAD" and "Pray for a Better World"

25091 THE MARYLANDERS "PLEASE LOVE ME" and "Make Me Thrill Again"

25092 THE ORIOLES "DON'T CRY, BABY" and "See See Rider"

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**BY AND BY**

by the Davis Sisters

**Gotham**

Record 6716

**WOW! A HIT!**

**ANGEL OF PATIENCE**

by **KINGS OF HARMONY** Record #883

**TUXEDO RECORDS**

132 Monroe St., New York 38, N. Y.

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Classical Reviews

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

THE OSCAR PIETSON QUARTET

Mercury (33) MG C 116
Stereo at the Savoy, The Astaire Blues
This is an unusual jazz recording, even for Norman Granz, the producer of the set. It contains only two tunes, one to each LP side. The quartet, consisting of Pietson on Piano, Barney Kessel on Guitar, Ray Brown on Bass and Alvin Stoller on Drums, have a chance to show what they can do without arbitrary time limits. And they do very well, at least on one side of the waxing. "Stoppin' at the Savoy" is one of the brightest waxings in the jazz field in a long time. The quartet really goes to town on this standard, showing off the amazing piano work of the leader, and exciting music from the other members of the group. The ideas and innovations of the soloists is outstanding. The "Astaire Blues" side is not up to the other, but it does contain some fine solo work. Under any circumstances this disk is a must for all fans, and it has a good chance of becoming a collector's item.

THE VOICE OF F. D. R.

Decca (33) DL 9628
Arthur Lane, who produced this unusual disk, spent some five years sifting through the mass of material relating to Roosevelt's life in the White House to come up with the best of this documentary. It was a monumental task and one accomplished in grand style. He has pulled together about 50 pointed excerpts from speeches, both major and minor, which cumulatively offer an intimate and revealing picture of the late president. More than that, they bracket a critical dozen years in the history of this country. Compressed on the two sides of this LP is a panoramic view of the New Deal and World War II, in the chronological events of those years past in review, many related by Roosevelt himself. Most anyone, regardless of his political beliefs, will find the varied voice of F. D. R. a valuable record of Americana. The commentary which connects the speech fragments and sets them in their proper historical frame, (written by Lane), is delivered effectively by Quentin Reynolds. The music, arranged and led by Victor Young, is the nearest approach, since it serves for emotional effect in a most obvious way. Album art is attractive and ideally suited to window display. The moving "Eulogy to F. D. R.," written by Robert Sherman, is reproduced in full on the reverse side of the album.

DEBUSSY: PRELUDES—Book 1, Book 2

CHILDREN'S CORNER SUITE - SUITE BERGAMASQUE - Walter Gieseking, Piano (1-12")
Columbia (33) ML 4527, 4528, 4529
Columbia has paid unusual tribute to Gieseking in these fine recordings, which seem certain to pay off commercially, as well as artistically. For pianists his own talent to make without demands for the musical levels his interpretations of Debussy have won him. He remains the unchallengeable master. Record buyers have the opportunity to hear him at his best on these excellent disks. His performances on them must certainly stand as a challenge. The disk coupling "Children's Corner Suite" and "Suite Bergamasque" should make fastest of the three. Gieseking's touch is the perfect touch of the two "Preludes" albums with only slightest variations.

CHOPIN: SONATA NO. 2, B FLAT

MINOR, OP. 35 - SONATA NO. 3, D MINOR, OP. 58 - Gulistan Waves, piano (1-12")
VOX 1232 7380
Vox has moved wisely in coupling these two outstanding Chopin recordings, one to a disk, and with other works on the flip side, they now unusual recordings. They should do even better now. Miss Nevens, who has more than 20 years of experience in the difficult sonata properly, has recorded the works with warmth and true artistry. Many will prefer her readings to others available. A fine disk.

NIELSEN: SYMPHONY NO. 4—Danish State Radio Symphony Orchestra, Copenhagen, Denmark, Cond. (1-12")

V (33) LHMV 1066
Nielsen, the Great Dane, has become a powerful force in the musical life of this country. Only one year ago he was a composer of minor note. Now he is one of the world's outstanding composers. This is little doubt that the set will have a strong attraction for the many followers of Nielsen, as well as those who enjoy Nielsen. Waxing is one of the English HMV series being pressed and distributed by RCA Victor. Recording is excellent.

FRANCK: SYMPHONIC VARIATIONS AND SCHUMANN: ETUDES SYMPHONIQUES

OP. 13—Maurice Lympany, Philharmonia Orchestra, Walter Susskind, Cond. (1-12")
V (33) LHMV 1013
This is an apt coupling of selections. Schumann's "Euler's Symphonies" was one of the works that influenced Franck in the writing of his composition, "Symphonic Variations." On this disk the English pianist Maurice Lympany does a fine job with the compositions, playing them gracefully with much skill and beauty. The Schumann composition, basically 12 variations on a theme, is also given a sure, certain performance by Miss Lympany. The orchestra under Walter Susskind, is quite effective behind the music. In fact, the fine recording the set faces such decisions, as there are many versions of both works already out on LP.

DVOŘAK: SYMPHONY NO. 4, IN C, OP. 88—Philharmonia Orchestra, Walter Susskind, Cond. (1-12")

V (33) LHMV 1014
Second in popularity to the composer's 8th symphony, the 4th is a more national musical statement. It is splendidly recorded here by the Philharmonia under Kublik, who, as a Czech, can be expected to provide the authentic touch. Kublik, incidentally is building an enviable reputation as the conductor of the Chicago Symphony. His recordings with that orchestra have proven highly successful. The current entry should benefit from his earlier disk triumphs. Altogether a fine set.

ARIAS FROM LA BOHEME; LA WALLY; ANTONIA, CHERIEE - Renata Tebaldi

Decca DL 4005
Madame Tebaldi, a soprano obviously well-versed in the Italian tradition, turns in appealing and able readings of two of the best-known Boheme arias: "Mamma! Mamma!" and "Mimmi! Mimmi!" On the flip side she's heard in equally capable performances of arias from Andrea Chénier and La Wally. A good plaster by at the Decca list of \$2.50.

MOZART: CONCERTO NO. 25 IN C

K 503—Edwin Fischer, Philharmonia Orchestra, Josef Krips, Cond. (1-12")
Edwin Fischer, a pianist of the highest caliber, has recorded this Mozart concerto with a sure, certain performance. The orchestra under Krips is equally effective behind the music. In fact, the fine recording the set faces such decisions, as there are many versions of both works already out on LP.

BACH: SOBATAS FOR VIOLIN AND PIANO

Violin—Louis Koster, Piano—Louis Koster, Cond. (1-12")
V (33) LHMV 1018
While not as popular in the literature as Bach's six sonatas for unaccompanied violin, these half-dozen works for violin and keyboard rank among the most inspired of the genre of the composer. The dance movements, chosen from his earlier readings, finely matched in purpose and execution. And the disks are excellently recorded by HMV. These records will in all probability soon join the collection of most who appreciate Bach and fine baroque playing. The only competition on LP is an earlier waxing by violin with harpsichord, rather than with piano. Greater acceptance should be won by the new entry.

WILLIAM WALTZ: FOUR DANCES FROM "FACADE" - LEONARD BERNSTEIN: THREE DANCES FROM "FANCY FREE" - Philadelphia Orchestra (Pop), Alexander Hiltner, Cond. (3-10")

Columbia (33) AAL 17
These satiric and humorous scores make for a disk pairing that almost anyone will listen to with quick pleasure. The dance movements, chosen from both works, have a certain beauty that's fully brought out in the bright readings by Hiltner and the Philadelphia "Pop." At the \$2.65 list of the Columbia AAL series, few should resist the wide, singing and silent spaces on each plaster side.

SIBELIUS: SYMPHONY NO. 7 IN C, OP. 105 AND RUBINSTEIN: SYMPHONY NO. 5 IN B FLAT, OP. 65—Radio City, Seiji Ozawa, conductor, Cond. (1-12")

V (33) LHMV 1011
Sibelius' Seventh Symphony was a remarkable work when it first appeared in 1924, and it is still remarkable today. It is not only a masterpiece, but it is a single movement symphony, as there have been others of this type, but because it is an outstanding symphony within that special form. The work is elegantly performed here, by Seiji Ozawa and the Radio City Orchestra. The other side contains the Fifth Symphony by Rubinstein, which was completed in 1908. It was unusual, containing two slow, almost somber movements, headed by a lush scherzo. The orchestra plays with care and warmth. The Sibelius side, of course, is the main attraction.

MOZART: CONCERTO NO. 20 IN D MINOR, K. 491 AND CONCERTO NO. 24 IN C MINOR, K. 493—Arthur Schnabel, Philharmonia Orchestra, Walter Susskind, Cond. (1-12")

V (33) LHMV 1012
The late Arthur Schnabel was considered one of the finest exponents of Beethoven, and Mozart, and his recordings of the entire 32 Beethoven sonatas became a musical landmark for disk collectors. On this new HMV LP the pianist performs the two concertos with the same technique that made him one of the world's outstanding musicians. There is little doubt that the set will have a strong attraction for the many followers of Schnabel, as well as those who enjoy Mozart. Waxing is one of the English HMV series being pressed and distributed by RCA Victor. Recording is excellent.

FRANCK: SYMPHONIC VARIATIONS AND SCHUMANN: ETUDES SYMPHONIQUES

OP. 13—Maurice Lympany, Philharmonia Orchestra, Walter Susskind, Cond. (1-12")
V (33) LHMV 1013
This is an apt coupling of selections. Schumann's "Euler's Symphonies" was one of the works that influenced Franck in the writing of his composition, "Symphonic Variations." On this disk the English pianist Maurice Lympany does a fine job with the compositions, playing them gracefully with much skill and beauty. The Schumann composition, basically 12 variations on a theme, is also given a sure, certain performance by Miss Lympany. The orchestra under Walter Susskind, is quite effective behind the music. In fact, the fine recording the set faces such decisions, as there are many versions of both works already out on LP.

TWENTIETH CENTURY MUSIC FOR TWO PIANOS ALBUM—Arthur Whittmore, Jack Loeb (1-12")

V (33) LW 1705
This is a most interesting waxing by the famous piano team of Whittmore and Loeb. It contains some outstanding music by twentieth century composers, transcribed for two pianos. Selections include Ravel's "La Valse," three short piano pieces by Bartok, excerpts from Aaron Copland's ballet "Billy the Kid," Stravinsky's "The Firebird" and Piano's, "Prelude" and "Sonata" and "The Painted Faun." There is little doubt that most of these selections rank as memorable

Country & Western (Folk)

Record Reviews

Continued from page 36

FOLK Record Reviews

RANDALL PARKER BELIEVE ME I DON'T MIND... 75-76-74-75

KING 1048—Good song by Parker on this rhythm and blues record, which contains a break-up with his old love. A good disk.

NOT JUST TOMORROW BUT FOREVER... 76-77-76-75

An appealing waltz with attractive lyrics and a good melody is laid with feeling by the warbler.

DEWEY RITTER I'M LEAVIN' TOWN... 73-74-72-73

CORAL 4430—The warbler says he has to leave town because his girl took his money and broke his heart. The waltz is performed well by Ritter.

SOLD DOWN THE RIVER... 75-77-74-74

Dewey Ritter belts about being sold down the river on this poignant waltz, singing the song brightly in his own refreshing style. A good disk.

EDDIE ZACK LIGHTS OUT... 72-73-72-71

Jack Marshall and Louis Koster turn in highly sensitive readings, finely matched in purpose and execution. And the disks are excellently recorded by HMV. These records will in all probability soon join the collection of most who appreciate Bach and fine baroque playing. The only competition on LP is an earlier waxing by violin with harpsichord, rather than with piano. Greater acceptance should be won by the new entry.

DRAGGIN' THE BOW... 75-75-72-72

The younger Ross and Marshall couple show the troupe leader on this side, while the disk features some good fiddling and honky-tonk piano, on this happy novelty. Could catch on.

REAL SURPRISE MY HEART NEEDS YOUR HEART... 75-76-72-77

COLUMBIA 20972—Darius does a fine job on this romantic disk. Backing has an appealing bounce. Side should do well on the pop show.

I BROKE A HEART... 78-79-78-77

She weeps. The dance movements of romantic idealism is read with sincere feeling by the chanter. Good wax.

LITTLE DAVID 219 24 242... 78-78-76-80

RICHARD TONE 1030—Dany rhythmic disks rides all the way thru. Instrumentation is standard and Little David's vocal is excellent. This is a much better disk than many turned out by the majors. With respect, it could happen. A natural for juke.

YOU PLAYED YOUR PART IN BREASTING MY HEART... 70-71-70-70

Fast weeper is given a fine airing by the singer with his distinguished style. Sidesmen again come thru with a first-rate play.

THE CARLISLES LOVE, LOVE, LOVE... 76-77-77-80

MERCURY 6403—Expanding vocal is delivered in close harmony by the Carlisles. Strong band jams away at a hot-time pace. All hands turn in on top flight performance. Should catch on.

WOMAN DRIVER... 76-79-75-75

Driving really runs thru all the dangers faced on the road as a result of women drivers. Bill Carlisle sings it brightly with the surging band behind him setting a bouncy tempo. Deejays should like.

COMPOSITIONS FOR THIS SPECK, BUT THERE IS A QUESTION AS TO HOW THE SOUND WAS MIXED ON TWO SETS CONTAINING SEVEN STRAUSSES INCLUDING: "Aurora Lull," "Wine, Women and Song," "Emperor Waltz," "Blue Danube," "Die Fledermaus Overture," "Gypsy Dance (Dance)," and the "Acrobatic." The two sides featuring the Boston Pops Orchestra is a bit more lush sounding than the Minneapolis Symphony Orchestra performance, but the tunes are strong enough on both sides to appeal to great number of consumers who enjoy light classics.

WALTZES: WALTZES—Boston Pops Orchestra, Arthur Fiedler, Cond. (1-12")

RCA (33) LHMV 1007
This is a notable recording. It is one of the new English HMV classics now being released in this country on LP. RCA Victor, it is also the first time that this Hot wax has been issued on LP. The BBC Symphony Orchestra, under the direction of Sir Adrian Boult, has turned out a superb reading of this little heard work, one that brings out the greatness of concept and the beauty of the composition. The orchestra plays the work with consummate skill and intensity on this brilliant set. The choice of female voices in the last movement is especially elegant. Recording is outstanding. This set should probably be an attractive sale item, both for its general audience, and the fact that it is an LP first.

WEBER: DER FREISCHUTZ OVERTURE: OBERON OVERTURE—Philharmonia Symphony Orchestra, George Szell, Cond. (1-10")

Columbia (33) AAL 19
Two of Weber's best known overtures are included on this new set, one two Columbia series of less expensive LP disks. Both works are played effectively by the New York Philharmonic Orchestra, under the direction of George Szell. There is nothing especially penetrating about either performance, but the recording is first rate and the orchestra is quite first-rate. However, there are other more exciting recordings of "Oberon" already on LP, plus a few of "Der Freischutz," so this set will have some strong competition.

JOHANN STRAUSS: WALTZES—Boston Pops Orchestra, Arthur Fiedler, Cond. (1-12")

RCA (33) LHMV 1008
LP diskings of Johann Strauss' waltzes keep coming off the presses. However, since the music of the "Waltz King" is one of the top sellers in the

FOLK Record Reviews

GENE ANTRONY DON'T BELIEVE A WORD THEY SAY... 73-76-73-70

COLUMBIA 29508—Gene Antrony and Phyllis Lynn warble this mopey ballad with charm and style that should help it get some deejay spins.

(The Angels are Lightin') CUP'S LITTLE CANDLES... 75-78-76-71

Tone started by country ball-singer Jimmie Bead is handed a pleasant performance by Antrony on this waxing. Deejays may spin.

JIMMY SWANN I HAD A DREAM... 73-73-71-75

TRUMPET 376—Country Jim tells about his dream that he had a girl who was giving him a good social with a lot of help from the Range Riders.

JUKE JOINT MAMA... 73-73-70-76

A slick, rhythmic new effort featuring a strong instrumental team. Some. Tone and little should recommend it for juke spots.

HANK PENNY BACK UP A LITTLE BIT... 73-73-71-75

KING 1030—Penny sets the bounce item to a swinging fashion, giving the tune a warm reading. Juke may spin.

DON'T YOU KNOW IT'S WINTER... 70-70-70-70

The warbler is not as effective on this side, nor is the material as strong. Penny sings in a folkish style.

SUE THOMPSON YOU BELONG TO ME... 78-80-76-76

MERCURY 6407—Sue Thompson, a major folk singer, turns in a lovely reading of the beautiful tune that has started to create a little action in the pop field. With her girls becoming more important in the folk field (like Kitty Wells), this disk could break out.

YOU'RE AN ANGEL ON THE OUTSIDE... 74-75-74-73

The thrush turns in a happy performance on the fast-tempo novelty as it lets her boy-friend know she loves him in spite of his faults.

LITTLE JIMMY DICKENS WALTZES: WALTZES... 80-81-78-81

COLUMBIA 20974—New fast-tempo novelty in the style of the waltzer's recent "Hot Doggy Dog," receives a very strong reading from Dickson, plus some fine guitar. Could catch some top.

THEY DON'T KNOW NOTHING AT ALL... 80-81-77-82

Dickson has a powerful entry here and he makes the most of it. It's a fine performance who talk to much. It's a fine performance by the singer, with the help of a vocal group, and features more top-flight guitar.

LARRY DEAN MY ROCK HEAD... 80-60-60-60

RICHARD TONE 1043—Dean's vocal is strong. His voice breaks nicely. The Virginia Playboys' backing is rather thin at times.

I'D LIKE TO BE A SINGLE MAN... 50-50-50-50

The country warbler sings brightly on an attractive theme. The Playboys don't help the with their off-by-backing.

WALTZES: WALTZES—Boston Pops Orchestra, Arthur Fiedler, Cond. (1-12")

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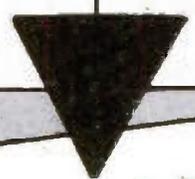


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	%	%	
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Capitol	6.3	14.8	12.2
RCA Victor	11.1	10.7	10.9
Prestige	17.5	4.3	3.5

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**THE BILLBOARD Music  
Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

**• 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.

**MY LOVE AND DEVOTION**.....Doris Day-Percy Faith Ork  
.....Columbia 39817

Doris Day does a lovely job with a strong new ballad over a fine Percy Faith ork backing. The thrust singer is with much feeling. Flip "Make It Soon" is another pretty tune sung sweetly by "Doris" and backed charmingly by the ork. "Love and Devotion" also is warbled persuasively by Percy Come on RCA Victor.

**I WENT TO YOUR WEDDING**.....Patti Page  
.....Mercury 5099

The singer has a striking piece of material here and she hands it a poignant reading, selling the melancholy ballad in her own powerful style. Ork arrangement is fine.

**JAMBALAYA**.....Jo Stafford-Paul Weston  
Ork  
.....Columbia 39838

An exciting new novelty, with a solid beat and an exotic rhythm, is given a soul warble by Jo Stafford, with strong backing from the choir and ork. The thrush tells it in first-rate fashion. Flip "Early Autumn" is another good side.

**• 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. TOO OLD TO CUT THE MUSTARD.....Marlene Dietrich-Rosemary Clooney.....Columbia 39812
2. DOODELTOWN FIRERS.....Sauter-Finegan Ork.....Victor 20-4866
3. FEET UP.....Guy Mitchell-Mitch Miller Ork.....Columbia 39822
4. JUST WHEN WE'RE FALLING IN LOVE.....Hills Brothers.....Decca 28309
5. TIC TAC TOE.....Hugo Winterhalter Ork.....Victor 20 4851

**• 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. TOO OLD TO CUT THE MUSTARD.....Marlene Dietrich-Rosemary Clooney.....Columbia 39812
2. FEET UP.....Guy Mitchell-Mitch Miller Ork.....Columbia 39822
3. WHEN I FALL IN LOVE.....Doris Day.....Columbia 39786
4. STRING ALONG.....Ames Brothers.....Coral 60804
5. JAMAICAN RHUMBA.....Percy Faith Ork.....Columbia 39790

**• The Operators Pick**

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

1. FEET UP.....Guy Mitchell-Mitch Miller Ork.....Columbia 39822
2. I WOULD RATHER LOOK AT YOU.....Gloria Hart.....Mercury 5881
3. HONKY TONK SWEETHEART.....Guy Lombardo Ork.....Decca 28306

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

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

1. JAMBALAYA.....Moon Mullican.....King 1106
2. FORTUNES IN MEMORIES.....Ernest Tubbs.....Decca 28310
3. YOU BELONG TO ME.....Sue Thompson.....RCA Victor 6407
4. A MIGHTY PRETTY WALTZ.....Pee Wee King.....Victor 20-4883
5. WAITRESS, WAITRESS....."Little" Jimmy Dickens.....Columbia 20976



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## Icer Openings Near; Book New York Dates

Henie Schedules Denver for Aug. 28; "Capades" Opens Sept. 11 at Garden

NEW YORK, Aug. 9.—John H. Harris' "Ice Capades of 1953" will swing into its new season at Madison Square Garden here September 11. The Sonja Henie show opens its Chicago run on the same date but precedes this with a stand at Denver starting August 28.

Harris' show will be first into New York this season. The Henie act doesn't hit New York until Christmas Eve, when it starts at the armory at Sixty-First Street and Columbus Avenue. The Wirtz operated "Hollywood Ice Review" usually starts its New York run during Christmas week.

The Henie show's Denver run will be at the Denver University Arena. Tickets are sealed at a \$3.50 top. In Chicago, Henie will play the International Amphitheater, where part of that show's equipment has been stored since last spring.

"Capades" Route Listed  
Meanwhile, Cliff Lewis, publicity director for "Ice Capades,"

## Six-Day Bike Races Coming

JERSEY CITY, Aug. 9.—Fifteen teams will make up the field of American and European pedal-pushers who will start in the International Six-Day Bike Races, to be held in the Armory here November 16-22, for the benefit of the Sister Kenny Foundation.

The New York segment of the race will be played in the Kingsbridge Armory, November 30-December 6, with part proceeds going to the Daymou Runyon Cancer Fund. Races are under the aegis of the American Sports Stadium, Inc. Pop Lewis, president.

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## New Vicksburg Building Wins In First Tries

VICKSBURG, Miss., Aug. 9.—Vicksburg Auditorium, a new building, has had an ice show which drew well despite rain, and Guy Lombardo, a sellout, since it opened June 1. Manager A. C. Strickland said "Oklahoma!", "Mister Roberts," Jose Iturbi and several concerts were booked for the future.

The structure seats 1,200 for arena attractions and 2,400 for stage events. A dining room accommodates 50 persons. Floor space is 63 by 105 feet and the ceiling is 24 feet high. There are 4,000 square feet of exhibit space. The building does not have its own ice rink.

Strickland said the stage has a 48-foot proscenium, 60-foot wall-to-wall measurement and 42-foot front-to-back measurement. There are dressing room facilities for 100 persons.

## Minstrel Show Revival Planned for Aud Dates

CHICAGO, Aug. 9.—Revival of the old-time minstrel show, in the image of the Al G. Field, John Vogel and Lassie White productions, is scheduled to open in November. It will play one and two-day stands in auditoriums and theaters.

Producer of the show will be Happy Kellems, who announced the plans. The all-white blackface show will follow the traditional format of first part, olio and afterpiece. A feature will be the "old 11:45"—daily street parade.

Title for the show, first of its kind in about 25 years, has not been selected. An effort was made to acquire the Al G. Fields title but it was unavailable. It's

possible that the show will use Kellems' name.

Between 35 and 40 persons will be in the troupe. Included will be a band and orchestra, double quartet, eight dancers and six end men. Bill Armond, old-time minstrel man, will be interlocutor and dancer. Slim Williams, veteran of the business, will be in blackface. Garner Newton of Cincinnati, another veteran minstrel showman, has been advising Kellems on framing the show.

Plans call for a low admission price. It will play under auspices of local Shrines and other organizations. Most stands will be for one day but larger cities will be set for two days.

Marshall Green, who has been agent for numerous circuses in past years, will be agent and general manager. The outfit will be organized and rehearsed at Fort Myers, Fla. It will move on two semi-trailer trucks, and personnel will move by bus and stop at hotels. Advance promotion will include use of tack cards and telephone crews.

For Kellems, the new show will represent a long-time ambition. He broke into show business with the Vogel minstrel show in 1926 with the Kellems and Wells act. Later he switched to circus clowning and in recent seasons has been working as a single. He is currently with Barnes-Carruthers grandstand revues playing fairs.

Formerly With Autry  
He has made several tours with the Gene Autry arena show and for the past several winters has staged minstrel shows at Evansville, Ind., and elsewhere.

Kellems said a survey showed that buildings and auspices were eager to book an old-time minstrel show. He said several had indicated a demand for variety from indoor circuses.

Also on paper are detailed plans for putting the minstrel opera under canvas for summer months. Kellems said, however, that this phase of the program had been shelved. The under-canvas set-up would have used a circus top, with the interior arrangement including two levels of seats, stage, dressing rooms and other facilities. The design would have eliminated most auxiliary tents and would have permitted use of smaller lots. It was not known whether the tent plans might be revived later.

**Auditorium Managers:**  
Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large structures and package shows hinges upon the number and quality of local promoters. This is why it will be to your advantage to aid in the compilation of as complete a list of local promoters in your area. Send us the names of the promoters in your territory. Send them to: Department of Promoters, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

**GIVE TO THE RUNYON CANCER FUND**

## NEWS NUGGETS

### Ownership Shuffled At Detroit, Chicago

CHICAGO, Aug. 9.—Changes in ownership of the Chicago Stadium and Detroit Olympia were announced here Thursday (7) by Arthur M. Wirt. Under old set-up, he, James Norris and James D. Norris Jr., were partners in ownership of the two buildings.

Now Norris will be sole owner of the Olympia Stadium Corp., while his son and Wirt will own the Chicago Stadium jointly. Wirt will be president of the

Stadium corporation and the younger Norris will be chairman of the board.

### FOLGER NAMED MANAGER AT CEDAR RAPIDS . . .

CEDAR RAPIDS, Ia.—W. M. Folger has been named to manage the newly completed auditorium at Coe College here. He's also director of public relations for the college. He formerly was with Indianapolis newspapers and radio stations.

### PITTSBURGH MOSQUE AIR-CONDITIONS . . .

PITTSBURGH.—Syria Mosque in suburban Oakland is booking exhibits into its enlarged and newly air-conditioned exhibition hall. It was announced by J. P. Phillips, assistant manager. Consideration is being given to air-conditioning the auditorium room, where operas and the Pittsburgh Symphony are among the regular attractions.

### GREATER DENVER BOOSTERS NEW NAME FOR NOV. EVENT

DENVER.—Title of the November 7-9 Food Fair in Denver Coliseum has been changed to Greater Denver Boosters, according to H. Ernest Kane, publicity executive of the event. Kane said the move was prompted by pressure from groups outside the food business, who claimed that the Food Fair title did not properly describe the event, since it embraces all types of business.

## 'Holiday on Ice' In Rehearsal At Sioux City

O'Laughlin Starts Promotion Group For Five Cities

SIoux CITY, Ia., Aug. 9.—Cast of "Holiday on Ice" began rehearsals this week at the Sioux City Municipal Auditorium in preparation for its 1953 season, which opens here August 28 and runs thru September 2. An "Undersea Symphony" is among the production numbers.

The opening at Sioux City will be under Tommy O'Laughlin, promotional director of the newly formed Ten Thousand Siouxlanders, citizens group for bringing attractions to the aud. O'Laughlin formerly was with Siouxland Activities, Inc.

The promoter said he also had completed arrangements for booking attractions at Brookings, Sioux Falls and Huron, S. D., and Spencer, Ia., buildings. "Holiday on Ice" closed its 1952 season at Huron with a July 28-August 2 engagement.

O'Laughlin said the Harlem Globetrotters will be at the Sioux City auditorium December 3 and also are booked for dates at the four other cities. "Ice Cycles" will play the Sioux City building in February, he said.

Bill Hawkins, press agent, resigned from Siouxland Activities and has joined the O'Laughlin organization.

## Stadium Concerts Average 9,877 Per Performance

NEW YORK, Aug. 9.—The 27 events of Stadium Concerts '52th season were attended by 286,700 persons. The season began June 24 at the Lewisohn Stadium and ended August 3. Average attendance was 9,877 per concert. Last year, the series hit a total attendance of 314,100, a 12-year attendance record.

The 1952 Stadium Concerts seasons record attendance figure was set Saturday, July 12, when a concert version of "Show Boat" attracted 19,000. Twelve conductors and 44 soloists performed during the six-week season. Alexander Smallens, in his 19th season as Stadium Concerts maestro, conducted nine concerts; Pierre Monteux conducted five; Dmitri Mitropoulos, Andre Kostelanitz and Charles Schiff did two each.

## AMA Confab Well Attended

ATLANTIC CITY, Aug. 9.—The annual meeting of the Arena Managers' Association, held at Convention Hall here Monday thru Wednesday (4-6) was well attended with about 28 building heads on hand. Also attending in large numbers were members of their families and advertising and promotion personnel attached to the houses.

First two days were given over to the routing of the AMA-owned "Ice Capades" and "Ice Cycles," with John Harris presiding. Walter Brown, president of the AMA and the Boston Garden presided at the business sessions held on Wednesday.

## PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.



Alas the polls are barred to her  
Because she forgot to register

## Dramatic & Musical Routes

Brill, Booth and Candler (Harris) Chicago.  
Call Me Madam (War Memorial) San Francisco.  
Four Poster (Geary) San Francisco.  
Ozys and Della (Hubert) Chicago.  
Moon Is Blue (Bismarck) Los Angeles.  
Mina (E. E. Horton) United Nations Theater San Francisco.  
Pony and Dream (National) Washington.  
South Pacific (Pittsburgh Auditorium) Los Angeles.  
Stage 17 (Mayfair) Portland, Ore., Aug. 13-14.



NEWS CAPSULES

Broadcasters, 4A's Frame Spot Order Form

Continued from page 3
named by Hagc to succeed him as WCCO farm service director.
WL12 TO HONOR DR. SPAULDING...
NEW YORK — Negro station WL12 here will air a memorial broadcast for the late Dr. Spaulding...

stations in this country. The series is titled "Ecor de Sange" and is being aired on KIWW here. The series will be transcribed locally, with local players.
GE TO BOLSTER READING STATION...
SYRACUSE — The General Electric Company announced it will supply the nation's first high power ultra-high-frequency TV station to WHUM-TV, Reading, Pa., before the end of the year...

They Come to New York from everywhere to enjoy the Value, Comfort and Convenience of the HOTEL Woodward BROADWAY at 55th STREET Ideal accommodations for 800 guests Private baths, showers and radio. Television! FROM \$3.50 SINGLE \$5.00 DOUBLE

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NBC Policy

Continued from page 4
radio sales promotion; Edward Vane, supervisor of program promotion, and sales librarian Enid Beupre.
Working under the direction of Veit, manager of art, production, and graphics, are Walter Van Bellen, art director, who will supervise art staff; Edward Antonelli, production supervisor in charge of production assistants staff, and Philip Hirsch, graphics supervisor in charge of the drafting staff.
Reporting to Beville, director of research and planning, are Thomas Coffin, formerly supervisor of program research, now appointed manager of research, and James Cornell, ex-radio research manager, now manager of audience measurement. Under Coffin are following Jack Landis, supervisor of program research, and statistical analyst Ruth Lytle. Reporting to Cornell are supervisor of ratings Richard Paige; Kenneth Greene, circulation supervisor, and Miriam Hoffmeier, supervisor of program analysis.
Former plans specialist Barry Rumpke moves into manager of plans post and will supervise work of planning assistant Mildred Schmidt and statistician Ethel Cardl. As manager of markets and media, Allen Cooper, formerly rate specialist, will supervise work of media analyst Whitney Rhodes and market analyst Pierre Marquis.
Reporting to McFadyne, director of development, is Lewis Marcy, ex-supervisor of TV sales planning, now appointed project manager.

Caught Again

Continued from page 15
lines that rated it almost a complete act in itself.
Eddie Davis still kills them with his special material tailored for the tourist trade. He works in customers' names and home towns in skillful fashion that makes for excellent public relations and word-of-mouth business.
Louis and Lola, a fine novelty dance team, and Jack Byron, comedy emcee who doubles on singing and some magic, make up the rest of the show. Art Wauer's small outfit backs the show in competent style, while the Spotlights do the reliefs in equally danceable fashion.
Jimmy Casanova (currently with Mike Todd's "Night in Venice") went on for a quip and displayed a glib tongue, an agile mind and acting ability that rates him a looksee from potential buyers. Bill Smith.

Hocus-Pocus

Continued from page 49
magic. A color change from red to anything will do," he advises.
Dr. Marcus Bloch, president of the Eastern School of Hypnotism, New York and his wife, Elaine, are celebrating the arrival of a son, Richard, born in Bellevue Hospital, July 25. E. C. Jester, D. C. mentalist formerly of the team of the Amazing Lady Ethel and Dr. Jester, is teaching Frank and Dorothy Hayward, matronette and magic exponents, a mental routine.

to radio sales director, succeeding Norman Prouty, who joins the Katz Agency... WCCB-TV, New York, is looking for a new program director, following the resignation of Richard Doan to join C. E. Hooper, Inc. Hooper this week also made Nadine Miller and Bruce McEwen veepes.
Bab Doniger, assistant on the Kathi Norris TV show for several years, is no longer with the program. It was announced by producer Wilbur Smith... Herbert Evans has resigned as personnel veep of Farm Bureau Insurance Companies, Columbus, O. to devote his time to management of Peoples Broadcasting Company, a subsidiary of the insurance firm which owns and operates stations WRFD, Worthing, O., and WOL, Washington... James Green, has resigned as producer of the Herbert Lauffman office, Chicago, to join Christiansen Advertising Agency as its radio-TV director.
Keith Covey, cameraman of Fitzpatrick Travel Films, is in Copenhagen taking spots of the city.
Dave Driscoll becomes director of news and special events for WOL-TV, New York.
William Davidson has been appointed national sales manager of NBC radio spot sales.

BMI Ends Top Meet

Continued from page 4
ers new sounds, such as the tape recorder makes possible. As an example of a new twist, he suggested getting celebrities to tape station breaks.
The music business received a lot of treatment at the BMI sessions. Robert Burton, veep in charge of publisher relations at BMI, after describing the fundamentals of the music trade, discussed the problems the record companies have in shipping new releases to stations gratis.
Wayne Sanders, manager of KCNA, Tucson, Ariz., advised program managers to key their choice of records to the time of day. He suggested that they try to find out about the use of music in industrial plants, where, for instance, tunes with faster tempo are used in the afternoon when energy begins to flag.
Barrie Ferguson, program director of KOA, Denver, gave a talk on the use of the station's music library.

News Blockade

One of the major problems involved in newscasting was discussed by Gordon Gauss, state-house reporter for the Associated Press in Denver. Gauss said that newsmen have been running into attempts to blockade the news not only on the international and national scene but on the local level also, and such cases must be fought out locally, he said. He added that all the news media, radio and TV as well as newspapers, were in the same boat in this respect.
Sen. Ed Johnson of Colorado also spoke to the broadcasters on this subject and urged that radio align itself with newspapers when free speech is threatened. Sheldon Peterson, news director of KLTZ here, spoke to the broadcasters earlier in the week on the preparation of news shows, and James Russell, president of KVOR, Colorado Springs, discussed the sales value of local news shows.
Other speakers at the BMI seminar included Gene Ackley of KCOW, Alliance, Neb., who discussed the training of station personnel and the coverage of special events; Helen Cudworth of KFTM, Fort Morgan, Colo., who discussed women's programs, and Jane Sterling of The Denver Post, who talked about reaching teen-agers.
Colorado's Gov. Dan Thornton addressed the broadcasters at

QUICK TAKES

Continued from page 11
have been getting an orientation course in television film production from Lafayette Hughes Jr., president of Hughes Sound Film Corporation, which sponsors the bi-weekly clinics in co-operation with station KLTZ in Denver...
Ralph Paul of "The Big Payoff" has been signed by Ben Frye to star in a series of shorts for Studio films...
Film prints of seven major NBC-TV productions will be shown at the Venice Film Festival later this summer. Among them are "Your Show of Shows," "Zoo Parade," "Dangerous Assignment" and "Convention Highlights."

Hollywood

Lou Places' Key Productions, firm filming the Red Skelton and Eddie Mayheoff shows, is completing its specially constructed theater on the Eagle-Lion for both shows. Programs will be afforded facilities of a theater measuring 112 by 94 feet, complete with marquee and all-steel balcony accommodating 300 persons. Place remains as head of the Russell Seed agency office here while running the recently formed TV film production company.
Bernard Hendel and Harold C. Burke will serve as sales reps for Los Angeles' Louis Weiss & Company. Hendel covers the Erie, Huntington, Johnston and Pittsburg area while Burke will rep Weiss in the Lancaster, Washington, Wilmington and Baltimore territory. Both will operate independently in sale and distribution of new and old TV film product handled by the Weiss firm...
Motion Pictures for Television sold 300 feature films to KTTV here. Dave Welper and Sy Weintraub closing the deal for MPTV with KTTV's Dick Moore.

luncheon yesterday, and expressed his admiration of them for meeting to discuss ways of bettering broadcast news.
The seminar wound up today with TV workshops conducted by Hugh Terry of KLTZ here and Jim Murphy of WEWS, Cleveland, and, in the afternoon, a tour of the KFEL-TV studios.

Videodex Ratings

Continued from page 13
Table with columns: Series Name, City, Videodex Rating, and other metrics. Includes entries for various stations like WCCB-TV, WABC-TV, WFLX-TV, etc.

## Drivin' 'Round the Drive-Ins

**ARTHUR D. CHIPMAN**, Michigan indoor theater owner, is building a new 300-car capacity drive-in at Ionia, in partnership with his son, Russell. . . . Trail Drive-In, San Antonio, observed its sixth anniversary last week with a special stage show featuring **Adolph Hofner** and his band. On screen were five cartoons and a double feature. Free refreshments were served between 6:30 and 8:30 p.m. . . . **Frank Lova Jr.**, manager of the Kermit Theaters, Kermid, Tex., announces that construction will start there soon on a 500-car capacity drive-in. . . . **A. W. (Jack) Lilly** plans to open a 300-car capacity theater at Commerce, Tex., soon. It will have four program changes each week.

**DRIVE-IN** theaters are still "no dice" in Quebec, and the situation is likely to remain that way indefinitely according to a group investigating the possibilities of establishing one there. Church and movie theater interests are the main opposition, and both are powerful lobbies in that

section. . . . **William Daugherty**, discharged from Army Air Force duty, has rejoined the Lockwood & Gordon Connecticut Theaters. He has been assigned to the management of the Torrington (Conn.) Drive-In, succeeding **Les Brown**, who has left the circuit to go into his own business. . . . **Bernard Menschell** and **John Calvo** co-owners of Community Amusement Circuit, Hartford, plan to construct a 500-car capacity drive-in theater in Bolton, Conn.

. . . Operators of the **Tascosa Drive-In Theater**, Amarillo, Tex., **W. O. Beardon** and **L. B. Doyal**, were charged by the National Production Authority last week with "unlawfully" using copper wire in excess of authorized quantities to build the theater. One of the counts charged the theater operators with furnishing "false information regarding the amount of copper wire" used in its construction. Assistant General Counsel **Robert Winn** said it was the first time NPA has lodged any charges of alleged violations against anyone in Texas.

## Roadshow Rep

**GEORGE SPICER** writes from Sarnia, Ont., that a lull in business is on in Eastern Canada. "Business also is off in Ontario for small road units and any show which has an overhead of city size in on the way to be sunk," Spicer pens. "I met **Henri Levine** at Napinee, Ont., and he reports a poor season of winter and spring dates in far western Canada. Tent shows in this area are dead, perhaps for good, because it is impossible to get labor. I have a neat little museum and am geared so that I can take on some eating-spot dates with my regular all-round vaude stuff. I also met two feature pic operators and they were trying to work small movie spots as the regular hall-style or even sponsor show dates have fallen off miserably. I am undecided to move farther West or to return to New England. The latter is as good as some of the other sectors which is not saying much." . . . **Allen Griffin**, who headquarters in Rutland, Vt., wants to know what has become of the McNally Family, which formerly played Vermont every summer and had good shows. "I saw them one summer at Lincoln, Vt.," says Griffin, "and they presented a good performance. One of the bills they offered was "Vermont Folks," by E. F. Hannan.

**T. M. TALLEY** letters from Wheat Ridge, Colo., that his small outdoor platform show "is the best style show in this sector." "I dragged a tent over the road for a number of years in Texas and the Southwest and whatever I got went for performers, help and moving expense. I was paying two truck drivers more than I was getting. When I tried to sell them the last tent unit I had out, one of them, who had a bulging belt of folding money said to me: 'Why should I buy you out. I'm getting most of the money you get now.'"

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**WANT RABBIT FOOT MINSTRELS**  
Vance City, Miss., Aug. 15; Baton, Aug. 16; Greenville, Aug. 18.

## Patten Named Mid-Town Pro

**SAN ANTONIO, Aug. 2.**—Pat Patten has been named professional at Mid-Town Roller Drome here, according to **Charlie H. Treadwell**, owner-operator. Patten has had long experience in skating competition and as an instructor. He is the holder of 65 trophies and medals, including the gold dance medal which he won as the first amateur in 1947 at the world meet held in Oakland, Calif.

New classes have been announced at Mid-Town. Among them are fundamental skating on Mondays, silver and gold dance classes on Wednesdays, speed skating on Thursdays, bronze dance classes on Fridays and junior instruction on Saturdays.

Treadwell observed the rink's second anniversary Monday (4). For the evening there were games and favors for skaters.

## Organize New Pro's Group

**NEW YORK, Aug. 9.**—A newly formed organization of roller skating professionals recently elected the following officers: **Jan White Van Horn**, secretary-treasurer; **Patsy Aluse**, dance committee head; **Paul Gilbert**, figure committee head; **John Dayney**, pairs and fours committee, and **George Yoder**, speed and hockey committee.

Inquiries to the association, as yet un-named, may be addressed to Mrs. **Jean White Van Horn**, Mineola Skating Rink, Fairgrounds, Mineola, N. Y.

## Pro Attendance Heavy At RSROA Contests

**DENVER, Aug. 9.**—An unusually large turnout of professionals, member of the Society of Roller Skating Teachers of America, attended the recent RSROA championship and convention events at Mammoth Garden Roller Rink here. Among those registering were:

**Barbara Ann Myers**, Arcadia, Detroit; **Joseph Aron**, Coliseum, Orlando, Calif.; **Alvin W. Shibley Jr.**, Fairview, Garden, Detroit; **Roy C. DeShazer Jr.**, Moonlight Gardens, Springfield, Ill.; **Paul and Gene Glason**, D. O. Roller Bowl, Washburn, Wash.; **Alvin C. Schafer**, Imperial, Portland, Ore.; **Richard and Tere Lynch**, Rocket Skating Club, Oklahoma City, Okla.; **Carlson**, Roller-drome, Culver City, Calif.; **Ralph W. Weaver**, Skateland, Baltimore, Md.; **Walter and Albert Anselmy**, Rolladium, Pontiac, Mich.; **Joseph and Irene Massaro**, Rolladium, San Mateo, Calif.; **Ben Jean Letian**, Dearborn (Mich.) Roller-drome; **Norman Latta**, Great Leopard, Chester, Pa.; **Mrs. Dorothy Flanning**, Arena, Tulsa, Okla.; **Joe D. Jaker**, Rolladium, Atlanta, W. Va.; **Ham and Margaret McMillan**, Skateland, Denver; **Robert B. Caffee**, Arena, Washington, Pa.; **Paul Lewis**, Rolladium, Pontiac, Mich.; **Kotly A. Melville**, Whelan, Philadelphia, Pa.; **Susan Wojciechowski**, Concord, Philadelphia; **John G. Newman**, North St. Mary's, San Antonio; **Edward Koelger**, Mercury, Norfolk; **William and Brian Adams**, Prince Roller Way, Holly Oak, Del.; **Betty and Charles Allen**, Roll-a-Way, Topeka, Kan.; **Billy Mason**, Rolladium, San Francisco, Calif.; **William Lenox**, Triangle Skateland, Dayton, O.; **Shirley Bromley**, Hippodrome, Beach, Calif.; **Russell**, Redwood, Remer (Mass.), Skating Arena; **Mille and James Peris**, Fortham Skating Palace, Boston, N. Y.; **Arnie Snyder**, Atlanta, Okla.; **Stanley Baber**, Lincoln Park Recreation Rink, North Dartmouth, Mass.; **John & Frank**, Rainbow, Houston; **Thomas Lane**, Rolladium, Oakland, Calif.; **Lucille Whipple**, Rolladium, Beaumont, Ala.; **Albert Kelly**, Crystal, St. Louis; **Warren Danner**, Maple Arena, Brockton, Mass.; **Bernert L. Wilson**, and **Brian Adams**, Prince Roller Way, Holly Oak, Del.; **Charles Reinhart** and **Don Chidoni**, Arena, St. Louis; **Donna Benedict**, Centralia, Centralia, Wash.; **Paul and Blanche Mollan**, Roll-Arena, Fredonia, N. Y.; **Charles O'Connell**, Somerville, Mass.; **Carroll**, Jans, Garden, Detroit; **A. Dale Pritchard**, Oaks Park Rink, Portland, Ore.; **Paul M. Bauman**, Martin Skateland, San Rafael, Calif.; **Leslie**, Crystal, St. Louis; **Stanley Walsh**, Arcadia, Detroit; **Kona Berg**, Lexington, Pittsburgh; **Jeanne Doyak**, Roll Arena, Erie, Pa.

**Anthony Mayo**, Roller-drome, Cleveland; **Frank Newberry** and **Joy Ann Bush**, Hoffmann's Skating, Miami, N. Y.; **Ernie Ellis**, Great Leopard, Chester, Pa.; **Grace Zimnoch**, Tak-A-Roll, Rolladium, Medford, Mass.; **Joseph Kimmey**, Skateland, Wichita Falls, Tex.; **Al Swabb** (manager) Phoenix, Ariz.; **Alford and Dorothy Coups**, Empire Roller-drome, Brooklyn; **Emmie Ringdren**, Skateland-at-the-Beach, San Francisco; **Raymond Hough**, Midway, Middletown, O.; **Fibert Patten**, Finestrest, Wallville, N. Y.; **Raymond Bennett**, Rainbow Gardens, Sacramento; **Tracy Selinger**, Cross-town, Omaha, Neb.; **Frances and Michael Laterra**, Skatemoor, Oakland, Calif.; **Hort Perry**, Doing Park Rink, Springfield, Mo.; **Oliver Young**, Arnold Kuster, Pla-Mor, Kansas City, Mo.; **Bette Jennings**, Rolladium, San Mateo, Calif.; **Daniel McRee**, College View, Roll, Park, Erie, Pa.; **John Patrick Kelly**, Skateland, Concord, Calif.; **Joseph Elliott**, Crystal Palace, Philadelphia; **George McCann**, New Skateland, Buffalo; **George Bergin**, Palladium, Milwaukee; **William Walden**, Gay's Skateland, Temple, Tex.; **John Sawyer**, St. Corron, Kansas City, Mo.; **Robert Pigghead** and **Don Rogers**, Bay Ridge, Brooklyn; **Arline Paulson**, Bettelheim's Roller-drome, Cincinnati; **Ronald Clon**, Eastern Parkway, Brooklyn; **Alfred Thrak**, West Lake Roller-drome, Erie, Pa.; **Millon W. May**, Long Beach (Calif.) Skating Palace; **Rose L. Harvati**, Arena Gardens, San Francisco; **Alvardo Richmond**, Calif.; **Leland Wiley**, Playland, York, Pa.; **Tommy Ray**, Roller-drome, Atlanta, O.; **Isobelle and Cecil Lowe**, Lewis Rink, Birmingham; **Clarence H. Davidson**, Roller-drome, Grants Pass, Ore.

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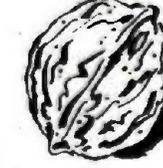
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(To) and out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.)

**29 Out of 69 Snare RSROA Gold Emblems**  
**DENVER, Aug. 9.**—Sixty-nine gold medals and 69 gold pins were attempted July 13 at Mammoth Garden Roller Rink here following the largest RSROA American amateur roller skating championship in history, and of that number 29 passed the rigid standards.  
These figures are in contrast to last year's at Cleveland where 105 candidates took the tests and 42 passed the requirements at the close of the 1951 championships. It is interesting to note that slightly more than 42 per cent of the tests attempted this year were passed. In comparison with exactly 40 per cent passed last year. Last year's total of tests attempted was a record number. This year the time allotted to tests was limited. Only the number that could finish within the limited time were permitted to take the tests.  
Those passing at Denver were:  
Dancing: **Marilyn Anselmy** (pre), Rolladium, Pontiac, Mich.; **Jeanette Briggs**, Skateland-at-the-Beach, San Francisco; **Donald Bromley** (operator) and **Shirley Bromley** (pre), Hippodrome, Beach, Calif.; **William Calderone** and **Millicent Centara**, Bay Ridge, Brooklyn; **Gary Castro** and **Max Fisher**, Skateland-at-the-Beach, San Francisco; **Jack Consett** and **Doris Zeebt**, Great Leopard, Chester, Pa.; **Roger** (Continued on page 52)

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ADJUSTABLE (Pos-Tiv-Lox) CLAMP TYPE RINK ROLLER SKATES  
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# The Final Curtain

**ANDREWS—Daisy.**  
68, wife of John H. (Doc) Andrews, show business veteran, and in 1905 a member of the Tiller Girls precision chorus in Springfield, August 3 in a convalescent home in Savannah, Ga. For more than 40 years she and her surviving husband worked together in circuses, carnivals, show shows, burlesque and vaudeville. For 10 years Andrews, who was also a musician, operated a med. show. For the past seven years Mrs. Andrews had suffered from paralysis. Services August 6 at Sipple's Mortuary, Savannah, and burial in Bonaventure Cemetery.

**ATKIN—Isabelle.**  
65, former stock company actress, August 8 in San Rafael, Calif. Survived by a son, Charles.

**BLAKE—Sidney.**  
78, comic who toured with the Al Johnson package for the USO, August 8 in Falls Church, N. Y. He had been in an automobile accident the previous week in New York but filed a commitment at a record last Friday. His wife, Miss Greenman, aged, and his daughter, Ann Ellen, survive.

**CASBY—James B.**  
39, independent motion picture producer, August 3 in New York. He had recently been to Norway to shoot background film for a movie version of "A Doll's House," by Henrik Ibsen, which he had produced on Broadway in 1940 and 1945. He owned film rights to all of Ibsen's dramas except "Peer Gynt." His wife, concert pianist and actress Dale Melbourne, his father and two sisters survive.

**CATANDELLA—George J.**  
53, in Bridgeport, Conn., July 23. He was the father of Sgt. George J. Catanella Jr. and Sgt. Stephen J. Catanella, both of the West Point Military Academy Band and former concert pianists. Also survived by his wife, Mildred; three brothers, Frank, former conductor of the Bridgeport Symphony orchestra; Stephen and Joseph. Buried in St. Michael's Cemetery, Bridgeport, Conn., July 28.

**CLARK—Ruek E.**  
64, retired actor, August 2 in Ocean City, N. J., where he was vacationing. He formerly appeared in Broadway productions and was a member of the Lambs Club of New York. Survived by his widow, Elis. Services August 5 in Baltimore, where he made his home, and burial there.

**DEBEE—Julius.**  
78, July 15 in Chicago. He was the father of Albert Debee, of Detroit, one of the country's leading independent film exchange owners operating in Chicago, Cleveland and Detroit.

**EDWARDS—Joseph A.**  
25, concertio operator and bingo caller, from injuries sustained in an auto accident near his Bad Axe, Mich. home July 28. For the past three years Edwards operated concessions for Leonard Bell on Wallace Bros. and J. A. DeHalla shows. His mother, two sisters and two brothers, all of Bad Axe, survive.

**FELDBER—Abel.**  
Detroit professional, recently. He was formerly at the United Artists Theater for a number of years. He died August 11. Interment in Clover Hill Park Cemetery, Detroit.

**HOOVER—Raleigh G.**  
40, July 31 in Pontiac, Mich. He was formerly on the staff of WXYZ, Detroit. Survived by his widow, Marion, and two daughters, Barbara and Julie.

**INGRAM—Frank.**  
For 40 years a carnival concessionaire, recently in Philadelphia.

**JACOBS—Irving E.**  
44, theatrical producer, August 4 in New York. He had worked for a number of years as distributor of foreign films and in 1933 acquired the Mammoth Gardens sports arena in Denver. He made his debut as a producer on Broadway in 1940 with Harry Segall's "Heaven Can Wait," and in 1943 produced "A Sound of Hunting." In 1948 he produced "Chatterbox" and had three shows on his schedule for the coming season.

**KENNEDY—W. H.**  
62, former Wild West showman and vaudeville promoter, recently in St. Anthony Hospital, Oklahoma City, Okla., of a heart ailment. He organized one of the first Wild West shows in the country, beginning in 1903 in Illinois. Among cowboy shows who set their shirt tails Kennedy were Buck Rogers, Hood Olson, Tom Mix and Buck Jones. His last show was the Kennedy Wild West Show which was known all over the United States, and was among the first to take Oklahoma Indians to the Eastern States. He was buried in St. Joseph Catholic Church and survived in Rose Hill Cemetery, Oklahoma City. Survived by his widow, Daisy; three daughters, Mrs. Isabel Darpel, Amarillo, Tex.; Mrs. L. A. Dennis, Independence, Calif.; and Clarice Barker, Oklahoma City; a son, W. H., and a sister, Mrs. Alberta Hines.

**LOFFZ—John Szeval.**  
75, magazine and screen writer, August 2 in San Francisco. In the 1920's his pen name was "The Woman" and he produced on Broadway. He moved to the Coast about 15 years ago.

**MILTON—Vera.**  
62, one-time star in the Ziegfeld "Follies" and Earl Carroll's "Vanities." August 3 in New York. Dubbed "The French Blonde," she had a long career in London's night clubs. She married William Krohn, an American touring musician, and came to the United States. Earl Carroll engaged her immediately for his "Vanities of 1928" and from there she went on to Mike Treadwell's Hollywood Restaurant, Earl Carroll's "Sketch Book" and "The Ziegfeld Follies" in 1931. Her husband and two sisters survive.

**PORTER—Mrs. Ella.**  
88, mother of composer Cole Porter, August 10 in New York. Her son, Ind. Her son is the only survivor.

**PUGH—Walter George.**  
61, 40-year veteran of show business who was noted for his promotion work with circuses, and similar activities recently at his home in Fresno, Calif., at heart attack. He was also well known as a magician who specialized in card tricks and sleight of hand. He was a member of the Elks Lodge, Boone, Ia., Regis Lodge, Springfield, O., Irlam Temple of the Shrine, San Francisco, and the Las Palmas Masonic Lodge No. 326, Fresno. Survived by his widow, Edna.

**SHIELDS—Ella.**  
73, Baltimore-born star of the British music halls, August 10 in Lancaster, England. She first sang "Washington, Herie or Bow," the song that made her famous at the London Palladium in 1910. "Burlington Belle" as she was called, became an immediate favorite with British audiences and earned her popularity in France and the United States. She had been performing two days ago to an audience of 2,000 at a Lancaster holiday camp concert when she collapsed on stage. Never to regain consciousness.

**STILES—Fred W.**  
78, veteran outdoor and indoor showman who was operating an animal show on the shore before his death, August 8 in Alhambra, O., where he had been taken for treatment. In 1909 he joined Panzer Bros. Wild West Show, and since that time has been identified with circuses, carnivals and motion pictures. Joined by his surviving brother, Arthur, in many of his enterprises. At one time they operated film shows in Logan, Westerville and Alhambra, O. He traveled with the Buffalo Bill, Barnum & Bailey, John Robinson, Porcupine & Gella Bros., and Sells with which he had been connected with the Mat and Sells' Liberty Bellin & White, Wade and Gooding shows. He also had been a sheet writer and at one time operated his own carnival and tent works and with the RKO theater circuit in New York. Survived by his widow, Thelma G., and two sisters.

**Births**

**KRAAS—**  
A son, Gordon, to Mr. and Mrs. Theodore Kraas, July 15 in Detroit. Father is manager of the Dia Theater, Detroit.

**NELSON—**  
A son, John Keeling, July 28 in Mr. and Mrs. Marie Nelson. Mother is the former Margaret Robinson, daughter of Mr. and Mrs. John L. Robinson, owners of the Model Shows, Inc. Father is the lot man and a concessionaire on the Model Shows.

**RUSCITO—**  
A son, Robert John, to Mr. and Mrs. Leonard Ruscito, August 5 in Ellis Hospital, Schenectady, N. Y. Parents are executives at Lear Rotonkoma, L. I. N. Y.

**Marriages**

**JOHNSTON-CARROLL—**  
Johnny Johnston, singer, and Shirley Carmel, July 31 in Greenwich, Conn.

**London Dispatch**

Continued from page 2

a series of 13 comedy shorts of 30 minutes, budgeted at \$18,000 each. . . The London Evening Standard invited John Steinbeck to write a guest theater critic column and sent him to six different shows in five days. His verdict: "The Love of Four Colonels," "a magnificent mess"; "Call Me Madam," "Billie Worth," "a real star now," and Terence Rattigan's "The Deep Blue Sea," "excellent, mature theater." . . Next month BBC television will gain national coverage, 12 weeks ahead of schedule. George Barnes, head of television, claims Britain will then be the only country in the world which reaches 78 per cent of its population with TV. . . "Unless" and "Faith," says for New York on August 19 with a careful of new recordings he hopes to peddle there.

**Novelty Acts**  
Continued from page 16

unseen by Monte Proser. He came into the Roky for \$3,000 ahead of the Copa. The booking was so bad that the Copa cancelled him. Still, when Lamarout was booked into the late Earl Carroll's Vanities on the West Coast, he became a hit.

"The good English comics that come here are no better than Americans," said one booker, "so why pay them their exaggerated ideas of money when they can't draw any better, or as good, as American comics."

The biggest buyers of foreign performers are Lou Walters and Ed Sullivan. Walters can give them almost a year's work between his New York, Miami and Lake Tahoe clubs, filling in other weeks via traveling units.

Sullivan's Mercury and Lincoln TV show (CBS Sundays at 8 p.m.) uses at least one foreign act each week, paying top money. As a showcase for nation-wide attention, the Sullivan show has few equals. An act that makes it on the Sullivan show usually has no trouble keeping working.

**Grade Deals**  
American branches of English talent agencies, chiefly the Grade office, responsible for many of the British and other imports, seldom brings in an act without guaranteeing it at least 10 weeks' work, or its equivalent in salary. If an act is to get \$1,000 a week, the Grade office has to hustle to get the act \$10,000 worth of dates before it brings it over.

Whether American comics have the secret of international success no trader was prepared to say. They said that Mickey Rooney, Burns and Allen, and Mischa Auer were not effective in London, the Rooney is an established name here and Burns and Allen are top American attractions.

Material, say talent buyers, is the British comics' drawback, but if the search for material hasn't

# Stagehands Lose Pay

Continued from page 1

"the forgotten men" of IA and declared they were the "backbone of this alliance."

President Walsh declared that if the convention approved the proposal he would have to reopen the entire contract, admitting that "if I did that I don't know very frankly, if I can keep the closed shop we now have." He pointed out that the roadman's scale of \$100 a week was boosted by \$21 a week several years ago, the added sum exempt from taxes and paid strictly as expenses.

"Sure, I can get the extra 25 per cent that's demanded here," Walsh declared. "I can get more. It would be like leading lambs to the slaughter. But have you ever heard of the union shop? That's what would be forced upon us in place of the closed shop."

"Furthermore, 85 per cent of our members on the road are getting more than \$121 a week—some as high as \$375 a week. I want to get all the money I can for our members, but not at the expense of losing the gains we have fought so long to achieve."

Sponsored by the same delegates was a move that wages for traveling members under the six

week try-out period be \$40 over and above the established scale. Both resolutions were referred to Walsh.

**Attack Federal Tax**

The federal 20 per cent admission tax, came under sharp attack with the adoption of a resolution asking Congress to repeal the levy. The resolution urged all IA and MPMO members to visit candidates for congressional office at the coming November elections and seek pledges of support for repeal of the tax. It also urges each local to bring whatever pressure is necessary to bear, once the next Congress convenes, to eliminate the tax.

Among those speaking against the tax were Richard Walsh, international president of IA; Eric Johnston, movie czar; Major Leslie Thompson, RKO chain labor relations chief; Charles Perrine, vice-president of Minnesota Amusement Company; Col. H. A. Cole of Dallas, co-chairman of a national committee fighting the levy.

**Commies Liked: Walsh**

Commie infiltration into the union has been licked, President Richard F. Walsh told the delegates.

Only two unions, according to Walsh, still are under "emergency international control" or trusteeship by the international. They are Local 44, allied property craftsmen, and Local 683, laboratory technicians, both of Hollywood.

"They were taken over because of the demoralizing progress made within their ranks by our pro-Communist enemies," Walsh told the IA delegates. "Gradually peace and loyalty have returned to Hollywood."

Walsh already has recommended that home rule be returned to Local 44, and said the same action will be recommended for Local 683. He said the IA "stands committed" to do everything possible to "help stem the tide of communism."

The convention re-elected James J. Brennan, New York, and Felix D. Snow, Kansas City, vice-presidents in the only contests.

**Brink Killed**

Continued from page 16

identified Brink and Drahmann from papers and jewelry after both bodies had been burned beyond recognition.

Brink held financial interests in Beverly Hills Yorkshire Club, Newport, Ky., and the Kentucky Club, Covington, all night club operations. He and Drahmann were mentioned prominently last year in testimony on Northern Kentucky gaming operations before the Kefauver Crime Investigating Committee. Several months ago the government filed tax liens against Brink and his wife, Marian, totaling \$473,227 for unpaid taxes between 1942 and 1945. Another lien for \$53,840 was filed against them by Kentucky for unpaid State income taxes. A total of \$24,000 in charred \$100 bills found in the plane's wreckage was confiscated by the Treasury Department apparently because of the tax liens against Brink. The Lookout House was closed seven weeks ago when the State revoked its liquor license following charges that gambling was permitted on the premises.

Brink's widow, a daughter, Marilyn, and his mother, Mrs. Stella Brink, survive. Drahmann's widow, Ann, and a daughter, Joan, survive.

**EMA-ARA Sets**

Continued from page 16

complete accord that the group should be prepared for whatever the future would bring.

While it was felt that the AGVA situation would not affect the major locations here, such as the Chez Paree, Empire Room, etc., which are booked on a national basis, a test of the AGVA franchise ruling might well come out in the territory.

Local members were warned that all future bookings should be secured in writing, and that all contracts should be signed by acts except where a power of attorney to sign the documents has been granted the agent.

The committee appointed by Goss, with Goss probably sitting in, will hold its first meeting next Monday night (11). However, it was agreed that it will take a number of such gatherings before any outline can be presented to the full membership.

A number of ideas were given to the committee for consideration in their planning, and others were aired on the floor and rejected.

touched British comics to any great extent, radio and TV shows are not the big swallowers of material in England they are here. At least one Britisher makes yearly pilgrimages to this country to look at American comics. Al Burnett, known as the Milton Berle of London and also a cafe owner (pot similar to our Leon and Eddie's), comes here two or three times a year not to work but to observe.

"Maybe other British comics should do the same," was the dry observation.

**Gold Emblems**

Continued from page 37

Dowdell, Bay Ridge, Brooklyn; Robert E. Jones, unattached, Cleveland; Phyllis Lane, Holliston, San Mateo, Calif.; Richard and Faye Lynch (novel), Rocker Skating Club, Oklahoma City; Karin Neider, Hippodrome, Long Beach, Calif.; Skipper Oakes, Holliston, San Mateo, Calif.; Archie Patton and Elmer Bruer, Hitchie, Holliston, Pontiac, Mich.; William Phillips, Skateland-at-the-Beach, San Francisco; Betty and Ted Roadak, Arcadia, Chicago; and Lucille Scherzig, Skateland-at-the-Beach, San Francisco.

Free reading (single): Ronald Ladington, Rivers (Mass.) Skating Palace; Raymond Miller, Mt. Clemens (Mich.) Arena; William Pace, Arma Gardens, Detroit; and Ted Rodak, Arcadia, Chicago.

Figures: Dorothy Cowley, Phoenix (Ariz.) Dancers Figure Club; and Shirley Snyder Ripp, Triangle Skateland, Dayton, O.

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IN MEMORY OF OUR DARLING Honey Vaughan  
Who Passed on July 31, 1950.  
She Was a Living Angel.  
We Miss You Darling.  
EDDIE VAUGHAN  
MRS. TOM GANNON  
MRS. BETTY JACOBS

IN MEMORY of Husband and Father Walter (Whitey) LONG  
who passed away August 23, 1944  
MAE, ELIZABETH, MILDRED

In Loving Memory of my Husband and Father L. Blondin Rellim  
Who left us 5 years ago, Aug. 25, 1947.  
"We Miss You So Much."  
GRACE—JOYCE—NEIL

In Memory of My Dear Departed Wife who passed away August 1951.  
Gene but not forgotten.  
From her ever loving husband,  
Wm. "Bill" Bayless

IN MEMORY DAVE KABAKOFF  
FROM THE BOYS  
CETLIN & WILSON SHOWS

## Ice Varieties Skeds 5 Days In Wilmington

WILMINGTON, Del., Aug. 9.—George Hamid's "Ice Varieties of 1952" will be presented September 16-20 at Wilmington Speedway by Mel Geller and Sam Taustin, who plan to close their adjacent Brandywine Drive-In Theater for that period and use it as a parking area. The engagement will include a Friday midnight show.

"Ice Varieties of 1952" carrying a cast of 30 and a six-piece orchestra, and utilizing a tank 55 by 70 feet, comes here from the Allentown (Pa.) Fair. Following the local engagement, the show will appear at the Trenton (N. J.) State Fair and then at New York State Fair.

Currently, Geller and Taustin are presenting at the Wilmington Speedway the selection of Mrs. Delaware, who will compete in the Mrs. America beauty contest. Radio Station WILM is co-sponsoring. Gov. Elbert N. Carvel attended the first night eliminations Sunday (3). Contestants later appeared on WDEL-TV.

## Mich. Courts Fail to Clear Games Status

DETROIT, Aug. 9.—The status of games at Michigan parks, carnivals and fairs remains unsettled despite two court actions here this week.

The planned test case against Jack Bynum and Rod Link, concessionaires on Majestic Greater Shows, which was expected to clarify the situation, appears blocked as the result of a decision of Judge Joseph A. Gillis of Recorder's Court. The court denied a motion for a new trial and upheld the previously imposed \$15 fines with alternatives of 30 days in jail.

An appeal to the State Supreme Court was planned, according to (Continued on page 54)

## New England Funspot Ops Predict Price Control End

BOSTON, Aug. 9.—With the drastic cutting of Office of Price Stabilization personnel and the consolidation of offices, New England funspot operators this week were predicting an end to price control in this area.

Amusement spot ops and concessionaires had felt the hand of OPS only recently in price checks to determine compliance with the agency's posting and filing provisions. OPS officials indicated that no more price checks will be forthcoming due to the cut in personnel. As one official pointed out, "It will be physically impossible to make any price checks or surveys in the future."

OPS officials, after visiting over 2,000 Yankeealand concessionaires early in July, reported "a noticeable lack of compliance" with price filing and posting requirements.

**Charging No More**  
Nevertheless, several of the top ops in the area maintained that concessionaires were charging no more than they had for the last several years, and less in many cases.

Calling OPS checking a "head-ache," many ops objected to the paper work involved in filing prices and keeping copies available for inspection. As one op put it: "Most of us are too busy trying to get off the nut."

As far as posting prices was concerned, ops pointed out that they have traditionally had their ride and amusement prices conspicuously posted since they have been in business.

**Holidays**  
To the complaints voiced by some fun-seekers that higher prices were charged on holidays, the ops countered with this statement: "Even the OPS had to an-

## ANYWAY, 'T WAS HER OWN FAULT

FINDLAY, O., Aug. 9.—A friendly gesture by Mrs. Chester P. Smith, wife of Findlay's mayor, boomeranged and crubbed Zenka Malikova's high wire free act at Riverside Park here July 4. Miss Malikova, a Czechoslovakian, expressed a craving for one of her native dishes, and Mrs. Smith obligingly invited the performer to a Czech dinner at the Smith home on the holiday.

Later that day the performer attempted to do three backward somersaults on the wire, but was able to only do two. From her perch above the crowd at the park Miss Malikova called down to the mayor's wife: "There were just too many dumplings!"

## Chitwood Show Hosts 17,000 Ford Dealers

DETROIT, Aug. 9.—Joie Chitwood Auto Daredevils played host to 17,000 Ford dealers and their guests at a special performance of the auto thrill opera here Wednesday (30), under sponsorship of the Ford Motor Company.

The show was staged by William C. McGaw, Chitwood org's Pacific Coast rep and Earl Newberry, Midwest operation. Personnel and equipment came from the latter's unit. Joie Chitwood, who operates the show's Eastern unit, was on hand and participated.

Another special showing, exclusively for dealers, is skedded for mid-August in Chicago.

## Charter Race Org

HILLSBORO, N. Y., Aug. 9.—Orange Speedway, Inc., here, has obtained a charter from the secretary of State to hold races of all kinds. Authorized capital stock is \$100,000, with \$1,500 stock subscribed by Gladys Coley, Mary Walters and Bonner Sawyer.

nounce that we were entitled to higher prices on the Fourth of July and Labor Day, because of historical precedence."

Amusement spot ops and concessionaires are controlled by the "service regulation" of OPS. This regulation covers every possible kind of service, and is so complex and far-reaching, that it is difficult to administer, admitted an OPS official who directed the amusement spot price check.

## PACKS PLENTY OF LAUGHS

## Barnes-Carruthers No. 1 Revue Pleases, Is Strong on Comedy

By HERB DOTTE

Barnes-Carruthers Theatrical Enterprises, with headquarters in Chicago, have been turning out large-sealed revues for major Midwest and Southern fairs for to these many years. Each year, it seems, the BC office succeeds in bringing out a slightly better unit than the previous year. And, this year's output is no exception in this respect.

The No. 1 Barnes-Carruthers revue, tagged in the trade, the label as the "State Fair Follies," "State Fair Revue," etc., along its fair route, was unwrapped last week at the Ionia (Mich.) Free Fair, its customary break-in spot. The production is as generously costumed, lavishly staged, and freely punctuated with outstanding specialties as its 1951 edition.

In addition, it offers far more comedy—an abundance of it—

## Parade Ballyhoo Bolsters King-Cristiani Grosses

### Revival of Public Pageantry Offers Proof of Features to Skeptic Public

By JIM McHUGH

PERTH AMBOY, N. J., Aug. 9.—A revival of the street parade, long-wanted principal ballyhoo effort of circuses that is all new to today's indutness and many of their elders, as well as to the upcoming generations, has sent the King Bros.-Christiani gross crosses marching on to new highs.

Co-owners Floyd King and Lucio Christiani said that the mid-day pageantry routed through each town's principal streets was largely responsible for the excellent business enjoyed to date. Earnings are well ahead of last year, a highly successful season, they said, and even the current bridging period between July and August, normally unproductive of big grosses promised to be okay.

The building of patronage is not limited to a one-track effort, however. Every possible media is used to the best possible advantage. The billing is noticeably extensive and the use of heralds and

other printed matter is likewise designed for thoro coverage.

It all adds up to a full-scale selling effort, spokesman King said. The pay-off was apparent here Wednesday (6), when torrential rains that were measured in inches failed to wash out the matinee, even tho the ring curbs threatened to float away and patrons found it more comfortable, or at least more sensible, to pad around in their bare feet.

Fulfilling the same purpose it did when used extensively in the '20s, the King-Christiani parade sets first as a magnet in filling the streets with the curious, and then documents the presence of many of the claimed, and seemingly extravagant, features.

According to Floyd and Lucio, the public has largely turned into an army of skeptics where circuses are concerned. Too often they paid to see advertised herds of pachyderms when only one, or even none, were shown, they said. The King-Christiani show

eliminates any existing doubt by parading its 12 bulls for all to see.

Crowds up to 28,000 have lined the streets to see the tournament, the owners say. Literally dozens of newspaper photographs indicate that crowds of 10,000 and upward are not unusual. The Pied Piper qualities of the free display were obvious here when knots of 25 and 30 persons gathered at all the corners and porches and verandas as were all heavily populated as the parade wound its way back to the lot thru a residential district in the rain.

A cowgirl on horseback carrying an American flag leads off the spectacle followed by a band wagon drawn by four horses. Two more horsemen are followed by a large low-boy tractor trailer carrying a trampoline act. Next comes a monkey wagon, hauled by ponies, a clown band and a drum majorette mounted on a truck a wart hog in a pony cage wagon; a girl trainer and a huge dog in a truck cage wagon; a leopard in a pony cage wagon; a huge truck cage wagon containing polar bears, rhino and deer; a donkey sulky; a truck cage wagon with hyena, tiger and lion; pony cage wagon with a porcupine; Hugo Zarechinski's mobile cannon; 12 elephants and an air calliope mounted on a truck. A second calliope, steam powered and normally paraded, was wrecked en route here from Morristown.

That the circus has a show that will back up its advance claims was apparent here, altho the downpour watered down the matinee to an hour. Col. Harry Thomas had the program moving smoothly in its abbreviated form. The audience seemed well satisfied with the show, which was climaxed with the presentation of Hugo Zarechinski's cannon act.

### Bain No Burden

The rains came in torrential force just in time to put a damper on the day's business, but circus execs, who could not recall a sim-

(Continued on page 70)

## SEATS GALORE

## Plan King-Sized Bleachers For Queen's '53 Coronation

LONDON, Aug. 9.—Outdoor bleachers with a capacity of 98,000 will be erected along the route of Queen Elizabeth's coronation procession, June 2, 1953.

Works Minister David Eccles, announced here this week. The seats if placed side-by-side would stretch for 27 miles, and will cost the government an estimated \$2,000,000, he said.

In addition, to these outdoor seats, stands with a capacity of 7,600 will be built inside Westminster Abbey.

The outdoor seats will go for \$15.40 each for those under a roof, while the unroofed bleachers will be tagged at \$9.80. This is a sharp increase over the 1937 coronation prices when the government lost money on the deal.

(Continued on page 54)

## Chitwood Show Plays for Det. Ford Dealers

DETROIT, Aug. 9.—Joie Chitwood's Auto Daredevils played before 17,000 Ford dealers and their guests in a private performance on the Detroit Race Track July 30. Every seat in the grandstand and club house was occupied and more than 5,000 people stood in the paddock.

The show was produced and narrated by William C. McGaw, operator of the Western unit, assisted by Earl Newberry, operator of the Midwestern units, who furnished personnel and equipment. Chitwood, operator of the Eastern units, was present and drove in the show.

Several innovations were introduced in the show, the climax being a ramp-to-ramp jump of four cars in succession, 30 feet apart. The show will be repeated under Ford auspices in Chicago this month.

## Detroit Fair Pares Budget, Admissions to Coliseum Show

DETROIT, Aug. 9.—Michigan State Fair, in an effort to build its Coliseum show into a more consistent money winner, this year has cut admission prices, scheduled three performances per day and slashed its talent budget a reported 50 per cent.

Admission, which previously ranged up to \$1.85, this year are scaled at \$1.20 for adults and 60 cents for children. High-priced name policy, long the forte in the building, has been junked for

a musical-variety type program which this year will include a line-up of some of the top artists in the record business.

A complete listing of talent for the show was announced this week by Don Rider, who is in charge of entertainment. First unit, which plays the first four days, includes Les Paul and Mary Ford, Ella Fitzgerald, Al Martino, Gene Krupa Trio, Kirby Stone, and Billy Ward and His Dominoes.

The building will then be dark for three days after which the second unit will move in. This group, which is set for three days, includes the Guy Lombardo package show, Don Cornell and Gene Gibbs. Harmonists will be in for all seven days.

Bob Hope headed up the list at last year's fair but blew the first of his two-day appearance when a strike on the grounds cut down all activities. A Marilyn Maxwell-headed troupe followed Hope for the balance of the fair's run.

## Odon, Ind., Cele Adds Extra Day

ODON, Ind., Aug. 9.—The 67th Old Settlers' Meeting, one of the State's oldest celebrations, will run an extra day this year, C. J. Stotts, president, announced. New dates are August 20-23.

Features will include a parade on the second day, agricultural exhibits, 50-year club, baby and title shows and a candidate's day. Rumble Greater Shows will provide the midway attractions.

headliners. At Ionia, his impersonations drew repeated waves of applause from the huge sprawled-out audience, with folks, sitting in the far reaches of the stands, joining as vigorously in showing their appreciation as those sitting on 3,000 seats placed on the race track to handle the overflow crowd.

Nelson's big comedy contribution, however, was but a part of the comedy in the fast-paced show. Hap Haard, with his chair rock and accompanying patter and Tanya and Bias, dance duo, who turn their ballroom routine into a free-for-all, provide hilarity that registers big.

### Mechanical Dolls

For novelty, the De Mallias, French importation, delight with their mechanical dolls and surprise with their finish. Other acts—all of top caliber—are Rudy

(Continued on page 54)





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No Order Too Large—No Order Too Small for DeLuxe One Day Service.



No.	Description	Pkd.	Each
44	1st Elephant	4.75	
45	1st Elephant	1.25	45
46	Circus Horse	1.25	30
47	1st Elephant	1.25	30
48	Old Mare	1.25	30
49	Panda	1.25	30
50	1st Elephant	1.25	30
51	Bull	1.25	30
52	Elephant	1.25	30
53	1st Elephant	1.25	30
54	1st Elephant	1.25	30
55	1st Elephant	1.25	30
56	1st Elephant	1.25	30
57	1st Elephant	1.25	30
58	1st Elephant	1.25	30
59	1st Elephant	1.25	30
60	1st Elephant	1.25	30
61	1st Elephant	1.25	30
62	1st Elephant	1.25	30
63	1st Elephant	1.25	30
64	1st Elephant	1.25	30
65	1st Elephant	1.25	30
66	1st Elephant	1.25	30
67	1st Elephant	1.25	30
68	1st Elephant	1.25	30
69	1st Elephant	1.25	30
70	1st Elephant	1.25	30
71	1st Elephant	1.25	30
72	1st Elephant	1.25	30
73	1st Elephant	1.25	30
74	1st Elephant	1.25	30
75	1st Elephant	1.25	30
76	1st Elephant	1.25	30
77	1st Elephant	1.25	30
78	1st Elephant	1.25	30
79	1st Elephant	1.25	30
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**Hemet, Calif., Expands Youth Space Facilities**

HEMET, Calif., Aug. 9.—Harry Hofmann, secretary-manager, predicts a bigger junior fair than ever at the Farmers Fair of Riverside County, here August 27-September 1. He said that exhibition space for the Junior Division will be almost doubled.

The event will use its regular livestock building and plans are complete to increase the size of beef and dairy cattle tent to 6,000 square feet. Size of the junior fair's feature and exhibit tent also will be expanded.

Other improvements contemplated include the covering of the judging ring with camouflage netting, providing shade for both spectators and the exhibited stock.

Hofmann said arrangements are being made to provide off-days entertainment for junior fair exhibitors, and for the first time junior farm participants will present their work to fairgoers in demonstrations that will be shown as part of the special events program.

Louis W. Stricklen will direct the Junior Fair with Ed Lawton assisting. Serving as department superintendents under the former are Fred Hagen, Future Farmers of America; Edna Fletcher and Mrs. John W. Snedden, Future Homemakers of America; and Alec Fricke, Boys 4-H clubs.

Junior Fair division entries close August 15. Almost all classes are open to all farm-youth groups in Southern California.

**Ice Show Set For Trenton**

TRENTON, N. J., Aug. 9.—"Ice Varieties of 1952," a two-hour spectacle which will combine music, comedy and ice skating, will replace the revues usually scheduled as evening attractions at the New Jersey State Fair to be held here September 21-28.

George A. Hamid, fair president, said that five production numbers will make up the program, and that a 50 by 70 foot stage is being built for the show.

Marshall Beard and Daphne Walker head the show, which also features Tommy DePauw.

**ESE Revives Pyro Shows**

SPRINGFIELD, Mass., Aug. 9.—Fireworks will again be included among the entertainment features at Eastern States Exposition after a lengthy absence. Scheduling of the nightly pyro displays is part of the over-all entertainment program engineered by Jack Reynolds, general manager, to build night business.

The fireworks contract is held by the Interstate Fireworks Manufacturing & Display Company of this city.

**Yuba City Expo Draws 24,851**

YUBA CITY, Calif., Aug. 9.—The Peach Bowl Exposition, which closed a four-day run here Sunday (3), pulled 24,851. Attendance goal was 26,000, the mark set in 1950.

More than 80 exhibitors showed nearly 4,500 entries. There were 4,200 cash premiums totaling \$26,000. The rodeo, staged Friday and Saturday nights, pulled well. Entry list numbered 120.

**Over 100 Fairs Are Set for Pa.**

PHILADELPHIA, Aug. 9.—More than 100 county and community fairs will be held in Pennsylvania this summer and fall, it was announced this week by Miles Horst, State secretary of agriculture. Three fairs, he said, will be celebrating their 100th anniversaries this year. They are the Reading Fair, September 7-14; Juniata County Fair, September 1-6, and Allentown Fair, September 15-20.

The Pennsylvania fair season got under way with the Clearfield County Fair, which opened Monday (28), and continues until tonight.

**Troy Hill Sticks To '51 Gate Fees**

TROY HILLS, N. J., Aug. 9.—General admission prices for Morris County Fair, to be held here August 19-23, will be the same as those charged in previous years—85 cents for adults, 40 cents for children 10 to 14 years, with children under 10 admitted free.

The fair association says it has arranged for free parking for exhibitors on weekly passes. Several parking lots (25-cent fees) will be operated near all entrances, but these will be independent of the fair.

**Manchester, Ia., Shatters Records**

MANCHESTER, Ia., Aug. 9.—Delaware County Fair got off to a strong start here Tuesday (5) by breaking all opening day attendance records, according to Truman Ingels, secretary. Night gate totaled 1,542 paid admissions and 2,000 grandstand tickets were sold for the 1,500-seat grandstand, he said.

**Swenson Sets Mark At Mexico, Mo.**

MEXICO, Mo., Aug. 9.—Aut Swenson's Thrillade set a new grandstand attendance record at the Audrian County Fair here Monday night (4). Total turnout of thrill show fans for the night show topped the 5,000 mark, according to fair execs.

**Carnival Routes**

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Cincinnati 22, O.

(Dates are for current week when no dates are given, in some instances possible mailing points are listed.)

Alamo Expo: Russell, Kan. (Fair).  
All Valley Wealace Tex. 11-17.  
American Beauty: (Fair) Bloomfield, Ia. 12-15; (Fair) Eldon 12-21.  
A.M.P.: (Fair) W. Va. (Fair) Clarkburg 10-22.  
Anderson Amusement: Reading, Mich. 14-16; Lambertville 22-24.  
Bakewell United, (Fair) Banta Ala. 11-17; (Fair) Banta 27-31.  
Bakewell United, (Fair) Hartford City, Ind. (Fair) Warsaw 12-21.  
B. & C. (Fair) Waterloo, N. Y. (Fair) Vermont 12-21.  
Beam's Attr.: Wilcox City, Mo.; Oatthorpe 18-22.  
Beck's: (Fair) Owenawille, O.; (Ath & Mount) Cincinnati 18-22.  
Bessie Old Belland: (Fair) Campbellsville, Ky. (Fair) Broadway 18-23.  
Belt Form: (Fair) Falls, N. Y. (Fair) Greenwick, N. Y. 18-22.  
Blue City: Milwaukee 12-21.  
Bernard & Barry: Ottawa, Ont. (Picton, Ont. 19-23).  
Big Four Amusements: Muncie, Ill. Big State (Fair) Frederickburg, Tex. Boone 18-24.  
Black Hawk: Columbus Junction, Ia. Blue Grass: Princeton, Ind.  
Blue Ribbon: Wausau, Wis.; Tecumseh, Mich. 18-24.  
Boyle, P. C.: Houston, Mo.; (Fair) Columbus, Kan. 18-23.  
Boone Valley: Rock Rapids, Ia. 13-17; Humboldt 18-21.  
Brookbeck & Schneider: Neas City, Kan. Brown Amusement: Bataavia, Ind.  
Brown & Wallace: Nashville, Tenn. Burke, D. C. (Fair) Elmira, N. Y. Burke, Harry: Dover, Pa. 11-18. Burkhardt: Farmington, Ill.  
Cameo City: West End, N. C. Capital City: (Fair) Manchester, Ky. Barboursville 18-23.  
Carpenter Bros. Butler, Ind. 13-16.  
Casey, E. J.: Cranberry Portage, Mass. St. Vital 18-16; Emo, Ont. 18-20.  
Cattell: (Fair) Oshorn, Mo. Carnival of Amusement: (Fair) Kingsport, Tenn. 14-23.  
Cavalade of Fun: Sreator, Ill. 14-18; Rockton 21-24.  
Cavalade of the West: Birch Bay, Wash. Central States: Russell, Neb. 12-16; (Fair) Abilene, Kan.  
Cotton & Wilson: (Fair) Sodus, Mo. 18-24.  
Cotton: Jimmie: Kendallville, Ind.  
Cotton Amusement: Oasawatomie, Kan. Osage City 18-23.  
Cotton: (Fair) Turboro, N. C.  
Cotton Bros.: (Fair) Manchester, N. Y. Collins, Wm. T. (Fair) New Dim, Minn. Sioux Falls, S. D. 18-24.  
Continental: Pittsburg, N. Y. (Fair) Am. Co. Dayton, Mich. 18-22.  
Cotton: (Fair) York, Neb. (Fair) Loop City 18-21.  
Crafts Expo: (Fair) Woodland, Calif. (Fair) San Mateo, Calif.  
Crafts 20: (Fair) Reeder, Calif. Cumberland Valley: (Fair) Carthage, Tenn. (Fair) Tracy City 18-23.  
Dan-Louis: (Fair) Salem, Ind. Johnson's United: Luverne, Minn. 11-23; Jackson 14-17.  
Dough's: (Fair) Tullahoma, Ore. Central Wash. 18-23.  
Down River Amusement: (Fair) Belleville, Mich. (Fair) Erie, Pa. 18-23.  
(Continued on page 57)

**Circle Routes**

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Raines Bros.: Converse, Ind. 13; LaPorte 14; Athens, O. 17; Walmouth, Ky. 20; Richmond, Ind. 21-22; Bloomington 23-24.  
Baker, Clyde: Portage La Prairie, Man. 12-15; Winnipeg 13-14; Rainy River, Ont. 15; International 16; Falls, Minn. 16; Bemidji (matinee) 17; Minot, N. D. 18; Davis Lake 19; Grand Fork 20; Moorhead, Minn. 21; Brainerd 22; St. Cloud 23; Shakopee 24; Austin 25; Charlie City, Ia. 26.  
Berra-Barnes: Granville, N. Y. 12; Cambridge 13; Salem 14; Greenwich 15; Mechanicville 16; Chatham 17.  
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Capell Bros.: Parsons, Kan. 13; Pittsburg 14; Chelsea 15; Caney 16.  
Coke & Walters: Deary, Idaho. 15.  
Cotton: (Fair) Elmira, N. Y. 18-20; (Fair) North Adams 19; Greenfield 18; Holyoke 19; Springfield 20; Springfield 21; Puttuck 22; Nyanza, Mass. 23.  
Parks: Town: Boston, Mass. 13-16.  
Polk Eastern: (Fair) Hudson Falls, N. Y. 12; (Ball Park) Quincy, Ill. 18-19; (Ball Park) San Chae, Wis. 18-20; (Stadium) Rockford, Ill. 24-29.  
Polak Western: (Ice Arena) Seattle 13-17; (Coliseum) Vancouver, B. C. 30-31.  
Ringing Bros and Barnum & Bailey: Fort Wayne, Ind. 12; Toledo, O. 13-14; Detroit 15; Jackson, Mich. 16; Kalamazoo 18; South Bend, Ind. 20; LaPorte 21; Clinton 22-23.  
Roberts Bros.: Coatsville, Pa. 19; Chester 13; West Chester 14; Ephrata 15; Waynesboro 16; Orange, Va. 18; Palmouth 19; Richmond 20.  
Wallace & Clark: New London, Wis. 14; Two Rivers 15; Resauare 18.

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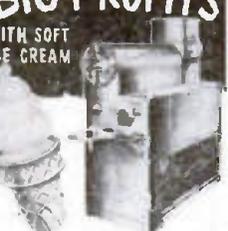
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## Cetlin-Wilson Bucks Tighter Ionia \$'s; Gross off Only 5%

### Flashes Ample Power; Receipts Rated Good As Tighter Spending Is Reported

IONIA, Mich., Aug. 9.—Packing earning power up to '51 strength, the Cetlin & Wilson Shows thru Friday (8), fifth day of the six-day Ionia Free Fair here, succeeded in almost completely overcoming tighter spending prevalent on the grounds.

The gross on the midway thru Friday (8) was only 5 per cent off from last year, according to estimates by Rose Sarlow, fair secretary. This was regarded as particularly good in the face of the tighter spending.

Such drop-off was attributed to the recent steel strike which had idled some plants and caused a shrinkage in workers' cash. The fair pulls from both industrial

& Wilson units was the Raynell revue, which carried a \$1 admission price. Last La Rue, Western star, heading a Western show joined here, and he and his company did a brisk business. His unit was housed in a top that proved too small, and Cetlin & Wilson said that a larger top would be obtained for subsequent fair dates.

Other back-end units which joined here were the Lost Canyon Horse Show, operated by Jimmy Branson; Flash Williams' Atomic World, and Bill Gibbs' Tropical World Exhibit.

With the wind-up of the fair here tonight, the Cetlin-Wilson aggregation will have its second fair of the season behind it, Danville, Ill., having been played previous to the engagement here.

The still date season for the show was on the rugged side. Up until June 1, the show ran into an unusually large amount of rain. Beginning in June and continuing thru the stand here, the show enjoyed good weather, without any rainouts. But meanwhile the steel strike had set in, and since the show was routed thru industrial centers it was hard hit by the strike.

## Cody Fleming Ga. Business Hit by Drought

STONE MOUNTAIN, Ga., Aug. 9.—Mad Cody Fleming, owner of the show bearing his name, reports the Georgia drought, worst in 30 years, is beginning to hurt business. First effects were felt here after okay stands at Ghamblee, and Lawrenceville and Decatur.

"I expect rugged going for the balance of the season," Fleming said. "Altho government aid to the hard-hit farmers will help them, it will be tough on shows playing this State."

Fleming, who recently celebrated his 68th birthday, reported feeling better after having several teeth extracted. Bill Myers and Clifford Guest are sporting new house trailers. Lewis Porter is busy keeping the rolling stock in shape and Grady Welch, general foreman, is readying the rides and shows for fairs. Jack McCarty, org's foreman for 27 years, is still confined to winter quarters but recently wrote that he is feeling some better.

pointed out that the farmers spent more freely than their city cousins.

Pace-maker among the Cetlin

## Lawrence Off To Good Start At Nazareth

NAZARETH, Pa., Aug. 9.—Business perked up for the Lawrence Greater Shows at the new Nazareth Fair here this week but earnings generally have been off to date.

A good try was registered Tuesday (5) when the Joie Chitwood Hot Drivers were featured. Earnings slackened off on Wednesday (6), however, when rain held down attendance.

Outlook for the run, which ends tonight is good, show execs said.

At Harrington (Del.) Fair, the show earnings were way down with the excessive heat and absence of horse racing held to be factors.

## Lakehead Ex Starts Strong For Sedlmayr

### First Three Days Top '51 Grosses By 48 Per Cent

PORT WILLIAM, Ont., Aug. 9.—Carl J. Sedlmayr's Royal American Shows, now halfway thru their seventh and final Canadian stand here at the Lakehead Exhibition, continue to turn in grosses far ahead of anything seen in this part of the country.

In a statement to The Billboard, Sedlmayr said: "Right from the time we crossed the Canadian border, we have been setting new records in every department. Whether it was in gross returns, set-up and tear-down times, railway runs or attendance, we have far surpassed anything we ever hoped for."

The last week-end at Regina was cited as an example. Following Saturday's business day, tear-down was begun and completed by early morning. First of the three show trains left the Saskatchewan capitol at 5:50 a.m. followed by the other two sections at 7:10 and 9:30. Three sections were held up for two hours in Winnipeg but still arrived here at 12:30, 1:30, and 2:30 p.m. respectively. The 887-mile run was completed just three hours short of the mainline passenger schedule time.

### Fast Operation

By 8 p.m. Monday, RAS was operating in the Ferris Wheels, Screwwall, Octopus, Hey-Day, Merry-Go-Round, Funhouse, dark ride, Adventure in Space, Midget horses, Lowor Bros' Side Show, eight Kiddie Rides, Harry Julius' Arcade, and a number of concessions. A complete set-up would have been possible but the rain-soaked lot prevented more than one wagon being transferred to a new place. Opening night play was heavy and the big grandstand crowd spilled out onto the fun zone to take advantage of the extra day.

### Rain Hurl

On Tuesday a couple of heavy showers cleared the midway twice or mid-afternoon but evening crowds turned out in such numbers that takes almost doubled the same day a year ago. Sedlmayr reported that business was up a phenomenal 91 per cent. Play on Wednesday (Citizen's Day) was up 22 per cent. On Thursday, the first of the two kid days, takes climbed 31 per cent.

### Press Coverage Good

Press coverage here has been good. Frank Morrissey, press agent, has scored good beats in both dailies with features and photos daily. Publicity at the

(Continued on page 64)

## Union Signs Three Shows as AFL Probes Organizers' Methods

### Gooding, World of Pleasure, Happyland Attractions Pacted, Karsh Announces

CHICAGO, Aug. 9.—Major developments this week in the drive to unionize carnival workers were the announcement that three truck show organizations had signed union contracts and the disclosure that the national headquarters of the American Federation of Labor was pushing a "thru investigation" of reported "unauthorized unionization" of carnival workers in several communities.

The three shows that signed were Gooding Amusement Company, Happyland Attractions and the World of Pleasure Shows, all of which operate in the Michigan-Ohio area. Announcement of the signing was made by Harry Karsh, union organizer, at Ashland, O.

From Washington, meanwhile, the national headquarters said that it had received complaints that efforts had been made in some communities to force workers to join inappropriate locals and that organizers had been showing "undue militancy," literally serving show operators with ultimatums to co-operate or be faced with picket lines.

AFL field operatives have been checking some complaints for weeks, it was learned. Early complaints centered around the charter of the local of the International Jewelry Workers Union in St. Louis.

AFL spokesman in Washington said that the situation was under study as part of a general examination by AFL to determine whether carnival workers properly belong in that union. Also,

the AFL was interested in assemblage facts, how the charters were issued in the first place and as to the methods used by organizers.

AFL's spokesman in Washington said nothing had been learned yet to determine whether an "improper situation exists," but he added that "if any evidence of racketeering is discovered, the AFL will take strong steps to uproot the evil and to take other appropriate remedies."

## 20th Century Matches '51 At Austin Fair

AUSTIN, Minn., Aug. 9.—Despite threatening weather all week, 20th Century Shows was doing okay business at the Mower County Fair here this week. Thru Friday (8), the fourth day of the fair, grosses were reported to be matching those of a year ago.

Kid's Day on Wednesday was big and with another skedded for today, grosses were expected to keep their pace. Saturday and Sunday are also normally good midway days here.

Org moved here, 892 miles from the North Dakota State Fair, Minot, where an early evening downpour of two inches in a couple of hours, hit the midway. All personnel turned out to drain the lot and with the application of plenty of straw were able to open. Altho part of the lot was plenty wet, people came out and kept rides, shows and concessions busy until early Sunday morning.

Prior to the rain, a new midway gross record loomed for that fair according to Al Martin, co-owner. As it was, the total week's business was only a few dollars below the record figure.

Joe Scorrino's gal show was the top money-winner at Minot with the Motordrome a close second.

## Rain Hurts I. T. On Long Island

NEW YORK, Aug. 9.—Rain last Saturday (2) hurt the Patchogue, L. I. stand of the I. T. Shows, Phil Genova, manager, reported here this week.

Final preparations are now underway for the show's fair route. Isser said that the show will play city lots for the next couple of weeks before starting its fairs.

## CANADIAN CIRCUIT ENDS BIG FOR RAS

### Midway Grosses at Regina Exhibition Top 1951 Business by 15 Per Cent

REGINA, Sask., Aug. 9.—Winding up a highly successful tour of the Western Canadian Class "A" Fair Circuit here Saturday (2), its 14th trek around the loop since 1934, Carl J. Sedlmayr's Royal American Shows looked back on a long streak of good weather and phenomenal grosses.

During its stay in Western Canada, the big midway org lost only one day to the elements and that was during the nine-day Winnipeg still date which preceded the five-city fairs tour.

Weather for the provincial exhibition in Regina was hot, dry and excellent all the way and the RAS gross on closing night was estimated at better than 15 per cent that for last year. The increase, the final figure was lower than any of the high marks set at the other fairs—Brandon, Calgary, Edmonton and Saskatoon. The latter three dates were exceptionally successful with record grosses and single day highs chalked up.

### Gate Up

Attendance at Regina's exhibition was well ahead of last year and afternoon business on the midway was better than in the past but a glance at the week's

cash results would indicate that much of the spending was directed toward pari-mutuel play.

With the fair operating sans livestock competitions due to the outbreak of hoof and mouth disease in the area earlier in the year, the observation around the RAS org was that the rural patronage may have fallen off, hence the not-so-strong showing as compared with other dates. As well, there was a feeling that the mounting number of polio cases in the Regina district and throughout the province might have had some detrimental effect.

Last year's biz for Royal American over the loop was regarded as about as high as the show could go but this year it was even higher, ranging up to about 38 per cent over 1951, according to C. J. Sedlmayr Sr.

### Opens Biz

In Regina, biz was up every day for the first three to the tune of 18 per cent. Thursday (31) fell off slightly but the decline was recouped the next day and the closer was a brisk one with a particularly heavy midway play after the evening grandstand performance.

Officials reported that Leon Miller's production "Moulin" (Continued on page 65)

## KING REID ENDS OKAY CAN. TOUR

### Dominion Taxes Take Some of the Gravy, But All Four Stands Pay Off

SAINT JOHN, N. B., Aug. 9.—"Generally successful" was the way Reid Levine characterized business done by his King Reid Shows as they concluded their first Canadian tour here Saturday (2).

While Canadian taxes bit substantially into grosses, the impression was that the net was still worth the effort. Levies included federal sales tax, federal income tax, provincial sales tax and provincial amusement tax. Canadian customs and immigration regulations also meant additional office work and extra help was necessary in the wagon.

The tour embraced four one-week stands, all in New Brunswick—Fredericton, Newcastle, Moncton and Saint John—beginning July 7 and ending August 2.

### Concessions Click

Among the shows, the Streets of Cairo and the Follies took top honors, tho all of the others used plenty of ducats. Action on the rides thruout the tour was prop-

tionately light. Concessions won good money. Harry Ange, bingo op, said Panda bears and lamps were the big items.

Newcastle, played July 14-19, gave probably the lightest business of the four stands. The lot, however, permitted the best display of the outfit on its Canadian swing. The Canadian Congress of Daredevils at near-by Chatham proved some opposition on July 15-16. Pay day in the pulp and paper mills on Saturday (19) provided an upsurge of business on the final day.

Moncton, July 21-26, provided a cramped lot on the Edith Cavell School grounds, but the location in the center of a good residential district was excellent. Business climbed from Monday to Saturday with only a slight dip on Thursday. Strong publicity was provided thru the co-operation of Mike Wood, program director of Station CKCW. On his hour-long Michael Wood Show he accorded (Continued on page 64)

## Keystone Set For 1st Fair

DAUPHIN, Pa., Aug. 9.—Personnel of Keystone Attractions turned out here this week with scrapers and paint brushes to make ready for its first fair of the season next week at Abbotstown, Pa.

Recent arrivals included Mr. and Mrs. Snyder, who joined with a ball game, pitch-till-you-win and penny pitch and O. J. Bach, former show owner, with a glass pitch, cork gallery and Kiddie Swings and a Miniature Train. Manager Mel Sober has a ball game, par joint and pea pool. Mr. and Mrs. Lou Pease came on with a gal show.

Mr. and Mrs. Fred Saxeas are still operating the cookhouse; Peck Martz has popcorn and Red McKinley is still handling the electrician's chores.

Show's route will keep it on the road until November 1, according to Sober. Fairs and celebrations following the Abbotstown fair, will include those at Tioga, Forksville, Masontown, Confluence and Shenandoah, all in Pennsylvania, and Boykins, Va.

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## Want for Wolf Lake Business Men and Egleson Township Fire Dept., Muskegon, Mich., Homecoming, Aug. 29, 30, 31 and Sept. 1.

Labor Day the big day. Two Parades, Rodeo, Horse Show, Elaborate Fireworks Display, Amateur Stern, Platform Show. 50,000 tickets will be distributed for Children's Day, Saturday. Valuable prizes to be given away. Crowning of the Queen Labor Day night.

Want legitimate Concessions of all kinds. Popcorn Wagon. All Eats and Drinks have been sold. Can use any neatly framed Shows. This should be the one. Address:  
**Rescoe T. Wade, Wolf Lake, Muskegon, Mich.**

## BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

**CONCESSIONS:** Can place legitimate Stock Stores for balance of season. A good route of Fairs and Celebrations until October. Those joining now will be given preference for Indiana's finest money-making route next spring.  
**SHOWS:** Any of merit with own outfit.  
**RIDE HELP:** Openings for first class, sober Ride Men who can drive semis and have licenses.  
All replies to **ERNE ALLEN**  
**BAKER UNITED SHOWS**  
Hartford Cts., Indiana, Fair. Phone on grounds.  
Wabash, Indiana, Fair next week.

## WANTED RIDE FOREMEN WANTED

FOREMEN FOR TILT AND OCTOPUS WANTED AT ONCE. TOP SALARIES AND BONUS.  
**C. C. GROSCURTH**  
**BLUE GRASS SHOWS**  
Princeton, Ind., This Week

## HELP WANTED

Snake Show, Glass Horse and Monkey Show with Royal American Shows. Contact **CHARLIE FOGLE** or **LEO CARRELL** at Superior, Wisconsin, August 18th thru 17th; Minnesota State Fair Grounds, August 18th thru Sept. 1st.

## PAGE BROS.' SHOWS

Want Big Show for Knoxville Tenn., Big Fair. We have all equipment. And ten more fairs to follow. Popcorn, Floss, Sars, Custards, Jewelry, Photos and Manky Panks. Girl Show. Ride Help.  
Morristown, Tenn., this week; Knoxville, Tenn., next week.

## DICK WILCOX SHOWS

Want for Dover-Pocahontas Fair, August 16-21; Woodland Labor Day Celebration, biggest in State, right on Canadian Border, August 24 to September 1; Guilford Fair to follow, all Maine.  
Want Girl Show. Larry Saunders, call me at once. Want Ten in One, Monkey, Snake Show, all Concessions open for Fairs. No Flats or Matt Camps. Can use Ride Help. Call or wire, this week. West Hartford, Conn., then as per route.

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMONK, PA. DEPT. B  
Send Cash With Order. Stock Tickets, \$23.50 per 100,000

10,000	... \$ 9.50
20,000	... 12.00
50,000	... 18.50

# NAVY RELIEF FETE HITS THE JACKPOT

Four-Day Event Draws 350,000  
Execs Estimate 250G Net Profit

SAN DIEGO, Aug. 9.—The Navy Relief Carnival shattered attendance and revenue records during its four-day run which ended Sunday (3). Lt.-Cmdr. H. I. Pemberton, chairman, estimated the no-gate crowd at 350,000. On the basis of early but incomplete audits the event was indicated as earning a net of about \$250,000 for the sponsoring Navy Relief Society.

Joe Archer, veteran concessionaire, was the civilian consultant, serving without pay, in memoriam of his son, Herman, West Point cadet, who was killed in a plane crash in the Arizona mountains last December. Archer worked on the event for four months and was responsible for introduction of the 80 by 240-foot big top exhibit tent that housed 52 commercial displays.

Frank W. Babcock's United Shows, managed by Larry Ferris, was featured on the midway. Show had 14 major and 8 kid rides. Two new Eyerly Aircraft rides were debuted here as was a U. P. Streamliner Miniature Train. The train was made by the All-American Company, headed by William P. Babcock, the show's owner. Constructed along lines of the Union Pacific Railroad streamliners, the midgen version was painted in the colors of the line. The cars, with a capacity of 10 persons each, bear names of cities along the U. P. route. Babcock said that three more of the trains are in production at the company's Los Angeles plant.

The affair was staffed by Navy men with finance officers handling all of the funds in the funds in the office. The committee included Capt. W. L. Erdmann, commanding officer of the U. S. Naval Air Station, Pemberton; Lt. Cmdr. R. J. Jennings, Lt. (jg) J. C. Smith, Chief Radio Electrician G. L. Williamson, and Chief R. Samuelson, who handled the publicity.

The Navy went all out to beat its 1951 mark of \$73,000 net for the four days. However, before opening on Thursday (3), over \$100,000 was already in the till, Cmdr. Pemberton said. Chief Samuelson put a strong exploitation campaign behind the event, using 7,000 cards, 40 billboards, 10,000 bumper strips, 100,000

cocktail napkins and 5,000 cartons of matches. Television plugs over KPM-TV started four weeks ahead of the event as did the radio drive. Capitol Records donated the spot announcement platters that were used throughout San Diego and Imperial counties and partly in the Los Angeles area. A 35mm. trailer was shown in 38 Fox West Coast Theaters and 22 Navy base movie houses. Chief Samuelson said that local dairies as well as county weeklies were generous with space. A civilian board of local newspapermen helped in the drives.

The Navy started its drive for merchandise for the booths about five months ago. WAVES made the rounds of the stores while Navy personnel gave a free tail-gate show on a nearby corner.

**Concessions Score**  
About 55 of the booths were manned by Navy personnel and an equal number by concessionaires. The concessionaires paid \$10 per foot, plus 15 per cent of the gross while the percentage stands paid the footage plus one-third of gross. A game operator said that he paid more privilege the first day than during the entire 1951 run. Al (Red) Cohn was in charge of the p.c. stands, being named by Archer.

Archer was honored on the closing night when the committee, presented by a group including Capt. Erdmann, presented him with a plaque at appropriate ceremonies.

A free show was given twice nightly on the promenade stage. Also featured twice nightly was the "Aqua Capers," a water show staged by the San Diego Swimming Association under the direction of Don Vynne. Admission to the "Capers" was a 50-cent donation. Also earning revenue was a taxi dance with WAVES as hostesses. Beer stands were Navy operated with breweries.

The Navy Relief Society was founded in 1904 to care for the widows and orphans of Navy and Marine Corps personnel. Since World War II and the Korean conflict, the society has broadened its activities to include assistance to active duty personnel and their dependents in time of need.

## HANNUM NUGGET

# There's Gold in Them Thar (Pennsy) Hills

LAPORT, Pa., Aug. 9.—Gold is where you find it, and sometimes that means in the strangest places. Like in this town, with its total population of 183 and located in the mountainous regions of Western Pennsylvania, which this week is giving the Meris Hannum Shows its best—and much welcomed—week of the season.

The occasion is a celebration marking the founding of the county seat here with over-all promotion—a three week stint—handled by Harry E. Wilson, the shows exploitation chief. To find ears to bend, Harry had to go outside the county—the smallest in the State in area and population.

His success was demonstrated Wednesday night (8) when more than 3,700 (the county has a total population of 7,500) bucked the quarter gate. The patrons came loaded and showed a willingness to spend from the start. As a result all units got money. Some affiliates reportedly pulled up stakes when they learned the location of the stand in advance. And nobody blamed them, altho as things turned out, it was a mistake on their part.

**Ideal Location**  
The location is ideal, on the street and across from the Court House. Wilson pointed out how ever, that any location within the town limits couldn't be more than a stone's throw from the seat of justice. The units are mazed lightly and crowds of 3,000 or more make for a friendly and good-for-business congestion.  
Special events helped to drum up excitement. A bathing beauty and "king of the brush" (whisker)

contests had many entries. Today's closing feature is a mammoth parade, which Wilson claims will stretch out for two miles. The town's only possible parade route is a scant eight-tenths of a mile. Last night a mardi gras atmosphere prevailed with the locals turning out in costumes. An annual homecoming is already in the planning stage and Wilson says the prospects look good.

## RAS Shriners Name Jordan Can. Secy.

REGINA, Sask., Aug. 9.—S. T. (Steve) Jordan, a member of Wa Wa Temple Shrine, Regina, was named Canadian secretary of the Royal American Shrine club at a meeting of the org in the Regina Exhibition Auditorium during the Royal American Shows' stay here. Jordan succeeds H. R. Robinson, Regina, who died last May.

Several new members were added to the Shrine club at the Friday (1) meeting, bringing to 50 the number of Wa Wa Temple Shriners on the membership roll. Al Azhar Temple of Calgary, with many members from Edmonton, has 20 names on the Royal American Shrine roster and Khartum Temple, Winnipeg, has 12 members.

Officers are Sam Gordon, RAS concession manager, president; Evald M. Erikson, Pretzel manager, vice-president; Harry B. Julius, Arcade operator treasurer, and H. A. (Hal) Hall, Fun House, secretary.

## TWIN CITY SHOWS WANTED

Foreman and Second Man for Ell 5 Wheel, Foreman for Looplooms. Good pay, good treatment. Want Binge, also Stock Concessions of all kinds.

Fair, Mt. Ayr, Iowa, 11-16; Fair, Mt. Grove, Mo., 18-23; Fair, Lockwood, Mo., Aug. 26-30; Avo, Mo., Sept. 11-13; Batesville, Ark., Sept. 15-22. More Acknowledges Fairs to follow.

## JAMES E. STRATES SHOWS

CAN PLACE FOR LONG FAIR SEASON Starting at Hamburg, N. Y., Fair week of August 18th, Concession Agents for all Grind Shows, Remala Darts, Cake Booth, Pan Games. Place a complete crew. Everybody, wbr.

**FRANCIS FORTNER**  
Hotel Niagara, Niagara Falls, N. Y., until August 16th.

**WANTED**  
Mar Sewing Machine, Straw Hat Concession, also other specialties for **CLARK COUNTY FAIR** Aug. 13-16, Springfield, Ohio. No Games permitted at this Fair. Apply **CARL RASOR** Ashville, Ohio

**FOR SALE**  
Light Generator—20 In. Sperry with or without transportation. Smith & Smith Electric Plant, Standard Radio-Flare All above in good shape. Priced to sell at once.  
**R & C EXPO SHOWS** WATERLOO, N. Y.

**Mound City Shows '2**  
Will book small Binge for 3 spots. Need Ride Help in all departments. Can use a few more. Concessions. Priced to sell at once.  
**A. G. (WHITIE) SLATEN, MGR.**  
Macon, Mo., Aug. 18-12; New London, Mo., Aug. 12-16.

**WANTED—AGENTS**  
For 50 Cans, Buckets, Ballon Darts and Set Spindles, Fourteen more Fairs with Memphis, Tenn., Carthageville, Mo., and Du Quoin, Ill.  
**ROY T. DUFFY**  
c/o Blue Grass Shows, Princeton, Ind., 17th week.

**CARNIVAL WANTED**  
Wanted: **WARDLE ROTARY CLUB** Layman E. Dillard, Secy. Wardle, Missouri. Date: Sept. 22-27, 1952. Phone Day 2371—Night 2541

**FOR SALE**  
Duck the Joker; double action Ball Game on trailer, new tires, paint, lights and every thing. \$1,000.00. Also Top and Frame, 15200, opens 4 sides, used 3 months, 2000.00.  
**BAKER**  
Box 1782, Myrtle Beach, S. C.

**WANT A SET OF MAD RIDES**  
2 or 3, now and for balance of season. We have none. Wire, don't phone.  
**Nessler's Greater Shows**  
Palestine, Illinois

**FOR SALE**  
"Canada," Allen Herchell 28 foot Merry-Go-Round, perfect condition, in top and running here. Cash only. After Labor Day. Also Kiddie Boat Ride. Write **H. EMBERSON**  
4 Redan St., Kingston, Ont., Canada

**WANT STEPHEN'S SHOWS WANT**  
Bingo, Clutter or Rule, Plans for the Klerkville, Mo., District Fair, Aug. 26-30 and for the Lanesville, Mo., Homecoming, Aug. 20-22. Want for rest of season. Mechanical, Athletic Shows, also Cake Booth, Bumper, Game Booth, etc. Write or phone **OTTO STEPHEN**, North English, Mo., Aug. 12-14, What Cheer, Mo., Aug. 16-17.

**Need Rides, Concessions**  
For August 20, 21, 22, 23 Annual Fox Hunt, Fillmore, Mo. Contact M. SHORES, Quartermaster V.F.W. Post #3126 Fillmore, Mo.

**AGENTS WANTED**  
3 Skills, 2 Pin Store, 2 Bangle, 2 Color Percentage, New Girl Darts, Cracker Box, come on.  
**GEO. F. RICHARDSON**  
Scottsville, Ky., Fair this week. 14 Fairs to follow.

## Midway Confab

Virginia Kline writes that she recently visited West Coast Shows at Coos Bay, Ore., where the weather was cold and personnel dug out their overcoats, sweaters and other warm garments. Cookhouse with hot coffee and a windbreak was the gathering place and Mrs. Kline visited there with Minnie Pounds and June Gilligan. Margaret Farmer's bingo was doing well despite the weather and Margaret donated two dolls for Mrs. Kline's Salem Soroptimist Club booth at the Oregon State Fair. Visited the Snobars picture parlor where Roberta Korte showed fishing and swimming party pictures. Louie Loos, who just returned from Greece, swapped stories with Mrs. Kline, who is also a recent European returnee. She also visited with Isabel Myers in the office and George Coe. Betty Coe had a small stove to keep warm in the front gate ticket box.

Edith Thompson, formerly on the James E. Strates Shows, joined the King Reid Shows in Newcastle, N. B., to take the front of one of the Girl Show units. Visitors on the Reid lot at Moncton included Mary Grannan, director of children's programs for the Canadian Broadcasting Corporation, who is a great friend of under canvas show folks, and Jean and Julia O'Donnell, bingo operators on the O. C. Buck Shows. Harry Agne left the shows at Saint John, N. B., to supervise his bingo operations at the Gouverneur (N. Y.) Fair. Fred H. Phillips, who handled Reid's press and radio on the New Brunswick stands, returned to Fredericton to resume his regular duties as assistant director of the New Brunswick Travel Bureau.

Max Cohen, secretary of the American Carnivals Association, recently visited the West Webster, N. Y., firemen's celebration but found no organized show on the grounds. Stopped off to see B & C Exposition Shows at Mount Morris, N. Y. Saturday (2). Cohen plans to catch the Carl Ferris Shows at Batavia, N. Y., and Holman's rides and Gaiety Shows.

Fred W. Miller, veteran gals show operator and owner of the former Miller Midway Shows, was recently appointed a colonel on the staff of the governor of Kentucky. Miller infers that he is putting in a supply of mint for juleps and has a wide-brimmed Panama hat on order. . . . Walter B. Fax, long-time midway agent, has been named concessions manager at the Baldwin County Fair, Robertsdale, Ala.

Bill Norwood, for many years with Sutton Shows and more recently with Clark Empire Shows, has joined the Sunset Amusement Company as electrician. Bill's wife, Lucille, is with him on the show.

Walt Fisher, concessionaire with a Detroit auto plant, was a recent visitor on the Downriver midway at New Baltimore and Berkeley, Mich. . . . George Koinis of the Happyland Shows and D. Wade, general agent of the W. G. Wade Shows, also visited.

Orville N. Crafts, owner of Crafts 20 Big Shows, Inc., returned to his North Hollywood headquarters Thursday (7) following a fishing trip to La Paz, Mex. He flew here to fish with William (Bud) Parr, former Los Angeles coinman. Crafts catch was six marlin. . . . Pearl and Joe Archer of Burbank, Calif., off to Big Bear in the San Bernardino, took several days off to vacation. Archer directed the 1952 Navy Relief Carnival in San Diego. He is scheduled to enter a Los Angeles hospital before long for surgery.

Joe Blash Sr. and Joe Blash Jr. following their run at the Navy Relief Carnival in San Diego, took several days off to vacation at Lake Arrowhead, Calif. They will remain there until the Orange County Fair opens in Santa Ana on August 13. . . . Harry Horowitz, who toured with the Archie Clark Show in the Los Angeles area for 17 years, is now making his home in San Diego. He visited Frank Platten at the Navy Relief Carnival during the four-day run that ended Sunday (3).

Dave Friedenheim left Los Angeles recently for San Francisco. He will play a date spot in San Mateo. . . . Helen Steve, and Bob Vaughn, concessionaires, will make the Orange County Fair in Santa Ana, Calif., the California State Fair, Sacramento, and the Arizona State Fair in Phoenix.

Working p.c. games at the Navy Relief Carnival in San Diego were George Keenan, Fern and Frank Redmond, Mrs. Sammy Shaeffer, Babe Phillips, Nate Nye, Mill Nichols, Frank Morrissey, and Dick English.

Frank E. Lewis, formerly with Jimmy Chavanne's Circus Side Show on Royal Crown Shows, is now with Claire L. (Bobby) Gerry's Side Show unit on Shan Bros. midway show. . . . John T. Hutchins, who has his museum on the Snapp Greater Shows, reports the fairs played thus far have been off for his unit due to bad weather. Heavy winds at Slinger, Wis., blew down half of his front damaging one banner and snapping a pole. Tex Yates and his wife and daughter joined at Slinger and the unit is now carrying 11 attractions.

John Kobler is the author of a yarn dealing with human curiosities and titled "Where Circus Freaks Come From" in the August issue of Cosmopolitan. Dick Best, Side Show operator at Riverview Park, Chicago, and on the World of Mirth Shows, is credited as the source of most of the information. While a number of freaks are mentioned, the emphasis is on Betty Lou Williams four-legged girl, featured by Best for the past several seasons. Other operators come in for mention, including Carl Lauther.

Harry (Sheriff) Williams, off the road after 40 years with carnivals and circuses, is operating hotels in Carmel, Mt. Vernon and Centralia, Ill. He reports he is lending a hand in the promotion of the Labor Day Celebration at Mt. Vernon.

Herman Barnes and daughter were visitors on Turner Bros. Shows during the engagement in Hill, Ill. . . . Connie Cornett, daughter of Mr. and Mrs. Joe Lusk, well-known cookhouse operators, is in Grey Nuns Hospital, Regina, Sask, recuperating from rheumatic fever. . . . Personnel of Crafts Exposition Shows tendered Butch Hunting a surprise birthday party in the bingo tent August 1 in Antioch, Calif. Six-year-old Butch was showered with gifts. Among them was a 36-inch miniature Crafts Shows' semi and tractor, complete with dolly, fifth-wheel, spare tire and keys presented by Rachel Malone, Dale Thompson, Tommy Bicknell and Johnny Flynn, of the Skooter. Vincent Kuropatwa, shows' artist, painted the model.

Pic. Aaron H. Cooper, formerly with the James E. Strates Shows, is expected to return to the U. S. in September after completing his tour of duty in the Far East. Before returning to the outdoor field, he plans to spend a few months at his home in Chelsea, Mass. . . . While playing the fair in Jenners-town, Pa., Carl Atkins (Rita Ray), John LaVelle, Buddy Valier and Ernest Gordon attended the matinee performance at the Mountain Playhouse there. They also visited Bobby Kork on Model Shows at Charleroi, Pa.

Bernie Smuckler, former Mobile, Ala., ride operator and now manager of an amusement park in Meridian, Miss., visited the former city on business recently. . . . Louis A. Bell, during a recent visit to Detroit, took delivery on new truck to transport his house trailer. . . . W. M. (Billy) Breese, currently blazing the trail for Eddie Young's Sterling Crown Shows, writes from Jackson, Miss., that he has contracted fairs in New Albany, Pontotoc and Aberdeen, Miss., and Brownsville, Tenn. Breese was with Rogers Bros. Circus early in the season.

Jack Downes, former general agent for Wallace Bros. Shows and currently operating a park at Grand Bay, Ala., advises that extreme hot weather in that sector has retarded daytime park attendance. . . . Walter B. Fox scribes from his Mobile, Ala., headquarters. (Continued on page 61)

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

FAIRS CELEBRATIONS FAIRS

WANT Honky Panks, Novelties, Ice Cream, Custard, Basket Ball, Long Bones, Short Bones, Plich Till Wins, or what have you? SHOWS—Fay House, Glass, Mechanical, Monkey, or what have you? Manufacturers and Merchants' Free Fair, Bremen, Ind., Aug. 19-23; Denver Free Fair, Denver, Ind., Aug. 25-30; Gas City Fall Festival, main streets, Sept. 1-8; Fairs and Celebrations sold, closing Oct. 18. WANT Billposters for balance of season. Wire Western Union or phone.

This week, Owen County Fair, Spencer, Indiana.

W. R. GEREN

# HAPPYLAND SHOWS

WANT FOR OUR ROUTE OF MICHIGAN'S BEST COUNTY FAIRS, INCLUDING ALLEGAN COUNTY 100th ANNIVERSARY FAIR, ALLEGAN, MICH.

MOTORDROME CIRCUS SIDE SHOW

MONKEY CIRCUS OR MONKEY MOTORDROME

And other worth-while attractions. All of these fairs are in an area that is prosperous and unaffected by the recent steel strike. ALSO WANT SECOND MEN FOR WHEELS AND CATERPILLAR WHO CAN DRIVE SEMIS. DRUNKS WON'T LAST.

All address John F. Reid, Huron County Fair, Bad Axe, Mich., all this week.

Percell's

# PIONEER SHOWS

high class midway attractions

TROY, PA., BRADFORD COUNTY FAIR, AUGUST 18 TO 23rd—SIX DAYS AND NIGHTS; MCCONNELLSBURG, PA., FLATON COUNTY FAIR, AUGUST 26 TO 30th; BIG LABOR DAY AND MCLURE BEAN SOUP FAIR FOLLOWS.

Want SHOWS—Operator for Girl and Posing Show, with or without equipment; Shows of merit, Arcade, CONCESSIONS of all kinds, Cookhouse, Grab, Custard, all Eat and Drink Stands, Photos, Novelties, Jewelry, Hi Sinker, Short Range, Rat, Fern, Cigarettes. What have you? Everything open. Long Southern route of Fairs. Route to interested parties. HELP—Electrician, Bingo Clocks, Relief Callers, Stretch Rice wants Bucket and Bazza Agents. Second Man all States. Want to buy Motordromes. Wire or come on.

All replies: This week, Great Bend, Pa.

MICKY PERCELL

## NOW BOOKING FOR

### THE BARNUM OF THE WEST

MONTEREY COUNTY FAIR Monterey, Calif., August 14th to 17th

MULTNOMAH COUNTY FAIR Gresham, Oregon, August 18th to 24th

MEDFORD PEAR FESTIVAL Medford, Oregon, August 26th to September 1st

SANTA CLARA COUNTY FAIR San Jose, Calif., September 8th to 14th

KERN COUNTY FAIR Bakersfield, Calif., September 22nd to 28th

MADERA DISTRICT FAIR Madera, Calif., September 25th to 28th

MISSION STREET CELEBRATION San Francisco, Calif., October 1st to October 12th

ARMISTICE DAY AND OLD-TIMERS' CELEBRATION Porterville, Calif., November 4th to 11th

Will book Posing Show or Girl Show for No. 2 Unit. Contact

## WEST COAST SHOWS

500 Clement St., San Francisco, Calif. Phone Bayview 10306

WANT WANT

# DOWN RIVER AMUSEMENT CO.

Michigan's Cleanest Midway

HANKY PANKS that work for stock. GRAB JOINTS, NOVELTIES, JEWELRY.

SHOWS—Any worth-while Grind Show.

RIDES—Octopus, Spitfire, Rock-o-Plane. WILL BUY LATE MODEL OCTOPUS — cash waiting.

FAIRS—Wayne Co. 4H, Belleville, Mich., Aug. 12-17; Big Rapids, Mich.-Mecosta Co. Fair, Aug. 19-25; Creswell, Mich., Fair, Aug. 27-30.

Home Office—10138 W. Jefferson River Rouge, Mich.

# MIGHTY PAGE SHOWS

Booking for Rockymount, Va., Fair, Aug. 18-23, followed by Henry County Fair, Martinsville, Va., and solid route of fairs up to the middle of November. Positively no more still dates.

**CONCESSIONS:** Custard (Mike, contact, D. P. returned by error), Embossed Name Hats, Newspaper, Drinking and Eating Stands, Derby Racer, Buckets, Slammer, Swinger, All Hunky Punks and same P. C. open.

**SHOWS:** Have a wonderful route for Sideshow. Real opportunity for good operator with or without equipment. Col. Lew Allen, manager, New Big Snake, Life Mechanical, Wild Life or Wax Show, also Penny Arcade. Want Musicians and Performers for Minstral Show. Tickets if we know you. (Larry Jones, wire "Pachterbook").

**RIDES:** Love Pony, Caterpillar, Flyplane, Rockplane, Silver Struck or any Ride not conflicting. Ride operators, we have one of the best Fair routes in the East. Need Foreman for Twin Wheels, Second Men on all Rides. Must be driven.

All replies to **BILL PAGE, Gen. Mgr.**

Phone calls to **GEO. WHITEHEAD, Bus. Mgr.**

Hotel Billfield, Imporia, Va.

P.S.: Rents furnished to interested parties.

## PAGE AMUSEMENT CO.

WANTS FOR PRINCE WILLIAM COUNTY FAIR, MANASSAS, VA.  
AUG. 18-23

Concessions of all kinds, everything open; Custard, French Fries, Eat and Drinks, Newsies, Hunky Punks and other Concessions. **SHOWS:** Any Show of merit not conflicting with what we have. **RIDES:** Good proposition for Concr. Spiffies, Tilt or any new and novel Ride not conflicting. **HELP:** Want Man to take charge of beautiful Snake Show team. Have Girl Show, complete, for Manager with three or more attractive girls. Need Floor Operator. Hardy Brady needs one Peek and one Concr. Stone Agent. Lucky Miller, contact. Want outstanding Free Act for route of Southern Fairs. Prefer High Polo. Jimmy and Howard Shaffer, contact. Dick Davis, come on.

Address **ROLAND PAGE**

Standsville, Va., this week

## MONTGOMERY COUNTY FAIR

Gaithersburg, Maryland, next week, August 18 Thru 23

Can book all kinds legitimate concessions. Sell X on Custard. Attendance this fair last year 50,000; expect 60,000 this year. Conditions unusually good this territory. Wire or write

## BEAM'S ATTRACTIONS

Howard County Fair, Ellicott City, Maryland, or contact

**JACK SUMNER**

Telephone 383, Gaithersburg, Md.

## GEORGE CLYDE SMITH SHOWS

Want Ball Games, Candy Floss, Age and Scales, Penny Pitch, Hoop-La, Swinger, Cork Gallery, Duck Pond, Fish Pond, Balloon Dart, String Game, Six Cats, Long or Short Tunes Road Gallery, Novelty, Trunk Arcade, Wanted—Sideshow, Girl Show, Musical Show, Mechanical City, Wild Life, Trunk Mechanic, Good pay. General Ride Help, Trunk and Tractor Drivers, Agents for Hunky Punks.

All replies **GEORGE CLYDE SMITH SHOWS**

Cumberland, Md., this week; Scio Level, Pa., next week.

## MODERNISTIC SHOWS

Want Cigarette Gallery, Pitch to Win, Darts, Scales, Hi-Striker. Have open dates last of September and October. Have 6 Rides and 25 Hunky Punks, no bats. Want good Agent who knows North Carolina, South Carolina and Georgia.

**JOHN KEELER**

Fruitland, Md., this week; Delmar, Del., Aug. 18 to 23.

## HELP WANTED

Wheel, Jeany, Tilt and Rolloplane. Top wages. Come on. Will place you. Place Concessions working for stock.

## GREATER DIXIELAND EXPOSITION

Independence, Iowa, Aug. 11-14; Hampton, 18-18.

## E & B AMUSEMENTS

Want Foreman for Caterpillar, Roll-a-Plane and Ferns Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.

Address **JOHN A. BASS**

245-04 UNION TURNPIKE BELLEROSÉ LONG ISLAND, N. Y.  
(Phone) Fieldstone 7-0451 Between 8 and 9 A.M. or Between 12 and 1 P.M.

## WANTED

Approximately 12 Ride and 30 Concession Carnival for week of Aug. 24-30th for benefit of Frostburg Baseball Club. Write or wire

**HENRY L. VOGTMAN, Frostburg, Maryland**

## WANT FOR ROYAL AMERICAN SHOWS

BILL OREN WANTS COUNTERMEN FOR GRABS. GEORGE REINHARDT WANTS WAITERS, SALAD MAN, COOKS AND DISHWASHERS.

ADDRESS: Superior, Wis., this week; St. Paul, Minn., Aug. 22-Sept. 1.

## SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to *The Billboard* TODAY! ... see page 3 for rates

## Club Activities

### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Aug. 9.—Phil Cook, executive secretary, goes on the road Tuesday (12) to visit as many shows as he can on behalf of the club. Shep Blumberg, Epp Glosser and Lew Lange report that the club's fund-raising drive is now in full swing. Maxie Sharp says that over \$700 has been received for the Yearbook, and urges that members who have pledged ads for it forward them to the office.

Claude Sechrest notes that 81 new members have joined, and that five regulars are now seeking gold life membership cards. The club's annual banquet and ball will be held January 3, 1953, at a place still to be selected. Cliff Wilson is still on the road trying his best to contact all members of the board in an effort to get a suitable place for the new clubrooms. He hopes that a building will be obtained before the season is over. Present clubrooms will not be painted until this housing program is solved.

Leo Bistany, president, has renewed the club's beer license. Bill Cowan, Bernard (Bucky) Allen, Bill Moore, Oscar Buck and Mel Dodson, top officers, announce that they will send a large photo of themselves to be hung in the office.

Muri Deemer, William Bloom and Julius Wagner have arrived from Havana and will go north to play fairs. Max Tarbes and Harry Steche are also off in the same direction for the same reason. Among the sick are Max Kimerer and Lou Leonard. Timmy Magid, Chuck's son, has fully recovered from his recent illness. Mall has been received from Epp Glosser, Jim McHugh, Hank Palmer, Mark (Curley) Graham, Harry Meyers, Harry Modele, Bill Cowan, Louis (Dada) King, Joe Green and Milton Kaufman.

## AGENTS WANTED

for **GREAT TASLEY FAIR**  
Tasley, Va.,  
Week August 18

Capable Skilled Agents also Pin Store Agents and Colored Men of all descriptions. All replies to

**A. R. (DUTTON) WHITESIDE**

c/o Harrison Greater Shows Salisbury, Md., this week; Tisbury, Va., next week.

## THANK YOU SEYMOUR KLEIN

Concessionaire on Penn Premier Shows. Your new Buick Buicks purchase is appreciated.

**JOHNNY CANOLE**

CANOLE BUICK  
Middletown, Pa. Phone 937  
Allentown, Pa. Phone 5347

## WANT

Bridge Courtman or Relief Caller who can drive truck. If you drink, don't answer. Wire

**BILL STACY**

Fairgrounds, Corama, Mich.

## RIDE HELP WANTED

Experienced Men for Kiddie Rides. Second Men for other Rides; must drive. Contact

**Beam's Attractions**

Howard County Fair  
Ellicott City, Maryland

## CAVALCADE OF AMUSEMENTS

Can place Teller for Girl Show and Pointing Show. If you are not capable, do not reply. 12 weeks of Fairs. Also want Bob Casavarian for big Girl Show. Can place Concessions of all kinds, especially want Custard, Cream Dip, Photos. All Hunky Punks open, no exclusives at fairs. Can place two Truck Pitchers. Want Waiters for Concession. Sleeping accommodation furnished on train. Can place capable Operator for Grab. Want capable Cook to work along with our Cook in show-owned Cookhouse. Salary, all you can worth. Sleeping quarters furnished in our Pullman car. Can place capable Foreman for Souther. (Eddie Johnson, contact me at once or come on to Kingsport, Tenn.) Want capable Tractor Driver for 15-7 Caterpillar Tractor. (Gimmie Johnson, can place you on Top of Tractor.) Address:

**AL WAGNER, MGR.**

Fairgrounds, Kingsport, Tenn., Aug. 14-23.

## RIDE FOREMEN WANTED

Tilt, Wheel, Caterpillar, Flying Scooters, Louper, Hurricane. Also Helpers. Good salary, best of treatment. Long season South. You must be reliable. Drunkards, chasers and walking delegates, stay away.

Address inquiries to

**GOODING AMUSEMENT CO., INC.**

1300 Norton Ave. Columbus 8, Ohio

### National Showmen's Association

1584 Broadway, New York

NEW YORK, Aug. 9.—The Eligibility Committee has approved for membership John Winicki, sponsored by George A. Hamid Jr. An application was received from Allen Miller, sponsored by Jeff Harris.

Between stop-offs the boys are making the television room a very popular place watching the sports. Past President Jack Perry visited here for a few hours. Chaplain Fred C. Murray spent several days in town, and has already outlined plans for the Year Book and program for Memorial Services.

Letters have been received from Ralph Edison, David Solt, Rocco J. Marroletti, Meyer Rappaport, H. Wm. Jones, Jerry D. Martin, John A. Bass, John V. Hunt, L. H. Kotzenmoyer, Harold Schneider, Norman L. Marshall and Bill Powell.

Recent Clubroom visitors were Charles Rubenstein, Jack Roberts, Andrew Stryker, Charles Smith, Louis G. King, Saul Seligson, Al Bart, Leonard Traube, Sam Cohen, Mack Kassow, Sol Wahnsish, Edward Dubin, Nathan Newman, Sam Finkel and Ben Rosenberg.

Margaret McKee has done a fine job in collecting dues from all our members at Palisades Amusement Park. Helen Goodwalt on the Oscar C. Buck Shows sent in Bocater names for our 1952 Year Book and writes she will have more later on. Don't forget to send in your dues.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Aug. 9.—Things are generally quiet around the clubrooms with the exception of the mall, which is being handled regularly.

Pete Thompson dropped in for a call and Jack Krutt left for parts unknown. Max Friedman stopped in on his way back from the Canadian fairs.

Lou Keller is out of the hospital and resting at home. Lou Leonard spent a day in Chicago. Henry Thode has left the hospital but Harry Morris is confined. Others on the sick list include Oliver Barnes, A. Lytvin and Frank Daniels. Dick Best left here to get his outfit ready for the Ottawa fair.

Callers included Andre Dumont, Mel Harris, Max Brantman, William Meyers, Henry Polk, Charles Zensater Sr., James Lamont, Russell Cray, Louis Brandin.

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Aug. 9.—Monday (4) meeting was called to order by President Doris Monette, assisted by Charlotte Porter, first vice-president; Albert Roche, treasurer, and Bonnie Townsend, recording secretary.

Tom Phillips, a showman from New Zealand, was a guest delivering an interesting talk on show business in that country.

Plans for fall activities were discussed. The death of Rose Ginsburg, was announced.

## BINGO MANAGER

Want experienced Manager capable of handling Bingo for 10 Fairs. Top salary and commission. This is an unusually good opportunity for experienced, sober man. Contact

**M. A. BEAM**

Care

## BEAM'S ATTRACTIONS

Howard County Fair  
Ellicott City, Maryland

## CONCESSIONS WANTED

Open Midway except Popcorn and Bingo.

**COLUMBUS, KANSAS, FREE FAIR.**

Biggest Fair in Southeast Kansas.

Monday, Aug. 18—Saturday, Aug. 23.

For space, wire.

## F. C. BOGLE SHOWS

Houston, Mo., this week.

## STATE FAIR SHOWS

OPENING AUGUST 18, ANADARKO, OKLAHOMA, INDIAN FAIR & EXPOSITION

Want Concessions of all kinds. Ride Men on 25 Bill Wheel, Merry-Go-Round, and Kid Rides. Can also place Fun House (Kids) SHOWS. Want a Show Manager. Can place Sign and other Shows not conflicting. Have 6 Fairs to follow. West Texas in the fall.

Contact **C. A. GOREE**

Arls, Tex. (Phone) 421

Will be at Anadarko, Aug. 18.

## WANTED

### TRUCK MECHANIC

AT ONCE

**GEORGE CLYDE SMITH SHOWS**

Cumbyland, Md., this week; Scio Level, Penn., next week.

## Electric Power Plant

Three 50 Kw. General Motors Diesel Electric Generators mounted on a Hobbs Electric Trailer. Frame, 12' x 12' x 33' flat with all steel frame. Unit with wheel aluminum van body. Plant was used by well known carnival. Understand original cost \$50,000.00. Will sacrifice for \$20,000.00. Sold at once. Semi-trailer costs alone over \$5000.00.

**KARL P. GOODMAN**

616 Texas St. El Paso, Texas  
Phone: 3-1619

## MACK'S BINGO

WANTS COUNTER MEN

Contact

**DALLASTOWN, PENN., FAIR**

Once Again, Enjoy Seeing the

## MIGHTY SHREESLEY MIDWAY

Featured at the Height of its Glory in 23 Good Big City photographs, taken at Galveston, Nov. 1-7, 1918. Send 25 cents for two monthly prints. \$1 for the entire set of 25. If not satisfied, return and get your money back.

**W. H. B. JONES**

P.O. Box 727 Galveston, Texas

## HELP WANTED

### FOR PENNY ARCADE

Age 18-35, experience unnecessary. Must drive and have references. Arcade goes into permanent location this winter.

**G. PILANT**

Gen. Del. Mason City, Iowa, this week; Sidney, Iowa, next.

## WANTED

Man to drive truck and work in Popcorn Stand on Eastern Fairs starting August 23rd. Must be sober and reliable. Good pay with bonus. Contact immediately. Dewey Moore, please note

**ROBERT D. KELOGG**

Stillwater, N. Y.

Phone: Mechanistville 646-1

## FOR SALE

3 Electric Pitchmen Ball Game Machines, framed in 20x10 ft. portable enclosure. Ready to travel. Reason for selling—must have space for Ferris Wheel location.

**DON WILLIAMS Mgr.**

Remona Park, Grand Rapids 4, Michigan

Tel.: G.L. 4-8134

## CARNIVAL WANTED

With good Rides for V.F.W. MILITARY DAY on Main St., Saturday, September 6, Peio, Illinois.

## STEVE STANICH

**M. E. (CURLEY) SCHUMACHER**

Wise man at once, very important.

**L. I. THOMAS**

THOMAS JOYLAND SHOWS

La Porte, Ind., this week.

# Midway Confab

Continued from page 59

ters, that he will assist the Robertsdale, Ala., Chamber of Commerce in the promotion of the Baldwin County Fair this fall. Definite dates have not been set but the event probably will be held the last week in October. Fox says the fair will be enlarged this year and that a larger carnival will be on the midway.

Johnnie Adams, former concessionaire with Al Wagner's Cavalcade of Amusements, writes from Mobile, Ala., that he is temporarily managing the Hill Hotel there during the illness of Owner Al P. Hill, former showman. Hill, who recently spent three weeks in Biloxi, Miss., undergoing treatment from a specialist, has returned to his home on Government Street, Mobile. . . . Billie Reed, formerly with Mighty Page Shows, recently spent two weeks visiting friends on the Carl D. Ferris Shows in Syracuse. She also visited friends on Ceelin & Wilson Shows during the stand in Springfield, O.

Larry Schaff, assistant manager, of Peppers' Alabama Amusements, cards from Montgomery, Ala., that the org did good business at the Sampson, Ala., July Fourth Celebration. He adds that over 8,000 people turned out for the Independence Day activities. . . . Linda Lopez's Circus Side Show, after closing with Hill's Greater Shows, has joined Victory Exposition Shows for the latter's string of fair dates. Featured on the unit are Bonnie Bell, Jerry Vaughn, Jake Winn, Bill Rimm and Capt. Jimmie Farmer.

John Hanson, Mobile, Ala., auditor for Al Wagner's Cavalcade of Amusements, left Mobile July 27 for a two-week combined business and pleasure trip to New York and other Eastern cities. He plans to visit several shows en route. . . . A. J. Duffy, advance man with Sunset Amusement Company, is confined to his home, 717 East Sixth Street, Muscatine, Ia., with a heart ailment. He will remain there about five weeks and would like to read letters from friends. . . . Rufus A. Mazzie is requested to contact his sister, Helen Moore, P. O. Box 387, Watsonville, Calif.

Fred La Reina, legless concessionaire, having played Cobleskill, N. Y., was driving his specially-built Buick when it

caught fire. Fred jumped to safety, but was unable to save the car, his wheel chair or personal belongings. He had planned to visit Dave Chasen and enter business in California this winter, but without a car, Fred doesn't know how he'll make it.

Raymond C. Dixey, Chicago area ride op, whose business was hard hit by the steel strike, reports little chance of any pick-up in the area at least until after the millworkers get their first pay check. Dixey has the ex on the rides and shows at the Elgin, Ill., Labor Day celebration.

Mabel and Eddie Brown are away from their Los Angeles home for a visit with friends in San Diego. . . . Gladys Mackey visited the Pacific Coast Showmen's clubrooms in Los Angeles. She was in the city from Jantzen Beach, Portland, where she and her husband, Jerry, PCSA president, have an interest. Mackey is reported to be having a strong season at the Oregon playground.

John Backman, veteran glass blower who will be 85 years old next October, is back in the swing. He left his Venice, Calif., home for a tour of the fairs. He played the San Diego County Fair in Del Mar, and the Santa Rosa event. . . . Monroe Eisenman, who is managing the amusement interest of Harry Gordon in Oceanside, Calif., was in Los Angeles recently. He also served as the civilian consultant for the Navy Relief Carnival staged at Camp Pendleton, the world's largest Marine camp. . . . William Allen of Australia is in the States studying the operations of concessionaires. At present he is traveling with the Crafts Shows, viewing the stands of Cecelid & Levaggi of Sun Valley, Calif. Allen is operating a concession in order to get first hand information on the field. He plans to go East to view the shows in that section.

Charmaine Woods, of the L. J. Heth Shows, was guest of honor at a surprise birthday party given during the org's Owensboro, Ky., stand. Mrs. Abe Franks, Mrs. Bill Davis, Mrs. Earl Denton and Alice Mooney handled arrangements. Guests included Mr. and Mrs. Bert Woods, Mr. and Mrs. Joe Fontana, Mrs. and Mrs. Floyd Heth, Mr. and Mrs. Sam Saladino, Mr. and Mrs. Abe Franks, Mr. and Mrs. Hayward Barry, Mr. and Mrs. Earl Denton and Barbara Denton, Mrs. Louella Dedrick, Louis Heth, Henry Heth, Claude Dutton, Mr. and Mrs. Bill Davis and Butch Davis, Bob Perbell, Mr. and Mrs. J. D. Goodwin, Mr. and Mrs. Pennell, Mr. and Mrs. Earl Durham, Miss. Kitty, Diana, J. P. Lumley, Paul Hankin, Bruce Harris, W. W. Collins, Mr. and Mrs. Paul Reynolds, Slim Wilder, Bill White, M. Z. Wallace, Mr. and Mrs. Steve Ell and family, Phillip Durham and Mr. and Mrs. Tommy Blanchard.

Mrs. Beatrice Farbas flew to Hastings, Mich., recently to spend a week with her daughter and son-in-law, Mr. and Mrs. Louis A. Bell, and their baby daughter, Heidi, before leaving for Europe this month.

Gerry Hughes, a member of the east of "Moulin Rouge," on the Royal American Shows, was hosted by other members of the east on the occasion of her 18th birthday during the Provincial Exhibition in Regina. Presentation of gifts was followed by a spaghetti dinner on the grounds Friday (1) at 1:30 a.m. Nifty spread, complete with birthday cake, was prepared by Marion Graves, assistant canvasser of the Rouge show, who worked all the previous day on the spaghetti sauce and trimmings. The Salvation Army generously donated its fairgrounds dining hall for the event. Guests included Bob Lehmer, RAS general agent, Fred McGuinness and Bruce Peacock.

Phil Cook, executive secretary, Miami Showmen's Association, plans to hit the road next week in search of new members and additional funds. While the reports of show earnings filtering into club headquarters to date have not been good, Phil opines that the fair season ought to be good for all.

## ATTENTION, INDEPENDENT SHOWMEN

We can place a limited amount of good, clean, entertaining Shows for undoubtedly the most outstanding route of late Fairs in the country. All must have their own equipment and operate to meet our high-class standards, including personnel and equipment.

Can place Mechanical Show, Midget Show, Fat Show (attention, Blackhall or others), Monkey Show, Hillbilly or Western Show, Deep Sea Show, Illusion Show, Single Pit Attractions, Torture Show and any other Shows of merit.

LOOK WHAT WE OFFER!

Ohio State Fair, Kentucky State Fair, Mississippi State Fair, North Alabama State Fair; Columbus, Ga., Fair; Huntsville, Ala.; Athens, Ga.; Dothan, Ala., and Lawrenceburg, Tenn.

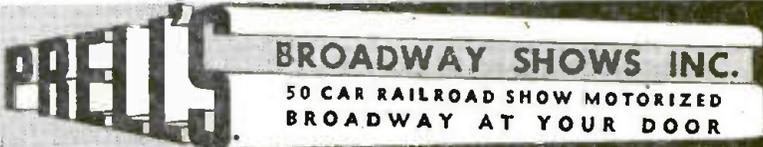
WRITE WIRE PHONE

### GOODING AMUSEMENT COMPANY

1300 NORTON AVE.

Phone UNiversity 1193

COLUMBUS 8, OHIO



**BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

Now Booking for Our 14 Outstanding Fairs

CUMBERLAND FAIR

CUMBERLAND, MD.

AUGUST 18-23

TO FOLLOW

INDIANA COUNTY FAIR

INDIANA, PA.

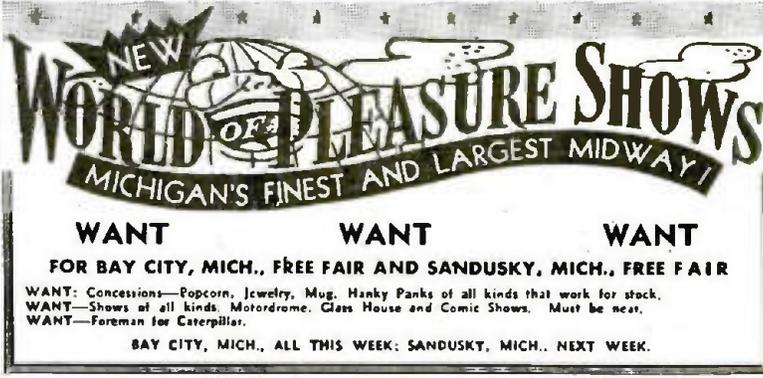
AUGUST 25-30

CONCESSIONS—Novelties, Age and Scales, Photo, Derby Racer, Eating and Drinking Stands, Long and Short Range Gallery, all kinds of Manky Panks, Cutford, American Palmtree, Penny Arcade.

SHOWS—Unborn, War Show, Clai Show, Fun House, Glass House, Wild Life, Mr. Stofel, get in touch, Hawaiian Show, Grand Shows with merit.

RISE HELP of all kinds; all our old Help, reply, Long winter's work, Mechanic with tools for International Fleet, Professor Valdella wants Performers and Musicians, Lenia and Fred Hood, Trembone Warts and one good Trumpet Player.

All Answer: JOE PRELL, BUTLER, PA.



**WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT WANT WANT  
FOR BAY CITY, MICH., FREE FAIR AND SANDUSKY, MICH., FREE FAIR

WANT: Concessions—Popcorn, Jewelry, Mug, Manky Panks of all kinds that work for stock.  
WANT—Shows of all kinds, Motordrome, Glass House and Comic Shows. Must be neat.  
WANT—Foreman for Caterpillar.

BAY CITY, MICH., ALL THIS WEEK; SANDUSKY, MICH., NEXT WEEK.

**LAST CALL!**  
**Washington, Pa., Free Fair**  
AUGUST 19-23

Book all kinds of Grind Stores, Long and Short Range Shooting Galleries, Straight Wheels for stock.  
Sell ex on Scales, Age, Novelties, Jewelry and Hats. Space for Pitchmen. Space on main midway still open.  
RIDES: Want Octopus, Caterpillar or Tilt, Chairplane.

All replies EDDIE DIETZ  
**EDDIE'S EXPOSITION SHOWS**  
Mountsville, West Va., Fair this week.

*A Family Tradition*  
**JOHNNY'S UNITED SHOWS**

WANTED WANTED WANTED WANTED WANTED  
FOR THE VIGO CO. FAIR, TERRE HAUTE, IND.—7 GIGANTIC DAYS, AUG. 17 THRU 23; HORSE RACING DAILY, CAR RACES, THRILL SHOW, RODEO, FOLLOWED BY 12 SOLID WEEKS OF THE FAIRS IN THE SOUTH.

Especially want on exclusive basis: Foot Long, Castard, Chocolate Dip, Sandwiches, Lemonade Shake, Pronto Pups, book, Manky Panks of all kinds. Want Six Cat, African Dip, Scale and Age, Glass Pitch, Cotton Candy, Sno Ball and Penny Arcade.

Show Help Wanted: Side Show Attractions of all kinds, Annex, Mijician and Bally Girls.  
Clarence Samuel's wants for Club Havana Minstrel, Chorus Girls, Comedian and M.C.  
Girls wanted for Revue and Posing Show. Salary starts \$75 per week. Contact Fats Usher.  
Ride Help Wanted: Wheel Foreman for Twin Wheels, and Second Man for No. 2 Wheel. Must drive.

All replies: JOHN PORTEMONT, Warsaw, Indiana

**SHOW PRINTING**

New Stock Pictorial Window Cards & Posters

Fairs—Carnivals—Circus—Auto Races—Thrill Shows—Rodeos—Duchess—Parks—Rocks—Sports—Sideshows—Fibre Banners—Day-Glo Banners. Send for price list, samples and Free Date Book.

**Metropolitan PRINTING COMPANY**  
1609 N. 5th ST. PHILA 22 PENNA  
union printers POPLAR 5-0526

America's Finest Show Canvas  
TENTS—SIDESHOW BANNERS  
CONCESSION TENTS  
Immediate Delivers  
FLAMEFOIL FABRIC  
Available in all colors.  
All over-caters also available  
Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4122 N. CLARE ST. CHICAGO 40

**WHEELS DOUBLE WHEELS SINK WHEELS**

Motor Wheels  
Paddle Wheels  
Big Sized  
Horse Wheels  
Baseball and  
Cigarette  
Wheels

Lafayette and  
Penny Pitcher

**CARDINAL MFG. CORP.**  
429 E. 11th Street Brooklyn, N. Y.  
Rt. 1, Brooklyn 7-3822

## ROCKWELL SHOWS

*Mike Rockwell - Owner-Manager*

### BOOKING FOR SIDNEY, IOWA

#### STATE CHAMPIONSHIP RODEO

AUGUST 19-23

150,000 ATTENDANCE IN 1951

WANT HANKY PANK CONCESSIONS OF ALL KINDS.  
CAN PLACE ONE MORE CAPABLE SHOW.

Wire **MIKE ROCKWELL, Mgr.**

BURDEN, KANSAS (EAST COWLEY COUNTY FAIR) August 11-15;  
then Sidney, Iowa.

## VIVONA BROS. Combined SHOWS

### GRATZ FAIR, AUG. 18-23, GRATZ, PA. AND TWELVE MORE FAIRS TO FOLLOW

Want Hanky Panks of all descriptions. No exclusive, open midway. Eating and Drinking Stands, Phone, Novelties, Hi Striker, French Fries, Six Cars, Glass Pitch, Long and Short Range Galleries, Derby Racers, Hats, Age and Scale, Popcorn, Floss and Custard. SHOWS—Wild Life, Baboon, Fox and Goose House, Navy good proposition for Motordrome, Girls and Operator for Girl Show. RIDES—Will book Tilt, Comet, Little Dipper and Fly-o-Picnic. **HIDE HELP**—Second Man on all Rides who drive.

THIS WEEK CLINTON COUNTY GRANGE FAIR, LOCK HAVEN, PA.

## RIDE HELP WANTED

Capable men who can drive semis. Good salary every week out of office. Long season. (See November 15).

WENDELL wants Hanky Pank Agents of all kinds, also useful help in other departments.

LISA DEL-MAR wants A-1 Talker, Fortune Teller, Tattoo Artist and other competent Side Show Acts. Paid every week out of office.

Legitimate Concessions of all types open. Reasonable privilege. All Fairs and Celebrations to follow.

## GEM CITY SHOWS

WHEATON, ILL. THIS WEEK      PLEASANT HILL, ILL. NEXT WEEK

## TOPSFIELD, MASS., FAIR

### AUGUST 31ST THROUGH SEPTEMBER 3D

WANT Novelties, Jewelry, Pitchmen, Custard, Eat & Drink Stands, French Fries, Cook House, Popcorn and Ice Cream. **ALL HANKY PANKS OPEN**—Will sell "X" on Glass Pitch, Photos.

SHOWS—Want Shows with own equipment, good proposition for ARCADE, MOTORDROME, UNBORN, SIDE SHOW, WAR CRIME, FUN HOUSE, GLASS HOUSE, MONKEY SHOW, ETC.

All replies to **JACK FLYNN**, care Eugene J. Dean Salisbury Beach, Massachusetts.  
TELEPHONE: Salisbury 1046 or 2636 M-1

## UNITED STATES SHOWS WANTED

For Clay County Fair, Clay, West Va.; Braxton County Fair, Sutton, West Va.; Webster County Fair, Camp Caesar, West Va., with 2 Virginia and 4 North Carolina Fairs to follow.

WANT Water Concession, High-Striker, any Hanky Panks. Also want Posing Show.

All replies to  
**L. P. BRADY**  
Gilmer County Fair, Glenville, West Va., this week.

## JOHNNY T. TINSLEY SHOWS

*"America's Most Modern Midway"*

**FAIRS** Greenville, S. C., opens in the Carolinas. Labor Day week, followed by a route of the best Fairs in Georgia and Alabama, beginning week Sept. 8 at the Big Nine County Fair, Elberton, Ga. **NOTICES**—These Fairs are in the best industrial cities and towns in the South, unobstructed by labor trouble. All midis and factories working full time, no strikes.

**WANT** COORHOUSE to join at once, must be clean and up to date. **CONCESSIONS:** Long Range Gallery, Novelties, Hi-Striker, Custard, Hanky Panks of all kinds. **RIDES:** Scooter, Dark Side, Cassier, Best Ride of any new and novel type. **SHOWS:** Want organized Minister, have beautiful new outfit and playing the best Minister show territory; Side Show, Newborn Show, Monkey Show, Fun House, Wild Life (batter), contact; Mechanical Show or any other Show. Have Motordrome complete, want Manager and Riders. **FEES ACTS:** Can place one more sensational High Act (Will), contact us at once. All agents.

**JOHNNY T. TINSLEY SHOWS GAINESVILLE, GEORGIA, THIS WEEK.**

## PIERCE GREATER SHOWS

Tazewell, Tenn., August 11-16

### WANT

CONCESSIONS: Cookhouse or Sidewalk Grab, Bingo, Pan Game, Six-Car, Buckets, Dart Show, Water Show, Hanky Panks of all kinds. Can place 2 or 3 choice Concessions. SHOWS: Shows with own equipment, come on. **Committee money only.** **HELP:** Want Wheel and Tilt Foreman. Second Man on all Rides; come on, will place you. Address all mail and wires to

**DICK PIERCE TAZEWELL, TENN., THIS WEEK.**

**GIVE TO DAMON RUNYON CANCER FUND**

## From the Lots

### Crafts Expo

**ANTIOCH, Calif., Aug. 9.**—Shows closed here Sunday (3) after playing to four days of warm weather and good business. Burns Side Show joined here for the show's 20th tour.

About 20 concessions and six light towers were added here. W. D. Jones, chief electrician, was lauded by Manager Roger Warren for the ease with which he handled the extra equipment.

Opening day, July 31, was a 14-cent Kiddie Day with about 4,000 children on the lot. Some were brought in by school busses as early as 10 a.m. Saturday proved the biggest day of the run.

New Double Octopus is proving popular. Joe Alessio, novelty agent for Al Freeman, reported his biggest week in two years. Howard Coffelt, who booked his Miniature Train and floss for this spot, left here to join Crafts Fiesta Shows. Mr. and Mrs. Diamond booked their string game. Sid Kerner booked a new checkerboard dart game. Al Cecchini added three concessions. Others joining here were Sam Glassman, J. W. Arbogast, Melbie Burns and Guy Wheeler. Personnel of the new Circus Side Show includes manager and talker, Burns; ticket seller, Shannon; ticket taker, Lecaudo; Dottie Stiles, Eddie Estner, Tiny Cluff and Jimmy Rutledge.—VINCENT B. KUROPATWA.

### Page Bros.

**NEWPORT, Tenn., Aug. 9.**—Erwin, Tenn., played under auspices of the fire department was good for all segments.

Jim Finell has been named business manager replacing E. H. Broome. All rides have been repaired and repaired in readiness for the fair season which opens the middle of this month. J. P. Kerns has joined with his concessions.

Bob Stewart's son was a recent visitor from Columbus, Ga., where he is with the 11th Airborne Division of the Army. Prior to going into the service the younger Stewart was a drome rider on Shan Bros.' Shows.

## Callahan, Fla., Names Stratton

**CALLAHAN, Fla., Aug. 9.**—Harry O. Stratton, this city, has been named president of the Nassau County Fair Association. Stratton also was nominated in a recent primary for membership in the Florida House of Representatives.

W. R. Howell was named vice-president of the fair; Gordon Ellis, secretary, and L. L. Owens, treasurer. Directors include J. L. Irwin, Sec. A. G. McArthur, Thomas J. Shave Jr., Mrs. Ann Bulford, Mrs. Ethyl K. Ambrose, David Page, Kenneth Pittman, H. F. Smith and Frank Shaffer. Fair dates are October 22-25.

## WANT

One more Colored Comedian and Blues Singer who can work in Acts. Pay day every day.

Wire  
**DR. G. W. EDWARDS**  
Fairmount, N. C.

## MARION THOMPSON WANTS

WE CAT AND BUCKET AGENTS  
Wire or come on.  
Address: c/o Wolf Greater Shows, LeCenter, Minn., Aug. 17-19; Anock, Minn., 16-18; Garden City, Minn., 18-20.

## WANTED

Scale and Age Agents starting Hamburg, New York. Also Show Hat Worker. Wire Western Union.

**SYDNEY DANIELS**  
Hamburg, N. Y.

## A.M.P. SHOWS

*Midway*

### NOW BOOKING FOR CLARKSBURG, W. VA. FAIR

Want Bingo, Ball Game, String Game, Hi-Striker, Mag Outfit, Penny Pitch, Buckets Pan Game, wire P.C. with Hanky Panks, Want Girls for Girl Show, Animal, Monkey, Life, Unborn, other Grand Shows. Ella Raye wants Acts for Sideshow. All replies to

**A. M. PODSOBINSKI**  
This week, Elkins, W. Va.; next week, Clarksburg, W. Va.

## WANT

For rest of season, right through any Tobacco Festivals and Florida. This show works almost the rear around.

Want Concessions of all kinds. Everything open except Grill and Periwinkle. On days of disappointment can use few days of disappointment. Must drive well, callers, write: c/o W. H. Messias, Elberton, Ga., Elberton, Ga.

**BARNEY TASSELL UNIT SHOWS**

## WANTED

Midwest Show. Have all equipment for Show. Salary guaranteed from office. Want Rides that do not conflict. Will book Monkey Show and Great for office-owned Snake Show. Want Hanky Panks of all kinds, also Agents for Hanky Panks.

**PALMER SHOWS**  
East Spencer, N. C., this week; then as per route.

## WANT SUNSHINE SHOWS WANT

For Macon, Ga., opening Aug. 18 through Sept. 25 on the streets. Playing best money. Want Hanky Panks and Mag Outfit, also Clean Shows. Can use good ride help. Shows booking now will have preference at our Florida winter fair. Show under new management. Mr. C. W. Hendrix, Southern fair committees and relations, we have some open days. Operating several units, lots of Rides. Be enough for the largest fair and can play the small ones.

Contact SAM HOLMANN, Agent, 2105 E. Chestnut St., Tampa, Fla.

## OZARK EMPIRE SHOWS

*"Playing the Cream of the Ark-Mo"*

Opening Beasick County Fair, Beasick, Mo., Tuesday, August 12.

Can place the following for this fair and three Arkansas Fairs to follow in September: Popcorn, Floss, Snow and Apples, Frenchy Souffles can place you now. Aim can place Fishpond and Cork Gallery. All Hanky Panks, 25 up. Want Foremen for Merry-Go-Round and Ferris Wheel. Aim can place Second Man on all Rides. Contact

**MANAGER, OZARK EMPIRE SHOWS**  
Beasick County Fair, Beasick, Mo.

## WANTED

ONE RAZZLE AGENT

TWO PEEN STORE AGENTS

**CHUCK MAGID**  
c/o Royal Crown Shows  
Springfield, Mo.

## WANTED

Merry-Go-Round Foreman. Must be able to get the Ride up. Will pay salary or per cent or will book penny and one flat Ride balance of fair season which is to middle of October. Need Shows of all kind. Can place legitimate Show Concessions. Contact

**A. E. RAINES**  
Waverly, Kan., through 151 Lane, 18;  
then Richmond, All Kansas Fairs.

## WANTED

### THRILL DRIVERS

Also Advance Agent. Wire  
**THRILL DRIVERS**  
Western Union, LaCrosse, Wis.

## WANTED

Truck Driver to join immediately.

### SHAN BROS.' SHOWS

Tazewell County Fair,  
Tazewell, Va., this week.

## MARVEL SHOWS

Want Stock Concessions: Photos, Caramel and Pop Corn, Frozen Custard, Hi-Striker, Cork Cans, Grab Stand or any Concession not conflicting. No grapes. Amboy, Illinois, Community Fair, Aug. 14-15-16; Ogleby, Sunday, 17; Mackinac, 19-20-21; Mark, 22-23-24.

## WANTED

Count Store Agents and Peck Store Agents.

### GENE CAIN

c/o Wallace Bros. Shows  
Wisconsin Rapids, Wis.

## SCHAFER'S JUST FOR FUN SHOWS

Want for Ralls, Mo., Fair, the biggest in Missouri. Want Agents for Peppercorn and Apples. Paul Miller, phone 704.

**W. A. SCHAFER OR W. H. (BILLY) BONTIA**  
Ralls, Mo., this week.

## WANTED

Orleans Foreman and Second Man, clearly ready work. Also want Man for Popcorn and Apples. Paul Miller, phone 704.

Telephone: Pittsburg 3676

Wire **MORT MESSIAS** Write  
c/o Playlone Park, Pittsburg, New York.



Whether you're voting  
"for" or "agin"  
Registration is  
How you begin



# STRATES SHOWS

AMERICA'S BEST MIDWAY

**WANT FOR SOLID ROUTE OF FAIRS**

Monkey Show, Grind Shows, Hunky Punks and legitimate Concessions, Flaglet Player, Scotch Boppeper, experienced Boss Concessions man to handle new Sidown Show with 80 foot top, M. Francheck, contact at once; Men to handle Front and Sell Tickets, Talkers, Riders and Concessions, Fairs until closing day. All contact:

**JAMES E. STRATES**  
James E. Strates Shows, Niagara Falls, N. Y., this week.  
Erie County Fair, Hamburg, N. Y., next week.

## FLEMINGTON FAIR

AUGUST 26-SEPT. 1 Inclusive

**WANTED—SHOWS FOR FLEMINGTON AND MINEOLA**  
MINEOLA FAIR—SEPT. 9-13 INCLUSIVE.

CONCESSIONS: All kinds—Hunky Punks only. Will be on grounds at Flemington, Sunday, August 24th, all day.

**Phil Isser, Gen. Mgr., I. T. SHOWS**  
1539 East 29th St. Phone: NA 2222 8-8960 Brooklyn 29, N. Y.

# SUNSET AMUSEMENT COMPANY

**GREAT JONES COUNTY FAIR**

Can place Hot, Custard, Derby, Long Range, Ducks, Fish Bowl, Jewelry, Age and Weight, Bull Games, Basket Ball and Hunky Punks. Will place Six Cots with Hunky Punks and Buckets with some work for stock. Independent Grind Shows open. Can place Ride Help who drive, Sunset Amusement Co., Northwood, Iowa, Fair, until Wednesday, Aug. 13; St. Charles, Minn., Fair, Aug. 14-17; Monticello, Iowa, Fair, Aug. 18-21.

P.S.—Can place Rat and Pan Games that you work for money or stock.

## BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.

*you won't get along!*

**WANT FOR THE LITTLE WORLD'S FAIR, BROOKHEAD, KY., AUG. 18-23**

CONCESSIONS: Can place Popcorn, one large Crab, Long Range, MHI Camp, one Bear-Dealer, Novelty, Hunky Punks that work for stock of all kinds. Five days and nights and plenty of people; you will get money here.

RIDES: Can place one more Major and one Kid Ride not conflicting.

SHOWS: Will book any show that can get money, 30% to office and 25% to office balance of season. Address:

**DAVID J. HULLS**  
Care Bee's Old Reliable Shows, Campbellville, Ky., this week then as per route.

**WANTED CONCESSIONS WANTED**

For Mothers' Club Celebration, Sixton Park, Sixth & Mound Sts., Cincinnati, Ohio, Aug. 18-24; Lincoln Center, East & Line Sts., Cincinnati, Ohio, Sept. 1-7.

Weight & Age, Photos, Darts, Muck, Fish Bowl, Box Ball or any legitimate Concessions that throw stock and works for 15¢ and 25¢. Water Game, Cake, Stum Spindle, Glass Pitch, Cork Game already booked. No games, please. All replies to:

**LEE BECHT AMUSEMENTS**  
Cleveland County Fair, Oremville, Ohio, this week.  
Farm. Address: P. O. Box 92, Mt. Healthy, O.

## DUMONT SHOWS

Burlington, N. J., Aug. 11 to 16—Mt. Holly, N. J., Aug. 18 to 23

WANT Girl Shows with or without own equipment. WANT sober Ride Help that drive Semis. WANT one Rascal, two Wheels, one Clothes Pin, one Sordide and one Swinger. Want Hunky Punks of all kinds. Francis Jablonski wants for Side Show Working Acts. Karl Adams, answer.

All address Lou Hilley as per route.

## WEST VIRGINIA A & I FAIR

CHARLESTON, W. VA., AUGUST 28 TO SEPTEMBER 7 inclusive. 9 BIG DAYS AND NIGHTS 7 INCLUDING TWO SATURDAYS. TWO SUNDAYS AND LABOR DAY.

Will place independent attractions at this Great Fair. Notice, have Curand and free Lunch or Last Supper Location for Sale. For booking information contact:

**J. H. DREW JR.**  
As per Billboard route at James H. Drew Shows—Converse, Ind., this week; Parkersburg, W. Va., District Fair, Aug. 19-25.

## GAYLAND AMUSEMENTS

**WANT FOR FAIRLAND, INDIANA, AUG. 11-17**

All legitimate Concessions. Can place more Rides. Ride Help wanted on all Rides. Will be out all winter. More Fairs and Celebrations to follow.

STOCK TICKETS

One Roll ..... \$ 1.50  
Five Rolls ..... 6.50  
Ten Rolls ..... 12.00  
Ten Rolls ..... 48.00

**BOLLS, 1,000 EACH**

Double Coupons  
Double Prizes  
No C.O.D. Orders  
Size: Single Tkt., 1x2

We Manufacture  
**TICKETS**  
of every description  
**THE TOLEDO TICKET CO.**  
2963 Columbia St.  
Toledo 12, Ohio

SPECIAL PRINTED  
Cash With Order, Prices

7,000	5.00
10,000	6.00
15,000	7.50
20,000	9.00
25,000	10.50
30,000	12.00
35,000	13.50
40,000	15.00
45,000	16.50
50,000	18.00
55,000	19.50
60,000	21.00
65,000	22.50
70,000	24.00
75,000	25.50
80,000	27.00
85,000	28.50
90,000	30.00
95,000	31.50
1,000,000	330.00

Bookings, Orders, Cash Paid

## HIGH COSTS, WEATHER HIT EARLY PRELL DATES

DOVER, N. J., Aug. 9.—Constantly rising operational costs, together with a reluctance on the part of the public to spend freely, have held down the earnings of Prell's Broadway Shows throughout the season, Manager Joe Prell reported here this week.

Joe said the costs had pyramided, despite tight control and a constant effort on the part of all key personnel to hold the line. As a result, he said, bigger grosses were needed, but the increased earnings have failed to materialize so far.

Active management of the unit has been taken over by Joe and his brothers during the absence of their father, Sam E. Prell, who recently underwent surgery and is now convalescing at his Jersey home. The elder Prell expects to be back on the road and at the helm of the organization in a couple of weeks.

**Early Dates Off**

While many of the early dates failed to hold up, Joe admitted that the inclement weather prevailing at the time was deemed largely responsible for the curtailed earnings.

The show's usual Long Island tour held up, however, and bolstered the feeling that the fairs will hold up. The show kicks off at the Butler (Pa.) Fair next week and its route of annuals will take it into the Deep South and the late fall.

The show jumps from here to Butler, a distance of 375 miles and the longest haul of the season.

A new front has just been completed for Jack Gallupa's Girl Show and other improvements are being made, Joe said. The rolling stock and all principal units are in excellent shape, he said, but the rough weather and lots encountered to date made constant refurbishing necessary.

## James Drew Opens Okay At First Fair

VALPARAISO, Ind., Aug. 9.—James H. Drew Shows launched its fair season here this week at the Porter County Fair and, while early grosses were fair, excess looked for a sharp pick-up over the week-end which normally yields the biggest crowds.

Org moved here from Nappanee, Ind., where it played the Jaycee fair. Altho attendance there was estimated to be 32 per cent ahead of a year ago, spending was not up due to strikes and plant shutdowns in the area.

Business as a whole this season has been satisfactory and as much as 25 per cent ahead of '51 when the weather permitted, Drew said. The org's new Tilt-a-Whirl and Little Dipper have increased the show's earning power, he added.

John Willander's back-end units are in good shape for the fairs and he reports that grosses here held on a par with last year. Recent visitors here included Johnny Denton, owner of Gold Medal Shows; Jack V. Eyerly and his two sons, of the Eyerly Aircraft Company; R. Bush, Harley R. Drew, Mr. and Mrs. Smokey Scruggs and Bill Gable.

## Mike Krekos Inks Mile Fete

SAN FRANCISCO, Aug. 8.—West Coast Shows, headed by Mike Krekos, have been signed to play the 1952 Mission Miracle Mile Festival for the fourth consecutive year. Carnival will again have its location at the corner of Harrison and Army Streets.

Contract was negotiated with Krekos and Bobby Cohn, general agent, representing the show, and Joseph J. Ravinsky, M.M.M.F. general chairman. The show will open October 7 and run for six days.

The annual M.M.M. night parade will be held October 1 under the direction of Charles P. Teevin, acting secretary of the city board of permits and appeals.

The Mission Maid Queen contest is underway under the direction of Art Craner, who has been associated with the Mission Miracle Mile event for the past four years.

A Mission Merchants Association "Mayor's Night" is scheduled for September 4 and will be attended by Krekos and a party. The coronation ball is set for September 13 at the Whitcomb Hotel.

## King Reid Ends

Continued from page 57

a 15-minute interview to Harold Ruddy, a 30-minute interview with King Reid and a 45-minute seg direct from the showgrounds on different days.

**Newspapers Aid**

To get realism Wood did just about everything a visitor could do, even standing for Harry Price, Side Show knife thrower, L'Evangeline, French language daily, carried several stories. The Times and Transcript warmed up with pictures the latter half of the week.

The Spitfire was dismantled for repairs on closing Saturday at Moncton and the kiddie train was substituted. During the week Clayton Campbell added a 15-foot rock python to his Reptile Show.

The week here was an in-and-out, altho it wound up all right. Heavy cold fog rolling in from the Bay of Fundy held the opening night crowd to about 1,000. There was also opposition from a wrestling show at the Forum, Tuesday (29) and Wednesday (30) offered fair business, altho the latter had opposition from night harness racing at the Saint John Raceway. Thursday (31) and Friday (1) felt a quickening pace thru the presence of 800 United States sailors from three destroyer escorts visiting Saint John. Some trade was probably lost on the closing night due to competing stock car races.

## Lakehead Ex

Continued from page 57

Regina Exhibition was excellent with top-flight coverage in the Regina Leader-Post and 18 quarter-hour radio programs sponsored locally, but featuring RAS talent.

Play the last three days at Regina was surprisingly good. Saturday especially proved a surprise for heavy wind and hailstorms played havoc in the district but missed Regina except for a heavy drizzle which started as the train was being loaded. Before the train was loaded all wagons and flats were sprayed as a precaution against carrying hoof and mouth germs out of the Regina quarantine area.

## Canadian Circuit

Continued from page 57

Rouge" and Leon Claxton's "Harlem in Havana" continued to build hefty grosses during the Regina stand, as they have done since the org played Memphis, and that the battle to top the midway was "nip and tuck." Close" on their heels was the Lorow Brothers Side Show with the strongest line-up of entertainment it has had in years. Best ride play was for the Scooter, Ferris Wheels and Hey Day, in that order.

Concession play held up well with the final result 10 to 15 per cent over anything reached before in Regina.

**Big Press**

Newspaper and radio coverage of the fair as a whole and Royal American in particular, was exceptionally heavy and continued right through to the final day.

Hermine's midgets were making their first Western Canadian appearance and played to bigger audiences all the way than any other midget troupe in the past. Lew Hamilton is manager and talker with the show.

Friday (1) was Travelers' Day at the exhibition and the annual Travelers' parade was a feature. Event attracted thousands to the downtown area during the morning. Participating in the parade were Rita Cortes, star of "Moulin Rouge," June Laurence, of the featured dance team Leslie and Laurence, in the same show, and a pair of the Hermine midgets.

Show made an unusually fast teardown for a speedy getaway to Fort William-Port Arthur for the last Canadian stop before heading into Superior, Wis.

## R-U LISTED HERE!

FOLLOWING PERSONS CONTACT ME NOW

O'Neil with Penguins, Dick Dillon, Harry Gokub, Butterfly Exhibit, Bill Duxin, Browne (Big Snake), Mark Williams, Al Charles, Joe Scardino, Glen Porter.

**Dallas Bigger This Year Than Ever**  
OCT. 4 THRU OCT. 19

**MEMPHIS PRECEDES DALLAS**  
SEPT. 18 THRU SEPT. 29

Have space for one big stand-out Show and a couple good Grind Shows.

All replies now to Princeton, Ind.

**RAY MARSH BRYDON**  
c/o Blue Grass Shows  
This week Aug. 16, Carmi, Ill.

## P. C. DEALERS FOR VANCOUVER, CANADA

Aug. 20th to Sept. 1st

Need Three and One Relief for six Concessions. Will meet you in Blaine, Wash., Aug. 19th to add names to manifest. Then balance of season with Siebrand Bros. including:

Salt Lake City and Blouquerque, N. Mex. Wire Chittawak, British Columbia, and A.S. 18th; then Vancouver, Frenchie Lamont and Vince, are you interested?

**VIRGIE WATERS**, Royal Canadian Shows

## FOR SALE

2 ADULT AMUSEMENT RIDES

Any reasonable price acceptable.

**JOHN G. WARD**  
3025 West 12th Street  
Coney Island, New York  
Coney Island 6-2528

## WILL FURNISH COMPLETE SMALL Girl Show Outfit

With truck to responsible and capable couple to operate at independent Fairs & Celebrations and take same South on winter Carnival. Man must be capable of making openings and Wife dancer with another girl—"Two Girl Show." Write or wire:

**F. W. MILLER**  
Care Central, Bay City, Mich. week Aug. 12th; Care, Mich., week Aug. 15th.

## COASTAL PLAIN SHOWS

Can place Concessions, \$10.00 week; percentage, \$30.00 a week. Book any kind of kiosk or show with own transportation. Want Sound Truck to join on wire. Rottie Gattie, get in touch with me. Phone 27284; Tarboro, N. C., this week.

**C. V. (BILL) COX**

## FOR SALE WIZARD FLOSS MACHINE

VERY GOOD CONDITION. \$100.

**ELVIN BISHOP**  
P. O. Box 52, Show, Houston, Tex., this week, then as per route.

## Dyer's Greater Shows

Fairfield, Iowa, this week; Grand Rapids, Minn., this week; Grand Rapids, Minn., this week; Grand Rapids, Minn., this week.

Will place South booked with, putting in W in hats (not hair). Want something of everything. This Show owned-managed and managed by the biggest bunch of "Wits and Staff Wits" on earth. Contact, (tell us, "Wits and Staff") is all we have to offer.

## WANTED—CARNIVAL

To play Chadborn, N. C., last week in August. Other spots to follow.

**J. MURRAY JACKSON**  
Bennettsville, S. C.

## FEETS & SIS RAMSEY

If available, contact me at Davenport, Iowa. Kelley, also answer.

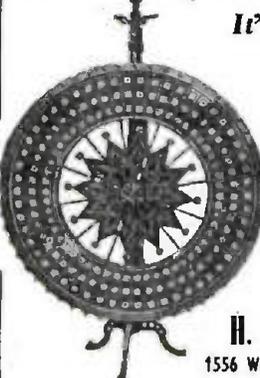
**JIMMY**  
General Delivery Davenport, Iowa

## THOMAS G. PATTY

Please contact

**E. RAY MYERS**  
Trailer Village  
Tampa, Fla.

**It's the Original!**  
**EVANS' JUMBO DICE WHEEL**  
 THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, iridescent flash that wins top prizes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

**H. C. EVANS & CO.**  
 1556 W. CARROLL AVE., CHICAGO 7, ILL.

**GOLD MEDAL SHOWS**

**WANT FOR VERMILION COUNTY FAIR, GEORGETOWN, ILL.**  
 5 DAYS, STARTING AUGUST 19, WITH 12 SOUTHERN FAIRS TO FOLLOW.

**CONCESSIONS:** Scoles and Age, Ball Games, High Striker, Glass Pitch, Fish Pond, Bats or any other legitimate Concessions.

**SHOWS:** Will book any Grand Show of merit. Low percentage.

**RIDES:** Can place Rollo-Plane, Pretzel, Rock-Plane or Fly-Plane. Ride - Help that drive Semis welcome at all times.

**WANT FOR THIS DATE—FREE ACT—MUST BE A HIGH ACT.**

**All answers to JOHNNY J. DENTON, MGR.**  
 Cedar Rapids, Iowa, this week.

**JIMMIE CHANOS SHOWS**  
 Want for Carrollton, Ky., Fair, Aug. 18 to 29

Concessions of all kind, Popcorn, Custard, Ball Games, Pitch-Till-You-Win, Balloon Dart, Six Gun or any other. Can use Shows with own outfit. I am open for Labor Day week on account of Medina, O. Fair canceled for polio. Can use Ride Help that drive Semis. All reply in

**JIMMIE CHANOS**  
 Kendallville, Ind. Fair Ground

**FITZIE AL BROWN & WALLACE Shows**

**CAN PLACE FOR COLUMBIA, TENN., AND A CONTINUOUS ROUTE OF FAIRS TO FOLLOW**

**HELP:** Foreman for Merry-Go-Round; also Foreman for Spiffite, RIDES: Will lease or buy two Kiddie Rides, CONCESSIONS: Snow Balls, Cotton Candy, French Fries and Hanky Panks of all kinds. (Bingo Ranciel); get in touch with me at once, have good proposition for you. Frankie Dezzano can place Gels for Girl Show (Ruby Taylor, contact Frankie Dezzano at once). Mr. Garrett can place Cookhouse Help of all kinds. Also capable Man that can handle Grab Joint.

**ADDRESS: Nashville, Tenn., this week.**

**CHARLES H. HODGES**

**WANT SIDE SHOW HELP WANT**  
 First-class Working Acts of all kinds. Also Ticket Sellers and one more good Talker. (All Ballist, contact.)

Carman Family—would pay three times. Check your correspondence—It's getting swallowed. No time to write, wire:

**CHARLES H. HODGES**  
 c/o GOODING AMUSEMENT CO.  
 Berea, Ohio, this week; Crown Point, Ind., to follow.

**CALL—CALL**

For Concessions, Agents, Shows, Ride Help, all Concessions open. Concession Agents: Don, come on. Will book Bingo, Foreman, Second Man on Bldgs, Seal Drivers, Ralston, Okla., Labor Day; Bvs Oklahoma Fairs follow. Texas, Cotton until winter hit.

Wire  
**J. R. LEERIGHT**  
 Or Phone 442, Sand Springs, Okla.

**COUNTY FAIR SHOWS**

Want Jewelry, Mug, Lead Gallery, Fish Pond, Penny Pitch, Balloon Darts, High Striker, any kind Hanky Panks (Fair) York, Neb., 12-15; (Fair) Leup City, Nebr., 16-19. Contact

**EARL D. JOHNSON**  
 COUNTY FAIR SHOWS

**LISA DEL MAR WANTS**

A-1 Talker, Milt Coma and Tattoo Artist for her Side Show. Contact

**GEM CITY SHOWS**  
 Wheaton, Ill.

**PETE ANDRISH**

Known as  
**"Chew Tobacco Pete"**  
 Wants two Ball Game Agents, Scale Man and two Agents for Stock Roll-down Under 11 over 30. Wire

Fairgrounds  
 Williamstown, Ky.

**RALPH R. MILLER CAN PLACE**

Stock Concessions of all kinds. Sell exclusive on Bingo and Photos, Sharkey, come on. Shows, Mfg's, place you now. Need Help in Sells, Truck Drivers, Ride and General Help. Also work until Christmas in Louisiana. Need Electrician for new Ideal Light Plant. Fairs start near Lake Country Free Fair, Monticello, Idaho, week Aug. 18th, Evanston, Wyo., Free Fair week Aug. 21th. All replies

**RALPH R. MILLER**  
 Roosevelt, Utah, week Aug. 11.

**WANTED ONE GOOD HANNY PANK AGENT**

for real-fashed stock store. All Fairs till Nov., including 6 State Fairs. Must have license and drive truck. All those who worked for me before, contact.

**HERB PENE**  
 Aug. 11-16, Kendallville, Ind.

**WANT**

Concessions for Free Street Fair around the Court House in downtown Kokomo, Ind. August 26 thru 30. Have very limited amount of space. Have sold all Eats, Drinks, Confections, Jewelry, Long Boogie, Photos and Novelties. Can place Games only.

Persimmon Festival—Mitchell, Ind. Sept. 30 thru October 4. Can place Popcorn, Floss, Apples and all games. Very reasonable—Space limited.

Have exclusive Tolly Candy—one location open.

Columbus, Georgia Oct. 13 thru 18.

**GOODING AMUSEMENT CO.**  
 1300 Norton Ave., Columbus 8, Ohio  
 Tel: UN 1183

**MERRYLAND SHOW**

**Michigan's Cleanest Midway**  
**WANTS**  
 Block Pitch, String Pull, Milk Bottle, Ball Game or Cat Rack or any non-conflicting Concessions, Shows—Fun House, Wild Life, Penny Arcade or any good Clean Grand Show; low percentage. Good route as follows:

Arcola 4-M Fair, Aug. 11-14  
 Weidman Days, Aug. 15-16  
 West Branch 4-M Fair, Aug. 20-23  
 Atlanta 4-M Fair, Aug. 25-27  
 Winn Annual Homecoming, Aug. 29-30  
 Farwell, Labor Day  
 Gladwin 4-M Fair, Sept. 3-6  
 Hesperia 4-M Fair, Sept. 17-20;  
 All Michigan.

**WANTED**

for Glen Campbell, Pa., Vol. Fire Co. Annual Jubilee, Aug. 19-23

Age, High Striker, Mug or any Hanky Pank. Want Men to run Kid Ride, Wife to run Office Concession, also Ball Game Agent. Write or wire

**JOLLY JAILLET**

Gen. Del., New Castle, Pa., this week.

**WANTED**

Ride Men passing through Chicago Stop and make a rear-down and set-up. Also permanent jobs available.

**JOHNNIE DOOLAN**

3559 So. Halsted Chicago, Ill.

**WANTED RIDES**

Per Annual Labor Day Celebration in Paden City, West Virginia.  
 Only Fair or Celebration in kind in Greater Ohio Valley. Extra large crowds August 29-31, September 1, 1952.

**Lester C. Cook, Chairman**  
 Phone 5611 Paden City, W. Va.

**AT LIBERTY**

After Sept. 8, 1952.  
 Full Ferris Wheel, Kiddie Auto Ride, Kiddie Swing Ride, 5 live Pony Ride, Grab or trailer. All with transportation for North Carolina and South Carolina.

**SCOTLAND RIDES**  
 Box 124 Fayetteville, Pa.

**WAX FIGURES**

Of Every Description. Two-headed Wax Babies in Glass Jars.

**R. W. CHRISTOPHER WAX FIGURE STUDIO**  
 3720 Folsom Ave. St. Louis 16, Mo.

**WANT**

Small Cookhouse and Concessions that work for stock for following Celebra-tions: Lincoln, Johns, Aug. 18-19; Hopkins Centennial, Aug. 21-23; Maritime Labor Day Celebration, Aug. 26-29; All Michigan Hobby Horse Merry-Go-Round for sale.

**ROBERT CLOTH**  
 P. O. B. 24, Newington, Conn.

**Now Booking for ...**

**The Best in the West**  
**CALIFORNIA STATE FAIR**  
 SACRAMENTO Aug. 28-SEPT. 7, INC.  
**FRESNO DISTRICT FAIR**  
 FRESNO, CALIF. OCT. 3-12  
**ARIZONA STATE FAIR**  
 PHOENIX NOV. 6-16

Contact: **CRAFTS 20 BIG SHOWS**  
 7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUmer 2-3331

**DISTRICT FAIR, PARKERSBURG, W. VA.**  
 AUG. 19 TO 23, INC.  
**GREAT PENNSBORO FAIR, PENNSBORO, W. VA.**  
 AUG. 25 TO 29, INC.

**SHOWS:** Will place any Grand or Bally Show that will not conflict. Notice—Have choice location for Side Show at Charleston, W. Va., Fair, Aug. 30 to Sept. 7, Incl.

Will place legitimate Concessions of all kinds that work for stock. African Dip, Ball Games, Cans Rack, etc.

All Address: c/o Western Union.

**JAMES H. DREW SHOW**  
 Converse, Ind., Fair, this week.

**DAN-LOUIS SHOWS**  
 FAIRS FAIRS AND FAIRS

**For Balance of Season**  
**WANT** Concessions of all kinds that work for stock—not over 50 cents a play. Can place Hi-Striker, Candy Floss, Cork Gallery, String Game, Aluminum Store, Grocery Wheel, Novelties, Watch-La, Moo-La, Ball Games, Penny Pitch, Pea Pool, or what have you for Kentucky Fairs; Jefferson County Fair, Jefferson County Fair, Madison County Fair, Elizabethtown; Grayson County Fair, Letcher Co., Breckin-ridge County Fair, Harlan; Hancock County Fair, Brandenberg; Hancock County Fair, Hawesville; McLean County Fair, Calhoun; Daviess County Fair, Owenbore; all Kentucky. Can use good, sober Ride Help on good Rides, Wheel and Tilt.

**LOUIS T. RILEY, Gen. Mgr.**  
 Salem, Ind., this week; last Fair in Indiana for us this season.

**VIRGINIA GREATER SHOWS**

Exclusive on Frozen Custard, Photos, Novelties, All Hanky Panks open. Want of Once—18-in. 1 Manager with 3 or 4 Acts, join at once. (We have new top, bumper line and tractor and trailer.) Want—Unborn, Funhouse or any good Grand Show, Pony Ride. Want for ten weeks of Fair—Chlorophane, Comet, Tilt-a-Whirl, Spiffite, No. 3 El. Wheel to go with our Monarchette Slim and Red Udarwood, come on. Reserving space for Keller, Virginia, and West Point, Virginia, Fairs.

Crisfield, Maryland, this week; Pocomoke City, Maryland, Big Celebration, next week. All mail and wires to

**WM. C. (BILL) MURRAY**

**NESSLER'S GREATER SHOWS**

Want for Tri-City Oil Show and Labor Day Celebration at Grayville, Illinois—feature Frances Longfard, Ben Gratin and Pee Wee King—also for our route of Southern Fairs starting after Labor Day.

Concessions of all kinds that work for stock. We do not overlook. Shows of any kind who own equipment, low P.C. Rides, set of Kid Rides, 2 or 3, now and for balance of season. We have more. Help on all Rides, come on. We will place you if you can drive—and no FRANK. Adults for \$1.00. Write or call.

For Sale: 3 kw. Light Plant, 650 Good shape, 4 Gas Cars, cheap. Write, don't waste.

Paducah, Illinois, Aug. 17-18. First show in 9 years. Then as per route.

**IDEAL RIDES**

Wanted—Stole, Cotton Candy, Fish Pond, Balloon Dart, Hoop-La, Ball Games, all Hanky Panks. Good, sober Ride Help.

**Cloy Co. Fair, Brazil, Ind., this week; Arcadia, Ind., next week.**

Attention, White Cater—Please send the Side Wall for Blue Top—keep the rest.

**LUCKY**

Call collect, 4-5741, Lakeland. Mother will tell you where to locate me. Please—miss you terribly.

**JACKIE**

**FOR SALE**  
 16x24 perfect condition Metro Derby or 28' factory-built Trailer, 1949 System Chevrolet Panel, 30,000 miles. With or without stock at inventory. Free delivery within 500 miles. Best cash offer. Can be booked on show and if new operating. Contact.

**Ralph McPherson**  
 c/o Merriman's Midway Shows  
 Altona, Iowa, 13-16; Oak City, Iowa, 16-20

**NOTICE**

Will buy 3-breat Merry Go Round and 2 Kid Rides for cash. No junk. Will book or lease same to play lots in New Orleans all winter. Also Hanky Panks of all kinds. Can use good Ferris Wheel Foreman.

**Helman United Shows**

1804 Benefit St., New Orleans 19, La.  
 Tel. Bywater 0105

**FOR SALE**

**Ferris Wheel No. 5 Eli**  
 New operating in Chicago. Lots for information write

**Mooza Outdoor Amusement**  
 1805 Huron St. Chicago 22, Ill.

**FOR SALE**

Portable Pretzel or Dark Ride in good condition. Five cars. Reason for selling, sickness and old age. Consider some trade, preferably Kiddie Rides. Extra good transportation if wanted.

**GEO. L. TROTTER**  
 VICTORY EXPOSITION SHOWS  
 DeWitt, Ga., sale in near.

**CAVALCADE OF FUN SHOWS FOR SALE**

1800 No. 5 El. Wheel, 1947 16-car Octopus, 20 Merry Go-Round, Tilt-a-Whirl, 50 K.V.A. Transformers, New in 1950. All new Junction boxes this year. Rides with new transportation. 27 American Hour Wildlife Barn at Sycamore, Ill. Aug. 16-18. Madison, Ill. 21-24. Quincy, Va. week, 46, or write 19215 W. State St., Rockford, Ill.

**WANTED**

Ride Foremen—Ferris Wheel, Octopus. Salary \$60.

**PECK AMUSEMENTS**  
 Swayzee, Ind., this week; Geneva, Ill., next week.

## Ionia's Attendance Rises; Grandstand Dips 10%, Midway 5

### Tighter Spending Reported; Patrons Shop for Cheaper Seats, Free Shows

IONIA, Mich., Aug. 9.—Going into its final day of its six-day run here today, the Ionia Free Fair, while up in total attendance, was running about 10 per cent behind '51 in grandstand receipts and roughly 5 per cent in midway receipts.

Spending generally was reported lighter than last year. This was reflected in grandstand business, where a proportionate higher number of unreserved seats than reserved seats were sold than in any recent year.

The tighter spending also was mirrored on the midway, where patrons spent more time shopping

around before going up to a ticket box. And, it also was reflected by the unusual heavy patronage given the daily morning free grandstand programs.

Consensus was the tighter spending was the result of the recent steel strike which hit some of the industrial areas from which the fair draws.

A big day today, the closing day and traditionally the big one of the fair, could overcome the early drop-off in grandstand and midway business. However, even if the final day's business holds to the levels for the first five days, the receipts, while off slightly, would nevertheless keep the event on the money-winning side by a comfortable margin.

The big attraction of the grandstand program is the nightly presentation of the Barnes-Carruthers No. 1 revue, which opened its season here. The show has scored solidly with audiences and the press. The area has given it rave notices. Rose Sarlow, fair secretary, says she believes it to be the best Barnes-Carruthers show to have played here over many years' time.

The afternoon attractions included B. Ward Beam's thrill show, in Monday, opening day. The stunters played to a good crowd but it was somewhat thinner than for the same day last year. Harness horse races were the track attractions the next

(Continued on page 69)

## Austin, Minn., Matches 1951 Despite Rain

### B-C Revue Draws Big Night Crowds; Thrillcade Good

AUSTIN, Minn., Aug. 9.—Mower County Fair, despite threatening weather most of the week and a persistent rainfall on Friday (8), was keeping pace with last year's attendance count. Thru Friday, the fourth day, outside gate traffic was estimated as about even with last year by P. J. (Pete) Holand, fair's capable secretary.

Night grandstand show, produced by Barnes-Carruthers Theatrical Enterprises, Chicago, did well all week with sellouts for both Thursday and Friday nights' performances. Advance sale for the Saturday and Sunday night shows are big, according to Holand.

The Swenson Thrillcade, which played in front of the grandstand on Wednesday and Thursday afternoons, also brought out good crowds, matching last year's turnouts. Big car auto races, staged by National Speedways, Inc., were hard hit by rain on Friday.

Also all hog exhibits were canceled by a State ruling, entries in the cattle and sheep and other classes were stronger than ever. The sheep department was particularly crowded this year with record entries.

A horse show, staged by the Mower County Saddle Club, will be the matinee grandstand attraction today, while Sunday afternoon a program of hot-rod races are skedded. The B-C revue is skedded for the final two nights. Talent in the night show, which is managed by Billy Senior, includes Vernon and Bumpy, Larry Griswold, Gaudier's Talicho, Bert Nagles and Hiljan, Low, Hite and Stanley, and Lester Cole and His Chansonettes.

## N. Y.-N. J. Event Is Slated for 1960 At Atlantic City

ATLANTIC CITY, Aug. 9.—The newly formed New York-New Jersey Tercentennial Association this week announced that an international exposition to commemorate the 300th anniversary of the two States will probably be held in 1960. Originally proposed as an historic event, the celebration will most likely be an industrial exposition.

A big world's fair with a wide basis for financing and patronage is the objective of the association. Nearly a score of top industries in the country are expected to take part in the celebration.

## Gouverneur Reports 15% Rise Over '51

GOVERNEUR, N. Y., Aug. 9.—Despite a steel strike at the Jones and Laughlin plant in near-by Star Lake, which cut heavily into the entertainment budget of 1,500 workers and their families, and despite a windy, rainy opening day, the Gouverneur Fair is running about 15 per cent ahead of 1951 in attendance, with a gate of 50,000 reported for the first four days by Bligh Dodds, fair manager.

The Upper New York State event, which closes today (9), ran into tough luck opening day (4), when violent winds ripped a good portion of the canvas housing livestock exhibits. The winds were accompanied by a heavy downpour. Joe Chitwood and his Hell Drivers, opening attraction, were forced to perform on a wet, soggy track.

Tuesday, Wednesday and Thursday (5, 6 and 7) were bright, sunny days, and business at the gate and grandstand was brisk. Latest reports have the grandstand running slightly above last year.

Five George A. Hamid acts are booked. They are: Mia and Mattim, contortionists; the Bouncing Bodos, trampoline; Scotty Burbank, the one-man band; Armando Ricardo, and Harold Barnes, wire acts. The night show featured the "Fantasies of 1862," 22 Roxeyette line girls.

Harness racing has been drawing large crowds, with 155 horses and \$5,500 in purses. The O. C. Buck

## Valentine Group Buys Yonkers Harness Track

MINEOLA, N. Y., Aug. 9.—J. Alfred Valentine, president of Mineola (N. Y.) Fair and executive vice-president and general manager of the Old Country Trotting Association, Inc., Monday (4) completed a deal for the purchase of voting control of the Algam Corporation, landlords of Yonkers Raceway. About \$2,000,000 was reported involved.

The Old Century group planned night harness racing at Roosevelt Raceway here.

## BEDFORD SIGNS NIGHT SHOW A YR. IN ADVANCE

BEDFORD, Pa., Aug. 9.—The Bedford Fair broke a precedent of 30 years standing here Wednesday (4), the second day of the event, when it awarded the contract for its 1953 night grandstand show to George A. Hamid Jr., a partner with his father in the operation of the family booking office in New York.

President A. C. Brice said the enthusiastic reception accorded the opening presentation of "Grandstand Follies" here Tuesday night (5) resulted in the reversal of policy and the awarding of the contract. Heretofore the fair has always put off signing show parts until its execs attended the meeting of the Pennsylvania Fairs Association in January, he said.

Hamid reported that the Follies broke all records at the Clearfield (Pa.) Fair last week and said that similar increases are anticipated here.

## West Canada 'A' Circuit Sets '53 Dates

REGINA, Sask., Aug. 9.—Dates of the Western Canadian Class "A" fairs in 1953 will be one day ahead of those in 1952, it was decided Thursday (3) at the semi-annual meeting of the directors of the Western Canada As-

(Continued on page 69)

## West Canada 'A' Circuit Sets '53 Dates

Shows on the midway reported good business. Today a U.S. Army band from Camp Drum will provide entertainment and the Irish Horan Hell Drivers will perform in the evening.

Dodds attributes this year's high attendance, in part, to the extensive advertising campaign conducted by the fair. Local newspapers and radio were used, with the emphasis on the latter. No outdoor advertising was used.

General admission is 50 cents, with grandstand admission, \$1.

## CORTLAND UP 19%, HEADS FOR 100,000 PAID GATE

CORTLAND, N. Y., Aug. 9.—Near perfect weather has given the Cortland Fair an 18 to 19 per cent increase over last year's attendance figures, Director Harry B. Tanner reports. The fair opened Monday (4).

Altho rain threatened Friday (8), Tanner said 100,000 paid admissions were almost certain to be recorded before closing Saturday (10). Tuesday (5) designated as Children's Day, was the most successful ever held in the history of the event. Well over 10,000 moppets attended.

This year's grandstand show, featuring Col. Jim Eskew's Rodeo instead of a perennial revue, played to o.k. grosses but could have been better, Tanner said. Top prize for the evening shows

## Polio Shuttlers Three Ohio Events

AKRON, Aug. 9.—Three Ohio county fairs in the vicinity of this city have been canceled by outbreaks of polio.

They are the Medina County Fair, Medina, scheduled September 13-16; Wayne County Fair, Wooster, set for September 9-13, and Holmes County Fair, Millersburg, skedded for August 14-16.

## RECORDS FALL

## Regina Shatters Gate, Mutuels, Midway Marks

REGINA, Sask., Aug. 9.—New records for main gate attendance, pari-mutuel play and midway spending were established at the six-day Provincial Exhibition which closed here Saturday (2). Grandstand attendance for the week, however, was off 1,043 from last year.

Attendance at the fair, the fifth and last on the Western Canadian Class "A" circuit, was 171,003, the largest ever drawn by an exhibition in Regina, other than the World Grain Show which ran for two weeks in 1933. The nearest comparative totals are last year's 165,171, and 161,750 in 1928.

Results were in line with those at other fairs on the Western loop—Brandon, Calgary, Edmonton and Saskatoon—where attendance records were set and midway grosses were up. New pari-mutuel marks were also set at the latter three.

In Regina, \$573,069 was wagered on the ponies, an increase of \$40,420 over the previous record of \$533,249 last year. A total of \$19,624 was placed on the fifth race Saturday, a new high for any one race in Regina. Saturday's pari-mutuel play was

\$133,268 compared with \$122,409 on the same day in 1951.

### Big Wednesday

Biggest play of the week was Wednesday (30) when \$140,673 was wagered, compared with \$125,270 last year. Thursday's handle was \$83,829, down some \$2,000 from 1951, and Friday's total was \$101,456 against \$89,887 in 1951.

Attendance at the races and the evening grandstand show, Ernie Young's "Varieties of 1952," totaled 70,642 for the week, compared with 71,585 last year. Top

(Continued on page 69)

## Fort William Races Ahead Of '51 Marks

### Revue, Auto Races Pull Strong Crowds; Midway Takes Big

FORT WILLIAM, Ont. Aug. 9.—The Canadian Lakehead Exhibition here and in the twin city of Port Arthur, appears well on its way to establishing new records in all departments.

Attendance the first two days, Monday (4) and Tuesday (5), totaled 28,447 compared with 33,756 for the first two days a year ago. Wednesday's turnout of 25,997 paid admissions topped the 24,341 on the same day in '51. Attendance increase at the end of the third day ran about 6,000 ahead of the same period last year. And to help, bright, sunny weather on Thursday brought out huge crowds of kids to swell the total front-gate count.

Daily car giveaway, introduced some years ago, is building attendance again this week. Ticket holders must be present to win and each evening following the grandstand show, thousands mill around the back of the stands.

### Revue Strong

Grandstand seats are at premium this week as crowds flock to see the Barnes-Carruthers night revue which is managed by Stu McClellan. The show drew rave notices from both local dailies, the Fort William Times-Journal and the Port Arthur News

(Continued on page 69)

## Barrington Cash Awards Top 10G

GREAT BARRINGTON, Mass., Aug. 9.—A total of \$10,127.95 in cash premiums will be given at the 111th annual fair presented here September 7-13 by the Barrington Fair Association.

The fair will offer \$6,121.95 of the total premiums, with the Massachusetts Department of Agriculture offering \$4,000. In the youth's division the total will be \$2,175.20, with the adults getting \$7,925.75.

## Atlantic Rural Readies Three New Buildings for Opening

RICHMOND, Va., Aug. 9.—When the Atlantic Rural Exposition (the official Virginia State Fair) opens here September 19, three new buildings will be added to the grounds. The buildings, nearing completion, include \$9,900 block building in the grandstand area to provide additional comfort stations, and a Junior Exhibits Building, made possible by a \$10,000 gift from the Sears Roebuck Foundation.

The latter building is 80 per cent complete, with concrete block sides and ready to be raised. It will cover 5,400 square feet and will be used as a judging area for junior exhibitors.

About 50 per cent complete is the Junior Club Building of concrete block construction. Funds amounting to \$20,000 for this structure to provide dormitory and shower facilities were donated by the Old Dominion Foundation. It will occupy 2,132 square feet.

More than a half-mile of water and sewer lines have been installed for the new buildings.

Fair dates are September 19-27, with gate admissions pegged at 25 cents on opening day and 50 cents all other days. Motorcycle races are slated for September 21 and auto races for September 27. Horns' Hell Drivers will perform on opening day. Cellin & Wilson shows hold the midway.

## Weymouth Refurbishes For Opening

WEYMOUTH, Mass., Aug. 9.—Visitors to the Weymouth Fair, which opens Sunday (10) and runs for seven days, will be greeted by refurbished grounds and buildings. All temporary stables have been removed and new stables have been erected at the far side of the track, in the midst of a grove which lends shade and color to the scene.

The track itself has been improved, and a new protecting fence has been built at the turn into the home stretch. More than 300 horses will be on the grounds when the fair opens, and pari-mutual races will be held daily, beginning Monday (11).

New rides and amusements are set for the Midway, and Tuesday (12) has been set aside as "Children's Bargain Day," when youngsters will be admitted for 10 cents.

### Dining Centers

In addition to four new all-steel permanent stands, the Kiwanis Club and the Weymouth Grange have erected permanent dining centers.

Contests slated for this year's fair include the first National Blueberry Muffin Contest, in cooperation with the Southeastern Massachusetts Blueberry Growers Association, and the Second Annual Cranberry Pie Contest, sponsored by the National Cranberry Association.

Leading radio, television and recording stars are expected to be on hand for the "Horse and Buggy Frolics of 1852," which will be followed by square dancing.

Abigail Adams Day is to be observed Wednesday (13), at which time ladies will be admitted to the fair for 10 cents.

## Nazareth Has Good Crowds In Revival

NAZARETH, Pa., Aug. 9.—Altho attendance figures are not complete, officials of the Nazareth Agricultural Fair, which ended its six-day stand tonight (9), reported good crowds. The fair had been revived this year after a 23-year lapse.

Lawrence Greater Shows had the midway, with 20 major rides and 8 shows. Free sets included the Flying Larks, gymnasts; Great Arturo, high wire, an Sunny Dale Ramblers, hillbilly troupe.

Tuesday night (5) feature was Joe Whitwood's Auto Daredevil Congress, while Ranger Joe, TV Western star, his Palomino horse, Topaz, and eight Western performers were the attraction closing day (9).

**Kiddies' Day**—Good attendance was reported on Kiddies' Day, Friday (8), when all children under 14 years old were admitted to the grounds free before 6 p.m. Two bicycles and six wrist watches were given away.

According to Joseph Sherman, fair secretary, nearly 400 exhibitors displayed at the fair, with \$3,000 given as prizes.

Only two activities have kept the fairgrounds alive since the fair's last appearance 23 years ago. The half-mile clay track has been the focal point for auto racing enthusiasts in recent years, and a farmers' auction market has brought thousands to the grounds each Wednesday and Saturday night.

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To play Ottawa, Greene County Fair, Greenville, Tenn., Sept. 17, 18, 19, 20  
Also want open Air Free Act to play the above Fair.  
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## Salem, Ore., Pacts Rainier For Fun Zone

SALEM, Ore., Aug. 9.—Oregon State Fair has signed with Rainier Shows, to provide the midway attractions at this year's fair, August 30-September 8, Leo G. Spitzbart, manager of the annual, announced. Under terms of the pact, Rainier will bring in 21 attractions. The show replaces Douglas Greater Shows, which held the contract here for years. A daily free act will be provided by the Badger Balloon Company, Los Angeles. A balloon ascension is skedged each afternoon to be climaxed by a parachute jump.

The fair will continue its Saturday opening policy and operate for eight days including two week-ends. This system was started last year and resulted in a record attendance of 176,514 and a \$20,000 net profit. General admission is unchanged at 50-cents; rodeo and night revue, \$1-\$1.50, and horse races, 50-cents to \$1.

A rodeo, to be produced by Christenson Bros., Eugene, Ore., will replace the traditional horse show. A new high of 275 horses have been entered for the running races.

Larry Allen, Inc., San Francisco, will produce the night show which will include Jack Marshall, rubber-faced comic; Wilder Bros., songs, and the Phil Bovero ork, featuring Buster West and Lucille Page.

Plant improvements, which cost a reported \$15,000, include repainting of all buildings, in pestel cots, stadium repairs and remodeling of the restaurant. A new studio has been built for radio station KOAC, the Oregon State College outlet, and space will be available for a studio audience. Parking facilities have been revised to provide one-way traffic into and out of the grounds.

### G.I. INVASION

## Wis. State Sets Army Camp, Show

MILWAUKEE, Aug. 9.—Wisconsin State Fair this year will take on the appearance of an armed camp when a company of Army combat engineers, plus special troops, moves in to camp on its grounds and stage an actual combat problem each morning in front of the grandstand.

Willard (Bill) Masterson, fair secretary, announced this week that details have been worked out to bring a company of troops from the 31st Engineer Combat Battalion to the fair for the entire run. The 150 GIs will set up a tent city just north of the cattle barns where they will exhibit their equipment, weapons and vehicles. A field kitchen will dole out free coffee and doughnuts to fair patrons.

The morning sham battle in front of the grandstand will operate as a free show, and is skedged to run from 10:30 to 11:30 a.m. Two pill boxes are being constructed in the race-track infield and the soldiers will demonstrate the latest methods of attacking and overcoming these type fortifications. Blank ammunition will be used but live land mines and nitro-starch will be exploded as well as smoke bombs.

In addition to the camp and show, the U. S. Air Force will bring in an exhibit of its own that will be spotted near tent city. This will include a B-50 bomber, open for inspection by the fairgoers as well as a robot training plane and other Air Force equipment.

### Lubbock Dates Set

LUBBOCK, Tex., Aug. 9.—The Panhandle South Plains Fair Association will stage its annual event here September 29 thru October 4. Otice A. Green, assistant manager, announces. The previous listing of the fair's dates in these columns was incorrect.

## Great Falls Tops '51 Despite Wet Weather

GREAT FALLS, Mont., Aug. 9.—North Montana State Fair, thru Thursday (7), its fourth day, was running slightly ahead of '51 at the front gate and was doing it despite two days of rain. According to Leo C. Dalley, fair secretary, some 84,500 folks came thru the outside gate for the first four days, an increase of 3,000 over the same period last year. Grandstand turnouts for the afternoon horse races and the Barnes-Carruthers night revue have been strong and total business, despite the weather, has been up an estimated 10 per cent. Rodeo events, produced by Oral

Zumwalt and Bud Lake, are interspersed between the race events, and chuck wagon races climax the afternoon programs. Thearle-Duffield fireworks, handled by the veteran Art Bries, top off each night show.

Altho spending is up here, as witnessed by the 12.1 per cent hike in pari-mutuel play, Siebrand Bros. Circus and Carnival is down 6 per cent. Observers claim that this isn't too bad, however, as the show lost one, and practically two nights to rain.

Exhibit-wise the fair is setting new records. Outstanding department on this count is the poultry show, where 40 per cent more entries are on hand this year. The fair's \$200,000 fine arts exhibit is drawing rave notices.

Talent line-up in the Barnes-Carruthers show, which is managed here by Fred H. Kressmann, include Pallenberg's Bears, Stan Kramer's puppets; Dick Gordon; songs; Joe McKenna, comedy and emcee; Risko and Nina, jugglers; Shyrettos, cyclists; Lane Bros., acro; Bokara Troupe, teeterboard; Josephine Berossini, high wire, and Les Kymris Trio, trap-eze.

### FLICKERS HELP

## R.R., Airline Push Dallas With Films

DALLAS, Aug. 9.—The State Fair of Texas is prominently featured in two motion picture films just released by a railroad and an airline.

The fair gets attractive footage in "Texas, a Big State," produced by the Santa Fe Railroad, and in "A Tale of Six Cities," issued by Delta Airlines. Both are 30-minute color films that highlight the cities on the railroad and airline routes. The fair gets most of the play in the scenes concerning Dallas.

Santa Fe spent about \$55,000 producing its film, which will be shown in schools and to civic groups all over the country. Delta expects to use its film for the next five years in a similar manner.

Fair is getting benefit of additional tie-ups with other firms.

Pioneer Airlines, based in Dallas, will repeat its extensive fair promotion of the past two years, running special ads and radio spots, distributing literature and displaying posters. Pioneer ticket agents also will obtain tickets to fair attractions on a package deal for passengers who want them.

H. D. Lee Company, work clothes manufacturer, will distribute illustrated posters to dealers over the country and will run two half-page ads in The Progressive Farmer, boosting the fair. Lee representative in Dallas said the firm considered last year's fair promotion one of the best new-order-openers it had ever had.

## Westchester Event Skeds Show Talent

PEEKSKILL, N. Y., Aug. 9.—Show features added to the Westchester County Fair this week include Wilno, human cannonball; Capt. Anderson's Animal Circus; Ulliane Malloy, aerialist and the Martell Bros. Also slated are a rodeo and the World's Champion Hell Drivers, managed by John King. Fireworks will be featured nightly.

Special days for the August 30-September 6 event will include those honoring moppets, to be known as Young America Day, on the opener and Friday, President E. D. Keimans said. Literally dozens of contests have been set in an effort to assure the maximum participation by those in attendance.

Special exhibits will be staged by the Westchester County Health Department, the Heart Fund and Civilian Defense.

Interest in competing for the \$8,000 offered in premiums has exceeded all expectations, Keimans said.

### Troy Hills Atom Exhibit

TROY HILLS, N. J., Aug. 9.—One of the major features of the Morris County Fair to be held here August 19-23 will be a series of atomic energy exhibits. Exhibits will be housed in a special building, and will be open to fair visitors without charge.

## Hamiota, Man., Gets Okay Crowds

HAMIOTA, Man., Aug. 9.—Hamiota's 60th Agricultural Fair, opened by Manitoba's Agriculture Minister Frank Bell, was termed by officials a decided success. To mark the anniversary, the old timers of the district were given special attention and were entertained at supper on the grounds. A baby contest, with 46 entries, was one of the fair's features.

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### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for the anniversary, the old timers of the district were given special attention and were entertained at supper on the grounds. A baby contest, with 46 entries, was one of the fair's features.

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### ALL FAIRS

Mason City, Iowa, Aug. 13; Springfield, Mo., 14; Bloomfield, Iowa, 15; Sedalia, Mo., 18; Rock Rapids, Iowa, 17; Manitowoc, Wis., 20; West Liberty, Iowa, 21; Mondovi, Wis., 22; St. Paul, Minn., 23; Milwaukee, Wis., 24; Des Moines, Iowa, 25; St. Paul, Minn., 26-30; Cresco, Iowa, 31; Elkhorn, Wis., Sept. 1; Lincoln, Neb., 3; Guthrie Center, Iowa, 5; Marshallsburg, Iowa, 7; Spencer, Iowa, 8; Topeka, Kans., 8-11; Cape Girardeau, Mo., 13; Hutchinson, Kans., 15; Beatrice, Neb., 18; Oklahoma City, Okla., 19-21-27.

P.S. ALSO HAVE OPENING FOR ANY ACTS OR STUNTS OF MERIT THAT WILL FIT IN WITH OUR 24-PERFORMANCE RUN AT THE STATE FAIR OF TEXAS, DALLAS, OCT. 4-19.

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## GIVE TO DAMON RUNYON CANCER FUND

## NAAPPB'S DENVER SESSION PULLS STRONG TURNOUT 100 Park Men Treated to 3-Day Outing by Gurtlers, Krasners

DENVER, Aug. 9.—More than 100 members and guests of the National Association of Amusement Parks, Pools and Beaches cavorted in Western style as guests of Arnold Gurtler and Ben Krasner at the association's annual summer session here Tuesday thru Thursday (5-7).

The gathering was one of the most outstanding in the annals of summer meetings. Attendance was unusually good, with all sections of the nation represented strongly.

It was strictly a social affair; no business session was called. Discussions of the problems and pleasures of park operation were few and far between. What was said about the parks back home, however, indicated all's well with the industry.

Some spots suffered dips in grosses as a result of the recent steel strike and auto industry layoffs. A few said polo had dented attendance. But the overall picture was one of a highly successful season. Low point in the field was the ballroom business, with most of the operators telling of weak business in that department. Picnic talk centered on the political rallies which will be staged in parks by local, State and national candidates.

### Festivities Start Tuesday

The socializing was highlighted by the party at the Gurtler's Elitch's Gardens on Wednesday. It opened Tuesday with a night visit to Krasner's Lakeside Park, where visitors were impressed with the lighting of the layout and the lake. Outstanding design of ticket boxes at Lakeside brought comment from many visitors. Tuesday's schedule was concluded with a party and dinner at a Denver hotel with John T. Gibbs of Fascination, Beverly Hills, Calif., as host.

At Elitch's on Wednesday all guests were presented with Western hats, ties and kerchiefs. A representative of a Denver Western outfitter was on hand to present and fit the hats. Camera fans started the day by photographing guests aboard an old stage coach.

Busses took the vacationers to Lakeside where the Krasners were hosts for a buffet luncheon. Back aboard the busses, guests were treated to a scenic mountain ride around hairpin curves to the grave of Buffalo Bill atop Lookout Mountain. On the return trip, they inspected Red Rock Theater, a city-owned natural amphitheater in the mountains, where

concerts and operas are weekly fare.

Then came the Gurtler family's party at Elitch. Scenery depicted the buildings of a Wild West town, and guests went thru swinging doors to enter the large tents in which were tables, bandstand, bars and Western decorations. Outside were tepees, pack burros, bronchos, a covered wagon and a grizzled old range hand. Bales of hay bounded the area.

### Wild West Costumes

A hillbilly band entertained during the cocktail hour. Entertainers and Elitch staffers turned up in costumes of Buffalo Bill, Indian chiefs and squaws, cancan girls, gamblers and frontier tycoons. A singer in Diamond L'il costume was a standout.

Arnold Gurtler was decked out

as sheriff and his sons, Arnold Jr. and Bud, were quick-in-the-draw gamblers, while their wives were dressed as Indians and pioneer ladies.

Dick Jurgens and his orchestra replaced the hillbilly band at dinner time. Guests lined up at an open air grill to receive heaping plates of steak and Western trimmings.

Entertainment after dinner included rope spinning; a square dance demonstration with the man who wrote the book as caller; a demonstration of Indian dances by a colorfully costumed Denver group, music by the Jurgens band and comedy by the Gurtler brothers.

Wind-up of the session came on Thursday when about 50 stayed over to take an excursion to Rocky Mountain National Park.

## DAYTON TO TORONTO

### 8 Trackless Trains To Make Overland Hop

DAYTON, O., Aug. 9.—Eight trackless trains built by the National Device Company here will leave Dayton Monday (11) for an overland drive to Toronto, where they will be used at the Canadian National Exposition.

An estimated \$90,000 worth of equipment will be involved in the caravan. Relays of police escorts will accompany the trains as they proceed thru Ohio and Michigan to Canada.

Tom Holmes will have the ride devices at the CNE as a concession. He is purchasing the trains with the Eaton Department Stores chain taking part in the financing.

A thoro publicity campaign is laid out for various spots along the route. Photographs and stories are scheduled for wide circulation.

Movement of the trains, which are powered by locomotive-like tractors, is an expansion of the idea used when one train was delivered to the Cincinnati Zoo last year. At that time, newspaper reporters and others were passengers on the trip from Dayton.

## Youngsters to Be Rockaways Guests

NEW YORK, Aug. 9. — Free rides and refreshments are on tap for more than 100 Police Athletic League youngsters, Monday (11) at Rockaways Playland, Queens, N. Y., amusement park. The children will be "adopted" for the day by members of the Bachelors Club of America. Special busses will carry the children from New York to the park.

## Weather Nicks Rocks' Spot Week-End Biz

NEW YORK, Aug. 9.—A combination of rain on Saturday and a forecast of more of the same for Sunday cut deeply into the potential business at Rockaways' Playland last week-end.

An all-day drizzle on Saturday dampened the daytime play. The weather cleared in time for some night activity, however.

The forecast for more wet weather on Sunday kept the crowds away from the beaches, even tho the weatherman proved to be a bum guesser. As a result, business was slowed down until about 7 p.m.

## Rockaways' Plans Pretty Leg Contest

NEW YORK, Aug. 9.—Contest-conscious Rockaways' Playland, Queens, N. Y., Wednesday (13) will add another to its many competitions when it conducts the First Annual Beautiful Legs Contest.

About 50 contestants, from 16 to 25 years old, will exhibit their games with three wrist watches awarded to the winners.

## 75 Firms Boost Rockaways' Fiesta.

NEW YORK, Aug. 9.—About 75 national advertisers are scheduled to have floats in the Parade of Floats to be held September 5 as part of the Annual Mardi Gras of the Rockaways. Event is being co-sponsored by the local American Legion Post and Rockaways Playland, Queens, N. Y.

## DENVER ROUND-UP

### Hats, Cameras Set Theme at Denver

DENVER, Aug. 9.—Even fewer ride manufacturers were at the summer session of the National Association of Amusement Parks, Pools and Beaches here this week than at the New England parkmen's meeting a week earlier. Lusse Bros., Philadelphia Toboggan and Rotor-Dromes, Ltd., were the only ones represented.

For Mr. and Mrs. Herb Schmeck of Philadelphia, the Denver party had double significance. Wednesday (6) was their 31st wedding anniversary.

Also rating a greeting from the gathering were Mr. and Mrs. Fred Pierce of Detroit, who are newlyweds. Fred was wearing an admiral's cap at the outset, but soon switched to the Western toppers that were the trademark of the day.

For Adrian Ketchum of St. Louis, the switch from Homburg to ranch hat came easy. Before entering the park business, Ketchum managed a 60,000-acre cattle ranch in the Rio Grande Valley of Texas.

While not a native Westerner, Eddie Carroll of Sagawam, Mass., president of NAAPPB, was recognized as one who knows the bang-tails, and the honorary Indians who performed at the affair conferred upon him the Indian name meaning Chief Good Horse.

### Spot Hamid Picture

George A. Hamid was unable to attend the session but nevertheless contributed to the Western theme. At the museum at Buffalo Bill's grave, Carroll spotted a photo of what he believed was the original Hamid Arabian acrobatic act when it was with the Buffalo Bill Wild West Show. Also attracting park people's attention at the museum was a picture of Buffalo Bill at the first meeting of the Showmen's League of America. It was the first time some of those present had known of Cody's connection with the League.

When the busses stopped on a mountain road to give the passengers a view of the scenery, Mrs. Harry Batt spotted a black bear in the canyon and convinced several others they also saw it before she confessed the "bear" was more in the nature of a flying saucer.

For the Batts, the junket from New Orleans was a Cook's Tour.

They flew first to San Francisco to join Mr. and Mrs. George Whitney, L. P. (Pat) Murphy and Max Meyers for the flight to Denver. John Batt, their son, is expected to be called by the Air Force in about 60 days.

### Several Stay Over

Mr. and Mrs. Paul Huedepohl delayed their return to Chicago until Saturday, giving them a chance to see more of Colorful Colorado. Mr. and Mrs. Bill Rankin of Long Island City, N. Y., also were staying over for a motor tour of Colorado before flying back East. Mrs. Annie Gruber, widow of the owner of Rubin & Cherry Shows; her niece, Linda Margolis, both of Philadelphia, and Ida Cohen of Chicago, joined in the Denver party as part of their trip thru the West.

Doc Firestone of Flint, Mich., used the occasion to sound out members on what they would like to have on the program of the park association's December convention. As program chairman, he said, he's framing a schedule of panel discussions which will include as many different participants as possible. Firestone also was telling about the success he had with promotion of a flagpole sitter at his park. The sitter received so many telephone calls after the pole that the telephone company said it had eight operators tied up and insisted that he stop advertising the number.

Nearly all of the 100 guests were equipped with cameras. Harry Batt was passing out quick prints from his Land camera. Doc Firestone was snapping the shutters of his three-dimensional model. George Whitney had probably the most elaborate of the many movie cameras on hand. Charles Malec of Omaha was trying out a new three-lens movie camera and telling of his flights as an amateur pilot. His brother recently returned home from his second year at Annapolis Naval Academy.

### Politics Turns Up

One participant demanded during the Wednesday evening party that the delegation from the Great Commonwealth of Kentucky be polled, and the emcee that night suggested the sergeant at arms should clear the aisles. There were several huddles, too, with parkmen from various States comparing notes on the outlook for November.

Elitch people Joe McCarty and Walter Kran were plugging their song, "A Theater in the Garden," among the parkmen. Dick Jurgens has played it on the air several times for them. Jurgens was right at home among the many ballroom operators. However, he had, not orchids, but a bowl of homegrown Elitch carnations for Bud Gurtler when the latter sat in first at trombone, then drums and finally piano.

Bouquets of Elitch's carnations were delivered to the hotel rooms of all ladies attending the sessions.

Rhoda Krasner won over all the guests, but she earned the permanent affection of Louis

(Continued on page 69)

## Detroit Spots Hold To 1951 Gross Level

DETROIT, Aug. 9.—Mid-season finds local park business running just about even with 1951 despite earlier hopes that it would move ahead once hot weather started. Two weeks of high temperatures were seriously offset by the layoffs resulting from the steel strike.

Major picnics are drawing as many patrons as a year ago, but per capita spending is down. Park men report a new eagerness about spending for recreation. In contrast, attendance was down but individual spending up early in the season. Settlement of the steel strike gave park men renewed hope of a late pickup, as the major auto factories are calling thousands back to work.

New gimmick of free boat rides to Bob Lo Park, 20 miles down river, was started last week for children accompanied by adults. Policy was tried out successfully late last season, and drew a reported 5,000 children the first time it was made effective this year.

Edgewater drew over 2,000 youngsters Thursday afternoon (31) for "Auntie Dee Day." Guest was the singer and television performer, Dee Parker. Assorted attractions including autographs, free peanuts, and free rides were bought by her air sponsor on WKYJ-TV. Advance promotion via the air and newspapers was used.

The two-day General Motors event was held at Walled Lake Park last week, with an employees picnic on Saturday, topped by a genuine auto show. All General Motors Products, including a complete selection of its foreign makes, were exhibited in a special aluminum pavilion erected for the occasion. The show was open to the general public on Sunday, but the attendance was severely cut by a heavy downpour.

## New England Beach Biz Booms During July Heat

BOSTON, Aug. 9.—July's heat wave aided New England beach ops to rack up near-record grosses. Red ones were reported almost daily as Nantasket and Revere beaches in Massachusetts; Hampton and Salisbury beaches in New Hampshire; and Old Orchard Beach in Maine reported the largest crowds of the season.

On Sunday (3), Norumbega Park, Newton, Mass., was filled to capacity, and Owner T. LeRoy Gill reported that 5,000 cars were parked in the lot. That day Nantasket Beach and adjoining Fagon Park had their largest crowd of the year, but for some

unexplained reason, Revere Beach had one of the smallest crowds since the resort opened.

Meanwhile, a controversy is brewing between New England resort owners and farmers. The heat wave had been raising hob with crops, and Bay State farmers have asked the commonwealth to produce artificial rain for crop relief.

Naturally, resort ops protested immediately, pointing out that artificial showers could wash their business down the drain. Massachusetts Attorney-General Francis E. Kelly has been asked to give an opinion on the matter.

## Lombardy Ork For Palisades

NEW YORK, Aug. 9.—Al Lombardy and his crew begin a week's engagement at Palisades (N. J.) Park today (9), playing for free staghouses twice daily, and for free dancing nightly at the park's Casino. The thrill portion of the free staghouses will be provided by the Flying Otaris, who work 150 feet in the air.

This afternoon many video personalities will appear at the park. They include Al Hodge (Captain Video), Don Hastings (Video Ranger), Ethel Colby, Bob Dunn, Don Russell, Bill Sibert, Nancy Reed, Chief Hummingbird and Johnny Andrews.

## JONES BEACH SAFE BURGLER

NEW YORK, Aug. 9.—The Jones Beach Catering Corporation, operators of the Boardwalk Cafe and 14 other food outlets at Long Island's Jones Beach, Sunday (4) was out \$20,000 as burglars, posing as picnickers, broke into the safe and robbed its contents. Also the burglars left behind an acetylene torch, a tank of gas and a collection of drills, police said that a hammer and chisel were enough to do the trick.

# Coney Island, N. Y.

By UNO

Week-end of August 2-3 brought heavy rain on Saturday and sunshine on Sunday to give ops a 50-50 break in biz.

Acting on complaints about immoral shows in the blow-offs and indecent chatter by the spicers in the bally, police, led by Chief Inspector Frank Donovan, of the License Department, closed and revoked the licenses of two of the four Girl Shows, Tizza's Wine Bath and Fred Sindell's Cavalcade of Variety, on August 1. The other two, Carmen's and Garto's escaped the initial ban because they happened to be closed on the Tuesday before when the investigators, headed by Deputy License Commissioner Thomas McNeil, visited the Island, but were also shuttered on August 4. Tizza tried to get an injunction, but no Supreme Court justice was available that late day of the week. A hearing will be held within a few days when testimony for violations will be aired to determine the ultimate fate of the shows. Gendarmes are also out after photo galleries, guess-your-age and ball games not doing biz according to regulations.

Louis Molinas, operator of the Eagle Bar, Surf and West 12th, has for this season's entertainers Victor Benack, in his 10th year here as accordion player; his brother, Steve, in his fifth year as hillybilly singer, and Bill Gillman, cowboy vocalist, also in his fifth year as Eagle performer. Head barkeep is Tom Berkowitz, a Coney drink mixer for 50 years starting at Stauch's. Assistant is Charles Hall, now completing his sixth year behind the Eagle bar. Aquarium on Ward's Boardwalk kiddieland site reopened July 4. Specimens of fish oddities include an electric eel. Thirty-three new tank exhibits are from Tropical Garden Hatcheries, Williamsburgh, Brooklyn, of which Murray Director is prexy. Last season's exhibits came from White Plains, N. Y. Local manager and lecturer is William Dietrich, fully

conversant and expert in fish population. Carmen Drodas is ticket seller. Bill Daly and Will Reynolds, Tizza talkers, lost no time after the enforced closing. They turned the front into a guess-your-age game with a \$15 investment in chalk figure prizes. . . . One of Steeplechase Park's ride attendants is Frank Luley, an old time vaude entertainer. . . . Flying to the Canadian National Exhibition, Toronto, from Coney and opening there August 22, will be Jimmie Hurd and a group of oddities from Dave Rosen's Palace of Wonders. From there they go to the fair at London, Ont. Package consists of Alzora, turtle girl; Albert Riediger, midget clown; Geromino Caravious, mechanical man; Joseph Lipko, talker, and Cole Greene, Alzora's manager. . . . New entertainers at the Atlantis on the Boardwalk are the Three Bond Brothers, Scottie, Lou and Paul, comedians and instrumentalists, doubling at the Club 13, Brooklyn.

Joseph D'Amore and Daniel Viofere are celebrating their fifth year as owners of the Breezy Seven Seas eatery, Surf and West 16th. Former and original owner was Steve Caruso. Spot casters to weddings and banquets. Barkeepers include Charles DeCarlo, Sonny Ciranni and Bob Quintera. . . . Nat Stark has been promoted to general manager of John Garrow's new House of Lafts in Feltman's Arcade. Garrow is Coney's chief sign painter on the side. . . . Jack Hanley, Gus Meeaskill and Steve Miller, from the Bay Ridge section of Brooklyn, chaperoned by Frank Castellano, owner of the Alibi nitery in the same boro, visited Tizza's show last week. . . . Harry Nelson, high striker corner and operator of Nelson's Corner, Bovey and Steeplechase Walk, started on the Island 52 years ago selling waffles. At one time he operated as many as nine strikers located at strategic points all the way from Sea Gate to West Fifth. . . . Flyer Plane, bought from Isadore Kraus and associates by Neil Kyrimis and which was one of four rides at West Sixth and Surf is a new addition to Kyrimis Ride Park and well patronized.

For the first time in its history, the Regina exhibition operated without cattle sheep and swine as a result of a hoof and mouth disease outbreak in the district earlier in the year. Deletion of the livestock classes evidently had no detrimental effect on attendance, altho midway officials said they believed that rural visitors were fewer. This, together with polio in the area, may have kept the carnival gross from

# Regina Shatters Gate

• Continued from page 66

day was Friday, with 15,232 attending, as against 13,651 on the same day in 1951. Monday, Wednesday and Thursday grandstand figures were off slightly.

Royal American Shows, on the midway, reported biz better than last year by about 15 to 18 per cent, with concession play sharing in the upswing.

Saturday's crowd was the deciding factor in pushing the attendance total to an all-time high when 4,475 attended, as against 29,457 on the closing day last year. Friday was also strong with 32,917 going thru the turnstiles.

Main gate figures for the week were as follows:

GATE		1951	1952
Monday (28)	.....	29,457	29,337
Tuesday (29)	.....	15,560	16,810
Wednesday (30)	.....	30,118	31,854
Thursday (31)	.....	29,008	29,313
Friday (1)	.....	34,086	32,917
Saturday (2)	.....	29,427	34,413
TOTALS	.....	162,717	171,303

GRANDSTAND 1951 1952  
Monday (28) Att. 8,501 8,270  
Tuesday (29) Att. 4,223 4,513  
Wednesday (30) Att. 8,513 8,528  
Thursday (31) Att. 8,485 8,518  
Friday (1) Att. 8,530 8,542  
Saturday (2) Att. 8,548 8,516  
Totals 50,700 50,387

## Ionis's Attendance

• Continued from page 66

three afternoons and also were off from last year. Modified stock car races, raced under the promotional direction of Jean Mandeloff. Friday (8) pulled a crowd that also was off slightly from '51, according to Miss Sarlow.

Cuffo grandstand morning shows, offered such attractions as horse pulling, parade, tractor contests, and farm programs.

The fair enjoyed banner space sales, with all commercial exhibit space sold out six weeks prior to the opening. More concession space also was sold than last year. Chief plant improvement was the erection of a new operating building that sleeps 116 boys and 24 girls and will feed 250 at one sitting. The structure, built out of fair funds, will be used the year around for youth activity, Allen Williams, fair prexy said. Other improvements included the creation of six light towers in the parking area.

## West Canada

• Continued from page 66

solution of Exhibitions at the fairgrounds here. Dates will be as follows: Brandon, June 29-July 4; Calgary, July 6-11; Edmonton, July 13-18; Saskatoon, July 20-25; Regina, July 27-August 1.

Attending the meeting were four voting delegates from each of the fairs on the loop, together with other members of the directors. S. N. MacEachern, manager of the Saskatoon Exhibition, served as acting secretary in place of Mrs. Letta Walsh, Saskatoon, who was unable to attend. S. C. McLennan, manager of the Brandon Exhibition, was also unable to attend, because of illness.

A report was submitted on the effort the association is making to persuade the federal government to amend the copyright law. The group is seeking a relaxation of the regulation calling for payment of music royalties. The report was prepared by the solicitor of the Canadian Association of Exhibitions in Ottawa. Also discussed were musicians' contract rates and the method of awarding contracts for fireworks and novelties at the five Western fairs.

organization. Norman Thorpe was judge; Mrs. Bernice Sweeney, scorer; Merle Heath, track steward, and Jim Millins, narrator.

being bigger than it was, they also pointed out.

Light and heavy horse competitions were emphasized, with a light horse show being held each afternoon on the first three days. All entries paraded in front of the grandstand Thursday night in lieu of the customary livestock parade. Winners of farm boys' and girls' camp competitions also were presented in front of the grandstand Thursday.

Friday morning the annual Travelers' Day parade was a downtown feature which attracted thousands and Saturday night two cars were given away in front of the grandstand by the Regina Kinsmen Club, tickets having been sold on the grounds during the week.

A Regina-trained version of the Royal Canadian Mounted Police musical ride was a nightly grandstand feature which attracted considerable attention. Music for the event was provided by the R.C.M.P. band of Regina. Fireworks displays by the W. Hand Company, Cooksville, Ont., were a climax to the grandstand program each night. Bands from the United States, in town for the Travelers' parade, entertained in front of the grandstand Friday afternoon and evening.

Machinery displays were the biggest ever. All exhibit space on the grounds was utilized to capacity. Weather was excellent throughout the fair. Manager of the Regina Exhibition is T. H. (Tommy) McLeod and president this year is J. Hooper Coles.

## Denver Round-Up

• Continued from page 68

Slusky of Houston and the Jimmy Johnsons of San Antonio when she declared she was a Texan.

The J. R. Singhiser of Louisville were among the rabid photo fans and Mrs. Singhiser was busy as a subject as well as snapper of photos. Several of the wives posed for pictures with the bearded prospector who was at the Elitch party.

Holidays were the topic of discussion between Louis Slusky and Harry Batt. Slusky announced that in Texas July 4 means nothing in the way of business, but that Juneteenth and New Year's are big days. Batt confided that he believed Louisiana is getting squared away in regard to the Federal and Confederate Memorial Days, which are three days apart but which so far have meant little to park operation.

Al Carsky of Chicago, formerly with his brother, Bill, in the concession supplies business, attended in his new capacity as special representative of a major brewery. He covers parks, arenas, auditoriums, race tracks and ball parks for the company.

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## San Antonio Takes "Mrs." Franchise

SAN ANTONIO, Aug. 9.—Playland Park here has obtained a franchise from Mrs. America, Inc., to conduct the local and State-wide competition for the title of "Mrs. Texas." Winner of the eliminations during August will go to Asbury Park, N. J., for the national competition.

## Fort Williams

• Continued from page 66

Chronicle. Talent includes Joe Hodgini's dogs; Henry French, unicyclist; Buster West and Lucille Page; Ted and Flo Lavalette, batons; Nita and Peppi, acro, assisted by their 7-year-old brother, Americo; Harris Nelson, emcee and trumpeter; Great Bucket, high act; Adriana and Charly, trampoline, and Willie West and McGinty, comedy.

James G. Gardner, federal minister of agriculture, officiated at Monday's opening ceremonies and was introduced by W. R. Coslett, president of the fair. Other speakers included Mayor C. W. Cox, Port Arthur; Mayor Hubert Badanal, Fort William, and Rev. Dan McIvor, member of parliament from Fort William. George Wadrope, past president of the exhibition, was emcee.

## RAS Pleases

Fair officials were more than pleased at the fast run made here by Carl J. Sedlmayr's Royal American Shows. The partial opening made by the show Monday evening greatly enhanced attendance and helped to entertain holiday crowds.

Afternoon fare in front of the grandstand included auto races which were originally to have been featured on Monday and Tuesday but were postponed to Tuesday and Wednesday when rains softened the track surface. The two programs, which attracted big crowds, were staged by National Speedways, Inc., with Al Sweeney on hand for that

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## KING GIVES PARADE CREDIT FOR SHOW'S TOP BUSINESS

Co-Owner Shies From Rail Idea; Favors Highways to Small Towns

• Continued from page 52

ilar misfortune, expressed no sorrow for themselves or their enterprise, but only for the area's farmers whose crops have been stunted by drought. In itself, this was an excellent indication that the show has not gone thru lean times.

As true routing has kept the show away from areas riddled by strikes, Floyd, of course, has traveled these same paths for nearly a half century and calling his shots in advance is almost second nature. New England was reported good, including Northern Maine, an area that likely benefited economically from the recent potato shortages.

Reluctant to head too far South too soon, and aware that Dixie has also been saddled by drought, Floyd is studiously studying reports from the cotton hinterlands before laying out the last part of

the show's route. The wind-up dates will be just as good as the earlier ones, he thinks.

With success more often than not heralding expansion for tented endeavors, Floyd gave the impression that the King-Christiani enterprise would remain pretty much the same in size. In any event the former railroad won't go back to the iron horses even if some philanthropist was to line

### Says Trucks Are Best

The costs and restricted moves offered by railroads eliminate their possible future use. The spur lines leading to towns where Floyd knows he can get an audience and a winning date are largely overrun with weeds. While hauling the equipment around the country on big semis is probably not much cheaper, the fact remains that the show can often be on its way and in the next town ready to set up before a show train could be loaded.

For eight years the show has stuck to its general admission scale, 50 cents for children, \$1 for adults, and there is no thought of a hike, Floyd says, even tho daily

nut has zoomed about \$250 over last year.

The matter of costs becomes more perplexing as the season progresses. Gains in overhead have been registered despite keen management boasting the experience of years under every conceivable condition. Help, which has been scarce through the season, continues short and a marquee banner proclaims daily the need for workmen.

The lack of help is not obvious. Manager Ralph Clawson and the other show bosses had it all up and ready to go at high noon, despite the early-morning mishap to the steers callope truck and the extra effort necessitated by the street parade.

It is the work and expense involved in staging the parade that has the King-Christiani personnel thinking that other saddest endeavors will not be quick to copy their newly discovered formula of success.

Visitors here included Arthur E. Campfield, head of the New York tent house bearing his name, and Stanley W. Wathon, New York booking agent.

## Beatty Train In Late Move; Matinee Lost

CRANBROOK, B. C. Aug. 9.—Railroad move of the Clyde Beatty Circus was delayed five hours Friday (11), necessitating the cancellation of the matinee here. The night performance, however, attracted a capacity house with a few standees.

At Trail earlier the show played only one day this season. It arrived Monday night (28), set up on Tuesday and performed on Wednesday (30). While show was loading for the move to Nelson, a cable snapped, freeing a show wagon. The wagon rolled into a store front, causing considerable damage to the store but little to the wagon.

## German Circuses Near Season's End

BERLIN, Aug. 9.—Cleverly staged ballyhoo involving stunts, special shows for kiddies, and participation of movie and stage stars gave the Busch-Berlin Circus an extra three weeks here, just when its long run was beginning to droop slightly.

Next date for the show is Helmsstedt, a small town near the zone border but inside the British Zone. Other towns on the route include Oschersleben, Hannover, and then Hamburg for the season's finale. The circus will play Berlin again next year.

Circus Carl Hagenbeck, after switching dates with Busch-Berlin, goes into Braunschweig for ten days. The Busch show will play Hannover, the spot formerly set for Hagenbeck.

A new, one-ring circus, on the road for the first time this year, tours small towns in the South of Germany. It is the Wilhelm Hagenbeck Circus. Circus Krone continues to tour Southern Germany, while the three-ring Alhof-Bouglone Circus travels in the Southwest.

## Trial Date Set For Davenport

DEL RIO, Texas, Aug. 9.—Trial of Ben Davenport is scheduled for October 27, in the U. S. District Court of Judge Ben H. Rice Jr. Davenport was indicted on a federal charge of transporting stolen securities across State lines. The indictment came as a result of charges made by Harry Hammill, Davenport's former partner.

## Gladys Gilliam Hurt

SEVIERT, Tenn., Aug. 9.—Gladys Gilliam was knocked down and eluded by one of the lions in her act here Thursday (31). She was appearing at a local park.

## FERNANDEZ ACTS TIED UP AT PORT

Mix-Up on Freight Payment Causes Delay As Shipper Awaits Show Owner

LOS ANGELES, Aug. 9.—With some of the animals that toured with the E. K. Fernandez All-American Circus in Japan and the Philippines impounded for allegedly unpaid freight, several troupes were cooling their heels here and at the harbor this week. The stock was impounded, with permission from customs, at the World Jungle Compound. Meanwhile, Java Pacific Line authorities were attempting to unravel the financial and legal tangles that would free the animals and riggings so that performers could go on to other booked dates.

Attachment of the shipment was made by the Java Pacific Line upon arrival of the Dutch freighter Sarangan, at San Pedro Saturday night (2). Ship had loaded the stock and equipment about July 15 in Manila. Altho, it is claimed that freight amounting to \$6,252 was unpaid, the line also must establish ownership. The load was consigned to All-American Circus and there is no existing company of that name here.

At press time it was reported that Fernandez was due here soon. As the shipper, he can clear up the ownership muddle. Actually, the stock and equipment are owned by various performers, including Dolly Jacobs, Ted De Wayne, Herbert Weber, Nellie Dutton, Si Otis, Mildred Welbes, and Tim and Tiny Twist.

Miss Jacobs told The Billboard that she had telephoned Walter Mihata, who was associated with

the showman in the Japanese tour, and was told that Fernandez was in Tokyo. On Thursday (7), Harry Hesselein, of the Pico Novelty Company, said that Fernandez had cabled that he would arrive here shortly.

A Java Pacific Line representative said that the shipment had been accepted in Manila and that the office there had been guaranteed transportation charges. After the boat had cleared the port and was out three days, it was revealed that there was a mix-up as to the responsible party. As the bill of lading is in the name of All-American Circus, only Fernandez can prove ownership.

While the basic charge is \$6,252, the amount for release is mounting because of impound charges. The stock is under guard at the World Jungle Compound in Thousand Oaks—all of which adds up.

Also in the shipment was the Frank Philpotts puma and tiger act. Owned by World Jungle Compound, this act was released when Bill Richards and Trader Horne paid the freight.

During the unraveling of the entanglements, several acts said they were being forced to lay off because they had no stock or rigging with which to work. Miss Jacobs said she was due to open in Baltimore Monday (11) for Al Martin.

Fernandez opened the show in Tokyo the first part of April. Later he played a month in Osaka and some shorter dates. His stand in Manila was five weeks.

August Westphal is at the Veterans Hospital at Richmond, Va., according to James Fortune, former trouper who now works at the hospital. Fortune says an effort is being made to locate Westphal's wife, who formerly was with the Ringling wardrobe department. He reports her name was Mildred Penzinger.

Esse Forrester O'Brien, circus fan of Waco, Tex., who has been working on her ninth book, "The Circus," sails from New York August 15 on the Mauretania for seven weeks abroad. She plans on studying the circus in Copenhagen while her husband fishes there. Karl Kae Knecht sent her

the names of many Europeans to contact on circus matters and feels that she will be well informed if she is able to meet most of them. Her manuscript, or which she has been working several years, is expected to be completed by Christmas.

Margo and Gabby De Koe, clowns, who worked the fall and winter tours for Hamid-Morton Circus, are taking a summer vacation at their home in New Orleans.

Pearl Ferris escaped injury recently when the pony hauling her cart in the spec bolted and ran out of the top between Thorne's and Sylvester's trailers,

## WASH. TO PA.

## Most Nights, Few Matinees Bring Crowds

PALOUSE, Wash., Aug. 9.—Colic & Walters' Circus was earning strong night business and light matinee takes at most Washington stands. Palouse had a full house at night Friday (1). At Rockford, (30), the show had a near-capacity evening crowd. Both matinees were half houses.

### WIS. NIGHT WINS

AMERY, Wis., Aug. 9.—Wallace & Clark Circus had a half house in the afternoon and a near capacity crowd at night when it played here Friday (1).

### KM WINS IN MINN.

MONTEVIDEO, Minn., Aug. 9.—Al G. Kelly & Miller Bros. Circus had two three-quarter houses here Thursday (31). Lot was more than a mile from the town and weather was hot.

### 2 BIG ONES FOR MILLS

JOHNSON CITY, N. Y., Aug. 9.—Mills Bros. Circus attracted two near-capacity houses here Thursday (31) with Lions Club auspices. Several candidates for public offices sponsored attendance of children from homes in the city.

## Chattanooga Rain Hurts Hildebrand

CHATTANOOGA, Aug. 9.—Rain held attendance down to a low point for the performance of Frank Hildebrand's Knights of Columbus Circus at Engel Stadium here Friday (1).

Program included the Sparo family, Bert and Corrine Deano, Don Adams, Bob Corler's horse acts including the former Bill Buschbaum Liberty act, Capt. Don Hoover's Lions, The Great Curran and the Aerial Solts. The latter were unable to work in the rain.

Clowns were Bozo Lamont, Billy Irwin, Don Adams, Charlie Kline, William Walsh, Evelyn Sparo, Terry Pace and Frank Sutherland. Pace and Sutherland also worked on phones and advance street work. Hi Lo Merk was a guest clown.

## Rogers Clicks At Pa. Town

JEANETTE, Pa., Aug. 9.—Rogers Bros' Circus scored a good day here Tuesday (5), with a three-quarter matinee and near-capacity house at night. Police auspices had a good advance sale.

In Butler, Pa., earlier, the show had a handful in the afternoon and a half house at night. Junior Chamber of Commerce was the auspices, but little advance publicity was carried out. Angelo Espano was injured in a fall during the horizontal bar act.

## Barnes Draws Hefty Crowds; Aerialist Falls

LA FAYETTE, Ind., Aug. 9.—Roberto Rolan, aerial performer with Barnes Bros' Circus, received several fractures and other injuries here Tuesday (5) when he fell from his rigging. He was taken to Home Hospital.

The show was delayed 30 minutes in starting its night performance Monday (4) by a last-minute rush for tickets. Two lines of more than 1,000 persons each were waiting for ducats at show time. The Kiwanis sponsored event had a 95 per cent house that night, a three-quarter matinee and near-capacity for the final show Tuesday.

At Goshen, Ind., Wednesday (6) the Cole-owned unit played under Legion auspices at the county fair and had two strong houses.

Mount Sterling, Ill., another fair date, was played Friday (1) and the delay for late ticket sales was duplicated. Matinee there was near-capacity and the night show was an overflow. However, at Belleville, Ill., two days (30, 31) for the St. Clair County Fair, the show had light turnouts.

## Wallace Poles Lost in Wreck

WALLACE, Idaho, Aug. 9.—Wallace Bros' Circus played this namesake town Saturday (2) and drew two half houses. Earlier, the show played several towns with out a big top because the center poles were damaged in a truck wreck.

The wreck occurred Monday (28) near White Bird, Grangeville, Lewiston and Moscow were played without canvas. At Moscow, the show canceled the matinee and drew a half house at night.

## Packs Clicks In Wheeling

WHEELING, W. Va., Aug. 9.—Tom Packs' Circus, appearing here for the fourth time under auspices of Osiris Shrine Temple in the High School Stadium, July 30-August 1, drew excellent crowds.

The afternoon of July 30 more than 3,000 orphans and underprivileged children were Shrine guests, and that night the show drew over 4,000 people. Thursday night (31) better than 10,000 people went thru the turnstile, and the following night an estimated 11,000 people attended.

## Robinson Owns Howe's Elephant

MOBILE, Ala., Aug. 9.—J. A. Robinson, whose company has possession of most of the equipment of Howe's Famous Hippodrome Circus, said this week that he also retains title to the show's elephant. The bull has been at the Memphis zoo since April.

Robinson said the city of Memphis has a lien of \$1,500, plus \$2 per day against the elephant. He expects to move the animal to Mobile soon.

He confirmed that eight ponies, menage horses, a polar bear, black bear and monkeys were sold by Arthur Sturmak, manager of the Howe's show, to Tony Diana, of Canton, O.

menagerie and big top. Big demand for the black spaniel puppies owned by Shirley Logan has depleted the supply. New fathers include Herb Clifgaard of the band, whose wife recently presented him with a daughter, and Charlie Sheffield, of the Minstrel Show, who is the father of twins, a boy and a girl.

Jackie LeClaire, clown, and Ed and Artie Weideman, of Weideman (Continued on page 76)

## Under the Marquee

denting and scratching them both. Pearl jumped in time to avoid the crash.

Grace McIntosh celebrated her birthday recently as did Dory Miller. Donnie McIntosh left for a few days in Mayo Clinic, Rochester, Minn. Tommy Bentley missed two days when he was confined to a Winnebago hospital for treatment of injuries suffered when a horse kicked him. Dory Miller is claiming champion fishing honors with Barbara Jane running a close second.

Lucille and Ora Eagleman are practicing an iron jaw routine. The wardrobe department has finished the new flags for the

# Dressing Room Gossip

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Starting August 18  
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**LAWRENCE WALTER SHOWS**  
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Type December 15th thru March. Op-  
portunity break new shows. Excellent  
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Big Show Band, Double Drummer and  
Bassists. Other Musicians, wife, Union  
music. Shiny Goe. Seat Butchers and  
Outside Men, etc.  
**GINSBERG**  
Riverside, Circus  
Chester, Pa. 15012; West Chester, 18;  
Ephrata, 15; Waynesboro, 18; Orange,  
Va., 18; Farmville, Va., 19; Richmond, 21.

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STARTING IMMEDIATELY  
Plenty work, book, banners, tickets.  
Write.  
**LEE ROUNDS**  
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No collect, please.

**WANTED**  
For Side Show, Acts of all kinds except  
Magic, Acts that pitch a k. Age furnish  
Cookhouse and cooking. Write on  
route.  
**Hagan-Wallace Circus**  
Waycross, 12; Moultrie, 13; Douglas, 14;  
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**20 Phonemen**  
**GROTTO**  
Greater Philadelphia  
6 weeks' work. Pay every night. Office  
opens Monday, August 18. Call or write  
JIMMY SMITH, Greater Circus,  
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Good Vet Deal.  
Renewal Calls.  
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**Rossi's Silver Star Band**  
**WANT**  
Dependable Trumpet, one who can play  
like musician, not like a pig. Long  
season. Write on route.  
**Mills Bros.' Circus route, Schenectady,  
N. Y., Aug. 17; Glen Falls, 19; Troy,  
14; Pittsfield, Mass., 15; No. Adams,  
Mass., 16.**

**WANTED**  
**Promotional Directors**  
With or without crews. Good towns  
and strong auspices. Write on per route.  
**Hagan-Wallace Circus**  
Waycross, Aug. 12; Moultrie, 13; Douglas,  
14; Tifton, 15; Thomasville, 16; all  
Georgia.

**HAVANA, CUBA, Wants**  
Any type acts able to draw big crowds.  
... Lighters, Flapjacks, Slices, Fruits,  
etc. Immediate need. Underwater  
Strip Tease Girls Tank Act. If not  
available now, advise when.  
**Edward Lewin**  
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**FOR SALE**  
It is my desire to quit show business. Because of this desire I now offer  
for sale this Circus complete with all equipment, tents, animals, light  
plants, contracts, promotions, etc. Arrangements can be made to take  
delivery either now while on the road or this winter while in winter  
quarters in De Land, Florida. Interested parties can see the Circus in  
operation or can contact me by letter or wire on per route.  
**DUB DUGGAN, HAGAN-WALLACE CIRCUS**

**BARNES BROS.' CIRCUS**  
**WANTS 2 EXPERIENCED PROMOTERS**  
Only sober, reliable men who know all phases of the advance promotion, including  
setting up advance membership ticket sales, need apply. If your past experience has  
only been limited to selling tickets, that does not qualify you as a PROMOTER to work  
for this Circus, as we only want capable, experienced promoters. Write or wire (do  
not phone), giving full details, your own experience, address and telephone number,  
where I can phone you. Allow enough time for your reply to be forwarded to me from  
Chicago, where I may be on route.  
**VERNON L. McREAVY**  
1800 W. MADISON STREET (CHICAGO STADIUM) CHICAGO 12, ILLINOIS

**King Bros.-Cristiani**  
Harry Thomas Jr. celebrated his  
first birthday in Montrose,  
Pa., with a party between shows  
attended by most of the show's  
youngsters.  
The Felix Adler Ring Circus  
Model Builders of Northern New  
Jersey held a meeting on the lot  
in Morristown and exhibited  
many pieces of miniature circus  
equipment. Those attending in-  
cluded John Horn, John Briden,  
John Mackay, Robert Boyer,  
Philip Clark, Gordon Carver and  
Ricker McConnell. Howard Johnston,  
formerly of the Ringling and  
Col. Tim McCoy shows, and  
now a poultry judge, spent the  
day with the show at Strouds-  
burg, Carey C. Emrie of Cincin-  
nati was also on the lot there.  
Henry Van Loon and Jenner  
Hennessey of Rochester were re-  
cent visitors along with Vince  
Leonard of Ithaca, Bob Collins,  
Tommy Molay and Carl Smith of  
the John Pawling Ring. Mr. and  
Mrs. Jones Evans of Wilkes-Barre  
visited at Stroudsburg.  
A new club, called the Valhalla,  
has been organized with Tex as  
president. Show's big top spool  
wagon turned over recently, caus-  
ing a three-hour delay in arrival  
but the matinee performance was  
only 15 minutes late. Everyone  
bid goodby to New England with  
regret as the personnel enjoyed  
the cool weather and the seafood.

Visitors in the New York area  
included Jim McHugh, Al Mas-  
son, Arthur Camfield, Stanley W.  
Watson, Little Henry and his  
Mrs., Al and Louise Weir, Paul  
Lang, Ed Crips, Sam Neilly, L.  
A. Smith, and Charlotte Maxwell  
and her sister.—COL. HARRY  
THOMAS.

**Wallace Bros.**  
The big top is in the air again  
and days of playing  
fairground grandstands it's good  
to be back under canvas. Emer-  
gency locations were necessary  
due to an accident to the pole  
truck between Grangeville and  
Lewiston, Idaho. The truck's  
brakes failed and the vehicle  
crashed into a road bank and  
was burned. In addition the  
show's marquee went up in  
flames.  
Ben Davenport and the writer  
caught Cole & Walters Circus  
when the latter played just  
50 miles a way.—MAURICE  
MARMOLEJO.

**Polack Eastern**  
Mankato, Minn., was a new  
date for the show and turned out  
a winner. Stand was Shrine spon-  
sored and was handled by Bill  
Ray and crew.  
Due to the hot weather and a  
lay-off, fishing parties and pic-  
nics were the order of the day.  
In a special celebration, Frieda  
Wiswell was named Queen for a  
Day, was seated on a special  
throne, crowned and provided  
with a mosquito swatter as her  
scepter. Guests at the special  
party included the Five Hartzells,  
Madisons, Robbins, Zoppes, Fren-  
chman Durant, Kaussers, Alex  
Dobritsch, Karl Goetschi and the  
Wiswells.  
Four-year-old Courtney Lewis  
was guest of honor at a birthday  
party given by her parents, Nate  
and Harriet Lewis. All personnel  
(Continued on page 76)

**Mills Bros.**  
The back yard lens hounds are  
bringing out their cameras these  
days to shoot the beautiful scenery  
here in the resort country of  
Southern New York. A number of  
performers visited the Endleett-  
Johnson shoe plant in Johnston  
City and were luncheon guests  
of Supt. W. Lyle DeLang.  
The speed make-up contest be-  
tween Whimsical Walker and  
Harry Simons was won by the  
former. Johnny Pugh recently  
ordered a diving suit from Cali-  
fornia and expects to break it in  
when the show plays the Cape  
Cod section. The Antonettes are  
sporting a new car.  
Acts, which played a hospital  
benefit in Carbondale, Pa., in-  
cluded the Wallabies, Antonettes,  
Harry Ruster, Billy Hammond,  
Frank Bruick and the Wang Hong  
Schtu troupe. Mr. and Mrs. Fred  
Timmons have returned to their  
Oswego, N. Y., home after spend-  
ing a week with the show. The  
writer was presented with an  
honorary membership in the  
C.M.B.O.A. of Western Pennsylv-  
ania. Felix Gambone, baritone  
player with the band, received a  
good photo of the organization  
recently from Johnny Vogelsang.  
The Sunday lot at Fulton, N. Y.,  
was ideal. Located in city park it  
had a lake and beach, ample shade  
trees and benches. Swings, tele-  
towers, sand piles and a pool kept  
the small fry happy.  
Visitors included Bob Oliver  
and daughter, Mr. and Mrs. De-  
marlow, Willard Sherwood and  
family, Dr. and Mrs. Denman, Al  
Kronin, Sig Zeno, Chief Smiling  
Bear and family, Eileen Alexan-  
dra of radio station WVOS, Car-  
bondale; Sam Polack, George  
Barlow, CFA State chairman  
from Binghamton.—JACK  
LA PERALE.

**Capell Bros.**  
Business is on the upturn since  
hitting Kansas and matinee  
shows are drawing a half-  
and three-quarter houses, while night  
performances have ranged from  
three-quarter to full.  
Roger Allen trapeze act closed  
at Emporia and has been re-  
placed by Sylvia Gregory and her  
iron jaw, Dorothy Jean  
Capell. In addition to her other  
duties, is doing a single elephant  
act. Norma Jean Capell is doing  
her cloud swing to plaudits and  
has her pony drill whipped into  
shape. Bill and Jack Capell are  
being congratulated on getting  
the show overland and up in  
time for all matinees.  
Marie Loter joined with a snake  
show and is also managing the  
Side Show assisted by Margo,  
Jean Mercer, Paul Bejano and  
Joe Beck, Guy Smuck, in addi-  
tion to handling reserve seat  
tickets, is mailman and agent for  
The Billboard, Mr. and Mrs. Dale  
Madden, of Wichita visited in  
Madison and again in Emporia.  
Mrs. Madden (Lois Silliman) gave  
a guest performance on both  
nights.  
Barbara Jean Capell celebrated  
her fourth birthday in Strong  
City with a birthday party and  
received many gifts from the  
folks. Bob Schoen is operating  
the pony ride.

**Ringling-Barnum**  
Lexington, Ky., greeted the  
show with two straw houses.  
Columbus, O., gave the show two  
Saturday shows and one matinee  
on Sunday.  
After the Sunday show there  
most of the folks took advantage  
of a swimming pool near the  
train. During the Springfield,  
O., date, Lew Barker rated several  
good publicity breaks in his  
home-town newspapers. The  
write-ups told of his many years  
with the Ringling band.  
A number of former Cole show  
personnel visited at Louisville  
and Mr. McIlwee and his driver,  
Clarence, toured with the show  
for several days. Fay Alexander  
luckily escaped serious injuries  
(Continued on page 76)

**8-PHONEMEN-8**  
Top auspices. This is a Firmen's deal.  
Police and Shire to follow. All who  
know me wire and come on. No collect  
**AL KAYDA JR.**  
c/o Clint Hotel Tularana, Texas

**Polack Western**  
The San Jose date, handled by  
Jimmy Rison and company, was  
a big one for all.  
Madeline Geraldo debuted a  
new lavishly beaded and se-  
quined leopard. Joe Lemke has  
a new sporty wardrobe for his  
chimp act. Between Rusty Ben-  
son and Bob Barnett, a number  
of new bits have been added to  
the clown band orchestrations.  
For the second time in one  
week, Dennis Stevens came out  
with a new walkaround wardrobe  
and Laurence Cross has also ad-  
ded to his costumes. Arden  
Kriesch is designing and sewing  
her own wardrobe, coached by  
the Ward Bell Girls. Harold  
Gautier and Alma Michaels pur-  
chased one French and two  
Lhasa poodles for training Jack  
Joyce has a new pinto Shetland  
pony named Sheik.

The model building craze, start-  
ed by the small fry, is spreading  
and many of the adults are turn-  
ing out model boats, planes and  
cars.  
Tom Upton returned to the  
show recently to complete his '52  
movie version of the performance.  
Rietta Wallenda is sporting a  
hanging garden on her house  
trailer. All the clowns turned out  
for a special show at the Mon-  
terey County Hospital. Helen  
Wallenda hosted all the show  
kids at a recent party between  
performances.  
Francis and Mike Brunn and  
Mary Tahmin drove to Lake  
Tahoe to visit Lottie Brunn who  
was appearing there with Spike  
Jones at the Cal-Neva Club. The  
writer and the Sherman Bros.  
visited Virginia Powell and the  
writer's parents at the Powells'  
Los Gatos summer home.  
Visitors included Dick Dowd,  
Lem Behler, Bert Martin,  
Althea and Jimmy Eyster, the  
W. J. Danna, Jimmy O'Days,  
Virginia Powell, Tom Upton,  
Boyd Kimes and Curt and Mel-  
tiea Wicoms.—HARRY DANN.

**PHONEMEN**  
Can use one or two dependable Adver-  
tising Men. Writers work. Masonic  
League sponsored in Canada and Veterans  
Publications.  
Publications. CONTACT ME  
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Advertising-American Legion Spon-  
sored Sports Publication. Season just  
starting. Writer's work. Also Masonic  
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Billboard receives inquiries asking for names  
of individuals who might undertake and  
promote attractions for audiences and  
areas. We can refer inquiries from your  
territory to you. Please state the date and  
type of event or at least one event which  
you have promised in the past, specify  
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Write: Arena Auditorium Dept. The Bill-  
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Retory and Lions Club Sponsor for Miss  
Ann's Circus in Canada, New Jersey.  
Banner, U.P.C. Pay daily; work steady  
through November. Wire me immedi-  
ately, stating where I can call you.  
**MEARI N. JOHNSON**  
c/o Western Union, Camden, New Jersey

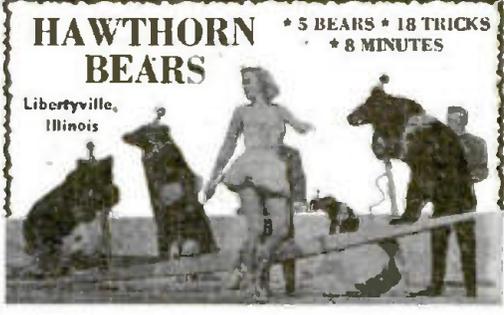
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Strong Police deal. Ad. and Tickets.  
25% sale daily. Work starts Aug. 11.  
Phone 46946, Peoria, Ill. No collect  
calls accepted.

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Can use one or two dependable Adver-  
tising Men. Writers work. Masonic  
League sponsored in Canada and Veterans  
Publications.  
Publications. CONTACT ME  
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**CAPELL BROS.' CIRCUS WANTS**  
Billboarders, Lithographers, Working Men  
in all departments, from Men, Grooms,  
Bones Animal Men, Cookhouse Help,  
Manager for the Circus (Fred and  
Nelly) wire or call, DOC CAPELL, Mary-  
Pittsburg, Aug. 14; Chicago, 15; Caney,  
16; all Kansas.

**PHONEMEN - TWO**  
Advertising-American Legion Spon-  
sored Sports Publication. Season just  
starting. Writer's work. Also Masonic  
Publications. Absolutely must be de-  
pendable.  
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Libertyville, Illinois  
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THE ONLY ATTRACTION OF ITS KIND IN EXISTENCE  
**THE GREAT ROMBA**  
WITH DOUBLE SOMERSAULTING AUTOMOBILE  
MS  
(As imported by the Ringling Bros. B. & S. Circus)  
If interested, wire direct to  
**STANLEY W. WATHON**  
Palace Theatre Bldg., New York 36, N. Y., or phone, day and night,  
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**DRAGO AMUSEMENTS**  
Wanted for Clinton Co. Fair, Frankfort, Ind., and Knox, Ind., around the Courthouse;  
also several good fairs to follow.  
Monkey Show, Snake, Wild Life, Girl Show with own equipment and Athletic for  
small percentage. Few more Combinations working stock. Wire or call Winamac, Ind.,  
Fair Grounds. Lemmie Johnson, let me hear from you or vice versa.  
**PAUL DRAGO**

**WANTED WANTED WANTED WANTED**  
Special Agent-Capable of looking one of the most outstanding circus units on  
the road today. Suitable for large or small cities. Can play under auspices, drive-in-  
theatre and merchant shows. In fact, can play anything worth while you can book.  
Interested in Beaudrea territory only. This unit has everything from elephants to  
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Attention: George McCarty, owner.  
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## IT'S NOT SO EASY

### Expert Claims Export Profits Blood Money

PHILADELPHIA, Aug. 9.—The export business is not the gold mine it is cracked up to be," Sol Groenteman, one of the principals of Scott-Crosse, asserts. Groenteman, who with his associates, was one of the pioneers in the exportation of coin machines after the war, claims that the export market has become selective and is full of problems of which many people are unaware.

Scott-Crosse is now operating and selling in Belgium and throughout the world wherever there are not extreme monetary difficulties. The firm holds Williams, Bally and Evans domestic franchises for the Eastern Pennsylvania and New Jersey territories. In addition the firm repre-

sents Williams, Gottlieb, Genco, Evans and Bally in foreign countries.

#### Headquarters

Scott-Crosse is now situated in a five-story building at 1423 Spring Garden Street in Philadelphia. This location can hold about 1000 machines. In Newark the firm has a warehouse at 5 Parkhurst Street which has space for about 300 machines.

The principals in Scott-Crosse are Abe Wisnen, who acts as president and resident manager; Groenteman is liaison man and travels between Europe and America, while Abe Polak acts as the firm's overseas manager. The principals in the firm organized International Amusement Company in New York about four years ago. They started in the export business, and about six months ago International Amusement acquired the assets of Scott-Crosse in Philadelphia. The firm then moved its headquarters into Philadelphia.

#### Inventory

The firm maintains a large inventory. In addition to all of the latest equipment, it has available for customers' selection more than 400 pin games, as well as a complete line of music machines, arcade equipment and alleys. The firm has 20 employees, and every coin machine is serviced and inspected before it is sold.

In exporting coin machines, light equipment is carefully steel strapped inside the carton and is doubly protected by steel strapping outside the carton. Heavy equipment is similarly protected in wood crates. Backboard glasses are covered with special Tuff.

(Continued on page 91)

## PA. OPS EYE TAX ANYTHING ACT CLOSELY

PHILADELPHIA, Aug. 9.—Coin machine operators are watching with interest a drive instituted by Pennsylvania theater owners against an enabling act of the State Legislature permitting political subdivisions to "tax any thing" not assessed by the State.

Some 75 local labor union leaders have joined the fight. Arthur Elder, tax consultant for the AFL, said: "The tax anything law enables municipalities to levy all kinds of taxes and has resulted in a per capita tax in many areas that deters residents from voting."

## CAFÉ DEBUT

### Webb Dancer Penny Lure In Tap Stops

CHICAGO, Aug. 9.—Webb Distributing Corporation this week introduced its Dancer Dan unit, a trade stimulator. Irving Webb heads the company.

Dancer Dan consists of a flashily dressed manikin dancer set in the background of a street scene complete with lamppost. The unit is 19 inches high, 17 inches wide. Dancer Dan is activated by pennies thrown in either of two cups built into the miniature stage. Standard procedure is to set up the units in tavern stops and let patrons toss in their coins from 6 to 12 feet away.

Webb unit has its own long life battery concealed in the base and provides its own lighting effects. List price is \$29.50.

## AIDS TRADE P-R

### Steady Coin Horse Set for Long Life

CHICAGO, Aug. 9.—Because of the popularity of ponies and horses with youngsters, the coin-operated variety appears certain to have a long life on public location, according to Jack Nelson, general sales manager of the Bally Manufacturing Company.

Nelson's firm makes a coin-operated horse, The Champion, and while he is understandably partial to this particular type, he was speaking generally in his observations. In traveling virtually every one of the 48 States, pushing The Champion, Nelson said he was surprised to find so many newcomers operating the electrical devices.

Nelson pointed out the reason the novice has been successful with the horse from the outset was that many of the steeds have been placed in new locations, super-markets, department stores and in areas close to other types of amusement games in drug stores. Once the horse has been set up in these types of stops, the steady traffic of youngsters with their parents insured steady play, he pointed out. Another factor stressed by the Bally executive was that many of the old line operators, who passed up the horse in the past couple of years, now wish they could turn back the clock.

Some of the strong points underscored by Nelson included the long operating life of the equipment, the negligible number of service calls and the fine relations existing between location owners or managers and operators.

One of the long-range factors aiding horse operation is the virtually guaranteed consistency of the trade. As some of the current

riders outgrow the amusement unit, other children take up the fun.

The some operators have had horses in typical stops for as long as three years it has been a comparative recent discovery that two or more units, located next to each other, improve average profits. Nelson points out the reason is a natural one. Amusements are meant to be shared and kids as well as adults like to do things together. In addition, it is only natural that when one child sees another riding a horse he wants to get into the act.

### Chi Coin Sets Match Bowler 7d Release

CHICAGO, Aug. 9.—Owners Sam Gensburg and Sam Wolberg announced this week that Chicago Coin Machine Company had started production on a new release of the Match Bowler shuffle game. It is the only six-player game using the matching score principle.

The firm officials explained production had been resumed because of the large numbers of requests for the game, which ended what would have been its normal run three weeks ago. Match Bowler not only has the matching score idea but introduced the double match feature in shuffle play.

Meanwhile, Chicago Coin also was in production on the five ball, Big Hit, 10th Frame Bowler, a new type shuffle bowling unit introduced last week (The Billboard, August 9), and the Band Box, a play stimulator for music machines. It is believed to be the first time a game manufacturer was in simultaneous production on four units.

### Lowy Hikes Shuffle Kit Deliveries

NEW YORK, Aug. 9.—Dave Lowy & Company has increased deliveries on its Match-Me conversion kit for shuffle games.

With the kit, which fits any make of shuffle game, the old unit is brought up to date and permits play on the newly developed matching score principle. In Match-Me play a light flashes on the kit's backglass and finally stops at one of 27 numbers. This signifies the score to be matched.

Unit also has such features as box for writing in the following: 1) highest score matched; 2) greatest number of times score was matched, and 3) highest score recorded during the week. The kit lists for \$59.50.

### Bally Names Horse Distrib

PHILADELPHIA, Aug. 9.—Bally Manufacturing Company, Chicago, thru Jack Nelson, general sales manager, announced the appointment of Scott Crosse, Inc., as distributor in the Philadelphia trading area of its coin-operated electric horse, The Champion.

### Name Linch Field Rep

PHILADELPHIA, Aug. 9.—Banner Specialty Company has appointed John Linch field representative. The distributing firm has offices here and in Pittsburgh. Linch is a reserve colonel in the Marine Corps.

### Detroit Group Eyes Shuffle League Plans

DETROIT, Aug. 9.—Resumption of league play in local taverns and other locations was the key subject on the agenda of the monthly meeting of the Detroit Shuffleboard Association held Thursday (7) at the Hotel Tuller.

With the new season scheduled to start in a few weeks, a promotion campaign was discussed with a view to increasing interest in the game.

Play in the city area has been good during the past few weeks, despite warm weather, indicating a surprising sustained interest in the off-season. Many locations reported steady play.

Summarizing prospects for the season, Fred W. Chipman, DSA executive director, stated: "With all of us working together, we can make this the best and biggest shuffleboard season we have ever had."

### Caille Kin Dies in Det.

DETROIT, Aug. 9.—Mrs. Dorothy M. Caille died suddenly Monday (4), a victim of polio. She was the wife of Arthur A. Caille, formerly of the A. C. Novelty Company here.

The Cailles represent a third generation in the coin machine industry. The late Adolph A. Caille was head of Caille Brothers Company. His son, Arthur J. was president of A. C. Novelty. Mrs. Caille's survivors include two children, Judith Marie and Richard D.

### SLUGGER BEATS 'CAGED' PITCHER

NEW YORK, Aug. 9.—The New York Telecin Corporation got a nice publicity break for its Pitching Ace, coin-operated baseball batting machines Friday (8), courtesy of NBC-TV and the Gillette "Cavalade of Sports" program (10 p.m. EDT). The web's special events lensers shot several feet of film showing Al Rosen, Cleveland Indian's slugger, as he batted "against" the machine at the Cleveland Baseball Batting Range. The film opened with Rosen in the ball park, then showed him "later" as Le kept his batting eye sharp by using the mechanical pitching device. Sort of a busman's holiday deal. Wind-up of the one-minute pic had the infielder "instructing" a sweet young thing in the fine art of belting one out of the lot.

## GROUP VACATIONS END

### Game Plants Resume Work Schedules, Eye Steady Biz

Chicago, Aug. 9.—For the first time since mid-June all amusement game plants in this area were back in full scale operation this week and the consensus was that fall business would be at the highest level in four years. Meanwhile, virtually all the factories indicated that summer sales had been steady, despite the obstacles of key material shortages and major strikes in important play areas.

Whereas in previous years most of the factories followed the group vacation program for production line and office workers, the un-

certainties of general business conditions caused some to drop this plan this summer. As a result only four plants observed the group schedule. These were J. H. Keeney & Company, D. Gottlieb & Company, United Manufacturing Company and Marvel Manufacturing Company.

#### More Planning

This summer it required considerable extra planning to carry out the group plan and still keep factory distributors in steady supply. In a comparatively normal year the plants have had enough

materials on hand to produce games ahead for the usual two-week period. This summer, however, material quotas were changed on several occasions during the second and third quarters and every time a new game was planned the changes required increases or decreases in production.

Another factor which complicated the picture was the trend toward simultaneous production of as many as three different games by manufacturers. This move was prompted by the slow demand for any one type of game at the end of spring and the desire of factories to keep production personnel at high levels. Thus the logical solution was to make different types of games and by selling a steady amount of each, keep the factory at near capacity output. However, as the summer wore on, game demand improved steadily to a point where the plants were in agreement that this was one of the best "slow periods" in years.

One of the developments of this summer was the prolonged steel

(Continued on page 91)

## 28 NOW IN FOLD

### Exhibit Supply Adds 5 Rotation Distribs

CHICAGO, Aug. 9.—Exhibit Supply Company thru Sales Manager Frank Mercuri announced the appointment of five additional Super Twin Rotation distributors. This brings the total to 28 firms with offices in 36 key cities.

The new representatives are Border Sunshine Novelty Company, Albuquerque; General Vending Sales Company, Baltimore; Ginsberg Music Company, Roswell, N. M.; A. P. Sauve & Son Company, Detroit, and W. R. Distributing Company, St. Louis.

The game is based on rotation pool, scores all points and is the shuffle type. Balls appear on the

playfield as an optical illusion. It may be played by one or two persons. On single play, 15 shots are offered. When two compete a total of 29 shots are available.

## Calendar for Coinmen

August 11—Wisconsin Phonograph Operators' Association annual election meeting, Brodhead Country Club, Brodhead.

August 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

August 18—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

August 27—Central States Phonograph Operators' Association, Annual summer banquet, Jefferson Hotel, Peoria, Ill.

September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.

September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.

September 15-16—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.

September 30—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

### Exporter Mailing Made

PHILADELPHIA, Aug. 9.—International Amusement Company, exporters of pin games, music and arcade equipment, has completed mailing an eight page brochure to overseas customers.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

**COLUMBIA TO ISSUE CATALOG.** Columbia Records this week will issue a complete catalog of all its available waxings on all three speeds.

**ACCENT MOVES TO LOW-PRICED LP'S AS BLUEBIRD IS REVIVED.** The new line will be available on both 12-inch LP's and in 45 r.p.m. sets.

**SILENCE BROKEN, COLUMBIA SPEAKS OF FAIR TRADE LAW.** Diskery head James Conkling says that before Columbia attempts to fair-trade its disks it wants to be certain that it will be able to enforce its fair trade prices.

**ROBBINS PUBLISHING AND HILL AND RANGE LEAD IN DISK SALES.** Top six diskeries have released 170 sides of Big Three tunes and 149 Hill and Range ditties.

And other informative news stories, as well as the Honor Roll of hits and pop charts.

## Danish Firm Makes 40-Tune Juke Box

Outward Appearance Similar to Seeburg M100; Chain Drive Moves Record Stack

**COPENHAGEN, Aug. 9.**—A 40-selection, 78 r.p.m. juke box called the Jensen is now being produced here by Oscar Siesbye A. S.

In outward appearance the machine is similar to the Seeburg M 100 A. The cabinet is constructed of African Zebrawood and is 51 inches high, 35 inches wide and 25 inches deep. Its total weight is 200 pounds.

Records are placed in a horizontal stack along the left side of the player mechanism compartment. When a selection is made, a chain drive moves the stack to the proper position, the record is lifted, turned and placed on the turntable.

The machine was designed to use 50 cycle, 220 volt alternating current. Power consumption is 220 watts when the machine is playing. It uses a lightweight Saphir needle of 14 grammes pressure. The needle is automatically brushed before and after each play.

The sound mechanism has du-

plex loud speakers and a remote volume control. The coin mechanism was designed to use two different coin sizes and contains a slug rejector with adjustable mechanical and magnetic rejection.

An illuminated strip across the top of the cabinet features the words "Music by Jensen." The player mechanism compartment is housed in a plexiglas dome, hinged to open in a raised position. A green leatherette or plastic material covers the back of the player compartment.

Immediately below the dome is a banked selector panel divided into five sections with alternating red and white push buttons. An illuminated speaker grill, divided into two sections, is recessed under the selector panel. Illumination is provided by three rotating fluorescent tubes.

The firm states that the machine's electric installation is "specially constructed for operation in hot, humid climates."

## Effects of Steel Strike Still Pinch Juke Take

**CHICAGO, Aug. 9.**—Ending of the crippling, 53-day strike in the steel industry has had a mixed result thruout the juke box industry.

On the manufacturing level, it brought an immediate improved outlook. On the operator level, the strike's effects still linger on and are expected to continue for probably another month.

The strike ended more than two weeks ago, operators Dan Gaines of the Gaines Music Company and Ray Cunliffe of the Automatic Amusement Company said collections this week were lower than ever. Both operate routes thru the local steel area.

Gaines predicted that it would be at least six weeks before all production workers are back and another month before the industry settles down.

### Other Operators

Similar conditions are faced by operators in other steel centers and those with routes in the

## Name Franklin To Permo Post

**CHICAGO, Aug. 9.**—Permo, Inc., needle manufacturers here, named James G. Franklin division manager of a six-State region, comprising Ohio, most of Indiana and parts of Illinois, Kentucky, West Virginia and Missouri.

Franklin, who formerly was record department manager of the Associated Distributing Company, RCA distributors in Indianapolis, will serve as sales representative of both the Fidelity and Permo point lines for Permo. He will make his headquarters in Indianapolis.

automotive, farm equipment and oil field areas, all of which were hard hit by steel shortages.

Locally the strike had a double-barreled effect in that it came on top of trade declines experienced thru TV coverage of the political conventions and extended heat waves. Cunliffe has reported curtailed collections ever since steel-labor negotiations started last fall.

Surveys indicated that manufacturers have been forced to do almost a quarter's quarters arrangement because of the confusion in the steel industry. The distributors' outlook appeared brighter. Locally, most of them said they could sell all the machines they received and also seemed assured of steady shipments thruout the remainder of the year.

## RESERVATIONS MOUNT

# MOA Readies Convention Program, Exhibitor Lists

**OAKLAND, Calif., Aug. 9.**—George A. Miller, president of the Music Operators of America, said this week that the program for the three-way MOA convention this fall and a listing of all exhibitors would be released shortly.

Miller said he was informed by Ray Cunliffe, Chicago, that requests for exhibit space from manufacturers, needle companies and others allied with the operating industry had increased greatly and assured the success of the meet scheduled for Chicago's Congress Hotel, September 11-13.

In Chicago, Cunliffe, who is an officer of MOA and president of

# Chi Operators Split on What Constitutes a Marginal Stop

Large Firms Keep Old Machines In \$2 Locations; Others Expect \$5

**CHICAGO, Aug. 9.**—Two different views were presented by Chicago juke box operators this week in answer to the question "What constitutes a marginal stop today?"

On the one hand it was indicated that marginal stops have virtually disappeared as far as some firms are concerned. Others said at least \$5 weekly take would be required to maintain a machine in any given location today in comparison to the \$2 required two years ago.

Expressing the first view was Bob Lindelof, head of the General Music Corporation and president of the Music Operators of Northern Illinois. Lindelof said his firm had more than 50 machines in locations earning as little as \$2 weekly because it was felt it would cost equally as much to maintain the machines in a warehouse.

### Dime Play

A second—and perhaps more basic reason—Lindelof said, was the existence of dime play in the Chicago area. Removal of a juke box from a low-paying location might result in the location owner or another operator putting in a nickel-play machine. This, he said, could prove much more harmful to the industry, generally, than the cost of servicing such a location.

Under the present cost structure, Lindelof said the only saving that could be made by pulling out of a marginal spot would be the collector's commission. Many large firms, he added, with considerable quantities of older equipment find it cost wise to keep the boxes working rather than standing idle.

Altho they indicated it depended on many factors, operators Bob Gnarno of ABC Music, Joe Filitti, of Blackstone Music and Frank Padua, of Melody Music, said \$5 would be the minimum amount expected to keep a machine on location today. Two years ago, they said, with lower costs and before dime play, \$2 to \$3.50 was the usually accepted minimum.

### Old Machines

All stated that only the old 20 or 24-selection machines were used in the marginal stops. Gnarno said that record changes and other servicing requirements also were scaled to the amount of collections.

It was pointed out that many operators have replaced most of their old equipment and thus are forced to accept only the better paying locations. Much also depends on the location owner as to whether or not a stop is a

paying proposition. An otherwise good location can be ruined, Lindelof said, if the owner keeps his television set turned on.

All agreed that marginal stops cover all types of locations but that the majority probably are small neighborhood taverns, restaurants and tavern stops in factory and business districts, which remain open only certain hours, also were regarded as marginal.

## Vacations End At Wurlitzer, Seeburg, AMI

**CHICAGO, Aug. 9.**—The return of production line workers at AMI, Inc., the Rudolph Wurlitzer Company and the J. P. Seeburg Corporation Monday (11) marks the end of group vacation periods thruout the manufacturing level of the juke box industry.

Altho it will take some time to resume normal operations, production, shipments and deliveries are expected shortly. The firms closed July 26 with the exception of skeleton crews kept on hand for emergency shipments. Two other firms, the H. C. Evans Company and the Rock-Ola Manufacturing Corporation, closed earlier this summer for employee vacations.

It was first understood that the Seeburg Corporation would be unable to hold group vacations this year because of outside work contracts but later developments enabled them to close instead of staggering vacations.

## RETIRING

### Bondioli Set To Give Juke Reins to Son

**CHICAGO, Aug. 9.**—Bert Bondioli, now in his 60s, plans to retire shortly as head of the B. & B. Novelty Company in suburban Elmwood Park.

Bondioli founded the juke box operating firm some 15 years ago. Stepping into his shoes will be his son, Victor, 25, who has just returned from two years of service in the Air Force.

Bondioli started his original route venture in amusement games but some 12 years ago switched to juke boxes, the only type of equipment now operated by the company. Today the firm's operations extend thruout Chicago and the near-by country-resort areas. It employs two route men and two mechanics. Miss Nilda Bondioli, a daughter, handles office administration de-

(Continued on page 80)

## Ideal Weather Boosts Resort Take, Op Says

**CHICAGO, Aug. 9.**—With ideal weather, juke box collections thruout the Northern Illinois-Southern Wisconsin resort region have showed a definite improvement for the first time in two years, according to Bob Lindelof, head of the General Music Corporation here.

Lindelof, who also is president of the Music Operators of North-

(Continued on page 80)

## Juke Defense Files Petition in OPS Case

**LOS ANGELES, Aug. 9.**—A petition for dismissal of the Office of Price Stabilization charges against the local juke box operating firms was filed in U. S. District Court here this week.

The petition, filed by Attorney Harrison W. Call on behalf of the Phono Music Company, contends OPS has no jurisdiction over the price of juke box play and that the firm's owner, Abraham Henry Rhein, is not engaged in a business "offering goods or services that come under the amended Defense Production Act of 1950."

Phono Music and the Hawley Distributing Company, owned by John R. Hawley and John August Donchi, were charged in identical suits with continued violations of ceiling price rules

in OPS Regulation 34. The suits asked the court to permanently enjoin the firms from operating until they comply with the regulations.

### Hearing Set

A hearing in the case was scheduled by the court for Monday (11).

The petition further states that Rhein's business was exempt from OPS jurisdiction under terms of the DPA act.

It charged that if the OPS suits were upheld, Phono Music would be forced to do business below cost. This, it pointed out, would be "contrary to the DPA act which states 'that no person can be forced to operate at less than his cost of doing business, or at less than an amount which will return his normal profit earned during the lesser period provided' in the act.

The petition also sets forth that if the OPS was upheld, the California Fair Trade Act, Business

(Continued on page 80)

## See End of Price Controls in OPS Personnel Slashes

**BOSTON, Aug. 9.**—New England juke box operators, along with other music men across the nation, saw signs of an end of price controls this week in an economy wave thruout the Office of Price Stabilization.

In a move described as typical of cut-backs elsewhere, the number of OPS price specialists and enforcement agents in a six-State area in this region were reduced from 751 to 317.

OPS officials said district offices in Hartford, Conn., Providence, Montpelier, Vt., Concord, N. H., Portland, Me., and Man-

(Continued on page 80)

the local operators' trade organization, said the majority of requests were from record firms. However, he added that all segments of the music machine industry were represented and that the requests for space were mounting daily.

### Legislation

Miller re-emphasized the importance of the convention to operators from the standpoint of national legislation detrimental to the industry. He quoted a recent story in The Billboard which stated "that the American Society of Composers, Authors, and Publishers appears sure to renew its drive in the next Con-

gress for legislation identical to the defeated Bryson-Kelauver Bill proposing royalty fees for juke box use of disks."

Miller further pointed out that shortly before the 82d Congress adjourned, the House subcommittee on Copyrights, Patents and Trademarks approved a "drastically amended" bill. The subcommittee is headed by Congressman Bryson Miller called upon all operators to attend the convention to voice their opinions on what type of action the MOA should take.

Miller reminded operators that reservations for room space should be made by writing or wiring the Congress Hotel.

Retiring

Continued from page 79

tails and the record buying phase of the operation.

Bondioli's withdrawal from active direction of the firm was described as a semi-retirement and will become effective as his son learns the business.

Altho he has been out of the Air Force only two weeks, Victor already has plunged into the details of the business. Prior to his military service, Victor attended the United States Military Academy at West Point and Wright Junior College in Chicago.

Price Controls

Continued from page 79

chester, N. H., received a 59 per cent cut in personnel. The OPS office in Springfield, Mass., was eliminated and the regional and city offices in Boston were consolidated.

Officials said a recent price-check of coin-operated equipment revealed a "noticeable lack of compliance" with regulations but that no more checks would be conducted. The economy move was the result of smaller fund allocations by Congress, officials said.

Shaffer Moves Cincy Office

CINCINNATI, Aug. 9.—The branch office of the Shaffer Music Company, Seeburg distributors here, has been moved to larger quarters at 1200 Walnut Street, it was announced this week.

Ed Shaffer, president of the firm, said the new quarters would provide better service facilities and were more centrally located. Harvey Hobbs is manager of the Cincinnati office.

The firm, which has been in the coin-operated industry for 25 years, has its headquarters in Indianapolis, Ind.

Juke Defense

Continued from page 79

and Professions Code, would be violated. It asserted that ceiling prices, allegedly issued and imposed by OPS, were "improper, illegal and void" under the DPA act. It also contends photographs are a luxury item having no effect on inflation, defense appropriations, cost of living or other reasons listed in the act.

Rhein's petition states music machines can not be operated profitably on a nickel and, because he is limited to this price, his equipment is valueless and unusable. Insufficient earnings make it impossible for Rhein to pay skilled mechanics and electricians union wage scales, it also sets forth.

Nickel Play

Nickel play was established more than 20 years ago, the petition states, when costs were only a fraction of those existing today. It also points out all other segments of the music business have been decontrolled and exempted by general over-ruling orders.

An attached memorandum in support of the petition stressed that juke boxes were used solely for musical entertainment and that "no single item of service furnished by the greatest stretch of the imagination can be connected with the defense effort or have anything to do in the aid of national defense or security."

The memorandum further states that during World War II, the Office of Price Administration ruled music machines were a luxury business and not subject to control and that because of this ruling Rhein should not be required to comply with present OPS regulations.

Ideal Weather

Continued from page 79

ern Illinois and operates one of the largest country routes in this area, declined to estimate the percentage increase. However, he cited as evidence the statement of a Lake Geneva, Wis., tavern owner who said he had more business during July than in any entire season since 1948.

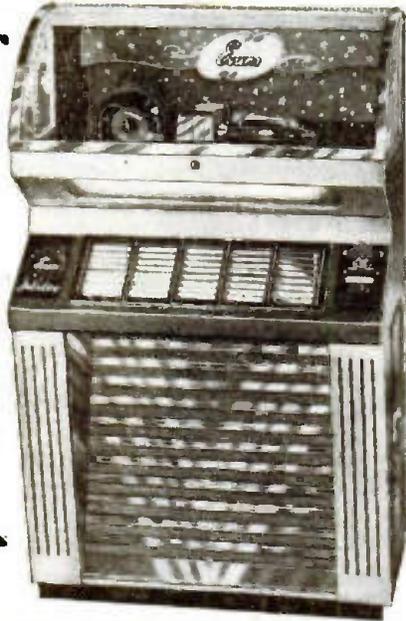
THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Table with columns for Model, Price of August 9, Price of August 2, Price of July 26, Price of July 19. Rows include AMI, Model A, Model B, Model C, Hideaway, 1950, 40 selections, FILBEN, PACKARD, ROCK-OLA, SEEBURG, WILLIAMS, WURLITZER.

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147M 149.00
146M or S 129.00

- Hideaways: H148M \$229.00, H146M 139.00
Wall Boxes: 3W7-L56 \$39.50, 3W2-L56 17.50, W1-L56 5.00

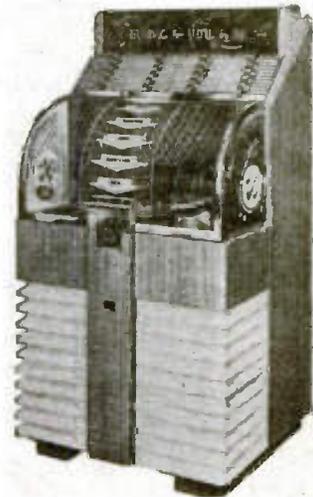
AMI Model A \$269 PACKARD Manhattan \$89
WURLITZER 1015 \$139
Export Inquiries invited—50 cycle motors available

MUSIC SYSTEMS, INC. DETROIT, MICH.—10217 LINWOOD CLEVELAND, OHIO—2600 EUCLID LANSING, MICH.—1224 TURNER TOLEDO, OHIO—1302 JACKSON



## *a-l-l d-r-a-g-g-e-d o-u-t?*

Feeling real low after these long sweltering summer nights? Still get irked when you think of those late phone calls, the few times you could have slept? Chances are you need more A M I Model "D" juke boxes on your route. Their unfaltering performance will spare you the disturbance of being waked at night. You'll slumber peacefully, confident the play and pay go on.



**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS



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It has been a Wurlitzer policy for the operator's protection since the industry's earliest days.

Wurlitzer Phonographs always have been styled to retain their appeal, engineered to render profitable performance, and constructed to command remarkable resale values over many years of service.

The phenomenal new Wurlitzer Fifteen Hundred is the latest, greatest example of this policy. Ahead of its time in number of

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THE *Wurlitzer* FIFTEEN HUNDRED  
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The Rudolph Wurlitzer Company, North Tonawanda, New York

## New Gotham Co. Distributes Danish Vender

**NEW YORK, Aug. 9.**—The firm of Automatique, Inc., recently established here with offices at 475 Fifth Avenue, will be the exclusive U. S. distributor for a Danish-made, all-purpose vending machine. This was announced Monday (4) by the company's executive vice-president, Robert L. Ferman.

The machine, which has been shown here before, is made in Odense, Denmark, by the A. S. Wittenborg Company, largest producer of coin-operated venders in Europe.

Columnar in design, the units can be made in one, two or three-column widths, each column having 12 windows which operate a la Automat style. Behind each window is a revolving tray which can be divided into as many as eight segments. As each column can take from one to four coins, merchandise in that column can be priced at between 1 cent and \$1. Each unit is equipped with a slug rejector, Ferman points out.

The venders are designed primarily for individual stores and can either be used inside (on casters if desired) or set into an outside wall for customer use when the store is closed. This latter use has been standard practice in several European countries for many years, and could easily be applied here, Ferman says.

According to Ferman, completely refrigerated models, with insulated cabinet interiors, are now past the planning stage and should make their appearance shortly. The Danish factory is currently producing about 100 machines a month and expects to increase this output by 400 within six months. Several of the machines will be exhibited at the NAMA convention in Chicago, September 14-17.

## Juice Bar Announces Milk Vending Machine

**NEW YORK, Aug. 9.**—Sometime within the next seven days, the first canned milk vending machine will make its debut throughout the nation. The manufacturers, the Juice Bar Corporation, have contracted with Med-o-Milk, Inc., of East Stanwood, Wash., to supply them with six ounce cans of Med-o-Milk for the new milk machines.

The machines, which are in production now, measure 2 by 2 by

## Canteen Gross Up, Net Down

**CHICAGO, Aug. 9.**—Automatic Canteen Company of America announced consolidated sales, including those of wholly owned subsidiaries, were \$9,254,061 for the third quarter of the firm's current fiscal year, ended June 9. For the like period in 1951, sales were \$8,566,653. Total sales for the fiscal year to date were \$27,618,326, an 11 per cent increase over the \$24,852,615 for the corresponding period last year.

Quarterly dividends of 22½ cents a share on preferred and a regular quarterly dividend of 25 cents a share on common stock were declared. Both are payable September 2 to stockholders of record August 15.

Third quarter net income after taxes was \$179,200 and \$538,315 for the first three quarters; for the corresponding 1951 quarters, net income after taxes was respectively \$218,246 and \$813,824.

After provision for preferred stock dividends, consolidated net income amounted to 37 cents a share on common stock for the third quarter and \$1.13 a share for the first three quarters of the current fiscal year. Share earnings compare with 47 cents for the third quarter and \$1.31 per share for the first three quarters of the preceding fiscal year.

## CORN VENDERS MOVE BUSHELS IN DAIRY ZOO

**LIBERTYVILLE, Ill., Aug. 9.**—Ten bulk venders in the Hawthorn Melody Farms' children's zoo a few miles south of here are doing a rushing business dispensing nickel portions of corn. Dairy officials said they purchased the Northwestern Model 40 machines so youngsters could have an opportunity to feed the animals.

During a single day recently, two of the venders sold a half-bushel of corn kernels. A heaping handful of corn is dispensed for a nickel. Because of the volume of corn vended, each of the 10 Northwesterns is dismantled and steam-cleaned nightly, carrying out the dairy's program of sanitation.

## Harrison Co. Intros New Vender Coffee

**NEW YORK, Aug. 9.**—The Harrison Company, coffee processors, has announced a new improved soluble coffee formula for vending machine use. Appointment of Airway Food Products Company, Orange, N. J., as distributor, was also reported.

George Harrison, president, stated the new product was tailored to the requirements of coffee venders. He said the formula provides improved flavor, solubility, all-weather flow.

The coffee is being packed in 2½-pound glass jars. Harrison said it will be available in heat-sealed pilot-lined bags within two months. Price will remain at \$2.25 per pound.

4 feet and will hold 248 cans. They will sell for about \$550 each. Each machine will have a piercing knife which is kept sterilized at a temperature of 150 degrees. Meanwhile, Med-o-Milk, a whole fluid milk, will be available for the \$100 Juice Bar machines now in operation. Juice Bar officials, who are handling all Med-o-Milk sales to venders, say that the product is available to any other vending machine manufacturer who wants to buy it. The cans will fit in the Statler Manufacturing Company's Lunch-O-Mat machine.

The cans will sell to operators for 87½ cents a dozen, f.o.b. Ridgefield, Wis.

**No Commitments**  
J. M. Cross, president of Juice Bar, said that purchasers of the new milk-dispensing machine could buy the machine without  
(Continued on page 84)

## Location Hunt Via TV-Cole

**CHICAGO, Aug. 9.**—Cole Products Corporation's new television show, a half-hour pantomime-to-records program (The Billboard, August 9), kicked off Thursday (7) over WBKE, using "prizes for new locations" commercial.

The show, "Cole Spa Star Time," is designed to uncover locations for firm's cup beverage venders in the Chicago area. Viewers are urged to provide addresses of plant, office, theater, super mart and other spots as potential locations. Commercials describe prizes awarded for information leading to such installations: a radio or clock-radio for one machine; a television set for five venders, etc.

According to Cole officials, if the local show returns good results, a national telecast may be sponsored.

## Six Mfrs. Offer 10 Coffee Machines: \$524 to \$1,300

Ready Two Additional Models; Powdered Ingredients Hold Lead

**CHICAGO, Aug. 9.**—Coffee venders in regular production by six manufacturers, ranging from \$525 to \$1,300 f.o.b. (for a dual coffee-soft drink model) are currently available on a two-week to four-month "and over" delivery basis. Five of the 10 models in production are in the \$875-895 bracket, while capacity (ranging from 125 to 600 cups) is predominantly in the 600-cup class. Dehydrated powdered ingredients continue to be used in the majority of coffee equipment, with liquid concentrate second most popular. Ingredients in pellet form are used by one firm.

Two additional companies may become factors in the coffee vender field. One, Automatic Products Company, New York, plans to add a hot coffee unit to its soft drink machine line. Harmon Enterprises, Inc., Chicago, the second firm, introduced a hot beverage machine in November, 1951, but this has not as yet been placed in production. Repeated queries have not been answered by Harmon officials, other than that the firm's machine was "still being tested."

Priest-wise, coffee vending has progressed steadily during the last two years. Such established brand names as Maxwell House, G. Washington Coffee, Borden's Pure Instant Coffee, The Nestle Company, The Harrison Company and Heyman Process Corporation are leading suppliers of concentrates to the operator.

### Mfrs. Report

A firm by firm report follows: American National Dispensing Company, Inc., Lansdale, Pa., offers its Model B Andico vender at \$895. A dry powder concentrate machine, it offers 600-cup capacity. Delivery schedule was not reported by the firm. It stated, however, that a 200-cup model was planned to be introduced late this month.

The Bert Mills Corporation, Lombard, Ill., reported three to four-week delivery on its 200 and 500-cup models. Herbert Chadwick, vice-president, stated prices remain at \$535 for the 200 and \$575 for the 500 cup units; both use powdered concentrates and feature General Foods Corporation's Maxwell House Coffee. Dean Milk Company processes a

powdered cream especially for Mills Coffee Bar equipment.

Mills offers a finance plan, requiring 25 per cent down with 12 or 15 monthly payments for the balance. Finance charge is \$6 per \$100 balance on 12 and \$7.50 per \$100 on 15-month contracts.

### Pellet Model

Chef-Way, Inc., Kansas City, Mo., is in production on its 600-cup machine, listing for \$895. Charles Love Jr., official, stated immediate delivery was possible (allowing for several days' minimum shipment time). Firm stocks coffee, cream, sugar concentrates in pellet form for operators of its equipment.

Coan Manufacturing Company, Madison, Wis., is currently in a 500-unit production run on its 600-cup coffee vender. The unit, which lists for \$875, uses liquid coffee, sugar concentrates and stores fresh cream under refrigeration.

J. W. Coan, president, reported U-Select-It coffee unit delivery was "not in the immediate classification"; definite shipment commitments could not be made due to the lack of component parts, such as valves, refrigerating units,

etc. Coan also offers a finance plan to operators.

Indeco, Inc., New York, reports seven to 10-day delivery on its Koffee King 600 cup capacity model at \$695 and two to three weeks delivery on its Dual Koffee King model at \$995. Latter offers 300-cup capacity for coffee, 600-cup soft drink capacity. Liquid concentrates are used.

Rudd-Melikian, Inc., Philadelphia, is placing production accent on the Coffee Club, a bantam liquid frozen concentrate model of 125-cup capacity, priced at \$525. Two other models consist of the CR-4, a 800-cup unit, and the HC-11, a combination hot and cold beverage (soft drink) model, offering a total capacity of 1,150 cups and listing at \$1,300. A 90 to 120-day backlog, depending upon model, means deliveries are in the three to four months and over category.

Powdered coffee concentrate is produced and sold by Rudd-Melikian under its Kwik-Kafe label.

This is the last of a series on vender production, price, availability. Two preceding articles dealt with soft drink cup venders and ice cream venders.

## CO-OP SUPPLY BUYING

### ACC Readies "Chain Store" Vending Plan

**CHICAGO, Aug. 9.**—A merchandising program for vending machine operators was readied here this week by American Commodities Corporation, 39 South La Salle Street, with Edwin E. Johnson, former vice-president of Belvend Manufacturing Company, directing the activity. Johnson said the program would apply successful chain store practices to the vending machine field, tie operator, manufacturer and product supplier together. Beyond this he declined to comment, and examination of the public records concerning the corporation failed to pin down what its program would embrace.

Direct, Mail Sales  
The corporation was formed with 1,000 shares of common stock, no par value, for a consideration of \$5,000. Early in 1951, Illinois State records show Schleppey was listed as president, R. V. Najarian, secretary, and E. E. Johnson, director. The stated purpose of the business was to engage in direct and mail order sales.

An advertising agency list shows American Commodities  
(Continued on page 84)

## PLASTIC CHARM OUTLOOK

### Sales Double in Five Years; Top \$1 Million

**NEW YORK, Aug. 9.**—The manufacture of plastic charms for ball-gum vending has become an increasingly important industry in recent years, and current production and sales increase give promise of even greater things to come.

Five years ago the total sales of the industry was estimated at a half-million dollars. Today, annual sales are said to exceed one million, a tremendous increase when one considers that there are now not too many companies in the field.

Because it is currently limited to a handful of manufacturers, the competition is intensive. Each producer must come up with new ideas for charms practically every month, for he knows that the kiddies who are his customers can become quickly bored with the "same old stuff." In view of this, the research, the production of new and better machinery, and the race for better gimmicks is a continuous one.

### Falk Says

Bill Falk, of Plastic Processes, Inc., is one manufacturer who feels that charms have "saved" the ball-gum business and brought it back up to a "profitable enterprise for everyone concerned."

A typical success in the industry, Falk's company, which converted to plastic charm manufacture only four years ago, is now erecting its own 4,000-square-foot plant in Freeport, L. I. Falk estimates

that he makes some 345 different types of charms, and turns out "millions of pieces" weekly, both in color and plated.

K. ri Guggenheim, Inc. gained entry into the field in 1940 when it began importing charms from Japan for use as premiums by  
(Continued on page 84)

## New Components For Oak Units

**CULVER CITY, Calif., Aug. 9.** Production of a new aluminum brush housing unit and a ball gum wheel were announced by Oak Manufacturing Company this week.

Harold T. Probasco, company engineer and designer, said the new housing, No. 7-52, was designed so that a screwdriver is the only tool needed for its installation.

The second new item is the Silver Streak ball gum wheel No. 5-BG. It is a one-piece wheel that will vend 210 count or larger size gum one at a time.

Accum replacement parts are distributed in the East by M. J. Abelson, Pittsburgh, and thru the Western area by Operators Vending Machine Supply Company, Los Angeles, Probasco said.

## Ball-Gum Sets Canadian Plant

**CHICAGO, Aug. 9.**—Ball-Gum, Inc., announced the formation this week of a subsidiary, Ball-Gum of Canada, with facilities in Chatham, Ont. Elvin D. Angell, treasurer, will assume direction of sales and production.

Initially, plant facilities at 51 Wellington Street, W., will undertake partial processing of ball gum, including firm's regular and chlorophyll gum and package lines. Within six months "start to finish" production will be possible at the Canadian plant, eliminating shipments from the U. S. factory entirely, officials said.

The decision to set up a Canadian branch followed steadily increasing ball gum demand in that country, the firm reported. Availability of Canadian-made gum will mean lower cost to customs and shipping costs.

### Correction

Due to a typographical error, the price range of cup soft drink venders was given as \$95 to \$1,306 in a report on beverage equipment last week. The correct range is \$95 to \$1,396.

# Plastic Charm Sales Double

Continued from page 83

large corporation, and carnivals. Today, the company earmarks 50 per cent of its output for distribution to carnivals and the other half for gum venders.

Guggenheim's general manager, Fred Loewus, says the company has some 150 designs in current use. These are made up in clear colored plastic, as well as in gold, silver and copper plating. Loewus is confident that this year will see an upswing in both the manufacture of gum machines and, of course, charms.

Other leading manufacturers which have made tremendous strides in recent years are Paul A. Price & Company and the Penny King Company.

Now in its 13th year and a pioneer in the field, Samuel Eppy & Company lays claims to being the first to plate and later to combine plastic and metal in charm manufacture. Specializing in

charms for vending use, the Eppy firm always has eight to 12 new designs in process, releasing at least one a month.

Sam Eppy figures that he spends nearly \$50,000 each year in dreaming up and executing new designs. The company makes a minimum of 300,000 charms each year, and yet, says Eppy, "we have hardly begun to scratch the surface." The company will soon have in operation "the largest mold ever built," one which will be capable of producing 125 different two-sided charms at a time.

"To be sure," Eppy opines, "the industry has its problems, what with various State and local laws to contend with," but the two-year-old National Association of Bulk Venders, headed by Bob Kantor, "has done an excellent job of protecting the rights of operators, distributors and manufacturers of vending supplies."

# Ops Are Ready For Invasion Of King-Sizes

NEW YORK, Aug. 9.—One of the most heavily debated subjects in the automatic vending field is whether or not the other major cigarette companies will follow the lead of Chesterfield and come thru with king-sized cigarettes. The discussion took on significance with Chesterfield's announcement this week that it would market king-sized cigarettes nationally.

While most operators don't pretend to know which, if any, of the other major companies are going into the jumbo cig field, many of them are taking steps to be prepared when and if the move comes. According to Jack Mill, of the Rowe Manufacturing Corporation, the sales offices are being swamped with orders for the new container for king-sized cigarettes. Rowe began manufacturing the containers three weeks ago.

While the newer Rowe machines can be converted from regular-sized to king-sized columns without additional equipment, the containers may be used in the Rowe Royal and Imperial machines.

## Co-Op Supply

Continued from page 83

Corporation listed as an account of C. D. Murphy, and the firm's product is identified as "book form chewing gum."

On June 14, 1951, an amendment was filed with the secretary of state changing the name of the company to its present title. At the time the amendment was filed, Johnson was listed as president.

### Research Sales

A detailed description of the purpose for which the company was organized stated "it would buy, sell and deal in goods, wares and merchandise of every class and description," as well as "conduct research, do business counseling, and prepare sales promotion and advertising."

A spot-check of the leading vending machine operators in Chicago indicated the company has not yet made itself and its program known to its potential

## CATCH THIEF RED HEADED

AALBORG, Denmark, Aug. 9.—A would-be thief saw red here while trying to break into an outdoor cigarette vender.

The bandit, engrossed in his task, heard a noise, looked up and was rewarded with a dash of red fruit coloring over his face. It appeared that the vender had been a popular target for similar depredations in recent weeks and the owner was prepared when the latest attempt was made.

Notified by phone, local police had little trouble in apprehending the scarlet hued culprit.

## Tax Venders As Property In N. S. City

YARMOUTH, N. S., Aug. 9.—The council licensing committee here moved to license venders as property instead of as formerly on a stipulated annual fee basis.

The decision affects cigarette venders mainly due to their popularity, altho all types of automatic merchandisers fall under the new tax ruling.

It was observed that a large proportion of cigarettes purchased via local venders are consumed by passengers of the steamer plying between this city and Boston.

## Juice Bar

Continued from page 83

any commitments to buy Med-o-Milk, that owners of the regular Juice Bar machines could either buy a milk machine, or stock their old machines with Med-o-Milk, and that any operator or manufacturer could buy Med-o-Milk with no obligation to buy any Juice Bar machine.

Med-o-Milk operates under a license from the International Milk Processors, Inc., Chicago.

customers, altho one operator said he thought ACC was organized to distribute products to the vending field—presumably buying products for operators who subscribe to the service, thus placing quantity orders to its advantage of quantity discounts.

public that the coin machine business is controlled by racketeers," according to Sol Greenman of Scott-Crosse, Inc.

## Los Angeles

Al Anderson of Shafter is so busy with his newly opened automobile parts store in that city that he has been unable to make his frequent visits here. Earl Senter, of Modern Amusement Company in Olddale, suffered slightly from earthquake damage. Leo Gardner, formerly with Davidson Bros., is now on his own. He is installing and repairing beverage venders for some of the jobbers along West Pico.

R. E. Smith, of Automatic Enterprises, is anxiously awaiting the shipment of Atomic Jets that he has ordered. His son, R. E. Smith Jr., is now associated in the business. He was with the Marines during World War II and served three years overseas. He recently returned from duty in Japan and Korea with the California 40th Division. Barbara Chandler, niece of Mary and Kay Solle at the Leuhenagen Record Bar, is in town from her home in Marysville.

Dan D. Stewart, Dan Stewart Company, is in Colorado on a business trip. At the Layton company, the talk is of vacations. Jimmy Wilkins, of the photo department, is off for a week; Karel Johnson, of the service department, is back from fishing in Utah, and Ed Wilkes, of the sales department, takes off next week for a stay in Baiboa with his family.

(Continued on page 94)

# Vending Gross On Subways Dip Slightly

NEW YORK, Aug. 9.—Vending revenues in New York's subways are slightly behind 1951 figures, according to a report released by the New York City Board of Transportation.

For the 11 months ending May 31, the revenue from soft-drink vending machines was \$372,791, compared with \$376,944 for a like period in 1951. Drink vending machines in the subway system are owned by ABC Vending, the Canteen Corporation and Chick's Vending.

All gum and candy machines are owned by American Chiclé. While the 1951 and 1952 totals for these machines are exactly alike—\$715,018—this year's business is off somewhat. The \$715,018 represents the \$65,000 a month minimum guarantee given by American Chiclé to the Board of Transportation. However, Bob Kyle, of American Chiclé, said that 1952 business is trailing 1951.

A decrease in passenger traffic and the curtailing of service on the Third Avenue Elevated were listed as the reasons for the dip in vending volumes.

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**Coinmen You Know**

**Hartford, Conn.**  
 Ralph Colucci and Marvin Ginsburg, of Seaboard Distributors, made a business trip to New York and points in between. After an extensive tour of the territory, Colucci left for a week's cruise to Bermuda as guest of RCA Victor. He was one of the 150 key city record dealers, guests of RCA Victor on its "Bermuda Cruise" Contest, based on dealer sales of the diskery's merchandise.

A delegation from the coin machine industry of metropolitan Hartford turned out for the Vic Cardell-Don Williams welter-weight fight at Bulkeley Stadium. The crowd included Jimmie Tolisano, Superior Music, and president of the Connecticut State Coin Association, and Paul Rechthausfer, of Reliable Coin.

Elizabeth Rita Hirschfeld, West Hartford, is engaged to Fred E. Parlatina, of Stern & Company. ... A man smoking a pack of cigarettes a day pays the State of Connecticut as much in taxes as does the man driving 10,000 miles a year over State highways, according to State Highway Commissioner G. Albert Hill.

Hartford continues to hold its sizable lead as Connecticut's biggest sales tax collection area. A town-by-town breakdown of sales tax receipts for the January-March period showed Hartford collections were \$1,144,530.

**Philadelphia**  
 "This business should institute a live-wire public relations campaign to try to alter some of the stereotyped impressions of the

**Los Angeles**  
 Al Anderson of Shafter is so busy with his newly opened automobile parts store in that city that he has been unable to make his frequent visits here. Earl Senter, of Modern Amusement Company in Olddale, suffered slightly from earthquake damage. Leo Gardner, formerly with Davidson Bros., is now on his own. He is installing and repairing beverage venders for some of the jobbers along West Pico.

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# Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

## Confection Sales Down

June confectionery manufacturers' sales totaled \$54,000,000, the Commerce Department reported this week—10 per cent below May and 6 per cent below June of last year. Sales for the first six months of 1952 were 1 per cent above those for a similar period last year, however. For the first six months of this year, sales of packaged goods continued above sales for the corresponding period of last year, although bar goods sales were down 4 per cent. Sales of packaged goods retailing for \$1 or more per pound were up 10 per cent the first six months, over those of a similar period last year. Packaged goods selling for 50 cents to \$1 per pound brought 22 per cent more than during the first six months of 1951, while those selling for less than 50 cents a pound brought 11 per cent more than for a similar period of last year. Bulk goods sales were up 9 per cent and 5 and 10 cent specialties 3 per cent over the first six months of last year.

## N. Y. Tops Sugar Count

An Agriculture Department tabulation of April sugar deliveries by States showed New York leading with 1,329,741 100-pound bags, and Illinois not far behind with 1,307,163 100-pound bags. Of New York's sugar supply, 1,149,670 100-pound bags came from cane refineries and 180,071 were imported. Illinois got 850,090 100-pound bags from cane sugar refineries and 429,814 from beet sugar processors.

Pennsylvania, with an April total of 941,189 100-pound bags, got 687,780 from cane refineries and imported 253,384. California received 671,207 100-pound bags, 418,996 from cane refineries and 252,641 from beet sugar processors. Texas sugar deliveries totaled 545,375 100-pound bags. Ohio deliveries, 508,331; New Jersey deliveries, 474,972; Michigan, 403,484; and Georgia, 395,777.

## Containers On Rise

June shipments of 1,069,385 returnable glass beverage containers topped those of the previous June by 121,629, according to a Commerce Department report issued last week. May shipments totaled 939,835. June shipments of non-returnable beverage glass containers totaled 53,811, compared with 37,450 in May and 21,618 the previous June.

Stocks of returnable beverage glass containers stood at 682,777 at the end of June, compared with 785,450 May 31, while June stocks of non-returnable beverage glass containers stood at 43,636, against 41,636 in May.

## Philippine Biz Off

Philippine tobacco production is expected to fall below its 1951 level this year, according to the Commerce Department. This year's production is estimated at 27,000 metric tons, as compared with 29,869 tons in 1951. Philippine production of Virginia leaf tobacco is said to be growing, with 1,475 tons expected this year, compared with 365 tons in 1951, but the increase was still regarded as insignificant, with domestic requirements for Virginia around 9,000 tons annually.

## New NCA Booklet On Merchandising

CHICAGO, Aug. 9.—National Confectioners' Association has issued a 20-page booklet called "At Your Service, Mr. Customer," featuring suggestions for better candy merchandising.

Representatives of all major candy distribution channels present their ideas in the booklet, which is a condensation of discussions held during the merchandising session of the 1952 NCA convention. They include W. T. Collett, W. W. Tibbals Company, representing candy venders; Frank Cannon, F. W. Woolworth Company; H. J. Fitzgerald, Fox Wisconsin Amusement Corporation (theaters); Peter Kraner Jr., Peter Kraner & Son, Inc. (wholesaler), and S. T. Zucker, Consolidated Tobacco Company (wholesaler).

## Tobacco Soles Top '51

Seasonally unadjusted sales of tobacco products totaled \$23 million in June, \$3 million more than in June of last year and \$4 million below May sales, according to latest Commerce Department figures. Seasonally adjusted sales totaled \$224 million in June, compared with \$239 million in May. Seasonally unadjusted June inventories reached \$150 million, compared with \$132 million the previous June, while adjusted June inventories of tobacco products rose to \$156 million over \$139 million in May.

## Prices Remain Stable

Prices of sugar, hard candy and smoking tobacco have remained relatively stable thruout the past year, according to recent Agriculture Department figures. Farmers paid \$1.05 for a 10-pound bag of sugar this June and \$1.04 for the same 10-pound bag in June, 1951, compared with an average of 1947-49 price of 99.7 cents. Hard, non-chocolate candy brought 37.7 cents a pound this June, as against 33.9 cents a pound in June of last year, with the 1947-49 average price 35.6 cents a pound. Packaged smoking tobacco sold for \$1.14 per pound both this June and in June of 1951, with the 1947-49 average price \$1.03. Four tube table model radios brought \$27.60 in June, as against \$28.20 in March, the only previous month for which a price is recorded. Radio-phonograph consoles sold for \$200 in June, compared with a March price of \$206.

Department figures also showed retailing prices for sugar beets at \$15.60 a ton; sugar cane, \$8.76 per ton; almonds, \$694 per ton; filberts, \$559 per ton; pecans, \$637 per ton and walnuts, \$553 a ton. A support price list indicated the 1952 crop of flue-cured tobacco would be supported at an average loan rate of 50.5 cents per pound, the minimum level announced before the planting season.

## Nut Price Unchanged

Support price for the 1952 crop farmers' stock peanuts will remain at a national average of \$234.40 per ton, the Agriculture Department announced this week. Price is unchanged because parity, as of August 1, the beginning of the 1952 marketing year, stood at the same level as when the 1952 program was announced in March.

## British Eye Cashews

The Commerce Department quoted trade sources last week as predicting Great Britain now will give the United States competition for the India cashew nut market. The United States took about 17,369 tons of India's 23,289 tons of cashew nut exports for 1951, as compared with 4,570 tons for the United Kingdom. The India cashew nut crop is estimated at 43,000 tons of unshelled nuts, as compared with 45,000 tons in 1951.

## EGG VENDER

# Solves Sale Problem for Hen Farmer

LOS GATOS, Calif., Aug. 9.—An egg vending machine specially built for Kenneth Downing is retailing about 90 per cent of all egg production on his ranch here.

Feeling that if the bulk of his production could be sold direct to the consumer it would result in a sizable boost in returns, Downing went to the S. & S. Vending Company, San Jose, with his problem. S. & S. built two test model venders which Downing has operated for over a year. Both machines were installed in the wall of the egg room, located in front of the ranch. Personal service is supplied customers between 8 a.m. and 6 p.m. five days a week, after those hours and on weekends, patrons are instructed to use the venders.

In addition to increasing net profit, Downing's "eggeteris" eliminates a bothersome factor in egg-selling: customers arrive at any time of the day, during meals, during leisure-evening hours, etc. The venders provide self-service for such periods.

The eggeteris, a few months ago, were consolidated in the form of a single three-column machine which handles two different grades of eggs. Two columns are stocked with the more popular grade.

Eggs are packed in either 3 by 4 or 2 by 6-inch cartons. They are placed on shelves, 15 to each column. A series of doors revolve around the shelves. When the proper amount of coins are deposited, the open space in the doors moves down and exposes a carton which the customer can remove. When eggs are priced at odd-cent levels, the patron receives penny change taped to the carton.

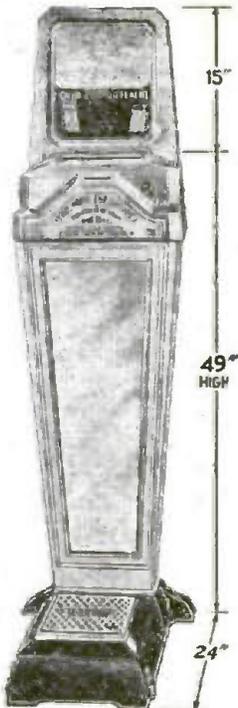
Altho there is no provision for refrigerating the eggs, cold air is channeled thru the shelves. Too, the wall in which the vender is located is shaded from the direct rays of the sun.

## Cook Chocolate Names New V-P; Ups Output

CHICAGO, Aug. 9.—Cook Chocolate Company appointed John D. Warfield Jr., vice-president in charge of new chocolate coating and bulk chocolate specialties department.

Warfield was formerly president of the Warfield Company. He has been associated with the chocolate industry since 1921 when he joined his father and a brother who were executives of the Thomson & Taylor Company.

Cook Chocolate is expanding its bulk products operation. Edward Opler, president, is currently touring Switzerland, Germany, Denmark and England to purchase the latest Continental chocolate equipment.



15" HIGH  
49" HIGH  
24" HIGH  
13" WIDE

WEIGHT 165 LBS.  
**\$25 DOWN**  
Balance \$10 Monthly  
400 DE LUXE  
PENNY FORTUNE SCALE  
NO SPRINGS

WRITE FOR PRICES  
LARGE CASH BOX HOLDS \$15.00 IN PENNIES  
Invented and made only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 46, Ill.  
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Cable Address: WATLINGITE Chicago



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity ... holds over 500 pieces ... wide selection, tab gum, candy coated gum, chocolate bars, fruit bars, fruit charms ... fast, easy, front load servicing ... simple, fool-proof delivery ... tested and proved on location.

THE NORTHWESTERN CORPORATION  
809 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

## 30 DAY MONEY BACK TRIAL

**Northwestern Model 49**

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES  
DELUXE 21 and 24 Combination ..\$12.95  
MODEL 21 BALL GUM .. 7.45  
PICKLE AND SAUCE .. 7.45  
MASTER 51 .. 7.45

MERCHANDISE AND SUPPLIES  
SENOBIA PETCHICO 30  
Jumbo Gum 30  
SENOBIA PETCHICO 30  
CANDY BARS 30  
PETCHICO 4-STAR 30  
PETCHICO 3-STAR 30  
MIX 30  
PETCHICO 3-STAR 30  
CANDY, White 30  
CANDY, Nuts 30  
MIXED NUTS 30  
VIRGINIA PEANUTS 30  
SPANISH PEANUTS 30  
ALMONDS, 48 Count 30  
PETCHICO Vendors 30  
ITALIAN CHICK 30  
PEA 30  
SWEET 30  
SWEET PEANUTS 30  
BOYTON BAKED 30  
BEANS 30  
LICORICE LOZENGES 30  
M & M 30  
BALL GUM, All Sizes 30  
300 Piece Mini 30  
Prepaid Par. Lb. 9.24  
ADAMS GUM, All Flavors, 100 Count 30  
WAGLEYS GUM, All Flavors, 100 Count 30  
BUCHARD CHOCO LATE, 100 Count 1.30  
HERBETS CHOCO LATE, 100 Count 1.30  
Minimum Order, 25 Boxes.

Camels Line of Parts, Supplies, Stands, Glass, Brackets, Charms, etc.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

**NORTHWESTERN** SALES AND SERVICE COMPANY  
MOE MANDELL  
410-642 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngisre-4-6467  
4105 16th AVENUE, BROOKLYN, N. Y. • GEdley-3-3671

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

**PRICE REDUCES PRICES!**

**CHARMS**

Direct From Manufacturer  
Sensational New Easy Spin  
BASEBALL TOP, silver-plated, \$6 per M  
Plastic \$3.25 per M  
SIRENS, bright red plastic  
with metal insert \$4.50 Gr.  
WHISTLES 2 tone, colorful  
plastic, each length \$10 per M  
All prices F.O.B. N. Y. C.

**PAUL A. PRICE CO.**  
220 Broadway, New York 38, N. Y.

Available Now!

1c or 5c  
**ACORN**  
ALL PURPOSE  
BULK MERCHANDISER  
Featuring the new  
**WHITE FLASH**  
BULK HOUSING

**Empire**  
COIN MACHINE EXCHANGE  
1012 Milwaukee Ave., Chicago 22, Ill.

**THE BILLBOARD Index**  
of Advertised Used  
Machine Prices

• **Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality differences 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.

	Issue of August 9	Issue of August 2	Issue of July 26	Issue of July 19
Acorn Charm	532.50			
Acorn 7c col.	150.00	\$150.00	\$150.00	\$150.00
Chester 13 col.	84.00	84.00	84.00	84.00
Chester 13 col.	84.00	84.00	84.00	84.00
C-E Electric 19 col.	139.50 185.00	139.50 185.00	139.50 185.00	185.00
DuGrener Champion	57.50	57.50	57.50	57.50
DuGrener Challenger 5c (3 col.)	22.50	22.50	22.50	22.50
Du Grener 17 col.	82.50	82.50	82.50	82.50
DuGrener Champion (11 col.)	97.50 125.00	125.00	125.00	125.00
Eastern Electric Cigarette Vendor			189.50	6.95
Empire 1c	6.95	6.95	6.95	6.95
Empire 5c	119.50	119.50	119.50	119.50
Ice Cream Bar or Cap	50.00			
Jennings Niloy Scale	25.00			
Jennings Lobby Scale	20.00			
Junior Scale (Whaling)			79.50	
Ki-ay (9 col.) Elco	185.00	185.00	185.00	185.00
Ki-ay's Guss Your Weight	75.00			
Kurtz Shoe Shine Machine	54.50			
Kurtz Shoe Shine Machine	27.50	27.50	27.50	27.50
Kurtz Shoe Shine Machine	89.50	89.50	89.50	89.50
Marion Scale	7.45	7.45	7.45	7.45
Marion Scale	7.45	7.45	7.45	7.45
Mills Pray Personal Laborer	25.00 50.00			
Mills Pray Scale	45.00			
National Candy (7 col.)		75.00	75.00	75.00
National Candy (7 col.)		85.00	95.00 95.00	85.00
National Dial Scale	10.00			
National Electric Cigarette Vendor	125.00	125.00		
National E Electric	209.50	109.50		
National 750	95.00	95.00	95.00	85.00
National 950	95.00 99.50 121	130.00 125.00	95.00 99.50	85.00 99.50
National 950	125.00 150.00	99.50 95.00	150.00 100.00	130.00 145.00
National 950	129.50 139.50	129.50 139.50	145.00	145.00
Northeastern 35 Ball Gun	145.00	145.00		
Northeastern 35 Ball Gun	7.45 7.50	7.45 7.50	7.45 7.50	7.45 7.50
Northeastern 35 Ball Gun				
1c and 5c	13.95	13.95	13.95	13.95
Northeastern 35 Ball Gun	69.00	69.00	69.00	69.00
Rac Lobby Scale	15.00			
Rac Lobby Scale	69.50	69.50	69.50	69.50
Rac Lobby Scale	89.50	89.50		
Rac Lobby Scale	25.00			
Rac Lobby Scale	75.00	60.00 75.00	60.00 75.00	60.00 75.00
Rac Lobby Scale			79.50	
Rac Lobby Scale	155.00	155.00	155.00	155.00
Rac Lobby Scale				
Rac Lobby Scale	69.50			
Rac Lobby Scale	145.00	145.00	145.00	145.00
Rac Lobby Scale	130.00	130.00	130.00	130.00
Rac Lobby Scale	140.00	140.00	140.00	140.00
Rac Lobby Scale	10.00	22.50	22.50	22.50
Rac Lobby Scale	50.00	50.00	50.00	50.00
Rac Lobby Scale	85.00	85.00	85.00	75.00
Rac Lobby Scale	95.00	95.00	95.00	85.00
Rac Lobby Scale	110.00	110.00	110.00	95.00
Rac Lobby Scale	95.00 115.00	95.00 115.00	95.00 115.00	110.00
Rac Lobby Scale	110.00	110.00	110.00	110.00
Rac Lobby Scale	135.00	135.00	135.00	125.00
Rac Lobby Scale		89.50	79.50	
Rac Lobby Scale	79.50			
Rac Lobby Scale	79.50			
Rac Lobby Scale	85.00 130.00	79.50 85.00	85.00 130.00	75.00 130.00
Rac Lobby Scale		130.00		
Rac Lobby Scale	195.00	195.00	195.00	195.00
Rac Lobby Scale	49.50	49.50	49.50	49.50
Rac Lobby Scale	45.00			

**SMOKESHOP "612"**

PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Year Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
250 West 57th St., New York 19, N. Y.  
Phone 7-3121

**VENDING MACHINES**  
COUNTER GAMES  
SALESBOARDS  
SUPPLIES and ACCESSORIES

FOR THE MOST COMPLETE LINE

Send for Your **FREE** Copy of **RAKE'S** NEW 1952 CATALOG TODAY!

**RAKE'S** AUTOMATIC MERCHANDISING

A guide to efficient and economical operation of coin-operated machines.

**Rake** COIN MACHINE EXCHANGE  
609 SPRING GARDEN ST.  
PHILA. 23, PA.  
LOMBARD 3-7676  
Distributors of Coin-Operated Machines and Supplies

**NEWER CHARMS**

From the World's LARGEST MANUFACTURER OF CHARMS

Living Cards  
Photo Letters  
Bullseye Photo  
New Colors  
New Size

Own the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

**PENNY KING CO.**  
2530 Mission Street  
Pittsburgh 8, Penna.

The Right Combination for More Profits—Steadier Income

**VICTOR**  
BABY GRAND  
CHICLE TREETS  
CHLORO TREETS



Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

**VICTOR VENDING CORPORATION**  
5707-13 W. Grand Avenue  
Chicago 39, Illinois  
Mfrs. of the famous line of TOPPER Venders

**Blast Wrecks Detroit Firm**

DETROIT, Aug. 9.—A dynamite blast late Sunday (3) damaged the building and equipment of the Michigan Vending Company and forced the firm to cease operations temporarily.

Detroit newspapers speculated the blast might have resulted from union difficulties, but prin-

cipals of the operating company and William Buffalino, of the Teamsters' union, asserted that such speculation was groundless.

No estimate of the loss was made, but windows, walls and other parts of the structure were damaged and a considerable number of vending machines were rendered inoperable. The firm expects to be back in business within a week.

Michigan Vending Company is operated by I. Finkelstein and his two sons-in-law, Paul Chover and Paul Gold.

**BABY GRAND & 2 FOR 5c CHLORO TREETS**

BABY GRANDS ..... \$13.00 Per Unit  
\$12.00 Hundred Lots  
Packed four to the carton, F.O.B. Dallas.

2 FOR 5c CHLORO TREETS ..... 70c Per Lb.  
(250 count)

Holds 5 1/2 Lbs., OPERATOR'S GROSS APPROX. \$6.25 Per Lb.

Also, 1c BABY GRANDS FOR: 336 count Chloro Treets or 300 count Chicle Treets.

ALL MACHINES AND MERCHANDISE IN STOCK FOR IMMEDIATE DELIVERY. WRITE TO

**GRAFF VENDING SUPPLY CO.**  
2847 W. DAVIS STREET DALLAS, TEXAS

**VEND—PUBLISHED BY THE BILLBOARD**

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES  
Candy, Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a place—when you subscribe to VEND—the magazine of automatic merchandising!

Fill in—now!—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

YEND—Please sign me up for Vend for

1 year at \$4.  2 years at \$6.  3 years at \$7.50

Foreign rates upon request.

600

Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

**GET READY FOR KING SIZE!**

Convert your older equipment to King Size with completely new King Size machines capable of holding 2000 or King Size in each and EVERY column. Now available for the following types of machines:

**DUGRENIER S. V. VD, W & WD; U-NEED-A-PAK 6, 8 & 9 'A' & 'E' Models**

We have lots to convert any Dugrenier Champion that is now partially King Size to ALL King Size. King Size magazines are not new to us. We've been making them for years—your guarantee of assured performance and satisfaction.

**BE READY FOR ANY COMING EMERGENCY!**

For further information contact

**CENTRAL VENDING MACHINE SERVICE COMPANY**  
3167 Parkside Philadelphia 4, Pa.  
Phone: EV 4-244 or BA 3-7718

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

**RURAL ROUTE**

**1-Man Bulk Op Boasts 800 Units**

VRIDEN, Ill., Aug. 9.—Earl J. Jones, with a background of over 12 years in bulk vander operating field, has one of the largest self-contained one-man peanut routes in the Midwest. Over 800 machines are scattered thru a wide rural area, in which one of the best location types in the International Harvester supply depots and stores. Jones states that one reason for such installations' grosses is because farmers spend a good deal of time in the depot, ordering and taking delivery on farm equipment, and "just visiting."

Most of the bulk units are installed in town retail centers, such as food, variety hardware and other high traffic centers. Because of simplified parking, less congested traffic conditions, Jones finds it possible, and profitable, to conduct a one-man operation thru a wide territory. He admits that a similar route thru a metropolitan area would require at least two or three men due to the greater time required to get about and service locations.

Before entering the bulk vander field, Jones was a bus driver. He feels the intelligent operation and purchase of automatic merchandising equipment offers one of the best means for a limited capital investor as a small businessman.

One of the newest additions to the Jones operation are 104 wood cabinet bulk machines; these are supplemented by a variety of all-metal bulk equipment.

Further expansion is being planned, Jones states. Currently, he is working to add some 75 new bulk machines to his operation.

**Mass. Moves To Stop Cig Revenue Leak**

BOSTON, Aug. 9.—Tax Commissioner Henry F. Long served notice that he intended to protect cigarette retailers by cracking down on motorists crossing the New Hampshire border and loading up with lower taxed cartons.

He said that thousands of dollars were lost by cigarette dealers in Massachusetts because of the rush of motorists to buy \$2 cartons of cigarettes in New Hampshire. In Massachusetts a carton costs \$2.40.

"Intelligence" men will watch cigarette sales stations in New Hampshire. Motorists with New Hampshire-purchased cigarettes will be stopped as they enter Massachusetts.

**Silberman Cites Alaskan Potential**

LOS ANGELES, Aug. 9.—In Alaska, the quarter is King and vending operations have not scratched the surface. Al Silberman, associated with the Badger Sales Company, said upon his return here from Seward. He also visited Juneau and Anchorage during his three-week plane trip to the near Arctic.

In Seward, Silberman visited operators Keith Copeland and James Hull.

Copeland, who has been in Alaska for several years and who formerly operated cigarette and bulk venders in Los Angeles, has a route of cigarette machines. They operate on a quarter, but Copeland plans to go to 30 or 35 cents as soon as his coin mechanisms can be changed. Hull is getting 25 cents for a shoe shine and has installed a number of the Bonanzas.

**Dixie Cup 6-Month Net**

EASTON, Pa., Aug. 9.—Dixie Cup Company net income for the six months ended June 30 was \$1,143,544, compared with \$1,483,352 for the like period last year.

**Tenn. Cig Revenue Up**

NASHVILLE, Aug. 9.—State Tax Commissioner J. M. Dickson reported tobacco tax collections for July totaled \$1,280,065, up 15 per cent compared with collections for July, 1951.

**CHINESE WASHER GOES 20TH CENT.**

DETROIT, Aug. 9.—A new outlet for automatic laundry equipment was uncovered here—an installation in a Chinese laundry.

According to John M. Carlisle, Detroit News columnist, a suburban Chinese amazed the populace when he was found calmly putting shirts into a Laundromat.

**NATD to Honor Top Junior Exec**

NEW YORK, Aug. 9.—The second annual Kolodny Junior Executive Achievement Award to "afford industry-wide recognition to a young man of the tobacco, confectionery and allied industries for outstanding performance" is announced by Joseph Kolodny, managing director of National Association of Tobacco Distributors. The 1953 award, which carries a cash prize of \$250 and a testimonial scroll, will be presented at the 21st convention of the association.

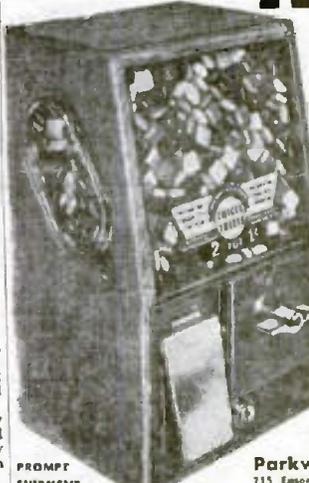
**Plastic Charm Mfr. to Erect Plant in L. I.**

NEW YORK, Aug. 9.—Construction of a one-story plant to house the manufacturing facilities of Plastic Processes, Inc., is expected to begin next week at Freeport, L. I., according to William Falk, president of the firm.

The plastic charms and novelties manufacturer recently purchased a 15,000-foot plot on Hanse Avenue in that city, and will erect a building which will provide 4,000 square feet of working space. Faulk estimates the job will take nine weeks to complete.

Warehouse facilities already standing on the property will probably be used to store newly purchased equipment until it can be installed.

The company's sales office will remain in New York at a new location which will be announced later.



PROMPT SHIPMENT

**BEST MONEY MAKERS... ANY LOCATION**  
**VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETTS VENDOR**

Vends 2 for 1c or 2 for 5c  
 Advise model desired when ordering.  
 4 or more, \$13.00 each  
 100 or more, \$12.00 each  
 Chicle Treet Gum—55¢ per pound  
 Chloro Treet Gum—52¢ per pound (for 1¢ models)  
 75¢ per pound (for 5¢ models)  
 5¢ model brings fast returns of 56.25 per pound.  
**ORDER NOW**

**Parkway Machine Corp.**  
 715 Essex St. Baltimore 2, Md.

**GIVE TO DAMON RUNYON CANCER FUND**

**HERE IT IS!**  
 An Operator Designed Operator-Demanded



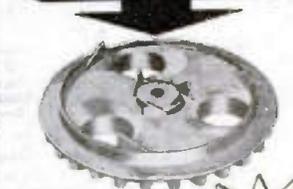
An Exclusive feature of **ACORN**\* All Purpose VENDOR

\*the only completely die-cast aluminum precision-built vending machine

Send for a test sample **\$1.50** POSTAGE INCLUDED

**AND...**

Here's the New One Piece Aluminum **SILVER STREAK BALL GUM WHEEL**



• Vends 210 count to large size ballgum, one at a time.  
 • 6 Silver Streak all-aluminum blades for positive "no-miss" vending.  
 • Fits all Acorn Vending Machines.

**\$1.00** POSTAGE INCLUDED

Silver Streak #S-8G

Here's What "King" Operator Commanded in a Trouble-free Brush Housing!

1. Long wearing, easy-cleaning aluminum.
2. Maximum strength of material to cut down on service time required.
3. Simplicity of design—held in place by cast bosses, retained by machine screws.
4. Ease of operation—renewable springs—screw driver only tool required.
5. Economy of motion for replacement.

**SEND FOR SILVER STREAK TODAY!**

Eliminate the headaches of "temporary" or "make-shift" housing units—convert to ACORN'S sensational new one-piece rigid-cast aluminum brush housing! SILVER STREAK assures accurate fit from hopper to merchandise wheel. SILVER STREAK is a stroke of engineering genius—banishes the problems of excessive wear—"milking"—inaccurate dispensing. SILVER STREAK guards your profit margins. ORDER SILVER STREAK for every ACORN machine you own—Do it now! Contact your distributor—or write directly to

**SILVER STREAK #7-52**  
 (For shallow wheel and Silver Streak wheels only, at this time.)  
 Fits all 1c ACORN VENDORS



East & Mid-west  
 M. J. ABELSON  
 Gen. Sales Mgr.,  
 2033 Fifth Ave., Pittsburgh  
 Phone: AT 1-8478  
 Pacific Coast Distributor  
 OPERATORS VENDING  
 MACHINE SUPPLY  
 9023 S. Grand Ave.  
 Los Angeles

**IAK MANUFACTURING CO., INC.**  
 11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIF.

**IMMEDIATE DELIVERY—ORDER NOW!**

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machines Personnel, Products, Services and Opportunities CLASSIFIED ADVERTISING

Help Wanted

Pin Ball Mechanic wanted: good pay and good working conditions must be sober. Write Box 547, Billboard, 188 W. Randolph St., Chicago 1, Ill.

Parts, Supplies & Services

For best buys in bulk vendors and supplies write for literature: Carmo Vending Service, 432 E. W. 42nd St., New York 18, N. Y.

Health Drop Chute and Switch, 5c, 10c or 25c play. Health leather-touch push-pull type 1c, 2c, 5c, 10c or 25c play: immediate delivery from stock. Health Distributing Co., 234 Third St., Mason, Ga.

USED 1c-5c CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED. All Parts, Coin Wipers, Coin Counters, Tab Gum, Panned Candies, Cast Iron Stands, Top Plates for 2 Venders, Top Plates for 3 Venders, Ball Gum, 210, 170, 140, 24¢ per lb. in case lots (25 lbs.), Jumbo Size Ball Gum, 25¢ per lb. in case lots (25 lbs.), Chiroprax Ball Gum, 210, 170, 140, 45¢ per lb. in case lots (25 lbs.), Chiclet Treats, 300 count, 45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory, 1¢ dep., bal. cod. KINC & CO. Distributors of Northwestern Model 49 and Tab Gum Venders Chicago 12, Illinois 2700 W. Lake St.

NEXT TIME TRY A DISPLAY-CLASSIFIED AD

This sized ad will cost you only \$28 for 1 insertion. One half this size will only cost you \$14! For complete information see the Handy Order Blank.

DO IT... TODAY!

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices: Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Local 7-1448.

Routes for Sale

Los Angeles Ca., Calif. 22 locations: phones and games, 1 driver 20 years; retiring. First time offered: good for \$8500 year or better: price \$1500 cash. Box 549, Billboard, Chicago 1, Ill.

Route 18 Waring 400 Deluxe Seals, bought new 1950; all perfect condition; now paying 20% on investment. Edward Likens, Frankfort 3, Ky.

Used Coin-Operated Equipment

Always the Best—Bright Lights, \$275; Conroy Island \$795; Super Life \$335; Holiday, \$275; Turf King \$125; Seaburg Shoot-the-Bear, \$225; Silver Bullets, \$100; Six Shooter, \$125; all A-1; clean and guaranteed; by deposit required with each order. Crown Novelty Co., Inc. 920 Howard Ave., New Orleans 15, La. Ph: CNA1 1137.

Rock-Ola 1428, Blonde, Very Clean \$300.00 A-1, Model C \$450.00 Chicago Hill Parade and Stand \$175.00 Like New \$175.00 Exhibit Six Shooter, Good as New \$200.00 Edeco Star Bowlers, Wood \$600.00 Bath, \$275.00, 3 for \$800.00 County Fair, Like New \$400.00 Chiron Derby \$400.00 Seaburg Beer Gun \$275.00 Wilcox Gay Records & Stand \$150.00 Approx. 800 Records \$150.00 United 5-Player Bowlers, Formica Top \$265.00 South Pacific \$95.00 Madison Square Garden \$130.00 Canasta \$94.50 El Paso \$4.50 Camel Calavan 73.50 Thing \$73.50 All Pin Tables Very Clean—New Had Little Use. Bally Special Entries \$40.00 Bally Chameleon \$75.00 Chicon Bowling Classic \$75.00 WOLF DISTRIBUTING CO., Denver, Colorado Phone Belmont 3-4074.

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mach Patel, 2952 Milwaukee Ave., Chicago, Ill.

Cue-off (Q-Ball) Machines, like new, \$50 each f.o.b. Norfolk, 117 Nelms Ave., Norfolk 2, Va.

For Sale—Mills, Jennings, Pace, Waring Balls, Double Ups, Super Bonus, Singlas-Twins; beautifully reconditioned. Cash \$2250, \$100 new Bally Player Balls. General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnut 2-4376.

For Sale—2 postwar Photomatics, excellent condition; coin chute takes only silver quarters; coin framed picture; plenty extra frames and supplies; will deliver and set up ready to operate within 50 miles of Philadelphia; \$550 each; \$1000 pr. Tri County Amusement, 307 Nice Ave., Jenkintown, Pa.

For Sale—53 Recco Ice Cream Machines; in operation on location. Ice Cream Vending Service, 4716 W. Madison, Chicago.

Will buy consoles or jobs for export or sell same in Kentucky or Nevada or export. Eugene Porter, 2600 South Belmont, Ashland, Ky.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 6, N. J.

19 Five Balls & Photograph, \$600. Hills, 121 Dutch Rd., Charleston 2, W. Va.

Wanted to Buy

Wanted—Coin Operated Radium and Television in any condition. Brown Taylor, 717 Curvey Rd., Nashville, Tenn.

Wanted to Buy—Advance 4-Columba Cigarette Machines; how many, what price? T. O. Thomas Co., Paducah, Ky.

Warriter 800's and 1015's; all you have and receive in the future. Laredo Exporting, Laredo, Tex.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Buy price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine name, issue of August 9, issue of August 2, issue of July 26, and issue of July 19. Lists various machines like ABC (United), Advance-Ball (General), All Ball (Gottlieb), etc.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY. Includes instructions 1, 2, 3, 4 and a form for agents and distributors.

ADVERTISING RATES. Includes Regular-Classified and Display-Classified rates, and contact information for The Billboard.

FOR SALE. B Boming Allers, completely equipped with bar, tables, etcetera, etc. to be removed at once. BENJAMIN JAFFE, 11 W. 42nd St., N.Y.C. Tel: PB 4-3195. GIVE TO THE RUNYON CANCER FUND.

IT'S THE TOPS! 400 COMING SOON. GENCO'S 400.

ANOTHER TRIUMPH. GENCO'S 400. GIVE TO THE RUNYON CANCER FUND.

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard. What Do You Have To Sell? Write The Billboard, 2240 Patterson St., Cincinnati 22, Ohio.

	Issue of August 9	Issue of August 2	Issue of July 26	Issue of July 19
Elmer	\$15.00	\$15.00	\$15.00	\$15.00
Flying Power (General)	32.50 49.50(2)	49.50(2)	49.50(2)	549.50(2)
Flying Saucer (General)	74.50	74.50	74.50	74.50
Football (Chicago Coin)	9.50	69.50 75.00	29.50 65.00	69.50
Four Mercedes	125.00	109.00 110.00	74.50 110.00	185.00
Frank (Williams)	75.00 104.50	75.00 104.50	125.00	89.50 104.50
Gateway (Bally)	247.50 345.00	350.00	250.00 281.00	323.00 393.00
Golden Glows (Chicago Coin)	85.00 100.00	84.00 85.00	84.00 85.00	100.00
Grimm (Williams)	109.50	109.50 110.00	109.50 115.00	109.50
Globe Trotter (Gottlieb)	79.50	63.00 75.00	35.00	35.00
Gold 'n' Bally	24.50 55.00	45.00 67.50	24.50 30.00	35.00 69.50
Golden Glows (Chicago Coin)	85.00 100.00	84.00 85.00	84.00 85.00	100.00
Grand Award (Chicago Coin)	49.00 59.50	49.00 59.50	49.00 59.50	59.50
Harvest Time (General)	50.00	50.00 119.50	49.50 50.00	50.00 69.50
Harvey (Williams)	125.00	195.00 194.50	119.50 220.00	225.00(2)
Hayward (Williams)	249.50 250.00	235.00	225.00 245.00	245.00(1)
Hits and Runs (General)	99.00 100.00	124.50 250.00	250.00(2)	250.00(2)
Hit Parade (Chicago Coin)	149.50 210.00	195.00 219.50	195.00 219.50	219.50
Hit Parade (Gottlieb)	150.00	29.50	29.50	29.50
Holiday (Chicago Coin)	47.50 65.50	47.50 65.50	47.50 65.50	69.50
Holiday (Keweenaw)	549.00	345.00	345.00	345.00
Horizontally (Williams)	145.00	145.00	145.00	145.00
Hot Rod (Bally)	54.50 114.50	114.50	114.50	63.00 114.50
Humpty Dumpty (Gottlieb)	29.50 49.50	29.50 49.50	19.50 29.50(2)	29.50 49.50
Hy Pont (Bally)	68.00	65.00	65.00	65.00
Jackpot (Williams)	235.00 245.00	265.00	240.00 265.00	240.00 265.00
Jeannie (Gottlieb)	95.00 119.50	79.50 95.00	79.50 119.50	79.50 119.50
Jeannie (Gottlieb)	110.00	54.50	25.00 54.50	54.50
Jeannie (Gottlieb)	49.00 54.50	115.00 125.00	89.50 140.00	140.00
John (Gottlieb)	185.00 109.50	105.00 104.50	105.00 109.50	105.00 109.50
Just 21 (Gottlieb)	59.00 79.50	49.00 54.00	24.50 39.50	49.50 79.50
K C Jones (Gottlieb)	62.50 69.50	69.00 69.50	69.50	69.50
King Arthur (Gottlieb)	89.00	70.00 95.50	95.50	95.50
King Cole (Gottlieb)	30.50	44.50	44.50	50.00
King Plus (Chicago Coin)	69.50 72.50	70.00 89.50	74.50 89.50	89.50 99.00
Kings (Gottlieb)	49.50 69.50	45.00 69.00	45.00 69.00	99.50 110.00
Knock Out (Chicago Coin)	100.00	99.50 100.00	99.50 100.00	99.50
Lady Robin Hood (Gottlieb)	37.50	39.50	39.50	39.50
Lander (United)	325.00 390.00	350.00(3)	350.00(2)	350.00(2)
Linda Lee (Keweenaw)	149.00 174.00	149.00	129.50 149.00	149.50
Linda Lee (Keweenaw)	185.00	165.00(2)	165.00(2)	165.00(2)
Linda Lee (Keweenaw)	175.00(2)	175.00	175.00	175.00
Lucky Seven (Williams)	64.50 79.50	64.50 79.50	64.50 79.50	64.50 79.50
Lucky Seven (Williams)	94.50	94.50	94.50	94.50
Madison Square Garden (Gottlieb)	115.00	115.00	115.00	115.00
Major League Baseball (United)	39.50	39.50	39.50	39.50
Major League Baseball (United)	185.00 199.50	185.00 219.50	185.00 219.50	219.50
Major League Baseball (United)	65.00 79.50	49.50 55.00	55.00	55.00 79.50
Major League Baseball (United)	79.50	79.50	79.50	79.50
Major League Baseball (United)	42.50 49.50	49.50 65.00	44.50 69.50	35.00 69.50
Major League Baseball (United)	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
Major League Baseball (United)	69.50 89.50	60.00 69.50	44.50 69.50	99.50 104.50
Major League Baseball (United)	104.50	89.50 104.50	99.50 104.50	99.50
Major League Baseball (United)	39.50	39.50	39.50	39.50
Major League Baseball (United)	139.50	139.50	139.50	139.50
Major League Baseball (United)	139.50	139.50	139.50	139.50
Major League Baseball (United)	39.50 59.50	39.50 59.50	35.00 39.50	35.00 39.50
Major League Baseball (United)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Major League Baseball (United)	100.00 104.50	90.00 104.50	119.50 125.00	119.50 125.00
Major League Baseball (United)	105.00 125.00	105.00 125.00	105.00 125.00	105.00 125.00
Major League Baseball (United)	99.50 119.50	99.50 119.50	99.50 119.50	99.50 119.50
Major League Baseball (United)	75.00 79.50	75.00 79.50	75.00 79.50	75.00 79.50
Major League Baseball (United)	114.00	114.00	114.00	114.00
Major League Baseball (United)	119.00	119.00	119.00	119.00
Major League Baseball (United)	195.00	195.00	195.00	195.00
Major League Baseball (United)	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Major League Baseball (United)	39.00 69.50	39.50 69.50	19.50 39.00	39.21 69.50
Major League Baseball (United)	50.00 119.50	59.00 60.00	25.00 59.50	60.00 69.50
Major League Baseball (United)	50.00 119.50	59.00 119.50	50.00 119.50	50.00 119.50
Major League Baseball (United)	125.00	125.00	125.00	125.00
Major League Baseball (United)	100.00	100.00	100.00	100.00
Major League Baseball (United)	114.50	114.50	114.50	114.50
Major League Baseball (United)	65.00 79.50	65.00 79.50	65.00 79.50	65.00 79.50
Major League Baseball (United)	45.00 59.50	45.00 59.50	45.00 59.50	45.00 59.50
Major League Baseball (United)	99.50 100.00	99.50 100.00	99.50 100.00	99.50 100.00
Major League Baseball (United)	84.50 89.50	84.50 89.50	84.50 89.50	84.50 89.50
Major League Baseball (United)	89.50	89.50	89.50	89.50
Major League Baseball (United)	175.00	175.00 180.00	175.00	175.00
Major League Baseball (United)	100.00	100.00	100.00	100.00
Major League Baseball (United)	35.00 37.50	35.00 37.50	35.00 37.50	35.00
Major League Baseball (United)	99.50	99.50	99.50	99.50
Major League Baseball (United)	89.50	89.50	89.50	89.50
Major League Baseball (United)	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Major League Baseball (United)	99.50 109.50	99.50 109.50	99.50 109.50	99.50 109.50
Major League Baseball (United)	135.00	99.50 111.00	99.50 115.00(2)	99.50 115.00(2)
Major League Baseball (United)	39.50	135.00	135.00	135.00
Major League Baseball (United)	39.50	39.50	39.50	39.50
Major League Baseball (United)	64.50	64.50	64.50	64.50
Major League Baseball (United)	79.50	79.50	79.50	79.50
Major League Baseball (United)	24.50 29.50	29.50 44.00	19.50 29.50	49.50
Major League Baseball (United)	49.50	49.50	49.50	49.50
Major League Baseball (United)	59.50	59.50	59.50	59.50
Major League Baseball (United)	49.50	49.50	49.50	49.50
Major League Baseball (United)	39.00 39.50	24.50 39.00	19.50 24.50	39.00 39.50
Major League Baseball (United)	245.00	240.00 295.00	245.00	245.00
Major League Baseball (United)	30.00 49.50	45.00 49.50	30.00 49.50	49.50 79.50
Major League Baseball (United)	79.50	79.50	79.50	79.50
Major League Baseball (United)	89.50 95.00	89.50 95.00	89.50 95.00	89.50 95.00
Major League Baseball (United)	85.00 90.00	85.00 95.00	85.00 95.00	85.00 95.00
Major League Baseball (United)	90.00 109.50	90.00 109.50	90.00 109.50	90.00 109.50
Major League Baseball (United)	100.00 109.50	110.00	110.00	110.00
Major League Baseball (United)	32.50 49.00	49.00	35.00 49.00	49.00
Major League Baseball (United)	190.00 209.50	195.00 219.50	185.00 219.50	219.50
Major League Baseball (United)	67.50 95.00	69.00 85.00	39.50 79.50	95.00
Major League Baseball (United)	99.00 104.50	95.00 99.50	95.00 99.50	104.50
Major League Baseball (United)	235.00 250.00	225.00 250.00	250.00(2)	250.00(2)
Major League Baseball (United)	275.00	275.00	275.00	275.00
Major League Baseball (United)	34.50	49.50 50.00	15.00 49.50	39.00
Major League Baseball (United)	29.50 19.50	29.50 49.50	29.50 49.50	29.50 49.50
Major League Baseball (United)	119.50	119.50	119.50	119.50

# 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.

	Issue of August 9	Issue of August 2	Issue of July 26	Issue of July 19
App Bomber (Metoscope)	150.00	150.00	150.00	150.00
Art Rider (General)	225.00(3)	125.00(2)	125.00(2)	125.00
All Stars (Williams)	44.50 109.50	109.50	109.50	109.50
All Star Baseball	49.50	49.50	49.50	49.50
All Star Hockey (Chicago Coin)	32.50	32.50	32.50	32.50
Astrocopier 10c	95.00	95.00	95.00	95.00
Atomic Bomber (Metoscope)	175.00	175.00	175.00	175.00
Atomic Bomber (Metoscope)	195.00	225.00(2)	225.00(2)	225.00(2)
Atomic Bomber (Metoscope)	124.50 185.00	185.00	185.00	185.00
Blue Board	15.00	15.00	15.00	15.00
Blue Board (Superior)	100.00	100.00	100.00	100.00
Blue Board (Superior)	45.00	45.00	45.00	45.00
Blue Board (Superior)	295.00	295.00	295.00	295.00
Blue Board (Superior)	29.50	25.00 29.50	25.00 29.50	29.50
Blue Board (Superior)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Blue Board (Superior)	150.00	150.00	150.00	150.00
Blue Board (Superior)	65.00(3) 69.50	65.00 69.50	65.00 69.50	65.00 69.50
Blue Board (Superior)	79.00 94.50	75.00 (last)	75.00 (last)	75.00 (last)
Blue Board (Superior)	94.50	94.50	94.50	94.50
Blue Board (Superior)	95.00	95.00	95.00	95.00
Blue Board (Superior)	175.00	175.00	175.00	175.00
Blue Board (Superior)	124.50 185.00	185.00	185.00	185.00
Blue Board (Superior)	15.00	15.00	15.00	15.00
Blue Board (Superior)	100.00	100.00	100.00	100.00
Blue Board (Superior)	45.00	45.00	45.00	45.00
Blue Board (Superior)	295.00	295.00	295.00	295.00
Blue Board (Superior)	29.50	25.00 29.50	25.00 29.50	29.50
Blue Board (Superior)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Blue Board (Superior)	150.00	150.00	150.00	150.00
Blue Board (Superior)	65.00(3) 69.50	65.00 69.50	65.00 69.50	65.00 69.50
Blue Board (Superior)	79.00 94.50	75.00 (last)	75.00 (last)	75.00 (last)
Blue Board (Superior)	94.50	94.50	94.50	94.50
Blue Board (Superior)	95.00	95.00	95.00	95.00
Blue Board (Superior)	175.00	175.00	175.00	175.00
Blue Board (Superior)	124.50 185.00	185.00	185.00	185.00
Blue Board (Superior)	15.00	15.00	15.00	15.00
Blue Board (Superior)	100.00	100.00	100.00	100.00
Blue Board (Superior)	45.00	45.00	45.00	45.00
Blue Board (Superior)	295.00	295.00	295.00	295.00
Blue Board (Superior)	29.50	25.00 29.50	25.00 29.50	29.50
Blue Board (Superior)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Blue Board (Superior)	150.00	150.00	150.00	150.00
Blue Board (Superior)	65.00(3) 69.50	65.00 69.50	65.00 69.50	65.00 69.50
Blue Board (Superior)	79.00 94.50	75.00 (last)	75.00 (last)	75.00 (last)
Blue Board (Superior)	94.50	94.50	94.50	94.50
Blue Board (Superior)	95.00	95.00	95.00	95.00
Blue Board (Superior)	175.00	175.00	175.00	175.00
Blue Board (Superior)	124.50 185.00	185.00	185.00	185.00
Blue Board (Superior)	15.00	15.00	15.00	15.00
Blue				

NEW! WILLIAMS NEW!

**LONG BEACH**

3-rod 5-ball Bingo Game with the newest double score game feature for repeat play. Return ball pocket. Extra ball feature. Player can buy up to three balls—double feature carries over from game to game until scored. Different! Exciting! Proven by actual tests. **SPECIALLY PRICED**

WILLIAMS NEW

**MUSIC MITE**

Brand new, modern design. Superb tone. Ten 45 RPM records, selector, accumulator and cancel button, beautiful matching brand.  
\$145 \$195

BRAND NEW

**ACE COIN COUNTER**

Precision Guaranteed Meters. Rubber Trays Counts 1c, 5c, 10c, 25c Weighs only 8 lbs.  
\$159.50

**GENUINE DE LUXE FORMICA TOPS**

The only original Formica Top with original silk screened playing instructions. Accept no substitute. Eliminates costly replacement. New decals complete with special cement for simplified installation. Available for all United, Chicago Coin, Universal and Keeney Life-Ups.  
B and P \$16.95 Lots of Five or more \$15

**NEW GAMES**

Bally PALM BEACH  
Williams SPORTSMAN  
CHI Coin BIG HIT  
GM. HAPPY DAYS

**WANT TO BUY FOR CASH**

Bally ATLANTIC CITY  
Bally BRIGHT LIGHT  
Bally BRITISH SPOT



**BUY THE BEST BY ACTUAL TEST BUY WORLD WIDE**

**MECHANICAL HORSES**

Like New  
Ech. BIG BRONCO \$725  
THUNDERBOLT \$395  
New  
Bally CHAMPION Write

**MISCELLANEOUS EQUIPMENT**

- Seeburg "100A" PHONO \$475
- Seeburg BEAR GUN 379
- Bally 1ST GUN 375
- Bally 2ND GUN 375
- Bally SHOOTER 375
- Bally SILVER BULLETS 150
- Bally DALE GUN 45
- Williams SUPER WORLD SERIES 228
- Bally FUTURITY 345
- Bally YUP KING 145
- QUIZZER 75

**SPECIAL VALUES IN PIN GAMES**

- BANK A BALL 175
- BOWLING CHAMP 65
- CAMEL BULLET 45
- COLLEGE DAZE 45
- DOUBLE ACTION 95
- DOUBLE SHUFFLE 85
- 5 BALL 75
- 4 HOLEMAN GEORGIA 95
- GLOBE TROTTERS 185
- HATBURNER 110
- MORSEMOSE 75
- JEANIE JOKER 110
- K.C. JONES 85
- KNOCKOUT 95
- OLD FAITHFUL 110
- PIN BOWLER 185
- QUARTETTE 185
- RIP SHOOTER 115
- ROCKETTE 115
- SHARP SHOOTER 85
- 30 PACIFIC 85
- SPAREPLUS 225
- SPOT BOWLER 115
- ST. LOUIS 65
- SWEETHEART 75
- STOP & GO 85
- TELESCORE 110
- TRIGGER 115
- TRIPLETS 115
- TUMBLEWEED 85
- WATCH MY LINE 125



for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

- Champion (CC) \$75.00
- Phillips \$25.00
- Catalina \$25.00
- Champion (CC) \$25.00
- Citation \$25.00
- Hampton \$25.00
- Bowling Champ \$25.00
- Golden Gloves \$25.00
- Punchy \$25.00
- Winners \$25.00
- Line-A-Rama \$150.00
- Mix & Burn \$100.00
- Conella \$35.00
- Bamber \$15.00
- Knockouts \$100.00
- Shanghai Time \$50.00
- Mixy \$125.00
- Shanghai \$100.00
- Shanghai \$75.00
- Double Shuffle \$25.00

**ROY MCGINNIS CORP**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 180.

**UNIVERSAL BOWLOMATICS**  
NEW AND USED  
THANK YOU FOR THE REPEAT BUSINESS  
Beautifully Reconditioned Equipment

- Bright Lights \$275.00
- Coney Island \$30.00
- Bright Spot \$35.00
- Get 'N' Run \$195.00
- Williams Sportsman \$185.00
- Madison Square Garden \$55.00
- Knockout \$70.00
- Hot Rod \$65.00
- Speak Plugs \$225.00
- Turf Kings \$125.00
- Wincer \$60.00
- Bank-a-Ball \$40.00
- Select-a-Card \$30.00
- Maryland \$35.00
- Beer Gun \$250.00
- Vendo Coin Changer (12, like new) \$70.00

Some slots and consoles FOR EXPORT ONLY  
1/3 Deposit with order, Balance C.O.D. or 3/0  
**THE HUB ENTERPRISES, INC.**  
32 S. Charles St., Baltimore 1, Md. Lexington 6444-7

**BOTTOM PRICES**  
THOROUGHLY CONDITIONED EQUIPMENT

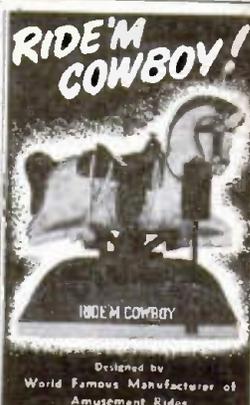
- SEEBURG M-100A \$599.50
- WURL 1080A \$169.50
- SEEBURG 146M \$99.50
- UNIV. 5-STAR \$144.50

WANT TO BUY? Late Model Phonos, Bingos, Pins. State quantity, condition, price in first letter.

**COVEN** distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2210  
EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAPHS

**Shuffle Games**

	Issue of August 9 \$75.00	Issue of August 2 \$75.00	Issue of July 26 \$75.00	Issue of July 19 \$85.00
Ace Bowler (Chicago Coin)				
Banquet Bowler (Bally)				
Baseball (Chicago Coin)	45.00	45.00	45.00	225.00
Big League Bowler (Keeney)	195.00 325.00	45.00	225.00	45.00
Bowler (Chicago Coin)	24.50 55.50	24.50 29.50	24.50 29.50	24.50 29.50
Bowette (Gottlieb)		60.00	60.00	60.00
Bowling Alley (Chicago Coin)	44.50	49.50	49.50	49.50
Bowling Alley & Player (Chicago Coin)	295.00 319.50	275.00 319.50	275.00 319.50	275.00 319.50
Bowling Champ (Keeney)	95.00			
Bowling Classic (Chicago Coin)	75.00 109.50	75.00 109.50	75.00 109.50	75.00 109.50
Bowling League (Chicago Coin)	24.50	24.50	24.50	24.50
Deluxe Bowler (Bally)		100.00		
De Luxe League Bowler (Keeney)	295.00(2)	295.00(2)	295.00(2)	295.00 329.50
De Luxe Bowler (Keeney)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
De Luxe Bowler (Keeney)		35.00		35.00
De Luxe Shuffle (United)	32.50			32.50
Double Deluxe Shuffle (United)	75.00(1/2)	75.00(1/2)	75.00(1/2)	75.00(1/2)
Double Deluxe Shuffle (United)	47.50 69.50	85.00 125.00	85.00 125.00	125.00 165.00
Double Deluxe Shuffle (United)	75.00(1/2) 79.50	75.00 79.50	59.50 75.00	85.00 79.50
Double Shuffle (Universal)				69.50
Double Shuffle (Universal)	59.50	55.00 59.50	59.50	35.00 59.50
Double Shuffle Alloy Express (United)	139.50	95.00 139.50	139.50	95.00 139.50
Five Player Shuffle Alloy (United)	345.00(3)	245.00 285.00		245.00 2
Five Player Shuffle Rebound (United)			245.00	245.00
Five Player Shuffle (United)		245.00	245.00	245.00
Four Player Shuffle Alloy (United)		245.00	245.00	245.00
Four Player Shuffle Alloy (United)		220.00	220.00	210.00 220.00
Four Way League Bowler (Keeney)	220.00 225.00	220.00	220.00	210.00 220.00
Five Player Shuffle Alloy (United)	29.00 39.50(2)	29.00 39.50	29.00 39.50	29.00 39.50
Hi Score Bowler (Universal)	95.00 179.50	145.00 179.50	145.00 179.50	125.00
Low Bowler (Bally)	145.00 175.00	145.00 175.00	175.00	145.00 175.00
Low Pin (Keeney)	45.00 50.00	45.00 50.00	45.00	45.00
League Bowler (Keeney)	135.00 155.00	165.00(3)	165.00(2)	100.00 165.00
League Bowler (Keeney)	165.00 185.00	185.00	185.00 195.00	195.00(2)
League Bowler & Player (Keeney)			175.00(2)	175.00
Match-A-Score Free Play (Batter)	195.00			
Match-A-Score Novelty Play (Batter)	145.00			
Pin Bowler (Keeney)	24.50	24.50	24.50	24.50
Pin Lite Bowler (Chicago Coin)	125.00	125.00	125.00	125.00
Pin Lite Bowler (Chicago Coin)	24.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
Shuffle Alloy Deluxe 5 Player (United)	339.00	45.00 49.50	45.00 49.50	45.00 49.50
Shuffle Alloy Express (United)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shuffle Alloy Express 2 Player (United)	119.50 139.50	110.00 139.50	139.50	139.50 149.00
Shuffle Alloy 6 Player (Keeney)	149.50	149.50	149.50	149.50
Shuffle Alloy 6 Player Rebound (United)		255.00		255.00
Shuffle Alloy 6 Player (United)	265.00	275.00	245.00 260.00	265.00 275.00
Shuffle Alloy 6 Player (United)	275.00(2)	295.00	265.00 275.00	325.00 365.00
Shuffle Baseball (Chicago Coin)	25.00	35.00	39.00	45.00
Shuffle Bowler (Bally)	24.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
Shuffle Bowler (Bally)	29.50	29.50	29.50	29.50
Shuffle Bowler (Bally)	75.00	45.00 75.00	75.00	45.00
Shuffle Champ (Bally) (Chicago Coin)	125.00 129.50	125.00 129.50	109.50 125.00	125.00 129.50
Shuffle Lamp (United)	24.50	24.50	24.50	24.50
Shuffle Lamp (United)	39.00	39.00	39.00	39.00
Shuffle Line (Bally)	95.00 125.00(3)	125.00(4)	125.00(3)	125.00(3)
Shuffle Slugger (United)	75.00 79.50	75.00(2) 79.50	60.00 74.50	85.00 99.00(2)
Shuffle Slugger (United)	85.00 99.50	85.00 99.50	85.00 99.50	85.00
Shuffle Slugger (United)	95.00 119.00	115.00 119.00	115.00 119.00	115.00 119.00
Shuffle Target (Keeney)	129.50	129.50	115.00 119.00	129.50 129.50
Simple Shuffle Alloy Rebound (United)	75.00 89.50	75.00 89.50	75.00 89.50	75.00 89.50
Simple Shuffle Alloy (United)	100.00	100.00	100.00	100.00
Six Player (Keeney)	250.00	260.00 265.00	260.00 275.00	275.00
Six Player Super De Luxe (United)	54.50 75.00	75.00 79.50	55.00 75.00(2)	75.00 79.50
Six Player Super De Luxe (United)	79.50	79.50	79.50	79.50
Speed Bowler (Bally)	32.50 39.00	39.00 45.00	29.50 35.50	39.00(2) 45.00
Star Bowler 2 Player Super Shuffle Alloy (United)	49.50	49.50	49.50	49.50
Star Bowler 2 Player Super Shuffle Alloy (United)	49.50(1/2)	49.50(1/2)	49.50(1/2)	49.50(1/2)
Star Bowler 2 Player Super Shuffle Alloy (United)	49.50(1/2)	49.50(1/2)	49.50(1/2)	49.50(1/2)
Ten Pin (Keeney)	24.50	24.50	24.50	24.50
Ten Pin (Keeney)	119.50	119.50	119.50	119.50
Ten Pin Bowler (Universal)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Ten Pin Bowler (Universal)	69.00	49.50 65.00	49.50 69.00	69.00
Ten Pin Shuffle Alloy Rebound (United)	24.50	19.50		19.50
Ten Pin Shuffle Alloy Rebound (United)	125.00 135.00	125.00 144.50	125.00	125.00
Ten Pin Shuffle Alloy Rebound (United)	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Ten Pin Shuffle Alloy Rebound (United)	165.00	165.00	165.00	165.00
Ten Pin Shuffle Alloy Rebound (United)	22.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
Ten Pin Shuffle Alloy Rebound (United)	125.00 195.00	135.00 195.00	135.00 195.00	135.00 195.00



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Ready for Location at Lowest Prices

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- UNITED LEADER \$289.50
- SPOT-LITE \$349.50
- TURF KING \$149.50
- WINNER \$89.50
- CHAMPION \$74.50
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1/3 deposit with all orders.

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America's Oldest Distributor  
Established 1893  
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**EXTRA SPECIALS**

- 10 Genco Shu. Targets (Like New) \$75.00
- 10 Keeney League Biers, 4 Pla. Formica \$100.00
- 10 Keeney Dbl Biers \$60.00
- 15 United 2 Pl. Rebounds, Formica Tops \$159.00
- 20 United 4 Pl. Rebounds, Formica & Lge. Pins \$219.00
- 20 United 5 Pl. Rebounds, Formica & Lge. Pins \$269.00
- 5 United 2 Pl. Shu. Alley Exp. \$69.00
- 5 United Shu. Alley Exp. \$49.00
- 3 United 2 Pl. Shu. Sluggers \$89.00
- 15 Bally Speed Bowlers \$49.00
- 20 Bally Shuffle Champs \$59.00
- 2 Universal Twin Biers (Formica) \$99.00
- 4 Chi. Coin Bowl Alleys \$39.00
- 2 Pla. \$39.00

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321 Main St. Tol. 7-1971 Binghamton, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

## Export Profits Blood Money

Continued from page 78

flex, and all machines are so created that a minimum of six to seven cubic feet of space is saved in each shipment.

Groenteman points out that one of the most difficult problems confronting the exporter is the interval between the time that the exporter makes his offer and the time that he receives the acceptance from his customer. Sometimes the period is as long as four months, and by the time the order is received the equipment necessary to fill the order may no longer be in stock. This makes it necessary for the exporter to go out into the open market to fill the order.

Sometimes the exporter sees his profit disappear as he has to pay so much more than he had expected when he buys the coin machine in the open market, Groenteman said. When dealing with local customers, a firm can figure its profit margins almost immediately since it can deliver off the floor in many cases. However, in the export business, profits are speculative.

Moreover, Groenteman asserts that the exporter is beset with monetary difficulties which he must surmount or lose patronage. Then there is the paper work and the government forms to fill out. All in all, these problems help to make exporting expensive for the exporter.

Groenteman says, "The overseas operator has become as demanding as the domestic operator. The foreign customers now want only late model used machines, and they want them for domestic market prices. This of course is impossible."

Groenteman was a bit riled by fly-by-night exporters who "promise to deliver machines at ridiculously low prices."

These flash-in-the-pans "spoil the reputation of the American coin machine exporters. It seems as though some of these quick-dealing exporters think that they have discovered the easy way to make high profits."

"It is still possible to make money in exporting coin machines," Groenteman concluded. "But it requires imagination, initiative, a good organization, sound financial backing, and a good reputation. Also, and this is most important, it requires merchandise. Right now there does not seem to be enough late model units in the used market to supply foreign countries."

## Group Vacations

Continued from page 78

strike, which also affected large pay rolls in other industries. Naturally with most of the workers on strike or laid off, areas dependent upon this economy were in sad straits within a few weeks. Most of the operators in these territories, however, found play holding well above general business in the same areas. Thus buying of new game equipment continued at a steady level.

Currently, the plants are producing the following games: Billy, Palm Beach; Chicago Coin, 10th Frame Bowler, Big Hit and Match Bowler; Exhibit Supply, Super Twin Rotation; Genco, 400; Gottlieb, Happy Days; Keeney, High Score League Bowler and Super Deluxe League Bowler; United, Stars and Star Shuffle Alley; and Williams, Long Beach.

## HERB MILLS JR. DIES IN WIS. AUTO MISHAP

CHICAGO, Aug. 9.—Herbert Mills Jr., 22, was killed in an automobile accident outside of Lake Geneva, Wis., Thursday night (7). He was the son of Herbert Mills Sr., president of Mills Industries, Inc. and a grandson of the firm's founder, Herbert S. Mills.

Mills Jr. had been active in company affairs during the summer months, working in the production and planning department. He was a graduate of Arizona University.

He is survived, in addition to his father, by his mother, Jeanette, and two brothers.

## Court to Rule On Greenville, Pa., Juke Tax

MERCER, Pa., Aug. 9.—The validity of a 10 per cent amusement tax passed by the Greenville, Pa., council and its application to juke boxes owned by the Tri-State Music Company, is now under consideration here in the court of Judge W. Walter Brahm.

Pending a decision, the tax is being collected from Tri-State juke boxes in 13 Greenville locations and is being held in escrow.

Defense attorneys contend the ordinance does not specify juke boxes and that there is no such thing as "taxation by implication."

## Coin-O Plans Pitch-O-Mat Deliveries

CHICAGO, Aug. 9.—As forecast last week (The Billboard, August 9), Coin-O Manufacturing Company, Inc., announced development of a new pitching machine known as the Pitch-O-Mat.

Features of the Pitch-O-Mat, Frank Roelke and Harry Katz, firm executives, stressed, are the sound engineering of the unit and its ability to stand up under consistent heavy play. Deliveries will be under way by September 15. A service plan has been arranged whereby Coin-O will help operators make correct installations to insure good pitches. Roelke and Katz, also have worked out a bleacher arrangement for spectators and patrons awaiting their turns at bat.

Coin-O headquarters are at 2435 N. Sheffield Avenue here.

## Lily-Tulip Net Income

NEW YORK, Aug. 9.—Lily-Tulip Cup Corporation earned a net income of \$1,285,488 for the first six months of this year. Net earnings for the like 1951 period were \$1,862,978.

## Yale & Towne Purchase

STAMFORD, Conn., Aug. 9.—The Yale and Towne Manufacturing Company, makers of postage machine meters, completed the purchase this week of American Sintered Alloys, Inc., Bethel, Conn.

## HOT PILOTS

### Conat Jets Set to Bow At 10 Shows

NEW YORK, Aug. 9.—The stage was set in 10 widely separated areas for premier showings Monday and Tuesday (11-12) of Conat Sales Company's Atomic Jet. A long time believer in practical as well as eye catching promotion, President Nat Cohn had samples flown to Belgium and Hawaii in time for the events.

The firm's showing the Atomic Jet, a realistic model of a super-sound jet plane 24 by 48 by 72 inches, will be Active Amusement Company, Philadelphia; Double U Sales, Baltimore; Brilliant Music Company, Detroit; Culp Distributing Company, Tulsa, Okla.; Automatic Enterprises, Los Angeles; Bush Distributing Company, Miami; Advance Automatic Sales, San Francisco; Sheldon Sales, Buffalo; Belgo-American, Brussels; and Service Games, Honolulu.



## ATOMIC JETS GO AIR-BORNE

NEW YORK, Aug. 9.—Nat Cohn of Conat Sales here, denied that he was thinking of buying part of an airline. The rumor stemmed from Nat's extensive air-shipping operations for the Atomic Jet. With premier showings of the Jet slated here Monday (11) and Tuesday (12), Nat has been getting advance orders for the coin-operated kiddie ride from points all over the globe, and has been shipping by air. This week Atomic Jets were sent by air to Los Angeles, San Francisco, Detroit, Tulsa, Miami, Honolulu and Belgium. Nat says he'll keep both feet on the ground while his Atomic Jets are air-borne.

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In every election fight, the first round is Registration. You'll be OUT then, with no chance to vote, unless you register. Find out **WHEN, WHERE** and **NOW** by phoning the office in charge of elections, or your City Hall or County Court House. And remind your friends so you'll all be in on that exciting final round.



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-- three major selling events packaged for triple sales power in

the **BIG FALL SALES SEASON JUST AHEAD**

—heralding greater coin machine buying and operating action all thru the country . . . the time to sell—sell—SELL!

the **MOA CONVENTION**

—specifically timed to serve the buying needs of music machine operators (Music Operators of America Convention, Hotel Congress, Chicago, September 11-13)

the **NAMA CONVENTION**

—vending's annual buying get-together, the National Automatic Merchandising Association Convention, Palmer House, Chicago, September 14-17,

The **Billboard**

September 13th Issue

**FALL COIN MACHINE SPECIAL**

Make Your Advertising Plans NOW —Deadline September 3rd

For the first time, The Billboard's Famous Annual Fall Coin Machine Special—the industry's fall buying and operating manual—delivers the powerful extra sales force of complete distribution at both the MOA and NAMA conventions.

**A TIMELY BONUS-PACKED ADVERTISING VALUE**

. . . for manufacturers, distributors and jobbers of all types of coin-operated equipment, parts, supplies and services. The Billboard Fall Coin Machine Special—with complete distribution at both the MOA and NAMA conventions—delivers powerful extras in circulation, in reader-interest and in long-term value. It's sure to pay off—and pay off BIG—in extra sales and profits for advertisers.

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852 N. High St. • COLUMBUS, OHIO
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585 Grant St., S.E. • ATLANTA, GA.
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1012 Market St. • ST. LOUIS, MO.
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1224 S. W. 16th St. • PORTLAND, ORE.
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# EXHIBIT SUPPLY

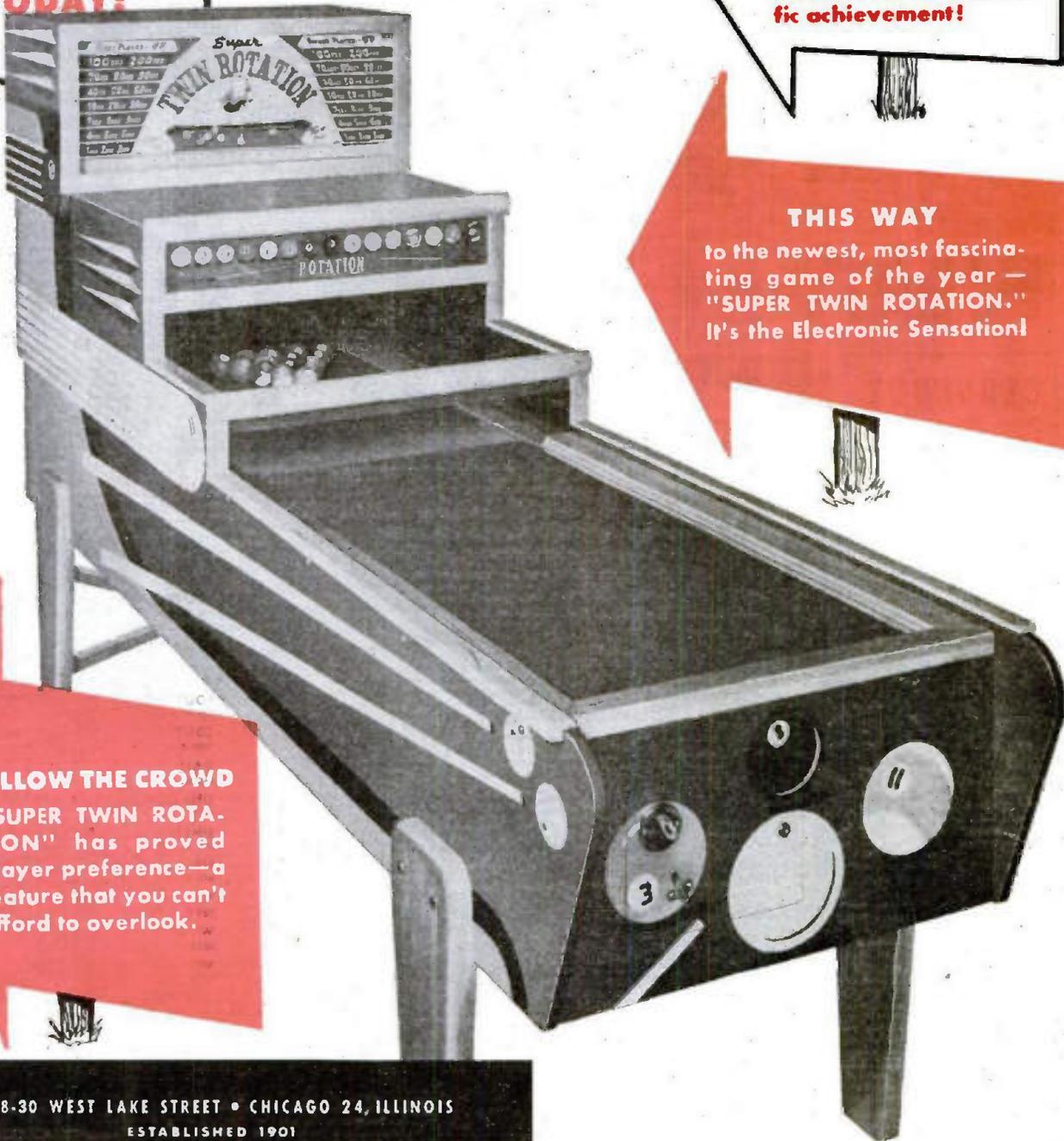
**EVERYBODY'S DOING IT!**  
 ... playing "SUPER TWIN ROTATION," that is. Operators, locations and players are unanimous in their praise for this amazing new game.

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 PLAY IT!  
 ORDER YOURS  
 TODAY!**

**"STR" = "SRO"**  
**"SUPER TWIN ROTATION"** means "Standing Room Only" in the locations featuring this marvel of scientific achievement!

**THIS WAY**  
 to the newest, most fascinating game of the year — "SUPER TWIN ROTATION." It's the Electronic Sensation!

**FOLLOW THE CROWD**  
 "SUPER TWIN ROTATION" has proved player preference—a feature that you can't afford to overlook.



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Bally's Great **CHAMPION**  
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REMEMBER: For export and domestic business it is International and Scott-Crosse!

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WMS LONG BEACH UNITED STARS SHIPMAN STAMP VENDORS SILVER KING VENDORS KEENEY & KEENEY SHUFFLES

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# Coinmen You Know

Continued from page 94

## New York

Teddy (Champ) Seidel, of American Vending, will spend his two-week vacation aboard his brother Bob's cruiser on the Potomac. American's chief mechanic, Abe Weisberg, and his wife, Frances, have returned from a vacation at the Emerson Hotel, South Fallsburg, N. Y. Estelle Potash, secretary to Nat Cohn, of Conat Sales, currently vacationing, as is Mike Munves, who is taking life easy at Swan Lake, N. Y. Murray Kaye, of Atlantic New York, is another who is taking a few days off.

Alex Gold, of Meriden Amusement Company, Meriden, Conn., visiting Dave Lowy & Company, but missed Dave, who is away for a few days. Harry Koepfel, of Koepfel Distributing, is concentrating on a greatly expanding export business.

Harry Berger's West Side Distributing Company visited by Lucas Velez, Puerto Rico operator and by Jules Olshin, op from Albany. Young Distributing Company playing host to the service managers of all Eastern Wurlitzer distributors. Joe Hrdlicka gave them a refresher course on Juke Model 1500, with Ed Wergler, Wurlitzer's general sales manager, also providing some pep talk.

Runyon Sales Company alive with visiting operators, among them Mr. and Mrs. Gil Engelman.

Jim Sharry, Al (Senator) Bodkin, Tom Connelly, and Harold Kantman, all of New York; Joe Narducci, of Hackensack, N. J., and Joe Weiss, of Larchmont, N. Y., also looking over equipment.

Conat Sales' Nat Cohn busy with last-minute details regarding the world-wide premiere of his new Rocket Jet, kiddie ride. Jerry Cost, chief engineer for Chicago Coin Company, in for a short visit with Albert Simon.

## Detroit

Mrs. Lillian Patton, formerly head of Pat's Music Company, has taken over the White Novelty Company and will concentrate upon a record service for juke box operators. Mrs. Patton, known in the trade as "Pat," has a background of several years in the music field here. Garhart M. Patton, who has returned from a long stay in Arizona for his health, has taken over Pat's Music firm.

Harry and Louise White, who operated the White Novelty Company, plan to be inactive for about six months, before making further business plans. They sold their juke box operation, the White Music Company, to James D. Robson and Vincent A. Meli.

Paul Robine Jr. has purchased the Robert Vending Company in Dearborn. Morris Richman bought the Colonial Vending Company on Monterey Avenue.

Paul B. Cousino and Roger F. Monteen are establishing the Monteen Vending Company.

## Indianapolis

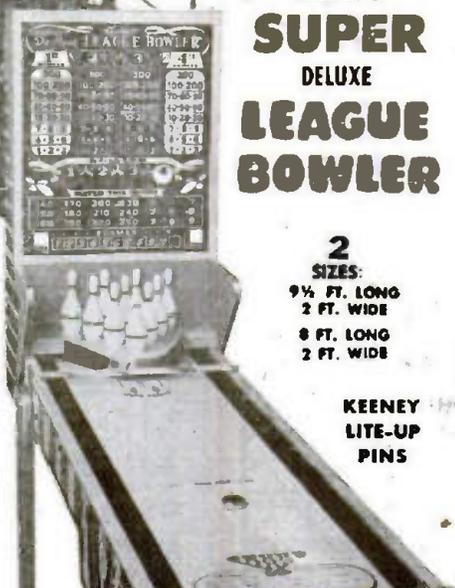
Radio Distributing Company, representative of Capitol Records, will hold a meeting Tuesday (12) at the Hotel Antlers for all retail record distributors. It will unfold its full program. Refreshments will be served and an interesting program is scheduled.

Clarence (Dutch) Hohman, head of the Janes Record Shop, is planning a fishing trip while on vacation in Canadian waters. Several of his friends will accompany him. Nat Bally, collector for the Janes Music Company, and his wife are fishing at Tomahawk, Wis. Mrs. Blanche Jones has returned from a vacation at Fresno, Calif.

Sam Weinberger, Southern Automatic Music, reports Williams' Long Beach, Gottlieb's Happy Days and United's Stars are the games moving best. Mike Nelson, service department, is on vacation. Mrs. Lottie Bertram, Sicking Company, is in Chicago on business. The Shaffer Music Company is awaiting a shipment of Seeburgs John Stockdale, assistant manager, disclosed. While the juke factory was closed for vacations the past 10 days, deliveries were discontinued.

# Invitation TO INCREASED PROFITS WITH THESE 2 KEENEY FOUR PLAYER BOWLERS

## Keeneey's HIGH SCORE LEAGUE BOWLER



★ HIGH SCORE FOR WEEK FROM 160 TO 279!

★ MATCH SCORE OR MYSTERY SCORE — EITHER OR BOTH CAN BE ELIMINATED!

★ Meets changing location requirements.

★ Picks up any combination of pins, including 6-10 and 4-7 split!

★ Plastic EVER-SLICK Silent Playfield.

★ KEENEY'S JUMBO FLY-AWAY PINS.

★ 20-30 AUTOMATIC SCORING.

★ UP TO 4 PLAYERS EACH GAME!

**Remember!**

**HIGH SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!**

PLASTIC EVER-SLICK SILENT PLAYFIELDS

**"MATCH THIS SCORE"** either predetermined with first coin inserted or on "MYSTERY" basis when last shot is made. Score must be matched exactly by 1-2-3 or 4 players. A real attraction! Keeneey Lite-Up Pins—20-30 automatic scoring—up to 4 players each game. Ask your distributor.

2 SIZES:  
9 1/2 FT. LONG 2 FT. WIDE  
8 FT. LONG 2 FT. WIDE

KEENEY LITE-UP PINS

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WATCH FOR GENCO'S 400

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930 NATIONAL, reconditioned	\$ 99.50
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Coin Machine Exchange  
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Phone: UN 8900

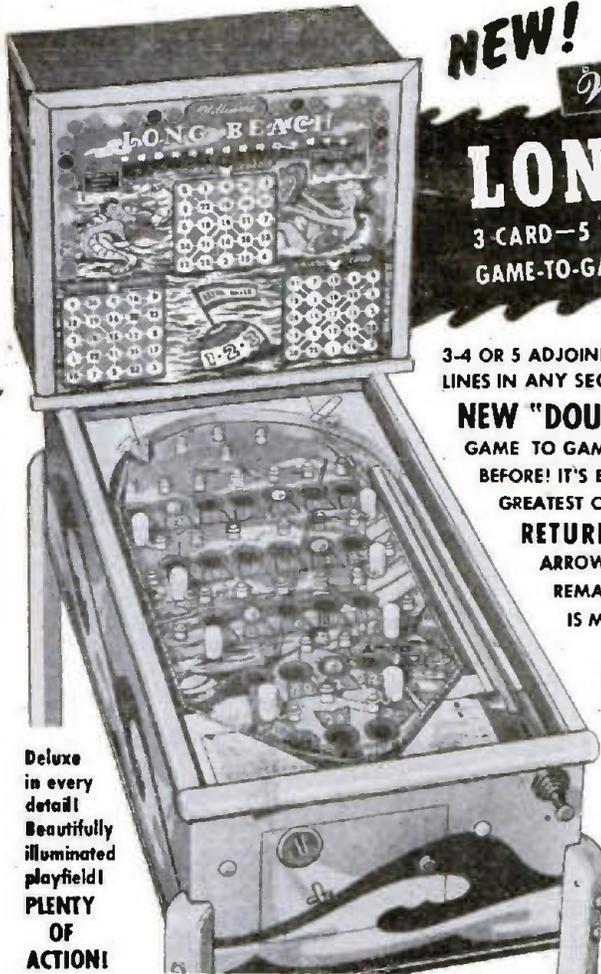
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**Lady!** you don't have to tell your age!

You can just say "over 21" That's all the officials have to know about your age when you register. Tell all your friends this little secret—you don't have to tell your exact age!

Easy, isn't it? But so is everything else about registering. If you have any questions about the WHEN, WHERE, and HOW of it, simply call your office in charge of elections, your City Hall or County Court House.

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Deluxe in every detail Beautifully illuminated playfield! PLENTY OF ACTION!

NEW! SENSATIONAL! EXCITING!

# LONG BEACH

3 CARD-5 BALL with NEW DOUBLE SCORE GAME-TO-GAME FEATURE FOR REPEAT PLAY!

3-4 OR 5 ADJOINING NUMBERS CONNECTED BY WHITE LINES IN ANY SECTION SCORE REPLAYS

**NEW "DOUBLE" FEATURE** CARRIES OVER FROM GAME TO GAME UNTIL SCORED. NOTHING LIKE IT EVER BEFORE! IT'S EXCLUSIVE WITH LONG BEACH AND THE GREATEST CARRY-OVER OF ALL TIME!

**RETURN BALL POCKET** WHEN LIT ADVANCES ARROW ACROSS BACKGLASS TO DOUBLE SCORE. REMAINS LIT FROM GAME TO GAME UNTIL SCORE IS MADE IN EACH SECTION!

**EXTRA BALL FEATURE:** PLAYER CAN "BUY" UP TO 3 ADDITIONAL BALLS WITH EXTRA COINS!



It's "LONG BEACH" BY WILLIAMS LONGER ON PROFITS!

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6 Balls, very clean	519.50	Microscope Photographic	539.00
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Electric Shuffleboards	brand new, sealed \$90.00	Mach. M. & Br. 554.50	
Overhead, 15' x 21' 00"		C.C. Catalina 179.50	
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ORDER NOW WRITE, WIRE, PHONE FOR PRICE

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DON'T PASS UP THOSE EXTRA DOLLARS!

Convert Your Old Shuffle Games Into Sensational Money Makers

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210 250 170 241 173 220 180 213 198

with **"MATCH-ME"** CONVERSION KIT



Fits on Top of the Backboard of Any Model—Any Make Shuffle Game

Add the spirit of competition to your present Alley—and watch the take zoom way up!

**HOW "MATCH-ME" HYPOS YOUR PRESENT EQUIPMENT**

- ★ When coin is deposited a light flashes around the board and flicks at one of the 27 tiled numbers in no particular sequence. Player must now match this score.
- ★ "Match-Me" features the highest score matched with space for inserting name of player.
- ★ "Match-Me" features the greatest number of times the score was matched with space for inserting name of player.
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**CLUB 48 (Long Island)**  
"Match-Me" our like giving Shuffle Alley the needed. We're taking in these times the mod. We're very satisfied."

**DICK'S BAR (Times Square, N.Y.)**  
"Since we took in \$27.00 a week average with "Match-Me" last week we took in a total \$43.00. A great gimmick!"

**SENSATIONAL FOR ARCADE AND GROUP USE!**

Match-Me Conversion Kit complete	\$55.50
1 Very easy to use	
minutes - Fits all makes and models	
and models - Full instructions included	
order of please advise game you wish to convert	
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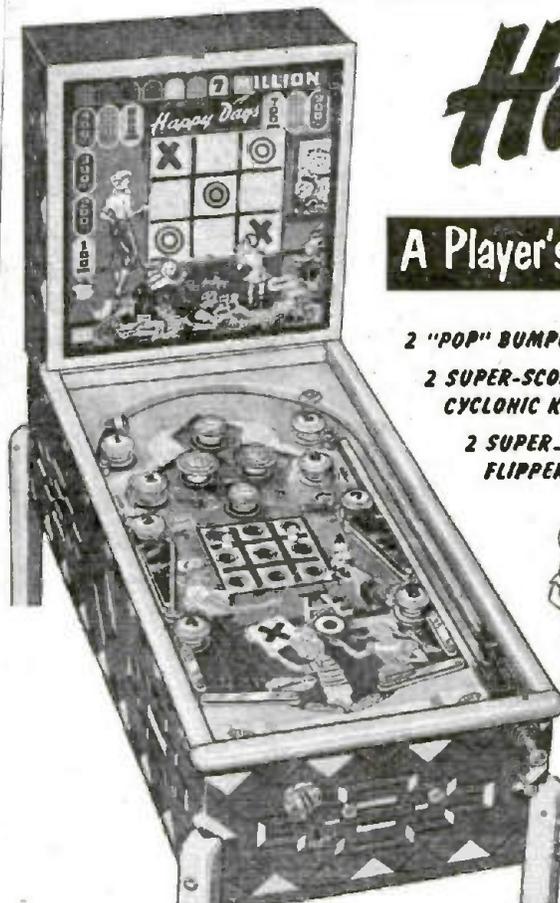
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**A Player's Game!**

- 2 "POP" BUMPERS
- 2 SUPER-SCORING CYCLONIC KICKERS
- 2 SUPER-POWER FLIPPERS



**NO OUT HOLES!**

**16 Winning "Tic-Tac-Toe" Combinations for Replays**

**1 to 8 SEQUENCE Lights 2 Roll-Overs for REPLAYS**

**HIGH SCORE to 7 MILLION for REPLAYS**

**CENTER HOLE Lights Side Contacts for SUPER HIGH SCORING**

**EACH HOLE AWARDS 1/2 MILLION SCORE**

**9 BALL-TRAP HOLES**

**INSURE SPEEDILY COMPLETED PLAY EACH GAME!**

*X's and O's may be controlled by skill play--register in lights on backglass*

2 3/5

**An Operator's Game!**

IMMEDIATE DELIVERY  
FROM YOUR  
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- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

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Good for Clubs, Fraternal Organizations, Clear Counters or wherever people congregate!

Write for descriptive literature.

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**H. C. EVANS & CO.**

SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 80

**COMING SOON!**

**GENCO'S 400**

**SPECIAL! "POP" CORN SEZ 10¢ VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL--PAMORAMS Guaranteed Reconditioned WRITE**

**NEW ROCK-OLA SHUFFLEBOARD TOPS \$135**

Bally Palm Beach Ex. Super Twin  
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1426 ..... \$119  
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**TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE**

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18-20-22 Ft. with new Play Field.

**SHUFFLEBOARD SUPPLIES**

Shuffle Game Wre. \$ 1.00  
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GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
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- STURDY, TROUBLE-FREE MECHANISM
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**10¢**  
A RIDE

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Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE  
110 VOLT  
A. C.

RIDE  
THE CHAMPION  
10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**PALM BEACH**  
See Page 98



**6**  
PLAYER

*Chicago Coin's*  
**10<sup>th</sup> FRAME BOWLER**

NOW **YOU** CAN  
"TURKEY OUT"

- Features*
- HIGH SCORE OF THE WEEK
  - INDIVIDUAL SCORE DRUMS
  - 7-10 SPLIT PICKUP
  - JUMBO "FLY-AWAY" PINS
  - FORMICA PLAYFIELD
  - REBOUND 20-30 SCORING

**BECAUSE**

"JUST LIKE"  
**REGULATION BOWLING**

- A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.
- A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

**NO MORE**  
"ONE-SIDED" SCORES

SIZE 8 FT. x 2 FT. GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

**YOU DEMANDED IT—WE'RE BACK IN PRODUCTION ON**

*Chicago Coin's*  
**6 PLAYER MATCH BOWLER**

Sensational "2-WAY"  
MATCHING FEATURE

- 1. MATCH A NUMBER
- 2. MATCH A STAR



*Chicago Coin's 5-BALL Sensation*  
**BASEBALL BIG HIT ACTION**

**COMPETITIVE PLAY**  
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**BAND BOX**  
AN ANIMATED SPEAKER  
EASILY CONNECTED TO ANY JUKE BOX



WILL HOLD ANY TOP LOCATION  
ACTUALLY INCREASES EARNINGS  
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 A Distinct Change of Gait...  
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**GREATEST  
 AND ONLY COIN-  
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ESTABLISHED 1901

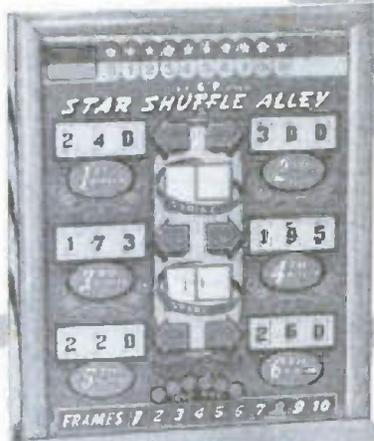


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**UNITED'S**

# STAR PLAYER



*Shuttle-Alley*

**TWIN  
SPOT FEATURE**

**MATCH  
A  
SCORE**

**MATCH  
A  
STAR**

**BIG EASY-TO-SEE SCORES**

★

**SPECIAL NEW OPERATING FEATURES**

★

**JUMBO DISAPPEARING PINS**

★

**FAST-REBOUND ACTION**

**20-30 SCORING**

★

**STRIKE OR SPARE  
FLASHER LIGHTS**

★

**CAN PICK UP  
7-10 SPLIT**

★

**FORMICA  
PLAYBOARD**

**SEE YOUR DISTRIBUTOR**

**SIZES**

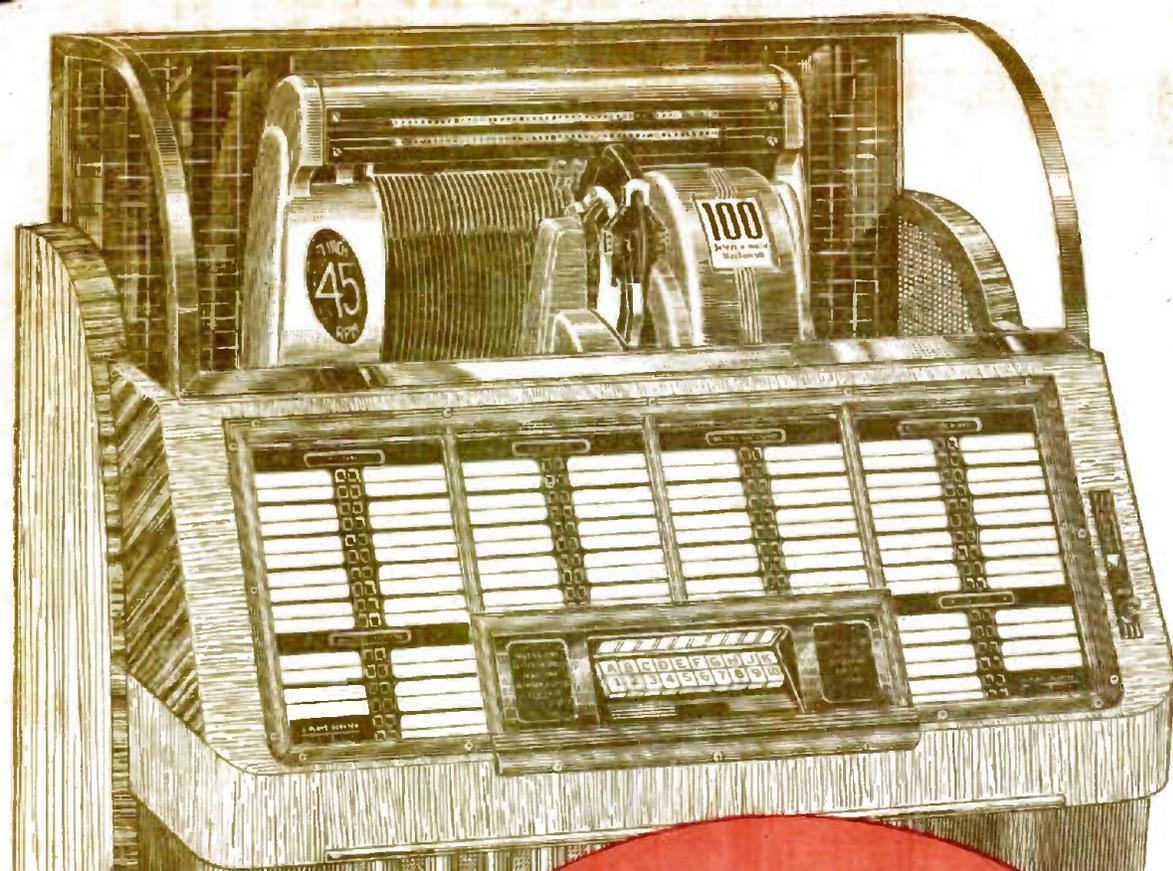
**8 FT. BY 2 FT.**

**9 FT. BY 2 FT.**



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**100** selections anywhere  
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