

# The Billboard



SEPTEMBER 27, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Radio-Tele Drive May Get Out Largest Vote in History

### Doors Closing on New Commie Probe

WASHINGTON, Sept. 20.—In the wake of a strong blast by Sen. Pat McCarran (D., Nev.) warning the television industry of Communist infiltration by a number of entertainers who appeared before the McCarran-headed Senate Judiciary Subcommittee on Internal Security (The Billboard, August 30), the McCarran subcommittee is preparing to slate closed-door hearings soon on several additional artists' and writers' groups plus the Voice of America and the Federal Communications Commission. The McCarran subcommittee has already released testimony of a number of witnesses from Radio Writers' Guild, causing McCarran to issue his warning to TV and radio to "keep its house clean."

The subcommittee is sticking to a policy of staging its sessions behind closed doors rather than holding open hearings, it was explained, in order to avoid giving the proceedings a distorted or "theatrical" aspect and in order to give "fullest opportunity" to witnesses to get a fair audience for their testimony without distractions that sometimes accompany open sessions in which public celebrities are involved. The subcommittee, which recently

### Jukemen Study Essay Contest

CHICAGO, Sept. 20.—The detailed plan of an industry-wide public relations program, which would be keyed to a national essay contest for teen-agers, has been submitted to the Music Operators of America by John Haddock, president of AMI, Inc.

The program would be run under the auspices of MOA for children over 12 and youth under 20 years. Two first prizes in the contest, a \$1,500 scholarship each to the boy and girl writing the best essay, would be known as "The AMI Scholarship Awards."

According to the plan, the entire costs, prizes, advertising, promotion and running the contest would be borne by AMI. MOA, in return, would give its full-fledged backing to the project and would work with all its member associations and operators to assure the program's success.

George A. Miller, president of MOA, emphasized that the program was under consideration but that no decision had been reached.

**Project Described**  
The project was described as one which would "reach the most important segment of the public, whose attitude toward music operation so greatly affects it for good or ill." Simultaneously it would have a direct appeal to adults, it was pointed out.

Keyed to teen-agers because  
(Continued on page 77)

made public some of the testimony from its executive hearings staged earlier this year, is expected to launch its next major phase of closed-door hearings shortly after election day. Meanwhile the subcommittee has been completing the process of publishing its earlier executive hearings.

Included on the subcommittee agenda for executive hearings are American Guild of Variety Artists, American Federation of Radio Artists, Screen Actors' Guild, Authors' Guild of America.  
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### U. S. Show World Slaps Berlin Reds

BERLIN, Sept. 20.—The State Department of the U. S. has won a smashing victory over the Reds here at the Berlin Drama Festival. While the Red press sneered, the New York City Ballet won enthusiastic public and critic acclaim with six sold-out performances. Kenneth Spencer, American Negro baritone, sang to a packed house at a special concert, and the U. S. Army Field Band packed the huge Olympia Stadium, September 13 and 14. George Gershwin's opera, "Porgy and Bess," a sensation in Vienna, premiered here Wednesday (17) with great response.

### TV's DOWNFALL-- BUT LITERALLY!

DETROIT, Sept. 20.—Television foiled a motion picture advertising stunt here in an unexpected way this week. A drive-in theater at Pontiac hired a parachute jumper, Tim Timmerman, to make a jump from a plane over the show — and he tangled with the video aerial on an apartment house, requiring the assistance of the fire department to get loose.

### 200 Stations Buy Library

HOLLYWOOD, Sept. 20.—More than 200 stations have signed to buy the Standard Radio Transcription library within six weeks, according to Milton Blink, Standard exec veepee. Blink said stations are expressing enthusiasm at being able to own their own transcribed music library as opposed to the usual procedure of leasing the platters.

Arrangement was concluded this week between Standard and Harry Fox, of Music Publishers' Protective Association, whereby Standard will pay all mechanical fees. Standard-MPPA agreement this week prompted another letter from Fox (The Billboard, September 20) to radio stations informing them that MPPA approves Standard selling its library outright to stations.

### Registrations Leap As High as 82%

Polling Booths Jammed as Broadcasters, Association Intensifies Its Campaign

WASHINGTON, Sept. 20.—Indications this week were that the "Register and Vote" drive of the National Association of Radio and Television Broadcasters will pay off with the greatest outpouring of citizens to the polling booths that America ever has seen. Already telegraphic reports received by the NARTB from chairmen of State "Register and Vote" committees show that registra-

tion records are being smashed throughout the country.

These results have been chalked up with the meat of the campaign still ahead. With intensified activity between now and election day, the radio and television industry may well be the major factor in determining who will occupy the White House during the next four years by drawing forth the non-party voters who hold the balance of power.

Showing the bulldozer effects of the campaign thus far are the following results:

In Pennsylvania, the rush to registration offices has caused traffic jams and calls for additional clerical help. In Utah, where all broadcast stations are carrying a transcribed proclamation of Gov. J. Bracken Lee, the NARTB has estimated that 82 per cent of the State's voters will go to the polls on election day.

In Ohio, where a proclamation from Gov. Frank Lausche has been similarly handled by radio  
(Continued on page 5)

### NY Copa Lines Up Name Powerhouse

NEW YORK, Sept. 20.—The Copacabana has a battery of big names all set to rake home the dough until well into March. Joe E. Lewis, current draw, will be followed by Billy Daniels, Danny Thomas, Johnnie Ray and Jimmy Durante. Jules Podell, Copa operator, plans successive name booking, with no lesser names in between.

With the winter season taken care of, Podell is looking to next fall and Martin and Lewis. There's been a handshake on the feud 'twixt the club and the comics.

### Benny to M.C. CBS All-Stars

HOLLYWOOD, Sept. 20.—Jack Benny will emcee the all-star hour-long TV shows officially kicking off Columbia Broadcasting System's multi-million dollar Television City studios. Program is scheduled for November 15. All CBS personalities will participate in the show. Altho official launching of the studios is November 15, CBS' new tele facilities will be pressed into use before that date. CBS Television City occupies a 15-acre site purchased in the Beverly-Fairfax district of West Hollywood.

As it now stands, kick-off show will follow a revue format. Original plans to call upon available motion picture talent to participate have been replaced by a program composed of CBS-only talent.

## Specialized TV Programing Grows as Big Net Combatant

NEW YORK, Sept. 20.—Reports this week that WOR-TV here plans to drop all sports plans points up a growing tendency whereby competing networks and New York local TV stations are groping for a specialized programming niche to combat big star TV line-ups of the National Broadcasting Company and the Columbia Broadcasting System.

In line with this, it's considered significant in the trade that WOR-TV, slated to play an important role in Tom O'Neil's forthcoming new TV film "network," this week decided to drop all sports televising immediately after the World Series with the possible exception of the Brooklyn Dodgers games. The station is committed to Batten, Barton, Durstine & Osborn to carry the games thru 1953.

Robert O'Connor, WOR-TV sports director, said that he and his entire sports staff and most of

the news and special features department would lose their jobs as a result of the move (reports ran as high as 60). David Driscoll, head of the news and special features department, supposedly is the only one retained in his department. Decision to ax sports was attributed to fact that WOR-TV had supposedly suffered "huge financial losses" in the sports field. Friday night over WOR-TV, itself, the station denied it would drop the Dodger telecasts.

It is known that an analysis of WOR-TV's news, special events and sports departments is currently underway.

Meanwhile, there was a reliable trade report this week that Tom O'Neil expects to launch his "film network" within the next month. According to the report, O'Neil will have completed contract arrangements with over a dozen stations by then, and be ready to

service each outlet with at least the beginnings of a regular film schedule. Programming will probably be limited to two hours daily to start, with stations jointly financing TV film packages with O'Neil, and participating in profits from sale of same. Stations include O'Neil's own TV outlets WNBC-TV, Boston; KHJ-TV, Los Angeles; WOR-TV, New York; Mutual stockholder WGN-TV, Chicago, and a group of other stations.

Further evidence of the trend toward specialization by networks evinced itself last week, when the American Broadcasting Company announced its intent to bid for the title of top TV news web, via a stepped-up news operation this fall. First major ABC move in this direction will be a four-hour weekly news series in prime evening time, headed up by veteran editor Louis Ruppel.

Earlier this summer the Du Mont Television Network indicated that it would go all out for sports programming this fall, under the direction of web's new sports head Tom McMahon.

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# Billboard Backstage

By JOE CSIDA

People who put one word after another, and discover that the result often turns out to be a complete sentence, soon become writers. And once somebody pays them for something they have written, all writers rapidly develop a unique attitude toward their outpourings. They acquire the unshakable conviction that the subjects of which they write, the manner in which they have joined their phrases is irresistibly interesting and entertaining to their readers.

It is this shortcoming, which makes it extremely difficult for editors (who, of course, are simply writers with a few extra chores to do) to turn out the kind of a product which the reader would truly find most interesting and useful.

To help The Billboard editors

and writers give you more of what you'd like to read in this paper, and less of what you find dull and/or uninteresting, we conduct annually, what we call a Reader Survey. This, of course, is merely a pretentious phrase meaning that, in order to give you what you'd like to read in the pages of The Billboard, we'd like to know as much about you as possible, and as much about what you presently read and find palatable and interesting in this paper, as well as what portions you skip and why.

All our newsstand copies this week have a large card inserted in them, asking that you take one minute of your time to answer a few brief questions. (The Post Office wouldn't let us put cards in mailed copies.) These answers, says the card in all truth, will help us give you a better Billboard. As editor in chief I am

naturally and vitally interested in trying to give you a better Billboard. Possibly no member of The Billboard benefits as hugely from your co-operation in this survey as do I.

Therefore, this week, I'd like to convert the remainder of this Backstage space to a sort of questionnaire. If you read Backstage, please do me a big favor, and if you get hold of one of the Reader Survey cards, fill it out and mail it back to us. If you don't get one of the cards, please fill in your answers to the questions below, tear out this Backstage and mail it to me at The Billboard, 1564 Broadway, New York 19, N. Y. Of course if you'd like to take more than a minute and write me in greater detail about what you like and don't like in The Billboard, I'd be doubly grateful. But, please, at least, answer these questions for me:

NAME .....

ADDRESS .....

CITY ..... STATE .....

Please list the departments of The Billboard which you read in the rank order of their interest to you. (Department you find most interesting, No. 1; second most interesting, No. 2, etc.)

- |         |         |
|---------|---------|
| 1. .... | 4. .... |
| 2. .... | 5. .... |
| 3. .... | 6. .... |

In the departments you read, please write in names of columns and/or features you like best in rank order as to which you like best (if you wish to list news stories, generally, just say "news").

- |         |         |
|---------|---------|
| 1. .... | 4. .... |
| 2. .... | 5. .... |
| 3. .... | 6. .... |

In the departments you read, please write in names of column and/or features you do not like.

- |         |         |
|---------|---------|
| 1. .... | 4. .... |
| 2. .... | 5. .... |
| 3. .... | 6. .... |

How many people besides you read your copy of The Billboard?.....What are we not giving you that you would like to see us publish?

Whatever your business, whatever your job—please answer these questions and mail this Backstage back to me today. Thanks!

## Legit Line-Up

Broadway's first flop of the season: "Seagulls Over Sorrento" closes tonight after 12 performances.... The Playhouse in the Park, Philadelphia, records success on its first season — 16G profit. Tickets brought in 92G, and concessions added 3½G.... Readings of "John Brown's Body" and Emlyn Williams' Dickensian excerpts are set for the Academy of Music, Philly, with the Dublin Players and Ballet Theater also booked.... Fred Finklehoffe is supplanted by Luther Greene as co-producer with Leonard Key on Sally Benson's "Josephine."

Actor-director Stanley Gould plans managerial entry this season on the Stern with Thomas Patrick Cullinan's "Saint Columbkille's Eve" and "O'Malley's Wake".... Ruth Gordon and her husband, Garson Kanin, are off to Europe where Miss Gordon plans a London bow in Thornton Wilder's "The Merchant of Yonkers," a Jane Cowl vehicle here in 1939. Long-range plans include a Broadway revival. Wilder may also be persuaded to act in it.... Melvyn Douglas is set with "Season With Ginger" for Broadway in December.... Annamary Dickey is standing by for Constance Carpenter, who took over for the late Gertrude Lawrence in "The King and I." Yul Brynner is now to be starred.... "Summer and Smoke" re-opened at the Circle in the Square, New York, Tuesday (16).... James Sammarco, 12, will be the boy this season

in the New York City Center Opera's presentation of Gian-Carlo Menotti's TV opera, "Amahl and the Night Visitors."

### ELAINE PERRY IN MANAGERIAL RANKS ...

New theatrical ventures: Elaine Perry, daughter of the late Antionette Perry, enters the managerial ranks with William McDowell Stucky's "Preacher Boy"; ditto Ruth Munday and Mona Gross with Lionel Stander's "Deedee and the Braves".... Edward Choate and George Ross have acquired American rights to Janet Green's "Teddy Bear's Picnic," thriller being produced in England by Wauna Paul which opens in London November 3.... Actor-producer Sam Byrd has acquired Reginald Denham and Conrad Suttin Smith's "The Perfectionist" for London production. He'll also co-produce "Stalag 17" there with Jose Ferrer.... Attorney Morris K. Bauer joins producers Alexander H. Cohen and William C. Whitman has acquired Ethel Gregory's "We Ride a White Donkey".... Milton Shubert has taken over the Gayety Theater, Washington, to be called the Sam S. Shubert Memorial Theater, for plays. "Dial M" opens the house October 13.... Summer theater producer Lee Falk will open a 75G, 1,200-seat music tent next summer, called North Shore Music Tent, in Beverly, Mass.... Larry Robinson and Jimmy Diaz have taken over the Strand Theater film house, Rockville Center, L. I., as a year around theater venture.... The

Long Island Railroad announced round-trip fare reductions, starting October 6, for commuters making 7 p.m. curtains on Monday nights at Broadway theaters. Meanwhile, Monday b.o.'s spurt ahead.

### THEATER CODE TO BE STUDIED ...

Howard S. Cullman addressed New York's Convention and Visitors Bureau on altering the building code to permit theaters in office buildings, etc. A panel of experts will be drawn next Tuesday to meet with city authorities on the subject.... Brian Aherne and Cedric Hardwicke are planning production of George Bernard Shaw's "In Good King Charles' Golden Days"; another play with Charles II subject is coming up from Maxwell Anderson. Hardwicke will also stage and star in "No, No, Nannette" in the spring.... Mae West will bring Frances Hope's "Sextette" to Broadway in January.... The Mark Hellinger Theater, New York, will house the Greek Royal Theater november 17, and the Ziegfeld, the French Madeleine Renaud - Jean - Louis Barrault company, November 12.... The Equity Library Theater starts its season October 22 at the Lenox Hill Playhouse with G. B. Shaw's "Getting Married".... Bridgeport, Conn., season stars with Joan Blondell in "A Tree Grows in Brooklyn" October 10-11.... Herbert Brodtkin will direct Trudi Michel's production of Scott Michel's "Rise by Sin" for Broadway this season.

## 'Names' Needed For Increased G.I. Programs

WASHINGTON, Sept. 20.—Responding to a heavy demand for professional entertainers from overseas military installations, the Defense Department revealed this week that it is rapidly stepping up a program for sending big-name entertainers abroad. Lt. Col. Jerome Coray, deputy chief of the Armed Forces Professional Entertainment branch, said that "Operation Celebrity" is getting fully underway and that he is hoping for and "will be grateful for" a sizable turnout of celebrities donating their services from all entertainment fields, including television, radio, film and the stage.

Several troupes have already been scheduled. Among gratuitous celebrities lately have been William Holden, who has just come back from Japan and Korea on a hospital walk-thru tour; Mickey Rooney on a three-week Korea-front tour; Buddy Rogers and a seven member troupe touring Japanese and Korean field operating units; Frances Langford and husband, Jon Hall, and an eight-member unit touring Japan field installations and hospitals, and Audrey Totter and Wayne Moore just returned from the European theater. All of the troupes contain personnel of the United Service Organizations shows on a regularly paid basis in addition to the gratuitous services of celebrities, with the Defense Department handling billeting and transportation.

The Armed Forces Radio is credited with having stimulated enthusiasm among the troops for radio and TV entertainers.

## Congress Hot To Lower Tax

WASHINGTON, Sept. 20.—Battle for reduced amusement excises appears to be shaping up solidly in advance of the next Congress, with Theater Owners of America, Inc., convention here this week reporting important gains in the drive against the 20 per cent admissions tax and with Rep. Emanuel Celler (D., N. Y.) calling for a sharp reduction in the liquor excise.

TOA delegates were told at this week's convention that the drive to have the 20 per cent admissions tax reduced or eliminated has attracted the support of a "surprising number" of legislators. The campaign will reach the next Congress full blast. Meanwhile Representative Celler, chairman of the House Judiciary Committee, issued a statement this week calling attention to what he described as the inequity of the tax on distilled spirits. Celler sponsored a bill last session to cut the tax rate on distilled spirits from \$10.50 a gallon to \$6. Similar legislation will be reintroduced next session.

### BROADWAY SHOWLOG

Performances Thru September 20, 1952

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Dancers of Bali (Fulton).....	9-16, '52.... 7
Mr. Pickwick (Plymouth).....	9-17, '52.... 6
Mrs. McThing (Morosco).....	9- 8, '52.... 189
Point of No Return (Alvin).....	12-13, '51.... 284
The Four Poster (Barrymore).....	10-25, '51.... 383
The Male Animal (Music Box).....	4-30, '52.... 164
The Moon Is Blue (Henry Miller).....	3- 8, '51.... 637
MUSICALS	
Guys and Dolls (46th Street).....	12, 15, '50.... 812
New Faces of 1952 (Royale).....	5-16, '52.... 147
Pal Joey (Broadhurst).....	1- 3, '51.... 300
South Pacific (Majestic).....	4- 7, '49.... 1,420
Top Banana (Winter Garden).....	11- 1, '51.... 341
The King and I (St. James).....	3-19, '51.... 619
Wish You Were Here (Imperial).....	8-25, '52.... 101
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Seagulls Over Sorrento (Golden).....	9-20, '52.... ..
(Opened 8-11, '52)	

## Dispatch London

By LEIGH VANCE

LONDON, Sept. 20.—Theatrical highlight of the year was the opening last week (12) of Noel Coward's long-awaited "Quad-rille," starring Lynn Fontanne and Alfred Lunt. For three months or more they have been touring the provinces in the play, gathering a shoal of raves and starting a whispering campaign of perfection which made the London opening an evening of electric expectation. Despite a couple of charity preems, which drained off a little of the cream, the foyer of the tiny Phoenix Theater on opening night was so over-run with stars of stage, screen and society the photographers could not raise their cameras high enough to get a picture.

Here came the Douglas Fairbanks moving with the measured tread of near-Royalty; there flitted an ice-blonde Zsa Zsa Gabor, manless for once, escorted by her voice teacher, Constance Collier. Jose Ferrer, bearded for his part in John Huston's current "Moulin Rouge," squired Gene Tierney. Rex Harrison very properly took his wife, Lilli Palmer, while Noel Coward—the great man himself—sat down in a box, to a ripple of applause, between Dorothy Dickson and designer Gladys Calthrop. What were they all there for? Oh yes, the play, the play.

A quadrille, they tell me, is a dance for four. If that's true this should have been titled more shortly "Quad"—because, altho Griffiths Jones and Marian Spencer fought valiantly with their parts, the whole boiled down to nothing more than a duet between the Lunts. But what magnificent thing they made of it!

The story? Oh yes—it seems Miss Fontanne is really the Marchioness of Heronden whose husband, known among the circle they move in as Hubert, has run away with a Mrs. Axel Diensen, wife of an uncouth American railway magnate just now visiting

(Continued on page 51)

## Paris Peek

By ANNE MICHAELS

PARIS, Sept. 20.—Two theater companies with big plans — one established, the other on the way up — one instigated by Barrault, the other by his pupils, Elinor Hirt and Jean Marie Serreau, have big plans. Barrault's company leaves for a North American tour the beginning of next month, and will not return to its Paris home base, Theatre Marigny, until October of next year.

With nine shows in its repertoire, 29 members of Barrault's company begins its tour in Quebec, going through Montreal, Ottawa, New York, Providence, Boston, America's major universities, Mexico and finally, if internal domestic conditions allow, Egypt, before returning to Paris for rehearsal of the company's participation in the Bordeaux festival next May.

The other company, to which Barrault played a sort of spiritual father, is the Babylon troupe, living up to its name by presenting plays of authors from all nations. This is Swedish month, evidently, for besides presenting two Strindberg plays, "Miss Julie" and "The Burnt House," the theater has brought over Swedish director Franck Sudestrom, to keep the shows in the tradition of its country.

### JEAN MARAIS BACK TO COMEDIE FRANCAISE ...

The "sedate" Comedie Francaise, which seems to have more behind-the-scenes arguments than any other theater in town, has announced the return of its prodigal, Jean Marais, for the next season, as well as the addition of a committee of directors composed of Jean Meyer, Julien Bertheau and Jacques Charon, to pass final judgments over the season's work.... Theatre National Populaire's latest addition to its schedule is Buchner's drama, "The Death of Danton"... The play, "Jesus La Caille," which has suf-

(Continued on page 51)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 20. — Looking as if he had just stepped out of a history book as the personification of "Mr. Prohibition," Dr. Clinton Howard captured all eyes at this week's House Subcommittee hearing on TV-radio morals. Standing five feet high, long-headed with sparse white hair and wearing a bat-winged collar and frock coat, Dr. Howard was spokesman for the International Reform Federation. His plea: Prohibit alcoholic ads on radio-TV. . . . Smoothest witness of the week at House Subcommittee's TV-radio morals hearing was Ralph Hardy, head of government relations for National Association of Radio and Television Broadcasters. Hardy handled a volley of subcommittee questions with ease and apparently to the satisfaction of the lawmakers. . . . Appeal of exhibits at Theater Owners of America convention here this week was to the stomach rather than the eye. Bulk of exhibits featured popcorn, candy and other sweets concessioned in theaters. Sole theater-TV exhibit was a Radio Corporation of America projector.

## THEATER INDUSTRY PRESS FLOPS . . .

The theater industry missed a golden opportunity here this week in its public relations drive to live with TV. Newsmen from the Nation's Capitol as well as from distant points, who covered the annual convention of Theater Owners of America, Inc., went away grumbling. Press relations proved a mess despite highly praiseworthy efforts of TOA's chief pressman, Richard Pitts and his D. C. confederate, Jack Fox, manager of Loew's Capitol Theater. Pitts and Fox worked diligently but they couldn't overcome the handicap of some self-appointed assistants, especially a downright uncivil fellow named Chick Lewis, who attached himself to Pitts' headquarters with the effect of throwing a damper on convention coverage. Capping the mistakes was some mishandling of arrangements for convention sessions. All except one session had been slated in advance as open to the press, but convention managers made an 11th-hour reversal. Newsmen who bothered to stay were left cooling their heels in the corridors as TOA barred its doors to them for all except a single meeting.

## JUKE LOOPHOLE IN WORLD COPYRIGHT

Biggest surprise in the model copyright pact drafted by the recent United Nations Educational, Scientific and Cultural Organization's conference in Geneva was a juke box royalties loophole (The Billboard, September 20). Proposal to extend copyright provisions to juke boxes, a heated issue in the last congressional ses-

sion, was deftly and quietly handled by the delegates at the Geneva conference. The U. S. delegation took the lead in keeping the door ajar to this issue in the future, fully aware that raising it as a key issue at this conference might have jeopardized agreement on the pact by UNESCO. Furthermore it would have placed the proposed pact in additional danger when reaches the Senate for ratification. Significantly, Rep. Joseph Bryson (D., S. C.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, was on hand with Rep. Shepard J. Crumpacker Jr. (R., Ind.) as congressional observers at the Geneva conference. In the last Congress, Bryson was a co-author of the shelved Bryson-Kefauver Bill to extend copyright provisions to juke boxes. Dr. Luther Evans, librarian of Congress and head of the U. S. delegation, had been among supporters of the bill, along with such members of the delegation as Herman Finkelstein, counsel to the American Society of Composers, Authors and Publishers; John Schulman, of Authors' League of America and Songwriters' Protective Association; Arthur Farmer, of American Book Publishers Council, and Sydney Kaye, of Broadcast Music, Inc., and Arthur Fisher, register of copyrights. The juke box loophole, as previously disclosed in these columns, was created in the UNESCO pact by a provision setting up a 12-nation committee which can propose at any time extending copyright provision to juke box use on phonograph records.

# Tokyo Mushi Mushi

By RALPH KRZYK

TOKYO, Sept. 20.—Audiences in New York and other cities of the United States may hear a Japanese opera ensemble in stage performances of Puccini's "Madame Butterfly" at the beginning of the autumn season, if plans now being worked out by a powerful combination of groups materialize. Many such plans have been announced in the past and have never gone beyond the stage of advance publicity. One of the main difficulties usually is financial.

The Fujiwara Opera Company, which plans to send a 25-man group to America for a series of performances starting at the New York City Opera on October 9, estimated the total cost at close to ten million yen. Reason for optimism this time stems from the fact, officially confirmed by Japan Broadcasting Corporation President Tetsuro Furugaki, that JBC will guarantee a substantial portion of this expenditure. A Japanese shipping company was reported as having agreed to pitch in with another substantial sum, presumably in the form of liberal reduction on the cost of carrying the opera troupe across the Pacific and back.

Artistically, the enterprise was said to have the backing of Joseph Rosenstock, of the New York City Opera Company, who was likely to conduct the group's performances in New York. American opera singers were to join the Japanese troupe and sing the three American roles in the opera: Lieutenant Pinkerton, Consul Sharpless, and Mrs. Kate Pinkerton.

## CHAMBER MUSIC TOUR IS SET . . .

One of the world's foremost chamber music ensembles, is scheduled to arrive by Northwest Airlines on August 30 for a concert tour of Japan. The Hungarian (Continued on page 51)

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# Highlight Reviews

## LEGITIMATE

# "Pickwick" Tasty Fare for Epicures, Tho, Generally, Raising the Dickens

By BOB FRANCIS

Dickens fans will cherish with delight an opportunity to see some of their beloved characters come to life. This they certainly do at the Plymouth. All of them look as tho they have just stepped out of the illustrations of an old edition of "The Pickwick Papers," and practically all of them behave exactly as you would expect them to.

Stanley Young has selected various Pickwickian adventures and tied them together into a neat and amusing whole. It amounts to a gossamer little charade, but who expects drama from the Pickwick Club? At all events, it is fun to watch a lot of old favorites step down from their frames, and a

pew-sitter is continually nipped up by a well-remembered line. Young starts his proceedings with the Club's coaching trip to "observe life" and Mr. P.'s innocent entanglement with the Widow Bardell. Comes the interruption of the latter's autumn romance with Rachel Wardle via the scoundrelly machinations of the ubiquitous Alfred Jingle, and finally Mr. P.'s trial for breach of promise and subsequent happy sojourn in debtors' prison. Pickwick's friends, Tupman, Snodgrass and Winkle, of course, are thoroly in the picture, but there is a gallery of others—the philosophizing Wellers, Sam and Tony; the temperance-minded Mr.

Stiggins, who experiments with orange peel and rum; Leo Hunter, who collects celebrities; the whole Wardle menage; Lawyer Buzfuz; Joe the fat boy, and others.

George Howe, imported for the title role, is a little disappointing physically. He is not rotund enough for the cherubic Mr. P. But he amply projects the essential kindness and peppery independence of the character, and his proposal scene with Nydia Westman is delightful. But then Miss Westman makes the fluttery Miss Wardle a delight just about every minute on stage. Estelle Winwood adds an impishly adroit stint as the hostess of the absurd (Continued on page 51)

## TELEVISION

# Texaco Gambles on Switch Format And Uncle Miltie's Now a Stepchild

By JOE CSIDA

Come the October ratings and the guy or guys responsible for the new format of the Berle show will either be heroes or bums. This reviewer refuses to attempt to predict which on the basis of the opener. The basic appeal of the show could hardly have been altered more drastically if Berle had been cast as a kind old lady. From the brash, fast-moving, loud stanza of '51, Texaco Star Theater has been transformed into a fairly subtle, unhurried show with most of its humor on a highly adult level.

A good deal of the ultimate success of the new format will, of course, depend on whether view-

ers accept the Berle of '52, who is pushed around by the producer; given, for the most part, insignificant bits; ribbed about his ignorance; insulted by other players, and otherwise put upon. This viewer found it difficult to accept the up-till-now-I'm-the-boss comic in his new role. Humility, consideration for other performers, meekness all seem out of character for Miltie. But then, look what happened with Durocher.

The obvious attempt, on the debut show, was to have Martha Raye, supply the pyrotechnics normally identified with a Berle epic. But even Martha—no doubt

because of the lines written for her, and the play-it-down direction of Gregg Garrison and others—seemed strangely subdued in most of her bits. Somewhat obvious, too, was the attempt to hold the not unsubstantial moppet audience Berle had built for himself. Effort here had a little boy and girl presenting to Uncle Miltie a song the kids had written. Called "We Say Uncle—Uncle Miltie," the lyric made the point that Berle is only slightly kinder to, and more fun for, children than Santa Claus.

This reviewer's six-year-old son (concededly more cynical (Continued on page 14)

## NIGHT CLUB

# Kay Leaves 'Em Limp & Lovin' on New Chichi Kick With Williams Bros.

By BILL SMITH

Kay Thompson with the four Williams Brothers came in like a storm and dashed off like a twister, leaving the audience limp and breathless, tho exhilarated, from witnessing a superb performance.

This was the Kay Thompson of a few years back, with the same reservoir of energy, remarkable choreography, plus new material (contributed to by Miss K. and Bob Alton), who bounced on and proceeded to work. The lyrics of such numbers like "Quel" which segued into an amazingly hilarious "Hollywood Party" showed the rare ability, demonstrated before by Alton, of catching the picture ham at home, and giving it life via satirical catch lines.

On sheer performance the five-person troupe had few equals on the basis of the opening night's show. The sight bits, the effect of props thru the use of hands and arms, the precise movements of the Williams boys, plus the always dynamic Miss K., all added up to an electrifying eye and ear spectacle.

The Dick La Salle work's cutting was never better. Boys were on cue all the way, as were the lights. There must've been plenty of rehearsal dough spent to get that cumulative effect that makes for a great show.

Opening night's business was overwhelming. Each table was taken. Maitre d' Fred's easy-going patience must have been worn

to a frazzle by the mobs in the outer lobby trying to get in.

Mark Monte's Continentals, also back for the season, continued to play the intermission sets in their characteristic businessmen's-beat fashion to keep the floor jammed.

## Persian Room, Hotel Plaza, New York

(Thursday, September 18)

Capacity, 280. Price policy, \$2-\$2.50 covers. Shows at 9:30 and 12:15. Owners, Hilton hotel chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget current show, \$7,000.

## TELEVISION

# New "Gangbusters" Seg Is Character Study of Public Enemy

By LEON MORSE

The first of a three-part dramatization of the life of Willie (The Actor) Sutton, as presented on "Gangbusters," can be rated with the best in its class. The drama was a fascinating, authentic study of the life and methods of a super-criminal and the ways and means used to trap him.

The 30 minutes detailed Sutton's robbery of Rosenthal's Times Square jewelry store in the early thirties, his attempt to get information on bank robbery prevention techniques and his jailing because of romantic en-

tanglements. Sutton, an amazing criminal, had unusual intelligence and audacity. This was proved when immediately after his jewel robbery he inserted an ad for a bank guard and pumped him on bank techniques for robbery prevention. Sutton posed as a bank president and looked and acted his part.

To two people belong the credit for the impact of this outstanding production—Jay Novello and Phillips H. Lord. A veteran radio actor, Novello proved his right to step into the big time with his

masterly portrayal of Sutton. There is an amazing resemblance between them, altho Novello seems smaller. More important however, is the subtlety of Sutton's character as displayed thru Novello's underplaying. The mild but sinister manner as conveyed by Novello rams home the complexity of this unique human being.

Lord not only narrated the drama, but spent months researching Sutton. His noteworthy TV play grew in intensity and in (Continued on page 14)

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Vol. 64 No. 39

## Spot Sales at Top Peaks; NBC Bills Near \$2,000,000

NEW YORK, Sept. 20.—National spot sales in both radio and television are reaching unprecedented highs. This is most graphically demonstrated by the phenomenal business racked up by the National Broadcasting Company National Spot Sales Department for the first nine working days of this month (Sept. 1 thru 12—Labor Day, Saturdays and Sundays excluded).

In that period, the department racked up better than \$213,000 in gross billings per day, to hit the staggering total of \$1,918,538 for the nine-day stretch. These figures are strictly for national spot business and do not include local station sales.

The business is for spots carried on the six NBC owned-and-operated radio stations, the five o&o TV stations, plus stations WBZ-TV, Boston, WRGB, Schenectady and WPTZ, Philadelphia, which are all represented by the NBC National Spot Sales Department.

The Billboard had previously reported (August 30 issue) that for the nine-day period from

August 11 thru 21, NBC Spot Sales sold \$1,201,800 worth of national spot business.

For the first eight months of this year, national spot plus local business on the network's owned-and-operated stations is 3 per cent ahead of a highly successful 1951 in radio, and 24 per cent ahead of the similar period for '51 in TV. The Schenectady, Boston and

Philadelphia represented stations are a phenomenal 36 per cent ahead for the first eight months this year against last. The hefty September business will pull these figures up even higher.

Veepee Jim Gaines and Sales Manager Tom MacFadden have no doubts that 1952 will wind up far the biggest year in the department's operations.

## Three Ciggie Sponsors Buy Web Radio Shows

NEW YORK, Sept. 20.—Three cigarette advertisers — Camels, Lucky Strike and Regents — this week bought radio shows for network presentation. Camels is giving a winter run to its summer replacement, "Walk a Mile." The AM stanza tees off October 8 via National Broadcasting Company in the Wednesday 8-8:30 slot. John Henry Faulk will replace Win Elliot as emcee.

Lucky Strike has bought a Horace Heidt youth opportunity program, but is still shopping the webs for time, with NBC having the inside track. Regents will be represented by "America Calling," a West Coast deejay show

which features Rebel Randall. Program moves into the Sunday afternoon 4-4:30 p.m. time period shortly on the Columbia Broadcasting System. Regent found TV too expensive.

## Roach Films Riley for NBC

HOLLYWOOD, Sept. 20.—"Life of Riley" half-hour pilot reel will be filmed next week by Hal Roach Studios for National Broadcasting Company. Film co-stars Bill Bendix and Marjorie Reynolds. Abby Berlin is director and Harry Clork is the writer. Tom McKnight serves as producer for NBC with Sidney Van Keuren representing Roach Studios as executive producer.

Pilot budget is estimated at \$16,000. Filmcraft Productions filmed the original "Riley" series in 1949. Twenty-six half-hour shows were completed with Jackie Gleason and Rosemary DeCamp in starring roles. Pabst Beer was sponsor via NBC. "Riley" series was among the first to utilize the Filmcraft-developed continuous camera technique.

Series will mark Bendix's initial TV film performance. Miss Reynolds has appeared in a TV film pilot completed earlier this year.

## Weaver to Guide New Coast Shows

NEW YORK, Sept. 20.—Sylvester L. (Pat) Weaver, veepee for TV at the National Broadcasting Company, this week left for Hollywood for a visit which will extend for more than two weeks. He will be on hand to observe personally the tee-off shows of Jimmy Durante, Martin and Lewis, Ralph Edwards and Red Skelton.

Weaver is staying on for the official opening of NBC's new Burbank, Calif., plant on October 4, and will return East two days later.

## FCC Puts Two TV Bids Under Exclusive Head

WASHINGTON, Sept. 20.—The Federal Communications Commission this week announced that an application of Peoples Broadcasting Company, Lancaster, Pa., to operate a new TV station on Channel 8 and an application of WGAL-TV to move from Channel 4 to Channel 8 are mutually exclusive and will require a consolidated hearing (see separate story for details on new handling of mutually exclusive applications). FCC said the hearing is also required to resolve an issue on the financial and other qualifications of Peoples. The FCC denied a petition of Peoples to reconsider and set aside a show cause order why the assignment of WGAL-TV should not be changed from Channel 4 to 8 and granted Peoples' further petition for comparative hearing.

In another action, the FCC reconsidered and set aside its action in the sixth report, an order which granted the joint counter-proposal of WLAC broadcasting station and WSIX broadcasting service and counter-proposal of Capital Broadcasting Company for assignment of TV Channel 5 to Nashville. FCC ordered its rules amended to delete Channel 5 from assignments to Nashville.

## Strong Bows TV Band Show From Trianon

HOLLYWOOD, Sept. 20.—Batoner Benny Strong will launch a TV band show from Trianon Ballroom in KECA-TV in late October. Hour show was set for Strong by Harold Jovien, of Music Corporation of America. Talent for the show will be drawn out of the Strong aggregation and handled in a manner similar to KTLA's Lawrence Welk tele band show from the Aragon.

Strong will arrive here after he concludes his current engagement at the Mark Hopkins Hotel in San Francisco. Date of the show will be either October 22 or October 29. Once the Strong show kicks off, it will leave only KHJ-TV as the sole Los Angeles outlet among the seven TV stations in this market sans a band show. Stations KTLA, KNBH, KLAC-TV, KNXT and KTTV are currently airing live band fare on a regular basis with all enjoying a healthy following.

## NEWS CAPSULES—COAST TO COAST

### WCBS-TV Backs Up 8 New Clients On Weekly 12-Spot Saturation Plan

NEW YORK, Sept. 20.—WCBS-TV, New York, this week racked up eight new clients on its weekly 12-spot daytime saturation plan. The plan earns a 45 per cent discount for advertisers who participate and is calculated to anchor them to daytime TV. The eight new clients are Q-T Instant Frosting, Ponds, Parliament cigarettes, Pan-American Airways, Tuffy, Uncle Ben's Rice, Swansdown and Bab-O. This brings to 17 the number of advertisers who have bought into the plan.

#### AMES TO TEACH AM-TV PUBLICITY...

NEW YORK — Michael Ames, executive with David O. Alber Publicity Associates, will teach "radio and TV publicity" at the New York City College for 12 Tuesdays beginning September 23.

#### FRIEDHEIM UPPED TO WORLD VP...

NEW YORK — The World Broadcasting Company has made General Manager Robert W. Friedheim veepee. His slot will be taken over by Pierre Weis, who becomes general manager. Weis' sales managership has been assigned to Robert Lawrence. As manager of the New York office, Friedheim will also co-ordinate various activities of Frederic Ziv, the parent company. The promotions were announced by John Sinn, president of the World Broadcasting Company.

#### WMGM ALL OUT ON SPORTS...

NEW YORK — WMGM, here, embarks on its most ambitious

program of sports coverage this season. About 200 events are expected to be heard this year. Not only will most of the Madison Square Garden schedule be covered, but 62 outstanding collegiate basketball games outside the city will also be covered.

#### NEW NJ NET ISN'T THE ONLY ONE...

NEW YORK — The Billboard wishes to correct an impression it may have given in a recent story that the newly formed Radio New Jersey is the only New Jersey State network. The fact is that the seven-station Garden State network has been in existence in New Jersey since 1951 and has outlets in leading cities.

#### 2 KEY MARKETS BUY "QUICK"...

NEW YORK — United Television Programs this week sold Walter Schwommer's "Movie Quick Quiz" to two key markets — New York and Philadelphia. WPIX, here, took the 15-minute strip and is slotting it 7:15-7:30 p.m. across the board beginning September 22. WFIL, Philadelphia, has also acquired the package for programming after the election. Only a few top cities remain to be sold.

#### WNBT 5-MIN. NEWS ALL SOLD OUT...

NEW YORK — WNBT, here this week chalked up a "sold out" sign on all the daily five-minute news strips on station's new two and a half hour (noon to 2:30 p.m.) programming block. Snow Crop, Inc., is picking up the tab for Conrad Nagel's "News from Hollywood" seg. Old Dutch Coffee will spon-

## STROKE-BY-STROKE

### New RCA Transmitter Used for Swim Event

HOLLYWOOD, Sept. 20.—Station KNBH will use a new RCA ultra-high-frequency transmitter in its stroke-by-stroke coverage of the Florence Chadwick Catalina swim attempt. Miss Chadwick makes her second attempt at cracking the 13-hour 40-minute record in spanning the channel that divides Catalina Island from the California mainland tonight when she dives in on the Catalina side at 6:30 p.m. Dr. Ross Dog Foods will sponsor the telecast for an undisclosed sum thru Rockett-Lauretzen agency. At press time, indications were National Broadcasting Company net would pick up portions of the coverage from its owned-operated outlet.

RCA UHF transmitter was brought here from Princeton especially for use in covering the swim event. It's the first prototype UHF transmitter of its kind built by RCA, utilizing a 100-watt peak power. It will be used to supplement the same equipment employed by KNBH when it covered Miss Chadwick's first channel attempt on July 3. Latter equipment is a 7,000-megacycle microwave transmitter.

Tug will float cameras and crew at Miss Chadwick's side, following her swim from Catalina to California. Signal will be sent to the transmitter based on the California shoreline which in turn will relay it to KNBH's permanent transmitter atop Mt. Wilson. Should difficulty be encountered, KNBH will have a tug located at the midway point between both

### Up Warren Wade To Boss WOR-TV

NEW YORK, Sept. 20.—Veteran TV executive Warren Wade this week was named manager of WOR-TV here. Post has been vacant since Ted Streibert, formerly manager of both WOR and WOR-TV, was moved up into General Telecasting, Inc. Wade will supervise both programming and sales.

shores which will be equipped with receiving and transmitting equipment. This will relay the signal to the shoreline based transmitter which would then be bounced to Mt. Wilson.

KNBH Program Director Bud Cole, who conceived and handled the July swim attempt, will supervise the pick-up. Roy Neal, Paul Pierce and Jack McElroy will announce. Ralph Clements is technical director and Jack Burrell serves as engineering supervisor. The 13-hour 40-minute record was set in 1927 by a man. If Miss Chadwick succeeds, this will be the first official crossing by a fem.

## Defense Edict Hits Newsmen Treks Abroad

WASHINGTON, Sept. 20.—The Defense Department this week issued a blanket order cracking down on trans-oceanic junkets for correspondents of television, radio and all other news media. The order, released this week, stated that news media representatives will no longer be furnished transportation between the United States and foreign places except for specially arranged group press tours. The crackdown is explained by Defense Department officials as essential to avoid "competing with U. S. commercial transportation." Also there has been some abuse of the free transportation policy by "boondogglers," Defense Department said.

Exceptions will be made in the policy in cases where commercial transportation is "inadequate," it was explained, but civil air transportation is considered adequate for both the Atlantic and Pacific oceans. Correspondents who can manage to foot their own bills across the ocean are likely to be able to get military transportation and billeting on their overseas assignments. Where the Defense Department deems it in the public interest to have news media observers at maneuvers or troop movements, exceptions will be made to the crackdown order. It was pointed out.

## Ennds to Drop 'Inner Sanctum'

NEW YORK, Sept. 20.—Pearson Pharmacal for its Ennds division this week decided to drop "Inner Sanctum" on the Columbia Broadcasting System's radio network after its October 5 broadcast. The show is on Sundays 9:30-10 p.m.

Neither the advertiser nor CBS had enjoyed the relationship, especially after Pearson's radio sponsorship of "My Friend Irma" was culminated, so that R. J. Reynolds could have the situation-comedy both in AM and TV. Harry B. Cohen is the agency.

## JONES MAY GET TOP FCC SLOT

WASHINGTON, Sept. 20.—Commissioner Robert F. Jones' resignation from the Federal Communications Commission (see separate story) does not remove him as a prospect for FCC chairman should Dwight D. Eisenhower be elected president. Jones, former GOP Congressman, is a close friend of Sen. Robert A. Taft (R., O.), who is now campaigning for Eisenhower. Jones has long been mentioned as a possibility to become next FCC chairman if the White House mantle falls to a Republican.

TORONTO — According to figures issued by the Radio-Televi- (Continued on page 7)

# Massing May Get Jones' FCC Post

## Nearness of Election Reduces Lure of Commission Appointment

WASHINGTON, Sept. 20. — A new major change of pace faces the Federal Communications Commission which is awaiting President Truman's recess appointment of a successor to Commissioner Robert F. Jones, stormy petrel of the FCC, whose resignation was announced suddenly yesterday (19). Jones, former Republican Congressman, who has vigorously opposed the FCC's TV allocations plan as "arbitrary and capricious" and who dissented from the FCC's shortening the American Broadcasting Company-United Paramount Theaters merger proceedings, is teaming up as a law partner with Arthur W. Scharfeld, a veteran TV-radio legalist and one-time member of the law staff of the old Federal Radio Commission.

Scharfeld some months ago threatened the FCC with a court challenge of its allocations plan unless the commission revises the pattern for certain channels.

The Billboard has learned reliably that the newly vacated post will be offered by President Truman to William P. Massing, assistant secretary of the FCC. However, there is no certainty that Massing, a civil service careerist, would accept the post because the appointment would be on an interim basis, good only for the balance of the year unless the next president reappoints him. Attractiveness of the FCC post has been reduced by the uncertainty of the election outcome plus the fact that the White House will have a new occupant no matter who wins the election. A number of names are being mentioned as prospects should Massing reject the offer. Among these are Teleford Taylor, J. Leonard Reinsch and Neville Miller. There is no certainty whether any of these would be available. The post could go to a Democrat or Republican. The law requires that no more than four of the FCC's seven members be of the same political party. The commission is currently comprised of three Democrats, two Republicans and one Independent.

Jones, who in five years on the FCC developed a reputation for his brilliance and forthrightness, has been almost a consistent dissenter on major issues, including a historic partial dissent in the FCC's color decision. He has been in a running debate with several members of the commission on the issue of the TV allocations. Although his resignation was not a surprise here, the suddenness of the announcement proved a jolt to the FCC which has only recently recovered its balance from the resignation of its former Chairman Wayne Coy whose vacancy on the FCC was filled by Robert Bartley. Chairman Paul Walker, in a letter to Jones, praised him for his "distinguished service" and "valuable and significant" contribution. Also quitting the commission this week is Kenneth Holl, who has been FCC's executive officer. Holl becomes administrative officer of the District of Columbia government.

# Videotown Set Usage Is 86%, Same as 1951

NEW YORK, Sept. 20.—Cunningham & Walsh, Inc., brought out their fifth annual Videotown study last week, and it shows that in older TV homes the usage of the TV set holds strong, contrary to the popular theory that the novelty eventually wears off. It further shows that there was an upswing in radio usage in older TV homes, especially during early and late evening hours.

TV set usage in Videotown, according to the C&W report, is 86 per cent during week-day evenings, about the same as last year. Among families with older sets, there was a slight decline in the number of persons watching during an average evening, but they have stuck to their TV screens about a half hour longer per night than last year.

The C&W survey did find, however, that there was less TV usage in families with new TV sets and that there was a slight falling off of viewing among children.

There was a 50 per cent increase in the number of persons listening to radio in TV homes during the evening, according to Videodex—V. Morning radio listening increased in both TV and non-TV homes. Afternoon radio usage increased in TV homes, but remained the same in non-TV homes.

TV viewing in the morning and afternoon also increased in the past year, the report states, but it is still only about one third as high as radio listening in the morning.

TV set saturation in Videotown, which C&W revealed last May was actually New Brunswick, N. J., was 61.3 per cent, less than manufacturers' estimates, because of replacement and two-set buying. Ownership of a second set, however, was found to be quite negligible as yet, embracing only 2 per cent of TV homes.

This year's study also showed that 70 per cent of Videotown's telephone homes have TV sets, while 43 per cent of homes without telephones have TV sets.

# Wm. B. Ryan Loses Son, 16

NEW YORK, Sept. 20.—James B. Ryan, 16-year old son of William B. Ryan, president of Broadcast Advertising Bureau, died in New Rochelle Hospital this week of injuries sustained in football scrimmage at Iona Preparatory School, at which he was a junior. A guard on the school team, he suffered a cerebral hemorrhage after tackling a teammate. Requiem mass was held today at Our Lady of Fatima Church, Scarsdale.

Besides his parents, the youth leaves a brother, William C. Ryan, and two sisters, Barbara Ann and Mary Louise Ryan.

# Embassy Buys NBC-TV Time For Bob & Ray

NEW YORK, Sept. 20.—Embassy Cigarettes this week purchased Tuesday night 10:30-10:45 from the National Broadcasting Company's TV web. The show will feature Bob and Ray, Florian Zabach and some higher-budgeted writing.

The buy is significant in that Embassy will follow Old Gold's "Two for the Money," which is slotted Tuesday evenings at 10 p.m. Both products are owned by the P. Lorillard Company. Embassy recently turned over "The Web" to Kent Cigarettes, another division of Lorillard. Lennen & Mitchell is the Embassy agency.

# Kilian Named Head of ABC TV Programing

CHICAGO, Sept. 20.—Fred Kilian, for the past 15 months associated with Young & Rubicam here as manager of radio and television activities, this week was named director of TV programing for the American Broadcasting Company and WENR-TV by John Norton, ABC vice-president.

Kilian, prior to his Y&R affiliation, served as manager of TV programing for ABC and WENR-TV, taking over shortly after WENR-TV began operations September 17, 1948. He joined ABC in July 1945, as a producer of radio shows, after having served as an executive in a number of Midwest radio outlets.

# Radio-Tele Drive May Get Out Largest Vote in History

Continued from page 1

stations, registration gain to date is reported at 20 per cent by the NARTB State chairman there. In Connecticut, where broadcast activities are directed by Fritz Morancy, WTIG, Hartford, registration is already three and a third times the previous Presidential election year.

A 20 per cent registration gain is the trend in Indiana, where stations are using a transcribed proclamation by Gov. Henry Schricker. Several upstate counties have increased their registrations sharply once radio appeals hit the airways, it was reported by Michale R. Hanna, WHCU, Ithaca, N. Y., chairman of the New York NARTB committee.

In Arizona the registration has upped 15 per cent over 1950 in the wave of broadcast appeals. In Missouri the registration gain is about 5 per cent, and voting in the primaries was 25 per cent higher. West Virginia has indications of a 10 per cent increase, while New Mexico will turn out

the biggest vote in its history, according to reports from that State.

In at least 10 other States where the NARTB's campaign has been particularly heavy, reports of similar gains are being received at NARTB headquarters.

Meanwhile, Justin Miller, chairman of the board of the NARTB and head of the Salary Stabilization Board, addressing the National Conference on Citizenship in Washington this week, bulwarked the drive with sharp criticism of public apathy at elections. Citing the NARTB campaign, Miller decried a shameful indifference even about the simple process of casting ballots at general elections every four years. "The percentage of voters among those eligible to vote is much less than in several other countries in the world," he said. "The situation has become so shameful that such slogans are being used as 'It doesn't matter how you vote, but vote.' If we vote for clowns or ignoramuses

or 'big men around the campus' and they get elected, then we get that kind of representation in government. Electing a man to office doesn't cure him of ignorance or clowning or being an eager beaver showoff," said Miller. "The qualified man may be the least notorious. Here then is the place where the importance of voting arises; learning about men and measures well in advance of election time."

# ABC Radio Cops "Millionaire" For Day Strip

NEW YORK, Sept. 20.—The American Broadcasting Company this week bought "Live Like a Millionaire" as a daytime radio strip, and may also program the show as a once-weekly evening video show. The radio contract calls for the show to go into the 11-11:30 a.m. slot across the board, starting October 13.

The deal axes "Lone Journey" and "Top of the World," and places "Millionaire" back to back with "Break the Bank," 11:30-noon, in a strong 60-minute block. Opposition is Arthur Godfrey on the Columbia Broadcasting System and "Strike It Rich" on the National Broadcasting Company. "Millionaire," a Master-son, Reddy & Nelson package, has been airing 2:30-3 p.m. across the board on NBC, which dropped the stanza due to commitments for that time in the fall line-up. The TV version, while not yet firmed by ABC, likely would get the 8:30 p.m. Friday period if aired. Commercial interest in the show is said to be high. It aired 10 p.m. Fridays via CBS-TV last season for General Mills and Grove Laboratories.

# See Little Relief For Tied-Up TV Bids

WASHINGTON, Sept. 20.—TV bids tied up in contests, amounting to a paralysis of more than 60 per cent of all TV applications on file (The Billboard, September 13), face little chance of relief under an order issued for manpower-shortage reasons by the Federal Communications Commission this week suspending the processing of mutually excessive applications.

Mutually exclusive applications are those which compete for the same channel in the same community or require comparative hearings for other reasons. FCC explained its latest order as necessary to enable the commission to "concentrate for the time being on the processing of many pending non-competitive applications."

"Because of the limited number of commission hearing examiners and other staff members engaged in hearing work," explained FCC, "it will not be possible to try such cases (mutually exclusive bids) until the present backlog is removed, and therefore no useful purpose would be served by designating additional applications at this time." The commission added, though, that "for this reason the interests of parties who have filed or who will file mutually exclusive applications will not be adversely affected by the processing only of non-competitive applications at this time." It is anticipated that the hearings in the cases now designated for hearing and those additionally mutually exclusive applications already processed by the commission will not be concluded for a considerable period," added the FCC. "Accordingly, in order to bring television service as quickly as possible to as many people as possible, the

commission feels that the public interest will be served by processing, for a limited time, non-competitive applications only."

The commission expects to add five more hearing examiners and crews shortly to help handle the growing burden of TV hearing cases. Two new hearing examiners to perform similar work were recently named. However, the backlog is so staggering that a long wait is anticipated for most contested bids to reach final decisions. Meanwhile, the number of mutually exclusive bids continues to mount. The FCC this week declared nearly a dozen more bids as falling in that category, and more are upcoming.

# \$100-A-MINUTE PARTY

## That's Arthur Murray Rate Offer for Gags

NEW YORK, Sept. 20.—Dancing Arthur Murray has decided to pay writers "by the minute" when his TV variety show, "The Arthur Murray Party," resumes next month. Murray, who will shell out \$100 for every minute of script used on the air, said he is in the market for fresh gag material for frau Kathryn Murray's opening monologs on each program.

Heretofore, the terp exec has paid writers as much as \$1,000 a week, even tho the show's variety format seldom utilizes more than five minutes of script copy, with the average show's word quota a minute and a half. Writer Seamon Jacobs pulled down \$300 a week for the chore a couple of seasons ago, and Murray's most recent scribe, Jarry Crane, earned a weekly paycheck of \$500. The team of Aaron Rubin and Billy Freedley drew \$1,000 weekly.

Murray is currently negotiating

for time on one of the networks, and expects to be back in a Sunday night TV time slot beginning October 12.

# WATV May Get Giants' Games

NEW YORK, Sept. 20.—Negotiations were under way this week between video station WATV and the New York Giants for the baseball club to shift telecasts of its home games over from WPIX in 1953. The Giants and the sponsors, Chesterfields, are reported disappointed over the ratings achieved in their present set-up.

WATV, currently operating out of Newark, is slated to beam from the Empire State building in the near future, which would give its signal equal strength with other stations in the city.

# ABC-Paramount Proceedings Get Extension

WASHINGTON, Sept. 20.—Deadline for proposed findings by participants in the American Broadcasting Company - United Paramount Theaters, Inc., merger proceedings was deferred to October 3 under an extension approved this week by Federal Communications Examiner Leo Resnick. The extension beyond the original deadline set for yesterday (19) was requested by Curtis Plummer, chief of the broadcast bureau. All participants agreed to the request.

Meanwhile Columbia Broadcasting System submitted proposed findings this week reiterating its insistence that CBS is qualified as applicant for transfer of Station WBKB, Chicago from Balaban and Katz contingent on FCC's approval of the ABC-UPT merger.

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

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This One



EG90-FPA-HQCW

## D.C. Group Probing AM, TV Shows May Scan Ad Agencies, Sponsors

WASHINGTON, Sept. 20.—The House Interstate Commerce Subcommittee is investigating radio-TV programs in considering extension of its probe to ad agencies and

sponsors following the resumption of hearings this week at which the TV Code of the National Association of Broadcasters and Telecasters received its first official Congressional scrutiny and came thru with flying colors.

Next week the subcommittee will move to New York to hear representatives of the National Broadcasting Company and Columbia Broadcasting System Tuesday and Wednesday (23-24), returning to

Washington Thursday (25) for a two-day session during which Federal Communications Commission officials and others will be heard.

During the hearings this week, Subcommittee Chairman Oren Harris (D.-Ark.) said that in view of the fact that many programs are prepared by advertising agencies with supervision by sponsors, it is doubtful if the record can be completed without that field being covered.

Representative Harris indicated that local station operators are failing to exercise their responsibilities over programs and are leaving it up to the networks. At one point, he asked Ralph Hardy, NARTEB (Continued on page 47)

## General Foods, Hope Extend NBC-AM Talk

NEW YORK, Sept. 20.—Bob Hope this week was continuing discussions with General Foods to work under its sponsorship this season on the National Broadcasting Company's radio web. Hope may eventually wind up in a 15-minute across the board strip and in a nighttime half hour for the cereal advertiser. The deal came near splitting apart because General Foods would not allow him permission to do a nighttime show for another client.

The advertiser, however, is now interested in buying the entire package for its Jello division. Young & Rubicam is the agency.

## Electric Firms Eye Net TV

NEW YORK, Sept. 20.—The Electric Companies Advertising Program this week was looking ahead to possible entry into network TV early next year. The agency for the organization, N. W. Ayer, has been instructed to look into the web TV picture for possible programs.

ECAP program film last year on some TV stations on a spot basis. It had been a web radio sponsor for some time with "Meet Corliss Archer."

## UHF EYES ON TEST CITIES

WASHINGTON, Sept. 20.—Eyes of applicants for UHF TV stations are focussing on Portland, Ore., and Denver as a result of a Federal Communications Commission action this week. The FCC gave a special temporary authorization to Station KPTV in Portland to start broadcasting today, the first commercial UHF TV station in the nation.

Next city to get a UHF station in operation will likely be Denver. Both of these localities become "test tube" cities for UHF. Interest centers on the response of TV set manufacturers, distributors and dealers to the new UHF market. FCC is making no secret of its interest in the question of responsiveness, and two members of the FCC have within recent weeks strongly hinted their watchfulness on that score.

## Seek Cincy Educational TV Station

CINCINNATI, Sept. 20.—A non-profit organization to promote an educational TV station for Greater Cincinnati will be formed soon, it was decided Thursday (18) at a meeting of representatives of educational institutions in City Council Chamber under temporary chairmanship of Umberto Neely to consider ways and means of taking advantage of the allocation to Cincinnati of an ultra-high-frequency TV channel for educational purposes. The organization will be known as Greater Cincinnati TV Educational Foundation.

Heads of 10 to 16 educational institutions decided to meet soon to sign articles of incorporation which are to be drawn up by Edgar Holtz, assistant city solicitor.

Seven schools pledged financial support. They must raise \$15,000

increase of 54 per cent over the station's 1949 figure of 4.6 per cent.

WNEW also showed a gain of 16 per cent in its share of average daily unduplicated out-of-home audience, with a 21.6 per cent share last month as compared to 18.7 per cent in 1949. In addition WNEW Research Director Claire Himmel, who helped spearhead the first out-of-home measurement survey in 1949, points out that, four years ago, car radio listeners, whereas today they account for 62 of every 100.

The study reveals that more people are listening to the radio while at work and in stores and service establishments today, while fewer are listening to the radio in restaurants and bars.

### The Reasons

Ira Herbert, WNEW sales head, attributes the station's leadership in the out-of-home listening field to fact that the indie consistently aims special promotion at Manhattan's radio fans, via consumer ads, and special programming services—traffic reports, AAA tie-ups, etc.

Indie's at-home audience figures have kept pace with its out-of-home showing. Station was only one of the major New York stations to show an increase in average ratings from January thru August of this year over the same period in 1951, WNEW's average rating being second highest in area.

## Nomad N. Y. Listeners Up 33% Over 1949

NEW YORK, Sept. 20.—Out-of-home radio listening in New York has increased 33 per cent since 1949, with indie WNEW still the number one station in the field, according to a special Pulse survey of the nomad dialers last month.

Study shows that 32.1 per cent listened to the radio out-of-home on the average day, as compared to 24.1 per cent in August, 1949; with WNEW pulling 7.1 per cent of the out-of-home listeners on an average day last month, an

## 'Freedom' Sales Staff Expanded

NEW YORK, Sept. 20.—To handle the expanding sales activity on "Freedom USA," the transcribed show starring Tyrone Power, the Frederic W. Ziv Company this week added four new salesmen in the South and Midwest.

Sales of the radio show now total 315, according to Alvin Unger, Ziv's sales veepee. The biggest category of sponsors, he said, included banks, financial institutions and insurance companies. A new type of sponsor for the show is the Americanism Information Association of Columbus, Ga., which will sponsor the program on WRBL there. The latest multiple-market sale of "Freedom USA," Unger revealed, was Frederick & Nelsons, Western department store, which will sponsor the Tyrone Power show on three stations in the State of Washington.

The four new Ziv salesmen are Earl Brewer, Arthur Watson, George Williams and Jese Pe-year Jr.

## A Big Union Is Born: AFTRA Now Rules Both Radio and Television

NEW YORK, Aug. 20.—Television Authority goes out of existence tonight Saturday at 11:59 p.m., and 12 a.m. the newly merged American Federation of

Television and Radio Artists starts its supervision over the destiny of performers working in radio and television. The marriage was effectuated this week by the Associated Actors and Artists of America, the parent body of the performer unions, which unanimously consented to the wedding. The Screen Actors Guild and the Screen Extras Guild abstained from voting.

The new union will be governed temporarily by a joint board of its executives until new officers can be elected. Chairman of AFTRA is Know Manning and co-chairman Lawrence Tibbett. The board will vote this week on an executive secretary. George Heller was executive secretary of TVA, and Frank Reel held the same position with AFRA. In all likelihood Heller will become executive secretary of AFTRA with Reel his assistant.

AFTRA is scheduled to begin negotiations with the networks October 3 and TVA about a month later. Undoubtedly, there will be joint negotiations for con-

## HOUSE SUBCOMMITTEE HEARS SHOCKER TALE FROM WILSON

WASHINGTON, Sept. 20.—Something next in "shocker" testimony came this week at a witness in the House Communications Subcommittee hearing who testified that the radio announcements constitute "murder." The witness, Walton H. Wilson, of Indian Head, Md., self-described "metaphysical practitioner and lecturer," drew uplifted eyebrows from subcommittee members and stifled guffaws from the press tables when he told them that "millions of Americans are made physically ill by many of the spot announcements which networks and stations give as a public service."

"Metaphysical scientists, doctors and psychologists have come to agree that our physical condition depends to a great extent upon our thoughts," Wilson said, adding that there is no human influence which affects our thoughts as much as do radio and television. Wilson objected to announcements which say "One person out of every seven will die from heart disease." "Fear in large packages," said Wilson, "is delivered to every household almost every hour of the day."

## Rate Cut Approvals Reach 75% at NBC

NEW YORK, Sept. 20.—By the week-end, the National Broadcasting Company had acceptances from about three-fourths of its radio affiliates on its readjusted AM rate structure embodying additional discounts in the evening time slots. Despite the fact that the stations had been asked to send back the forms altering the current affiliation and contract by Monday (15), they have been coming in at a slower rate. The American Broadcasting Company, likewise, is awaiting response from affiliates on its radio

rate alteration, which goes along similar lines.

Execs of both webs, however, expressed confidence that the returns would okay the plans in sufficient number to put them into effect shortly. NBC, for example, said it had assurances from other affiliates which indicated the plan will be accepted by better than 90 per cent of its affiliates by the latter part of next week. As for ABC, president Bob Kintner himself plans to make the rounds of affiliate meetings which begin on a regional basis in the next week, along with other key execs such as Lee Jahncke and Charlie Ayres. This is deemed to reflect Kintner's confidence in overwhelming affiliate approval of the rate switch coming in prior to the meets.

Neither web will officially notify advertisers and agencies of the changed discount structures until 90 per cent or more affiliates approve the plans.

## 50 Houses Book Big Fightcast

NEW YORK, Sept. 20.—The addition yesterday (19) of the Academy of Music here to the houses carrying the theater television airing of the Joe Walcott-Rocky Marciano heavyweight title fight brings the total number of houses up to 50.

The fight, being held in Philadelphia on Tuesday (23), will be shown in nine houses in this city. Previously largest number of houses to carry a theater TV event was 38 in 21 cities, for the Ray Robinson - Joey Maxim fight. The current total of 50 is spread over 30 cities, coast to coast.

to supplement \$5,000 pledged by city council, this sum to be used for preliminary engineering work and for studies on establishment of a financial program to support the station.

University of Cincinnati pledged \$2,500; the library, \$1,000; board of education, \$2,500, while parochial schools, Hebrew Union College and the school systems of Norwood, O., and Bellevue, Ky., promised a proportionate share.

## NBC May Give Tallah 5 More Shots at Video

NEW YORK, Sept. 20.—An agreement was reached this week between Talullah Banthead and the National Broadcasting Company whereby the unpredictable one may get five more TV shows this season plus a regular show of her own next year. La Banthead and NBC have decided to base plans for future operations on their feeling about the outcome of her preem show, October 11, when Ethel Barrymore and Groucho Marx will be her guests.

Should the show be deemed a smash, NBC will set aside five more hourly shows for Miss Banthead this season, and will blueprint plans for a more regular appearance next year.

NEW YORK, Sept. 20.—Eddie Cantor has signed to return to the National Broadcasting Company this fall with his show-business type disk jockey show. Pact was set during NBC program chief Bud Barry's visit to the Coast.

However, Cantor will shift from his 9:30 Saturday slot to 9:30 Thursdays, beginning October 2.

## CHERTOK DEBUTS CARNEGIE SERIES

HOLLYWOOD, Sept. 20.—Jack Chertok will kick off his Dale Carnegie TV film series within the next eight weeks. Series is tagged "How to Get the Most Out of Life," and, according to producer Chertok, will prove a natural in winning sponsors and influencing viewers. Appeal of the series is based on the increased demand for more self-betterment material as reflected in best selling books and popular magazines.

Format of the series will range from simulated Carnegie classroom procedure to portraying typical problems and the Carnegie solution for solving them. Series will be shot at General Service Studios, which serves as base for the Chertok telepic operations.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCallough, Pres.

Represented by

**ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

NEWS CAPSULES

# WCBS-TV Racks Up Eight New Clients

Continued from page 4

sion Manufacturers' Association, on the basis of sales for the period ending July 31, 39.2 of Canada's TV sets are in the Toronto-Hamilton area. This means they number 45,971. The total number of sets in Canada is 116,616, at a total list value of \$55,217,826. The next largest proportion of sets in Canada is in Windsor with 32.9 per cent and 38,314 units. In Montreal, where the only other TV station is located, there are 6,297 units, or just 5.4 per cent of the total in Canada.

### HUMBLE GRID FOR AM. TV FILM...

SAN ANTONIO — The Humble Oil & Refining Company will begin its 18th season of football broadcasts today of the Southwest Conference. Both home and road games will be broadcast over various regional and special networks. In addition to the radio coverage each Saturday, games will be filmed and a half-hour highlight of the game will be presented on one of the six television stations in the State. A capsule round-up of all games will be presented each week as part of the Humble newsreel, "This Week in Texas," which is telecast for a half hour on Mondays.

### WCPO'S J. P. SMITH A POLIO VICTIM...

CINCINNATI — John Patrick Smith, assistant general manager of WCPO stations here, was taken to General Hospital last week, a polio victim. Smith became ill Friday (12). Early symptoms indicated a mild case but his condition was marked "critical" upon admittance to the hospital Saturday (13).

### R. K. WOOD NAMED TO WWSO EXEC POST...

SPRINGFIELD, O. — R. K. (Skin) Wood, a radio account executive for the past nine years, has been named vice-president and general manager of Radio Springfield, Inc., operator of Station WWSO here. Station, owned and operated by Bradley Kincaid for the past two years, also has studios in near-by Urbana, O. Kincaid, this city's folk singer and radio pioneer, will continue active in the business for at least six more months.

### WSPR TO GET "INDUSTRY" SHOW...

SPRINGFIELD, Mass. — Pamela Cole, who wrote, produced and emceed "Meet Your Local Industry" which ran thru the summer over WSTC, Stamford, Conn., is readying a similar program for WSPR, this city's American Broadcasting Company affiliate. Miss Cole, a junior at Smith College at nearby Northampton, was active in many WQXR high school forums when she lived in New York. The WSTC show attracted considerable attention via the interviews with officials of such companies as Pitney-Bowes, Yale Lock, Dagmar Chemical, Conde Nast, Schick Injector Razor, Atlas Powder, etc.

### PERLMETER TAKES OVER JOE SHORT'S DUTIES...

WASHINGTON. — Unexpected death of Joe Short, press secretary to President Truman, this week left vastly increased responsibilities for Irving Perlmeter, Short's highly competent assistant in charge of TV-radio, and Roger Tubby, another Short assistant.

Perlmeter was appointed by Short as one of his key assistants soon after Short succeeded the

late Charles Ross as President Truman's press secretary two years ago. TV and radio have been getting vastly increased emphasis since Perlmeter has been on the job. Prior to his White House appointment, Perlmeter headed public relations at Bureau of Internal Revenue.

### HAWAII GETS FIRST TERRITORIAL FM...

WASHINGTON. — Hawaii will be the first United States territory to have an FM broadcast station as result of a grant issued by Federal Communications Commission this week to Henry T. Lee in Honolulu.

FCC authorized a Class B FM station, six kilowatts power, on Channel 222.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR...

John F. Sloan, new sales manager of WOR-TV, N. Y., will also head up national sales for KHJ-TV in New York and Chicago. . . . Jud Woods, Kansas City, Mo., TV and ad man, has been brought to Denver to become TV co-ordinator for station KOA. He will assist in the preparation of material for the Federal Communication Commission hearings and set up a TV training program for the KOA staff. . . . Sports cast producer Bernie London, formerly with Columbia Broadcasting System and WXEL, Cleveland, has joined the Kudner agency's TV department as producer of "Television Game of the Week," the General Motors-National Collegiate Athletic Association series of 11 weekly college football games beginning on NBC-TV today. . . . Warren Abrams of CBS Television Spot Sales research department has been upped to manager of their Detroit office. . . . Siebrand Niewenhous Jr., formerly an account exec in the Pittsburgh office of Batten, Barton, Durstine & Osborn, has joined Sullivan, Stauffer, Colwell & Bayles in an executive capacity. . . . Roy H. Holmes has left his post as sales manager of WINS, the Crosley station in New York, to become national sales manager of WPAT, Patterson, N. J. He will work out of WPAT's New York office. . . . Herbert Stewart, having resigned as general manager of TV station WICU, Erie, Pa., has been appointed executive vice-president of the Orange Television Broadcasting Company, applicant in Tampa, Fla. . . . L. D. (Bill) Larimer has been appointed television account exec in Los Angeles for Edward Petry & Company. He's been with the Western division of the American Broadcasting Company for the past four years. . . .

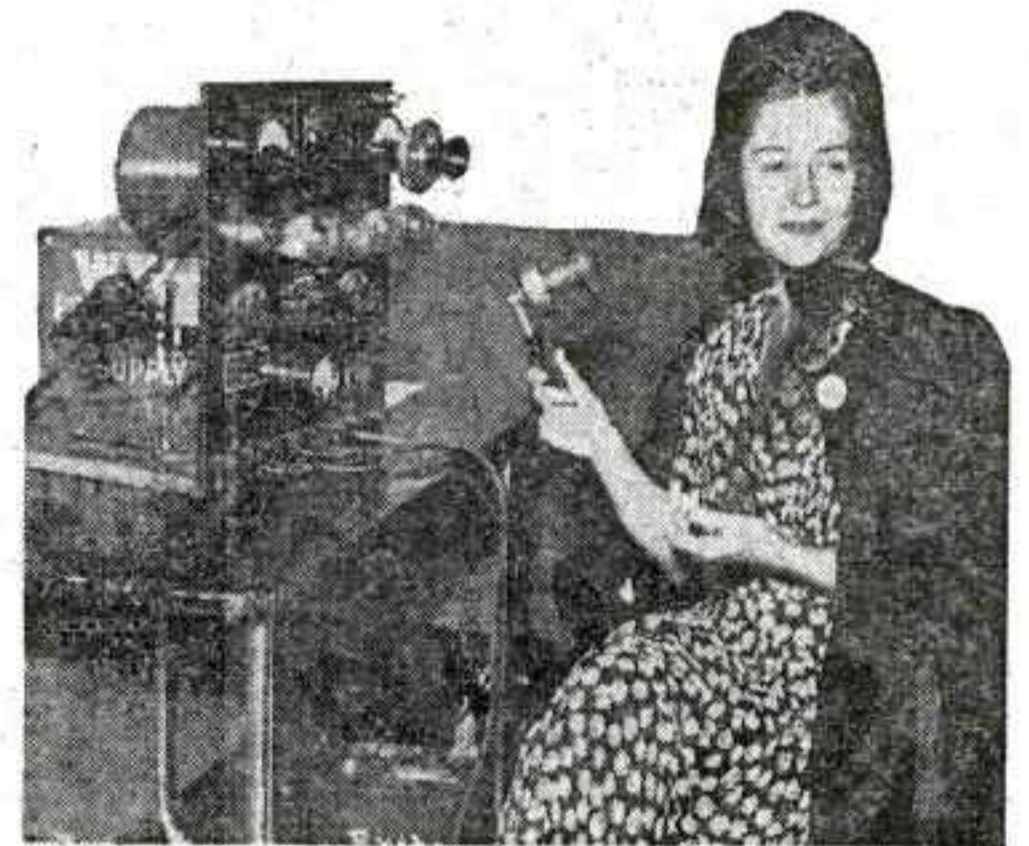
John F. Sloan, new WOR-TV sales manager, will also head national sales for KHJ-TV, Los Angeles, which has recently set up its Eastern sales office in WOR headquarters. . . . Ben Wickham, radio-TV editor of the Cleveland News, has joined WXEL, Cleveland television station, as a general executive. . . . Dr. Allen B. Du Mont starts a three-week tour of the West Coast and the Northwest next week to visit TV stations and set distributors. He will be accompanied by Dan Halpin, Du Mont Lab sales manager. . . . Arthur (Ed) Dahl, former account exec with Frederic Ziv Company, has joined the sales staff of KMBC-KFRM, Kansas City, Mo. . . . Red Grange started his own football show over WNJR, Newark, N. J., this week. . . .

Kelly Maddox, former program director for NBC in Chicago, has been named program manager of KGNC-TV, in Amarillo, Tex.

# Seniority Counts

WWJ, world's oldest radio station, celebrates its 32nd Anniversary

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.



Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.

(NATIONAL FIRSTS)

- FIRST radio station, August 20, 1920
- FIRST election returns, August 31, 1920
- FIRST radio dancing party, September 4, 1920
- FIRST fight results, September 6, 1920
- FIRST vocal concert, September 23, 1920
- FIRST World Series scores, October 5, 1920
- FIRST church chimes, December, 1921
- FIRST symphony concert, February 10, 1922
- FIRST radio orchestra, May 28, 1922
- FIRST radio wedding, June 18, 1922

(MICHIGAN FIRSTS)

- FIRST eyewitness football game, October 25, 1924 (Mich.-Wisconsin)
- FIRST eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)
- FIRST eyewitness boat races, August 2, 1924 (Gold Cup)
- FIRST Michigan FM station, May 9, 1941



THE WORLD'S FIRST RADIO STATION  
Owned and Operated by THE DETROIT NEWS

AM — 500 KILOCYCLES — 5000 WATTS  
FM — CHANNEL 26 — 37.1 MEGACYCLES

Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# McCarran Blasts Reds; Hearing Doors Closing

Continued from page 1

Actors' Equity Association, as well as independent producers and network and agency producers. The scope of the subcommittee is so broad that it is expected to consume all of the next session of Congress. McCarran, after examining testimony of several of the witnesses who appeared at hearings earlier this year, declared

that his subcommittee "found, strategically placed to take advantage of television's progress, persons who refused to say under oath whether or not they belonged to the Communist party, but who were described by other persons, under oath, as either Communists or very active pro-Communists."

# 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 PITTSBURGH

(485,000 TV Sets;\* Panel Size 200)

... According to Videodex Reports

WDTV.....Du Mont Television Network.....Du Mont, ABC, CBS, NBC  
Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains 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.

"BOSTON BLACKIE" and "Amos 'n' Andy" were tied for top audience in Pittsburgh in the beginning of August. "Blackie's" rating in August was substantially greater than what it had been in April, the last Pittsburgh chart carried here. "Amos 'n' Andy," on the other hand, has essentially the same rating it has had in Pittsburgh all year, and it has always ranked high there. About half the shows on the chart below are non-network, and about a quarter of them are syndicated films.

April, '52	Pos.	Rtg.	SIGN-ON TO SIGN-OFF	Day	Time	Stn.	vs. Rtg.
1	56.5	1	ROCKY KING, DETECTIVE.....	Du M.	9:00-9:30		47.4
2	56.0	2	PLAINCLOTHESMAN.....	Du M.	9:30-10:00		46.2
3	55.8	3	WHAT'S MY LINE.....	CBS	10:30-11:00		44.3
4	55.8	4	TOAST OF THE TOWN.....	CBS	8:00-9:00		41.0
5	55.8	5	DREW PEARSON.....	ABC	11:00-11:15		41.0
6	55.8	6	SPORTS SCHOLAR (Film).....	Non-Net	10:00-10:15		37.2
7	55.8	7	THIS WEEK IN SPORTS (Film).....	Non-Net	11:15-11:30		30.8
8	55.8	8	LITTLE THEATER (Film).....	Non-Net	10:15-10:30		24.4
9	55.8	9	YOU ASKED FOR IT.....	ABC	5:30-6:00		23.9
10	55.8	10	STAR PLAYHOUSE.....	Non-Net	11:30-1:00		23.9
11	55.8	11	MY LITTLE MARGIE (Film).....	CBS	7:00-7:30		20.5

MONDAY							
1	50.0	1	SUMMER THEATER.....	CBS	10:00-11:00		50.0
2	34.2	2	DOORWAY TO DANGER.....	Non-Net	9:30-10:00		38.5
3	34.2	3	CENTURY THEATER.....	Non-Net	11:15-12:30 A.M.		37.2
4	34.2	4	FORT PITT NEWS.....	Non-Net	11:00-11:15		35.9
5	34.2	5	TELESPORTS DIGEST (Film).....	Non-Net	9:00-9:30		29.5
6	34.2	6	VOICE OF FIRESTONE.....	NBC	8:30-9:00		26.9
7	34.2	7	MASQUERADE PARTY.....	Non-Net	8:00-8:30		21.8
8	34.2	8	WILD BILL HICKOK (Film).....	Non-Net	5:30-6:00		20.4
9	34.2	9	SEARCH FOR TOMORROW.....	CBS	12:30-12:45		18.3
10	34.2	10	VIDEO ADVENTURES.....	Non-Net	6:00-6:30		16.9

TUESDAY							
1	55.5	1	ORIGINAL AMATEUR HOUR.....	NBC	10:00-10:45		55.5
2	43.6	2	GUESS WHAT.....	Non-Net	9:00-9:30		43.6
3	42.3	3	FORT PITT NEWS.....	Non-Net	11:00-11:15		42.3
4	41.0	4	HOLLYWOOD THEATER.....	Non-Net	9:30-11:00		41.0
5	39.8	5	KEEP POSTED.....	Du M.	8:30-9:00		39.8
6	36.4	6	FEATURE THEATER.....	Non-Net	11:15-12:30 A.M.		36.4
7	34.6	7	PULSE OF THE CITY (Film).....	Non-Net	10:45-11:00		34.6
8	25.4	8	SEARCH FOR TOMORROW.....	CBS	12:30-12:45		25.4
9	24.4	9	PERRY COMO (Kine).....	CBS	8:15-8:30		24.4
10	21.1	10	LOVE OF LIFE.....	CBS	12:15-12:30		21.1
11	21.1	11	VIDEO ADVENTURES.....	Non-Net	6:00-6:30		21.1

WEDNESDAY							
1	57.7	1	AMOS 'N' ANDY (Film).....	CBS	9:30-10:00		57.7
2	52.1	2	PABST BLUE RIBBON BOUTS.....	CBS	10:00-10:45		52.1
3	45.6	3	GODFREY AND FRIENDS.....	CBS	8:30-9:00		45.6
4	42.3	4	GUEST TO GHOST.....	Non-Net	9:00-9:30		42.3
5	38.5	5	SPORTS SPOT.....	CBS	10:45-11:00		38.5
6	36.4	6	ANCHOR THEATER.....	Non-Net	11:15-12:30		36.4
7	29.5	7	PULSE OF THE CITY (Film).....	Non-Net	10:45-11:00		29.5
8	25.4	8	SEARCH FOR TOMORROW.....	CBS	12:30-12:45		25.4
9	24.4	9	THE UNEXPECTED (Film).....	Non-Net	8:00-8:30		24.4
10	23.9	10	LOVE OF LIFE.....	CBS	12:15-12:30		23.9

THURSDAY							
1	49.4	1	GRUEN PLAYHOUSE (Film).....	Non-Net	10:00-10:30		49.4
2	48.7	2	DANGEROUS ASSIGNMENT (Film).....	Non-Net	9:30-10:00		48.7
3	43.6	3	CURTAIN TIME.....	Non-Net	10:30-11:00		43.6
4	37.2	4	CHANCE OF A LIFETIME.....	ABC	8:30-9:00		37.2
5	34.6	5	PICK THE WINNER.....	CBS	9:00-9:30		34.6
6	34.0	6	BIG TOWN.....	CBS	8:00-8:30		34.0
7	33.3	7	FORT PITT NEWS.....	Non-Net	11:00-11:15		33.3
8	30.2	8	TALES OF TOMORROW (Kine).....	ABC	11:15-11:45		30.2
9	23.9	9	SEARCH FOR TOMORROW.....	CBS	12:30-12:45		23.9
10	21.2	10	ARTHUR GODFREY SHOW.....	CBS	11:45-12:15		21.2

FRIDAY							
1	48.3	1	ALL STAR FOOTBALL GAME.....		9:30-12:30 A.M.		48.3
2	43.6	2	LIFE BEGINS AT 80.....	Du M.	9:00-9:30		43.6
3	38.5	3	WE, THE PEOPLE.....	NBC	8:30-9:00		38.5
4	23.9	4	SEARCH FOR TOMORROW.....	CBS	12:30-12:45		23.9
5	23.1	5	ARTHUR MURRAY PARTY.....		8:00-8:30		23.1
6	21.1	6	LOVE OF LIFE.....	CBS	12:15-12:30		21.1
7	19.7	7	CISCO KID (Film).....	Non-Net	5:30-6:00		19.7
8	19.7	8	VIDEO ADVENTURES.....	Non-Net	6:00-6:30		19.7
9	16.9	9	NEWS.....	Non-Net	Noon-12:15		16.9
10	14.8	10	E Z CREDIT TIME.....	Non-Net	5:00-5:30		14.8

SATURDAY							
1	57.7	1	BOSTON BLACKIE (Film).....	Non-Net	10:00-10:30		57.7
2	47.4	2	ASSIGNMENT MANHUNT.....	Non-Net	10:30-11:00		47.4
3	44.3	3	PLAYHOUSE OF STARS (Film).....	CBS	9:30-10:00		44.3
4	42.3	4	ELECTRIC THEATER (Film).....	Non-Net	8:30-9:00		42.3
5	37.2	5	DOUBLE PLAY (Film).....	Non-Net	9:00-9:15		37.2
6	37.2	6	NEWS REVIEW.....	Non-Net	9:15-9:30		37.2
7	32.7	7	BURNS AND ALLEN (Kine).....	CBS	8:00-8:30		32.7
8	31.7	8	HOPALONG CASSIDY (Film).....	Non-Net	5:30-6:30		31.7
9	28.9	9	THE NAME'S THE SAME (Kine).....	ABC	4:00-4:30		28.9
10	28.2	10	THE ERWIN'S (Film).....	ABC	3:30-4:00		28.2
11	28.2	11	LONE RANGER (Film).....	ABC	7:00-7:30		28.2

\*NBC estimate for August, 1952.

## Share of Total Audience Radio vs. TV in ST. LOUIS

... According to Pulse Reports July-August, 1952

7 P.M. to Midnight			
TELEVISION	Radio	TOTAL	
% of Total Aud.	% of Total Aud.	AUD. SETS	In Use Radio & TV
SUNDAY.....60.5	39.5	35.4	
MONDAY.....53.6	46.4	37.4	
TUESDAY.....53.0	47.0	38.3	
WEDNESDAY.....55.7	44.3	40.0	
THURSDAY.....53.3	46.7	37.6	
FRIDAY.....54.0	46.0	40.0	
SATURDAY.....59.5	40.5	38.0	
6 A.M. to 6 P.M.			
MON-FRI.....21.7	78.3	26.3	
6 A.M. to Midnight			
ENTIRE WEEK.....37.8	62.2	29.6	

## Top 10 TV Shows Each Day in TOLEDO

... According to Videodex

## Top 5 Radio Shows Each Day in RICHMOND

... According to Pulse

## Share of Total Audience Radio Vs. TV in RICHMOND

... According to Pulse

## 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 or the full services of the research organizations featured on these pages.  
For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.  
For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.  
For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

## Chev Club Sponsors 10 WGN Games

CHICAGO, Sept. 20.—Chicago Metropolitan Dealers, Chevrolet Club, Inc., have signed with WGN to sponsor 10 collegiate football games, on a play-by-play basis, over that station starting September 27. Campbell-Ewald Company, Inc., Detroit, handled the sale.  
A "Football Warm-Up" quarter-hour show, which will precede the football games, will be sponsored by Shulton, Inc., for its Old Spice products. Series, also set to begin September 27, was set thru The Wesley Associates, New York.

## Top 5 Radio Shows Each Day of the Week in ST. LOUIS

(502,448 Radio Families\*)

... According to Pulse Reports

KMOX.....50,000 watts.....CBS	KXLW.....1,000 daylight.....Ind.
KSD.....5,000 watts.....NBC	KXOK.....5,000 watts.....ABC
KSTL.....1,000 daylight.....Ind.	WEW.....1,000 watts.....Ind.
KWK.....5,000 watts.....MBS	WIL.....5,000 watts.....Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-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 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

TOP rating of Arthur Godfrey's daytime show was only 9.7 over the summer months. This put the show that ordinarily has the top rating in St. Louis down to second place, tied with "Helen Trent" and the local noontime news on KMOX. "Our Gal Sunday" outrated all those with a 9.9. Among evening stanzas, the Groucho Marx summer show got the top rating, with the Friday night baseball broadcast on WIL a close second. The baseball games generally scored high on this chart, as they do in most cities over the summer. Columbia Broadcasting System, which has the most powerful station here, has the most network shows on this chart.

7 P.M. TO MIDNIGHT				Highest
Jan.-Feb., '52	Pos.	Rtg.		Gr. Hr. Rating
SUNDAY				
1	6.8	1	PHILLIP MORRIS PLAYHOUSE.....	CBS.....7:30-8:00.....KMOX.....6.8
2	6.3	2	FRANK FONTAINE.....	CBS.....7:00-7:30.....KMOX.....6.3
3	6.0	3	THEATER GUILD, MEET MILLIE.....	CBS.....8:00-8:30.....KMOX.....6.0
4	5.5	4	INNER SANCTUM.....	CBS.....8:30-9:00.....KMOX.....5.5
5	5.0	5	BEST PLAYS.....	NBC.....7:30-8:30.....KSD.....5.0

MONDAY				
1	6.0	1	BASEBALL, MISC.....	Non-Net.....8:30-11:00.....WIL.....6.0
2	6.0	2	GODFREY'S TALENT SCOUTS.....	CBS.....7:30-8:00.....KMOX.....6.0
3	6.0	3	VOICE OF FIRESTONE.....	NBC.....7:30-8:00.....KSD.....6.0
4	5.8	4	RAILROAD HOUR.....	NBC.....7:00-7:30.....KSD.....5.8
5	5.5	5	TELEPHONE HOUR.....	NBC.....8:00-8:30.....KSD.....5.5

TUESDAY				
1	6.8	1	MR. AND MRS. NORTH.....	CBS.....7:30-8:00.....KMOX.....6.8
2	6.3	2	PEOPLE ARE FUNNY.....	CBS.....7:00-7:30.....KMOX.....6.3
3	6.0	3	TRUTH OR CONSEQUENCES.....	NBC.....8:30-9:00.....KSD.....6.0
4	6.0	4	BASEBALL, MISC.....	Non-Net.....8:30-11:00.....WIL.....6.0
5	5.5	5	MEET YOUR MATCH.....	NBC.....8:00-8:30.....KSD.....5.5

WEDNESDAY				
1	7.3	1	BEST OF GROUCHO.....	NBC.....8:00-8:30.....KSD.....7.3
2	6.8	2	THE GREAT GILDERSLEEVE.....	NBC.....7:30-8:00.....KSD.....6.8
3	6.5	3	BASEBALL.....	Non-Net.....8:30-11:00.....WIL.....6.5
4	6.3	4	DR. CHRISTIAN.....	CBS.....7:30-8:00.....KMOX.....6.3
5	5.5	5	INSPECTOR HEARTHSTONE.....	CBS.....7:00-7:30.....KMOX.....5.5

THURSDAY				
1	6.8	1	DRAGNET.....	NBC.....8:00-8:30.....KSD.....6.8
2	6.0	2	COUNTERSPY.....	NBC.....8:30-9:00.....KSD.....6.0
3	5.8	3	FATHER-BEST, LIFE IN HANDS.....	NBC.....7:00-7:30.....KSD.....5.8
4	5.8	4	FBI IN PEACE AND WAR.....	CBS.....7:30-8:00.....KMOX.....5.8
5	5.8	5	MR. CHAMELEON.....	CBS.....8:00-8:30.....KMOX.....5.8

FRIDAY				
1	7.0	1	BASEBALL, MISC.....	Non-Net.....7:00-10:30.....WIL.....7.0
2	5.0	2	CHUCK NORMAN, MISC.....	Non-Net.....10:30-11:30.....WIL.....5.0
3	5.0	3	MUSICLAND, U.S.A.....	CBS.....7:00-8:00.....KMOX.....5.0
4	4.8	4	THE BIGTIME.....	CBS.....8:00-8:30.....KMOX.....4.8
5	4.8	5	THIS IS YOUR FBI.....	ABC.....7:30-8:00.....KXOK.....4.8

SATURDAY				
1	6.0	1	TARZAN.....	CBS.....7:30-8:00.....KMOX.....6.0
2	5.8	2	THE GENE AUTRY SHOW.....	CBS.....7:00-7:30.....KMOX.....5.8
3	5.5	3	GANG BUSTERS.....	CBS.....8:00-8:30.....KMOX.....5.5
4	5.5	4	CARAVAN, TIN PAN ALLEY.....	NBC.....9:00-9:30.....KSD.....5.5
5	4.5	5	GRAND OLE OPRY.....	NBC.....8:30-9:00



UNION AND TV FILMS—3

# Growing Pains Deter Artist From Top Work

By EMELINE C. ROCHE

Rec. Secy., United Artists, Local 829, 234 W. 56th Street, New York 19

You ask, what do the scenic artists and designers hope to achieve in the TV field? Or, conversely, what can TV do for them? The answer is many-sided since the United Scenic Artists, Local 829, Brotherhood of Painters, Decorators and Paperhangers of America, AFL, today contains in its membership several varied groups of artists. The following sketch may briefly suggest some answers:

By historical development the New York scenic artists were formed as an independent association in 1912, later becoming an affiliate union of the Painter's Brotherhood in the AFL, with jurisdiction on the Eastern seaboard and westward to the Central States. For 10 years it was solely composed of a brilliant group of scenic painters who contributed their great skill to the theater, here in New York and in the classic stock companies elsewhere, in terms of theater production methods of their time.

By the early 20's theater standards were changing, due to improving technical facilities and a differing approach to play production; thus, the scenic designer's function, which does not necessarily include the skill for scenic painting, came into being.

In 1922, the union had taken into membership its earliest designers, (in the modern sense) who extended the field from scene painting, per se, to the designing of physical theater productions as a whole. These early designer-members in conjunction with their scenic artist brothers covered the field of design and painting of settings, costume design and the quickly growing techniques of lighting which gave challenging three dimensional possibilities not present in the theater heretofore.

The continuing growth of the Union as today's production practices evolved gave opportunity for certain "specialists" in our membership who are primarily interested and skilled in individual facets of theater production such as costume design and lighting, both of which, at best, are superbly subtle contributions to the over-all theater picture. But our membership also includes, for various other reasons of evolution not gone

into here, mural artists and diorama and display artists who work in somewhat similar fields of visual production. Therefore, in the theater and allied fields a cycle of evolution and influence has been in progress for many years and, we believe, will be extended again in TV in the passage of time. The coming of TV with its inevitable reliance upon "scenery" found early employment of our members once the electronic experts got beyond the problems of transmitting the picture of an object from one room to the next. Interestingly enough, our scenic artists were the first of our members to be called in, some 12 years ago, to assist TV's own evolution; men ingenious and skillful at creating at the drop of a hat and on a meager two-fold screen a castle, a forest or a kitchen in behalf of the next experimental broadcast transmission.

And so, the electronic miracle of TV has already called upon most of the other skills of our membership; a scarce six years after its establishment on a commercial basis. But the growth has been rapid, consequently somewhat chaotic and some of our earlier clearly drawn functions of the theater

(Continued on page 11)

## JUNKETS

### CBS, NBC to Fly Press To Hollyw'd

NEW YORK, Sept. 20. — Between \$40,000 and \$75,000 are expected to be spent on two elaborate press junkets to Hollywood now being set up by the Columbia Broadcasting System and the National Broadcasting Company in conjunction with the opening of their new TV plants. CBS will transport close to 100 newspapermen to the Coast to be on hand for the opening of TV City early in November. The trip will take three days.

The NBC-TV press clambake will be held in co-operation with the General Electric small appliance division which is splitting the cost. Idea is to let a selected group of about 45 newspapermen view the making of the Joan Davis film show which GE is to sponsor this fall over NBC-TV. While there, they can also look over the new NBC video operation. This trip takes off October 9 and will be over by October 12. Young & Rubicam, the GE small appliance agency, is handling the details.

## QUICK TAKES

### New York

Sterling Television has taken over distribution of "Going Places With Gadabout Gaddis," outdoor adventure series. The 20 15-minute shows were produced by Beacon Television Features. They have been sold in four markets so far. . . . Ivan Patcevitch, president of Telenevs Productions. . . The first of the "Foreign Intrigue" programs to be filmed in Paris have been received by J. Walter Thompson Company from producer Sheldon Reynolds and will go on the air the beginning of next month. In an effort to get new faces and atmosphere into the adventure series, Reynolds has been working out of the Post Parisienne Studios in Paris for the past two months, the only exclusively TV-film producer in Paris.

### Hollywood

Harold Young of Ely Landau, Inc., planes back to New York Monday (22) to arrange filming there of another 13 weeks of "The Bill Corum Sports Show" and "The Passerby," a 15-minute soap opera. Young is due back here October 6 to begin production of two new Landau series, "C.I.D." and "The Outer World." . . . John Jay Franklin has given the first 13 of his "Hawaiian Paradise" shows to William F. Brody Productions for distribution. Franklin will begin filming the second 13 in the series October 15. The half-hour films are shot on location in color.

### NBC Prepares R. Frost Film

NEW YORK, Sept. 20.—Following the extravagant praise for its recent 30-minute film visit with Bertrand Russell, the British philosopher, the National Broadcasting Company this week was in the midst of preparing a similar film of the noted American poet, Robert Frost. Shooting has just been completed at Frost's Ripton, Vt., home, and the film is about to enter the editing stage.

The film interview was conducted by Bele Karnitzer, author of "American Fathers and Sons." Producer again is Richard de Rochemont. No date for airing has been scheduled as yet.

### Pepsi Buys NBC Dramas

NEW YORK, Sept. 20.—Pepsi-Cola this week firmed up its negotiations with the National Broadcasting Company by signing to bankroll two 15-minute film dramas weekly. Shows go into the 7:15-7:30 p.m. time on Tuesday and Thursday, starting September 30. Titled "Short-Short Drama," the films were produced by Bernard Prockter.

Each yarn is complete, and is geared to end with an unusual twist. Business was placed thru the Biow agency.

## First Half Of Coogan's Pic Finished

HOLLYWOOD, Sept. 20.—First 13 episodes in the "Cowboy G-Men" half-hour TV film series co-starring Russell Hayden and Jackie Coogan were completed this week by the Telemount-Mutuel Productions. Plans are now being mapped for an additional brace of 13 to round out the series' 26 telepix. United Artists is handling sales-distribution on the "Cowboy" show. Series was produced by Henry J. Donovan and filmed in 16mm. commercial Kodachrome.

Mutuel Productions, which recently acquired telepix rights to more than 200 Jack London stories, will start shooting its third half-hour episode in a projected series of 26. Third in this series will be London's "House of Pride," co-starring Robert Hutton and Coleen Gray. Initial two pix featured such names as Lon Chaney Jr., Robert Lowery and Don Dafore, among others. Herbert Kline serves as director for the London telepix. As in the case of the first two, the third will be filmed in Mexico City. These are filmed on 35mm. black and white stock. According to Mutuel, a six-day shooting schedule is used as opposed to the usual two to three-day basis followed in TV film production in the U. S. According to a Mutuel spokesman, production budgets on the London shows range from \$22,000 to \$25,000 per half-hour film.

No affiliation has been concluded to sell or distribute the London series

## ROBIN HOOD VIDEO

### Unique Finance Plan Backs Pilot Reel Seg

HOLLYWOOD, Sept. 20.—Pilot reel for the "Robin Hood" TV film series was completed this week, highlighting a unique financing and sales set-up for the production company. Firm is headed by Desmond Slattery, who in addition to playing the leading role in the series, raised money for the pilot by personally launching a State-wide stock sale. Slattery formed a California corporation two years ago and traveled thruout the State selling stock. Approximately \$22,500 was raised to finance the pilot thru stock sale to around 200 shareholders. Company stockholders include Slattery, company Veepee Alan Hale Jr., who originally was intended to portray "Little John" in the series, and Secretary-Treasurer J. Byron Foster, who plays "Friar Tuck." Slattery estimated that 50 per cent of cast and crew hold stock in the Robin Hood Company.

With lensing completed, Slattery expects editing and dubbing to be wound up and a finished print available by the time he reaches New York within a few weeks. In addition to raising coin for the series, serving as its producer and playing the leading role, he also expects to serve as its salesman and promotion director. Four-minute trailer taken from the 27-minute pilot will be used by Slattery for promotional purposes.

Plan is for Slattery to take the trailer with him on a swing around the TV markets. He intends to appear on the station in various markets as guest of a local show, at which time he will

show his trailer. He will then call for letters expressing comment on the projected series. Idea is to play up need for clean adventure sans gore. He thinks reaction will be so expressive that he will be armed with convincing correspondence to sway agencies when he reaches Gotham. Pilot was shot on 16mm. commercial Kodachrome.

## Packard Cases TV Webs for 'Rebound' Film

NEW YORK, Sept. 20.—Packard this week was talking with the TV networks about the possibility of programing the "Rebound" aired on a spot basis last season. The sponsor still is undecided whether to resume on the same basis or go network, and whether to air the show weekly or on alternate weeks.

At the conclusion of last season, Packard had some half-dozen "Rebound" films left. Reports are that enough additional films have been bought from Bing Crosby Enterprises to fill out a series of 13. Maxon is the agency.

## THEATRICALS ON RISE

### Outlets Use More Pix In Plain Presentation

Theatrical films are playing an ever increasing role in TV station programing. The Billboard's survey of video stations reveals. For every station that has cut down the number of movie shows scheduled, four are carrying more feature films today than they were a year ago. Another handful have made no change in the number of movies used per week.

Stations most prefer to get their theatrical films from the distributor in full length form, as originally produced. There is, however, widespread acceptance of the idea of getting them in hour-long versions. Few stations saw any necessity of getting theatrical films in any other length.

The most effective vehicle for the presentation of movie programs was found to be simply the use of an emcee to introduce the picture and give an outline of its story. Many stations also like to use a man-and-gal team to host the show, but very few use a gal alone. More often than not the movie show is opened with a special film clip or slide giving the program name, accompanied by signature music or fanfare.

In general, the survey indi-

cated, the presentation of movies tends to be quite gimmickless. The station people seem to feel that the film itself is the attraction and needs little dressing up.

Spot announcements have proven to be the best method of promoting feature films, the stations indicated. A second choice, but only about half as popular with the stations, is newspaper advertising. There was also some interest in the use of ads in local TV program guides, but other means of promoting the movie shows were negligible.

This of course goes along with the ever increasing emphasis on on-the-air promotion in general. This is especially apt for theatrical films since trailers can so naturally be integrated into the plugs.

## PIX SPREE

### Four Chicago TV Stations Schedule 83

CHICAGO, Sept. 20.—Chicago's four TV stations have gone on an unprecedented feature film binge. There are 83 features scheduled during the coming week. That is 67 more movies than are being shown in Loop theaters.

The surge in features was sparked by WENR-TV, which has gone all-out for films, scheduling them on Sunday morning, Saturday afternoons, week-day afternoons, before and after midnight, and winding up with a Saturday night triple feature, which is sold out. The American Broadcasting Company outlet here has chalked up 25 weekly feature film sales in the past few weeks.

Viewers have been sending in plenty of squawks to stations and newspapers about the length of commercials in movies, and about the high-pressure pitches. However, there has been little complaint about the age and quality of the pictures, and their ability of selling merchandise seems greater than ever.


## CBS-TV Wraps Up Alan Young

NEW YORK, Sept. 20.—The Columbia Broadcasting System this week signed Alan Young to a new contract. CBS-TV will make a pilot film of a half-hour situation-comedy to star the comic for presentation to agencies later in the year. Frank Cooper is his agent.

## TV FILM PURCHASES

The Coca-Cola Bottling Company of Buffalo has bought "The All American Game of the Week" from Consolidated Television Sales for showing over WBEN-TV, Buffalo, for 13 weeks. . . . CBFT, Montreal, has bought "Sports Parade" and "John Kieran's Kaleidoscope" from United Artists Television. UA-TV previously sold their "Telesports Digest" to CBLT, Toronto. . . . WCBS-TV, New York, has bought 20 theatrical films produced by Robert Lippert between 1948 and 1950. The pictures, which will be shown on the station's "Late Show" and "Early Show" beginning early next month, were obtained from Tele-Pictures, Inc. . . . CBS Television Film Sales this week announced the sale of "The Files of Jeffrey Jones" to WJBK-TV, Detroit, where it will be sponsored by the Floyd Rice Ford Dealers, and to The Serutan Company for showing on WBTV, Charlotte, N. C. Both contracts are for 39 weeks. "Jones" has been sold in 15 markets so far. The CBS film division also recently sold "The Gene Autry Show" to WCCO-TV, Minneapolis, and "The Range Rider" to the Purity Baking Company, Chicago, for showing on KRLD-TV, Dallas.

The FIRST name in outstanding television production



ZIV TELEVISION PROGRAMS, INC.  
1529 Madison Road  
Cincinnati 6, Ohio  
New York Hollywood

Read about ZIV PROGRAMS in "Market Place" on Page 11

# THE BILLBOARD TV-Film Buying Guide

## ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently placed or available for placement on individual television stations. Only films in the program categories indicated on the chart are covered in this issue. Film series in other categories will be covered in the next three issues. When a show is appearing in a city for which the American Research Bureau issues individual reports, the show's ARB rating is given along with the ARB rating of the previous show and the shows on opposition stations at the same time. An asterisk after the name of a city indicates that for one reason or another the program was not telecast in that city during the last ARB reporting period. Two asterisks indicate that American Research Bureau does not currently report on those cities individually.

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>MYSTERY</b>			
<b>Big Town</b> . . . . .	30	26	
Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Brownsville, Dallas-Fort Worth, Greensboro, Houston, Huntington, Miami, Norfolk, Providence, Phoenix, San Diego, Seattle.** ALSO CURRENTLY SHOWING VIA CBS-TV NETWORK.			
<b>Boston</b>			
<b>Blackie</b> . . . . .	30	78	
Dist. Ziv Television Productions			
<b>BALTIMORE</b> (3 stations)			
WBAL, 10:30-11, Sun.			
Aug. ARB Rating . . . . .		22.4	
ARB Rating of			
Prec. Show: Summer Theater . . . . .		20.4	
Opposition Shows: 10:30-11:			
WMAR—The Big Question, Spotlight Revue . . . . .		4	
WAAW—What's My Line . . . . .		8.8	
<b>CHICAGO</b> (4 stations)			
WBKB, 9:30-10, Thurs.			
Aug. ARB Rating . . . . .		32.1	
ARB Rating of			
Prec. Show: Racket Squad . . . . .		35.8	
Opposition Shows: 9:30-10:			
WBQ—Ask Me Another . . . . .		6.7	
WENR—Dr. Fixum . . . . .		4.6	
WGN—I've Got a Secret . . . . .		7.5	
<b>CINCINNATI</b> (3 stations)			
WLWT, 7:30-8, Thurs.			
Aug. ARB Rating . . . . .		13.8	
ARB Rating of			
Prec. Show: Best of Groucho . . . . .		20.9	
Opposition Shows: 7:30-8:			
WCPO—Chance of a Lifetime . . . . .		10.0	
WKRC—Amos 'n' Andy . . . . .		16.9	
<b>COLUMBUS</b> (3 stations)			
WBNS, 9-9:30, Fri.			
Aug. ARB Rating . . . . .		25.0	
ARB Rating of			
Prec. Show: Police Story . . . . .		23.5	
Opposition Shows: 9-9:30:			
WLWC—Greatest Fights, Sports . . . . .		3.7	
WTVN—Cavalcade of Stars . . . . .		12.7	
<b>DAYTON</b> (2 stations)			
WHIO, 8-8:30, Tues.			
Aug. ARB Rating . . . . .		13.4	
ARB Rating of			
Prec. Show: Keep Posted . . . . .		5.2	
Opposition Shows: 8-8:30:			
WLWD—Boss Lady . . . . .		13.4	
<b>DETROIT</b> (3 stations)			
WJBK, 9:30-10 Thurs.			
Aug. ARB Rating . . . . .		40.4	
ARB Rating of			
Prec. Show: Racket Squad . . . . .		33.8	
Opposition Shows: 9:30-10:			
WJ—Ask Me Another . . . . .		3.6	
WXYZ—Dr. Fixum, Your Own Home . . . . .		4	
<b>LOS ANGELES</b> (7 stations)			
KNBH, 9-9:30, Sun.			
Aug. ARB Rating . . . . .		13.1	
ARB Rating of			
Prec. Show: Big Payoff . . . . .		15.1	
Opposition Shows: 9-10:			
KNXT—Toast of the Town . . . . .		11.6	
KTLA—Bandstand Revue . . . . .		15.6	
KECA—Movie Time . . . . .		2.6	
KHJ—Off the Air . . . . .			
KTTV—Chevrolet Feature, Korla Pandit . . . . .		5.1	
KLAC—Horace Heidt . . . . .		7.9	
<b>PHILADELPHIA</b> (3 stations)			
WCAU, 10:30-11, Tues.			
Aug. ARB Rating . . . . .		20.6	
ARB Rating of			
Prec. Show: Danger . . . . .		28.0	
Opposition Shows: 10:30-11:			
WPTZ—Original Amateur Hour, Tuesday Night Playhouse . . . . .		14.9	
WFIL—PAL Fights . . . . .		1.3	
<b>WASHINGTON</b> (4 stations)			
WNBW, 10:30-11, Mon.			
Aug. ARB Rating . . . . .		11.1	
ARB Rating of			
Prec. Show: Robert Montgomery . . . . .		19.1	
Opposition Shows: 10:30-11:			
WTTG—Boxing, Ringside Interviews . . . . .		16.7	
WTOP—Summer Theater . . . . .		12.6	
WMAL—WMAL-TV Playhouse . . . . .		5.0	
ALSO CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Grand Rapids, Charlotte, Dallas-Fort Worth, Houston, Huntington, Indianapolis, Jacksonville, Kalamazoo, Lansing, Memphis, Miami, Minneapolis-St. Paul, New Haven, New Orleans, Oklahoma			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>Cases of</b>			
<b>Eddie Drake</b> . . . . .	30	13	
Dist.: CBS Television Film Sales CURRENTLY SHOWING IN: Nashville.**			
<b>Craig Kennedy, Criminologist</b> . . . . .	30	26	
Dist.: Louis Weiss and Company CURRENTLY SHOWING IN: None.			
<b>Films of</b>			
<b>Jeffery Jones</b> . . . . .	30	39	
Dist.: CBS Television Film Sales			
<b>CHICAGO</b> (4 stations)			
WBKB, 9:30-10, Sat.			
Aug. ARB Rating . . . . .		9.6	
ARB Rating of			
Prec. Show: Roller Derby . . . . .		7.9	
Opposition Shows: 9:30-10:			
WNBQ—Assignment Manhunt . . . . .		8.8	
WENR—Tri-State Theater . . . . .		5.0	
WGN—Wrestling . . . . .		12.1	
<b>DETROIT</b> (3 stations)			
LOS ANGELES (7 stations)			
KNXT 9:30-10, Mon.			
Aug. ARB Rating . . . . .		9.5	
ARB Rating of			
Prec. Show: My Little Margie . . . . .		16.8	
Opposition Shows: 9:30-10:			
KNBH—Wrestling . . . . .		1.4	
KTLA—Thrill Feature . . . . .		6.0	
KECA—Film . . . . .		9.5	
KHJ—Baseball . . . . .		10.9	
KTTV—Wrestling . . . . .		17.0	
KLAC—Million Dollar Movie . . . . .		5.9	
<b>SAN FRANCISCO</b> (3 stations)			
ALSO CURRENTLY SHOWING IN: Charlotte, Louisville, Nashville, Pittsburgh, Rochester, Syracuse, Utica.**			
<b>Front Page</b>			
<b>Detective</b> . . . . .	26½	39	
Dist.: Consolidated Television Sales Baltimore (3 stations)			

### Next Week:

ARB ratings and current distribution of TV films in the following program categories:

- WESTERN
- DOCUMENTARY
- QUIZ
- RELIGIOUS
- MISCELLANEOUS

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
Opposition Show: 11-11:30:			
WNAC—Wrestling, Sports Spot . . . . .	15.6		
<b>COLUMBUS</b> (3 stations)			
WLWC, 10:15-10:45, Wed.			
Aug. ARB Rating . . . . .		11.0	
ARB Rating of			
Prec. Show: 3 City Final . . . . .		10.8	
Opposition Shows: 10:15-10:45:			
WTVN—Golden Theater . . . . .		10.6	
WBNS—Spotlight Revue, Teleports Digest . . . . .		1.7	
<b>DAYTON</b> (2 stations)			
WLW-D, 10:15-10:45, Wed.			
Aug. ARB Rating . . . . .		14.6	
ARB Rating of			
Prec. Show: 3 City Final . . . . .		16.9	
Opposition Shows: 10:15-10:45:			
WHIO—Film, Frozen Freshness . . . . .		1.1	
<b>DETROIT</b> (3 stations)			
WXYZ, 9-9:30, Tues.			
Aug. ARB Rating . . . . .		18.7	
ARB Rating of			
Prec. Show: At Arthur Murray's . . . . .		6.2	
Opposition Shows: 9-9:30:			
WJBK—Election Party, Film . . . . .		4.2	
WWJ—Original Amateur Hour . . . . .		20.0	
<b>LOS ANGELES</b> (7 stations)			
<b>NEW YORK</b> (7 stations)			
WJZ, 8-8:30, Thurs.			
Aug. ARB Rating . . . . .		5.8	
ARB Rating of			
Prec. Show: Lone Ranger . . . . .		11.3	
Opposition Shows: 8-8:30:			
WCBS—Al Pearce Show . . . . .		4.2	
WNBT—Best of Groucho . . . . .		23.8	
WABD—Operation Information . . . . .		1.3	
WOR—Broadway TV Theater . . . . .		2.9	
WPXI—Day With the Giants, Baseball . . . . .		3.1	
WATV—Car Fair . . . . .		4	
<b>SAN FRANCISCO</b> (3 stations)			
KPIX 10-10:30, Sat.			
Aug. ARB Rating . . . . .		7.1	
ARB Rating of			
Prec. Show: East Side Kids . . . . .		10.4	
Opposition Shows: 10-10:30:			
KRON—Home Theater . . . . .		20.2	
KGO—Weekly Preview . . . . .		5.0	
ALSO CURRENTLY SHOWING IN: Bloomington, Charlotte, Dallas-Fort Worth, Indianapolis, Kansas City, Lansing, Milwaukee, Minneapolis, Nashville, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego.**			

## TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.

### THEATRICAL

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>AGAINST THE WIND</b>	Adventure	16mm.	Feature
Unity Television Corp., 1501 Broadway, New York			
<b>BLACK ABBOT</b>	Drama	16mm.	Feature
M & A Alexander, 6040 Sunset Blvd., Los Angeles			
<b>CHINESE BUNGALOW</b>	Drama	16mm.	Feature
Du Mont Network, Film Dept., 515 Madison Ave., New York			
<b>CRIME, INC.</b>	Adventure	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>CROOKED WAY</b>	Adventure	16mm.	Feature
Television Exploitations, 1450 Broadway, New York			
<b>DIVORCE</b>	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>THE EAGLE</b>	Adventure	16mm.	Feature
Hygo Television, 60 W. 46th St., New York			
<b>ETERNALLY YOURS</b>	Comedy	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>GALLANT POOL</b>	Western	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>HALFWAY HOUSE</b>	Drama	16mm.	Feature
Du Mont Network, Film Dept., 515 Madison Ave., New York			
<b>MAD INTRUDER</b>	Drama	16mm.	Feature
Quality Films, Inc., 1040 N. Los Palmas, Los Angeles			
<b>MAN IN THE IRON MASK</b>	Drama	16mm.	Feature
Peerless Productions, Inc., 729 7th Ave., New York			
<b>MEET JOHN DOE</b>	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>MOON AND SIXPENCE</b>	Drama	16mm.	Feature
Standard Television Productions, Inc., 307 S. Hill St., Los Angeles			
<b>OPEN CITY</b>	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>PAROLE, INC.</b>	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>SCARLET LETTER</b>	Drama	16mm.	Feature
Du Mont Network Film Dept., 515 Madison Ave., New York			
<b>SMALL TOWN BOY</b>	Comedy	16mm.	Feature
Ohio Video, 20 E. 42d St., New York			
<b>SUNBONNET SUE</b>	Musical	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>VIOLENCE</b>	Mystery	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
<b>WOMAN WHO CAME BACK</b>	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			

### OTHER

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>A STITCH IN TIME</b>	Educational	16mm.	Feature
The Venard Organization, Peoria, Ill.			
<b>4-H HEADLINES</b>	Documentary	16mm.	Feature
The Venard Organization, Peoria, Ill.			
<b>GHOST TOWN OF THE DAKOTAS</b>	Documentary	16mm.	Series
Simmel-Meservey, 321 S. Beverly Drive, Beverly Hills, Calif.			
<b>GOVERNMENT IS YOUR BUSINESS</b>	Educational	16mm.	Feature
The Christophers, 18 E. 48th St., New York			
<b>HOLIDAY IN BERMUDA</b>	Travel	16mm.	Feature
William P. Wolfe Organization, 500 5th Ave., New York			
<b>MOZART METROPOLITAN QUARTET</b>	Musical	16mm.	Feature
Official Television, 25 W. 45th St., New York			
<b>PROSPECTING FOR PETROLEUM</b>	Educational	16mm.	Feature
Shell Oil Co., 624 S. Michigan Ave., Chicago			
<b>STRANGE INTERVIEW</b>	Educational	16mm.	Feature
General Motors, 3044 W. Grand Blvd., Detroit			
<b>TELEPHONE AND THE FARMER</b>	Documentary	16mm.	Feature
U. S. Dept. of Agriculture, Oklahoma A & M College, Stillwater, Okla.			
<b>THAT INSPIRING TASK</b>	Educational	16mm.	Feature
The Venard Organization, Peoria, Ill.			
<b>THE TRAIN</b>	Musical	16mm.	Feature
Films of the Nations, 62 W. 45th St., New York			
<b>WINGS TO IRELAND</b>	Documentary	16mm.	Feature
Pan American Airlines, 300 N. Michigan Ave., Chicago			

**WARNING • WARNING • WARNING**  
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

WLWC—Greatest Fights, Sports . . . . .	3.7		
WTVN—Cavalcade of Stars . . . . .	12.7		
<b>DAYTON</b> (2 stations)			
WHIO, 8-8:30, Tues.			
Aug. ARB Rating . . . . .	13.4		
ARB Rating of			
Prec. Show: Keep Posted . . . . .	5.2		
Opposition Shows: 8-8:30:			
WLWD—Boss Lady . . . . .	13.4		
<b>DETROIT</b> (3 stations)			
WJBK, 9:30-10 Thurs.			
Aug. ARB Rating . . . . .	40.4		
ARB Rating of			
Prec. Show: Racket Squad . . . . .	33.8		
Opposition Shows: 9:30-10:			
WJ—Ask Me Another . . . . .	3.6		
WXYZ—Dr. Fixum, Your Own Home . . . . .	4		
<b>LOS ANGELES</b> (7 stations)			
KNBH, 9-9:30, Sun.			
Aug. ARB Rating . . . . .	13.1		
ARB Rating of			
Prec. Show: Big Payoff . . . . .	15.1		
Opposition Shows: 9-10:			
KNXT—Toast of the Town . . . . .	11.6		
KTLA—Bandstand Revue . . . . .	15.6		
KECA—Movie Time . . . . .	2.6		
KHJ—Off the Air . . . . .			
KTTV—Chevrolet Feature, Korla Pandit . . . . .	5.1		
KLAC—Horace Heidt . . . . .	7.9		
<b>PHILADELPHIA</b> (3 stations)			
WCAU, 10:30-11, Tues.			
Aug. ARB Rating . . . . .	20.6		
ARB Rating of			
Prec. Show: Danger . . . . .	28.0		
Opposition Shows: 10:30-11:			
WPTZ—Original Amateur Hour, Tuesday Night Playhouse . . . . .	14.9		
WFIL—PAL Fights . . . . .	1.3		
<b>WASHINGTON</b> (4 stations)			
WNBW, 10:30-11, Mon.			
Aug. ARB Rating . . . . .	11.1		
ARB Rating of			
Prec. Show:			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>MUSICAL</b>			
<b>Ballets</b>			
<b>De France</b> . . . 15 . . . 26 . . .			
Dist.: The March of Time CURRENTLY SHOWING IN: None.			
<b>Concert Hall</b> 15-30 . . . 62 . . .			
Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: Richmond.**			
<b>Enchanted Music</b> . . . 30 . . . 13 . . .			
Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: None.			
<b>Holiday in Paris</b> . . . 30 . . . 13 . . .			
Dist.: CBS Television Film Sales LOS ANGELES (7 stations) KNXT, 7:30-8, Tues. Aug. ARB Rating . . . . . 1.7 ARB Rating of Prec. Shows: Danger . . . . . 6.1 Opposition Shows, 7:30-8: KNBH—Film, Camel News Caravan . . . 1.5 KTLA—Movie Theater . . . . . 8.1 KEDA—Beulah . . . . . 11.6 KHJ—Harlem Jubilee . . . . . 3.3 KTTV—Tito Guizar . . . . . 5.6 KLAC—Film Playhouse . . . . . 3.9 ALSO CURRENTLY SHOWING IN: Davenport,			
<b>Music of the Masters</b> . . . 30 . . . 13 . . .			
Dist.: Screen Gems, Inc. CURRENTLY SHOWING IN: None.			
<b>Musical Sketchbook</b> . . . 60 . . . 9 . . .			
Dist.: Major TV Productions CURRENTLY SHOWING IN: None.			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>Old American</b>			
<b>Barn Dance</b> . . . 30 . . . 26 . . .			
Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Atlanta, Binghamton, Charlotte, Birmingham, Bloomington, Greensboro, Huntington, Indianapolis, Jacksonville, Memphis, Minneapolis-St. Paul, Nashville, Oklahoma City, St. Louis, San Antonio, Syracuse, Toledo, Tulsa.**			
<b>Telescriptions Library</b>			
<b>No. 1 &amp; 2</b> . . . 2 . . . 800 . . .			
Dist.: Snader Telescriptions CURRENTLY SHOWING IN: Baltimore, Chicago, Cincinnati, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington. ALSO CURRENTLY SHOWING IN: Atlanta, Charlotte, Davenport, Houston, Kansas City, Lancaster, Memphis, Minneapolis-St. Paul, New Orleans, Norfolk, Pittsburgh, San Antonio, San Diego, Schenectady, St. Louis.**			
<b>TV Disk</b>			
<b>Jockey Toons</b> . . . 3 . . . 60 . . .			
Dist.: Screen Gems, Inc. CURRENTLY SHOWING IN: Boston, Chicago, Columbus, Dayton, Detroit, New York, Philadelphia, Toledo, Washington. ALSO CURRENTLY SHOWING IN: Atlanta, Charlotte, Nashville, Toledo.**			
<b>The Vienna Philharmonic Orchestra</b> . . . 15-30 . . . 13 . . .			
Dist.: CBS Television Film Sales CURRENTLY SHOWING IN: New Orleans**			
<b>The World's Immortal Operas</b> . . . 30 . . . 7 . . .			
Dist.: CBS Television Film Sales CLEVELAND (3 stations)			

# TV Freeze Total at 60; FCC Puts Okay on Seven

WASHINGTON, Sept. 20.—Total of post-freeze TV grants rose to 60 this week as the Federal Communications Commission issued seven more construction permits for commercial TV stations and one more educational TV CP. All of the new commercial CP's are for UHF stations, while the new educational TV grant goes to the board of regents in New York State for the sixth in a network of regents educational TV stations, bringing the total number of educational TV station grants in the nation to nine.

The new commercial CP's were issued as follows: Mountain States Television Corporation, Denver, Channel 20; Capital Broadcasting Company, Montgomery, Ala., Channel 20; Little Rock Telecas-

ters, Little Rock, Channel 17; McClatchy Broadcasting Company, Fresno, Calif., Channel 24; Radio Columbia, Columbia, S. C., Channel 25; Palmetto Radio Corporation, Columbia, S. C., Channel 67, and Radio Roanoke, Inc., Roanoke, Va., Channel 27.

The grant for a sixth station on the New York State Board of Regents educational TV web went to Syracuse, operating on UHF Channel 43. Other grants to the regents board in that State have gone to Albany, Buffalo, Rochester, New York City and Binghamton. Commissioners Webster and Sterling dissented from the latest regents grant as they did from earlier ones on the ground that sufficient financial showing hasn't been made. Commissioner Sterling

in his dissent warned against establishing a "dual standard" under which commercial applicants must be amply supported by funds while educational TV-ers need simply make a "showing" that funds for construction of non-commercial educational stations are being justified in a municipal or State budget." Sterling said that if the dual standard is to be used, Congress should be asked to make it legal, and he wryly added in connection with educational TV financial promises, "As everyone knows who has had experience in budgeting, there is many a slip 'twixt the cup and the lip."

**AD MEN** of every kind ENDORSE  
**THE BILLBOARD**  
as a top selling force

## THE MARKET PLACE for TELEVISION FILM INDUSTRY

The National Weekly Exchange for Films Suitable for TV Programming

**CLASSIFIED ADVERTISING**

### Adventure

**This is the Story—TV and AM combination offer, priced right.** Morton Prod., 360 N. Michigan Ave., Chicago.

13 half-hour shows, "Renfrew of the Royal Mounted," James Newill as Sergeant Renfrew. Write M and A Alexander, 6040 Sunset Blvd., Hollywood, Calif.

### Adventure-Mystery

TV's greatest combination super-sleuth super-salesman

### "BOSTON BLACKIE"

starring  
Kent Taylor Lois Collier Frank Orth as "Blackie" as "Mary" as "Farraday" and an all-star supporting cast!

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

39 International Feature Films. Intrigue, drama, action in these pictures. Top package available. You may yet have first run in your market. Atlas TV Corp., 15 West 44 St., New York, N. Y.

The TV series that will keep your audience SPELL-BOUND and "SELL"-BOUND

### 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 . . . 5 sponsor identifications including 3 full-length commercials

ZIV TELEVISION PROGRAMS, INC.  
1529 Madison Road  
Cincinnati 6, Ohio  
New York Hollywood

### Children's

"Loaded with clever merchandising angles," says BILLBOARD about

### ADVENTURES OF BLINKEY

—a new low-budget 15-minute marionette adventure combining live action. Backed by a solid promotion program, including personal appearance tours, radio versions, etc. Our characters do your commercials.

Your Cost—75% of Class C Time.  
Telecast Any Time.

For availabilities and complete details write Blinkey Productions, 159 W. 49th St., New York City.

Now Available—26 episode, top rated Marshall Field "Uncle Mistletoe" puppet show. Kling Studios, Chicago, Hollywood, New York.

### Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure. Five Star Productions, 6530 Sunset Blvd., Hollywood, Calif.

TV Commercials by Sarra write sales success stories for many of the country's leading advertisers; Stoppette Deodorant & Poof Body Powder, for example. Among Sarra's recent releases are live action spots for Pacific Mills and National Biscuit Co. Let Sarra create the TV commercials that will sell your product best. Sarra, Inc., New York, 200 East 56 St.; Chicago, 16 East Ontario St.

### Feature Films

**Alexander Korda Features—18 new feature length films, finest British product.** Snader Telescription Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Exclusive Masterpiece Pictures available. Write Masterpiece Productions, Inc. 45 W. 45th St., New York, N. Y.

For the best in Features, Westerns, Shorts UNITY TELEVISION  
Serials, Dramas, Musicals, Comedies, Cartoons, Sports and many others—contact 1501 Broadway, N. Y. 36, N. Y.

### Film Processing

#### FAST TV SERVICE

16mm. S.O.F., Color or Black & White duplicating and printing. Top quality, fast service. SATISFACTION GUARANTEED

HOLLYWOOD-VALLEY FILM LABS., INC.  
12522-B Ventura Blvd. Studio City, Calif.

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

### TV SOUND OF BROADCASTING QUALITY

Specialists in sound control for TV reproductions and kinescopes.  
PRECISION FILM LABORATORIES  
21 W. 46, N. Y. C.

### Miscellaneous

**AUDITION PRINTS**  
Available for Lewis Carroll's "Danny and the Snark," "Ghost Towns of the West," "Isles of Mystery and Romance" and "Yesterday's World Today." Write SIMMEL-MESERVEY  
321 So. Beverly Dr., Beverly Hills, Calif.

BERNARD GIRARD  
RICHARD J. DORSO  
New York—Beverly Hills—Nice

For the First Time on Television The Eagerly Awaited NEW MARCH OF TIME  
To appear during the first week in October in 56 television markets. A few cities still available. Call or write for more information The March of Time, 369 Lexington Ave. New York 17 Judson 6-1212.

### "FAMOUS PLAYHOUSE"

GREAT STARS ORIGINAL STORIES  
Over 140 audiences building half-hour shows in all categories.  
Revue Productions, Hollywood, Calif.  
distributed by  
MCA-TV LTD  
Distributors of America's finest TV shows for local advertisers!  
598 Madison Ave., New York City  
And offices in Beverly Hills, Chicago, Cleveland, Dallas, Boston, Detroit, Minneapolis, San Francisco.

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

Just off the press—Complete catalog TV films available winter-spring '52-'53. Atlantic TV Corp., 130 W. 46 St., N.Y. 36, N.Y.

### News

TELENEWS—INS  
Complete TV News Service; daily film release, news-wire service, spot news stills. Robert H. Reid, International News Service, 235 East 45th Street, N.Y.C. MU 7-8800.

For Washington Coverage  
Sound or Silent  
BYRON MOTION PICTURES  
1226 Wisconsin Avenue  
Washington, D. C. DU 1800

### Services

BMI Television Sketch Book. Working scripts for song presentation available every month. Producers & Directors. Write BMI, 580 5th Ave., N. Y. C.

### Sports

Sportsman's Club: 15 minutes exciting fishing-hunting adventures, featuring Dave Newell; 52 units. Syndicated Films, 1022 Forbes St., Pittsburgh, Pa.

### Western

America's greatest salesman . . . with a sensational record sales

### "THE CISCO KID"

"O. Henry's Famous Robin Hood of the Range!"  
starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho," supported by a top-notch Hollywood cast. 3 full-length commercials on each half hour weekly program.

ZIV TELEVISION PROGRAMS, INC.  
1529 Madison Road  
Cincinnati 6, Ohio  
New York Hollywood

You Sponsor  
An American Legend  
When You Sponsor

### HOPALONG CASSIDY

Fifty-two brand-new HOPPY adventures are now going on film exclusively for NBC for the next two years. These half-hour TV Films will be available for local sponsorship AT LOCAL COST.  
Find out more about HOPPY—the man with the national Neilson average of 32.6—get in touch now with

### NBC FILM PROGRAMS

30 Rockefeller Center  
New York 20, N. Y.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

## Union and TV Films—3

Continued from page 9

have become less clearly defined in the newer medium.

Yet, this medium is presently confined to black and white reproduction, whereas the possibilities apparent when "color" is the sine qua non are almost unlimited. Due to increasing demands for varying backgrounds in spectacular quantity each week, whether live or filmed TV, our scenic artists will once again have recourse to a variety of painting techniques which in the theater itself, are very nearly dormant.

Under the steady influence of a stable activity he looks to the future in TV for a kind of renaissance of many of the painting techniques of which his father was a master. We will be hard put to it to find and educate the artists who must follow the fine craftsmen of another day who under the attrition of time are fast leaving the scene. The intelligent use of photographic techniques in no wise will reduce the over-all need for scenic painting of an increasingly high quality.

The scenic designer in TV looks to the day when his legitimate function will be less departmentalized in a pigeon-hole type organization with consequent division of responsibility than it is today, in the networks especially. For another thing adequate script material and production meetings far too often are coming far too late for the best designing or even the best economical designing and execution of a production. The visual picture on the TV screen is the designer's prime responsibility, yet in the networks at present, several people with overlapping functions are supposed to "assist" him in the interests of efficiency and a theoretically reduced work-load. As a result some of the mish-mash results are a credit to no one.

The designer in reality is the key man and he must have authority to co-ordinate the visual phases by supervising component details as he does in the theater. The present situation is the result of rapid growth of the medium, the production time element involved and in part to unfamiliarity with what are basically theater techniques by production personnel many whom are themselves graduates of the utterly differing production methods of the radio industry.

Advertising agencies' "package shows" with a free lance designer centrally responsible are obtaining generally superior results due, not necessarily, to the ability of the designer but to the working method. The fact, often

overlooked, is that a designer is primarily a planner with a very practical point of view, and when he expedites his own work his shows can cost less, not look like factory assembly line jobs but have an artistic quality, even in the case of low budget shows. Industrial manufacturers long ago learned the designer's value to them for everything from electric irons to railroad trains, and at least two of the country's leading industrial designers are still among our fellow members.

TV in time will develop its own designers perhaps, but it stands to reason that the designer in TV at present has scarcely begun to do the work of which he is capable. But he is not as yet sufficiently in command of his own province, nor is he being called upon for all that he can contribute. For instance, our members, who have an understanding of creative three dimensional lighting will undoubtedly be called in more and more to collaborate with the director and engineers. "Flat lighting" in TV will give way to more intelligent use of even better equipment exactly as it did in the theater and movies, to the point where today bad lighting is a source of derogatory comment in either medium.

Schematic lighting is a part of our designers' technical knowledge and in both cases cited his ideas were the motivating factors, but in TV to date this knowledge hasn't been utilized as much as it could be. Indeed, it has been to some extent resisted. His has been partly due to the designer's own fault and partly, even legitimately, due to technical requirements for electronic transmission lying beyond his scope.

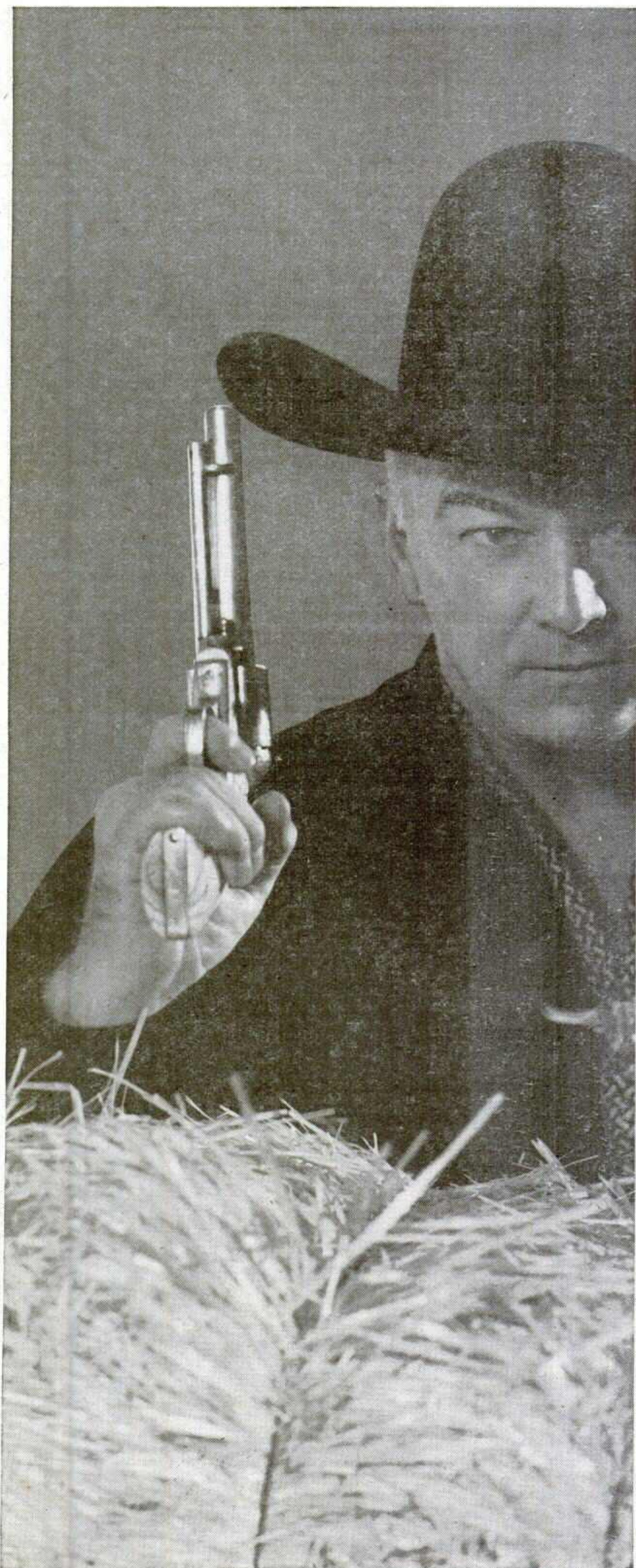
Any three looks at a lot of TV shows will suggest the future improvement to be made in costuming which today is bogged down more often than it should be in a welter of unhappy speed, unhappy compromises, unhappily mediocre results. Only a small portion of our talented members are engaged in TV, and they have been working against the same rapid growth and feeble organization prevailing elsewhere in the industry.

Yet we comprise many of the greatest names from the high-styled coutourier field and the spectacularly imaginative fields of ballet, drama and musical extravaganza, together with many others less well-known who are more than competent to produce better results when organizational or cross-jurisdictional problems evolve a little further.

## ADVERTISING RATES

REGULAR-CLASSIFIED	DISPLAY-CLASSIFIED
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.	Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per word . . . . . \$ .20	Per agate line . . . . . \$1.00
3 or more CONSECUTIVE or 26 insertions, per word . . . . . .18	3 or more CONSECUTIVE or 26 insertions, per agate line . . . . . .95
52 CONSECUTIVE insertions, per word . . . . . .16	52 CONSECUTIVE insertions, per agate line . . . . . .90
Minimum \$3.	1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.



## 52 new Hopalong *for local*

Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is to make 52 brand-new half-hour television films exclusively for NBC. The first will be available for showing in October.

Whichever way you look at it, that's big news for sponsors and the public alike.

And these films won't be shown on network time—they'll be available on a *local station* basis. That means you, as sponsor, can put them out in exactly the markets you want to sell, at a time you know your *selected* audience will be available to you. Think of it — 52 *new rip-*

# NBC

## BOB HOPE SWEEPS IN AS AGVA PREZ

Beats Georgie Price by 1,359 Vs. 485; Bright Is 1st Veepee

NEW YORK, Sept. 20. — Bob Hope won a resounding victory in becoming the next president of the American Guild of Variety Artists, defeating his opponent, Georgie Price, by 874 votes. The figure is the more surprising when it is seen that only 1,866 ballots were cast. Of these, Hope got 1,359 to Price's 485. Price didn't carry any branch and failed to carry even his home branch, the New York area, where he was counted on to be the strongest.

## To Propose Chi AGVA Hq.

HOLLYWOOD, Sept. 20. — Gus Van, former AGVA prexy and a member of the national executive board, intends to introduce a proposal during the next actors' union National Board meeting whereby national headquarters of the union would be moved permanently from New York to Chicago. Van said that his decision to suggest such a move stems from the facts that (1) attendance at New York meetings is consistently off, and (2) expense of bringing in people to New York is too great. He pointed out, too, that AGVA recently kayoed its plan to hold a meeting in Miami because it was too expensive.

NEW YORK, Sept. 20. — Gus Van's proposal is probably meant well, said Jack Irving, but he's probably not aware that moving the national from New York office to Chicago would necessitate a constitutional amendment. The National Board cannot amend the constitution; that must be done by the convention. And after that is done, such amendment must receive the approval of the Actors and Artists Association of America, AGVA's parent body.

Irving also took issue on the reasons for moving the next National Board meeting from Miami to New York. "Expense was only one part," he said. "The major reason was the Florida discriminatory laws. We probably have some Negro board members. Under Miami laws, they may be stopped from entering the hotel where we would have our meeting."

## Show Sked for Rest of Year

CHICAGO, Sept. 20. — The Chez Paree, enjoying one of the strongest summer seasons in its history, this week set shows for the remainder of the year, including its giant 20th anniversary presentation starting November 14.

Following the current Johnnie Ray stand Dave Halper has signed Jack Carter to open September 21, with Danny Thomas then coming in either October 10 or 12 for a five-week engagement. The anniversary show will break November 14, with Sophie Tucker, who opened the Chez in November, 1932, headlining. Contracts with Miss Tucker run thru mid-December with an option for the remainder of the month.

As Ray wound up his first week at the Chez, records for the last four shows in the location revealed Martin and Lewis had hit the highest gross and an all-time location record of \$135,000 for two weeks. Milton Berle ran a close second (about 5 per cent under the M & L figure), Jimmy Durante a strong contender with a \$70,000 week, and Joe E. Lewis and Ray running about even. Ray, who was originally scheduled to close September 18, was extended for two days in order for Carter to be able to play the spot starting September 21.

AGVA execs are presently arranging a welcome home celebration for Hope to precede his inauguration at the National Board meeting set for the week of October 6. Hope, now in Glasgow, will arrive aboard the Liberte the end of this month.

The strongest candidates for the other offices also pulled bigger votes than Price in what AGVA-ites term a surprising showing. Red Buttons, New York, running for the office of second veepee, pulled 738 votes; Jackie Bright, New York, running for the first veepee office, drew 689.

The irony of the Price defeat was highlighted by the fact that when candidates were voted upon by the National Board in Los Angeles last June, Price, as the incumbent, had it all to himself. It wasn't until after his candidacy was announced that a petitioning drive was set up from the West Coast to add Hope's name to the ballot.

AGVA-ites attribute Price's defeat to a series of events. When the accident insurance mess was uncovered by The Billboard, Price promised to clean it up. The clean-up however was accomplished by others, chiefly, the AGVA lawyers and Jack Irving, AGVA administrative head. Price also started his term in office by writing a series of letters "From the Office of the President" charging various board members with improper action, a situation that caused a lot of friction with some threats of impeachment being made.

### That TV Show

The kiss-off, however, so far as the West Coast was concerned, was Price's deals in connection with a TV show originating from the West Coast, which was run as part of a fund building drive for the AGVA Welfare Fund. Most of the performers on the show either worked for minimum or for free. Price demanded and received \$2,000.

The winning candidates are Jackie Bright, New York as first veepee; Red Buttons, New York, second veepee; Jerry Wayne, New York, third veepee; Rex Weber, Los Angeles, treasurer, and Manny Tyler, New York, recording secretary.

The 15 winning candidates for the National Board, each to serve three years, were, Bob Hope, Los Angeles; Rex Weber, Los Angeles; Jack Gwynne, Chicago; Syd Slate, New York; Joe Smith, New York; George West, Los Angeles; Russell Swann, New York; Jackie Bright, New York; Harry Mendpza, Los Angeles; Ben Beri, New York; Buddy Walker, Miami; John Bubbles, New York; Bill Baird, Chicago; Allan Walker, New York; and Frank Richardson, Philadelphia.

## Acts Give Ray Big Send-Off

CHICAGO, Sept. 21. — Johnnie Ray closed his two-week stand at the Chez Paree here Thursday (18) with a gala send-off arranged by a group of acts appearing in town at various other locations.

On hand for the special show were Sonja Henie, who has her own ice rink in the Amphitheater; Al Bernie, who appeared at the Chez several months ago and who had just finished a run at the Chicago Theater, and Billy Daniels, who also just closed at the theater. Acts took over the second show of the evening, in a special testimonial to Ray.

Location brought in a special show headed by Comic Bill Falbo for a two-night run over the Rosh Hashona holiday, with Jack Carter, Betty Reilly and Grace and Nikko opening tomorrow (21) on a stand which runs thru October 9.

## TRIES TOO HARD, LANDS IN CLINK

COPENHAGEN, Sept. 20. —I. Blicher-Hansen, booker and producer of the Humor Parade vaude shows at K. B. Hall, was treated to a sidewalk audition by an amateur crooner who insisted on giving out in front of the booker's office after having been turned down twice by the impresario. Song marathon drew such a crowd that police stepped in and escorted the vocalist to the police station. Unkindest cut of all—no one bothered to get his name.

## Las Vegas Ops Deny Rumors On Co-Op Buys

LAS VEGAS, Nev., Sept. 20. —Rumors that nitery operators in this area were planning on forming an association to limit the bidding for talent brought forth quick denials from several resort hotel spokesmen this week, but the rumors still persist.

Obviously stemming from Thunderbird Hotel talent hunter Hal Braudis' plan, announced in The Billboard earlier, for the handling of Johnnie Ray in this area, these rumors have been floating around for several weeks.

The original idea was a stopgap measure of the Sands Hotel, currently under construction, failed to be ready in time for Ray's October appearance. Braudis felt that rather than chance the town's missing out on this attraction, local hotels should utilize Ray's talents for one or two nights in each spot. Thus no one would score a beat at the expense of the others. The plan so far has met with a cool reception from everyone.

Insofar as a permanent association is concerned a spokesman at (Continued on page 48)

## Holdovers Nick Combo Grosses

NEW YORK, Sept. 20. —Final weeks of holdovers are beginning to show box office wear and tear. Radio City Music Hall (5,954 seats) did \$130,000 for its seventh week with "Ivanhoe," after a sixth week's take of \$145,000. New bill starts Thursday (2).

Roxy (5,886 seats) went from the previous week's \$92,000 to \$70,800 for the second frame with "Monkey Business," Kyle McDonnell and George DeWitt. New program starts Thursday (2).

Paramount (3,664 seats) wound up its three-weeker of "Crimson Pirate" plus Louis Armstrong, Gordon Jenkins and Ballantine with \$56,000, after a preem inning of \$101,000 followed by a stanza of \$68,800. New bill has "Big Jim McLain" plus the Mills Brothers, Danny Lewis, Jean Carroll and Tommy Reynolds on.

Palace (1,650 seats) did \$24,000 with its eight acts and "Beware My Lovely" against \$23,000 the previous week.

## Extra Added

### New York

Edith Piaf's getting \$7,500 plus half the gross over \$40,000 weekly from the Versailles. . . . Johnnie Ray is the only American headliner set for the Palladium during the next year's Coronation festivities. . . . Henny Nadell, who now spells it Naydell, is teaming up with another boy to do a double. . . . Phil Foster, looking for a house to buy, was offered one at \$52,000. After checking he discovered that the house and lot was bought for resale only a short time ago for \$28,000. . . . Herman (Ciro's) Kover in town looking for acts. . . . Val Irving readying legal action against Peggy Lee for alleged contract violation. . . . Ralph Berger, former op of the

## Nitery Business In Biggest Boom Since War Years

East Side Rooms Rake in Coin; Pay, Raye, Gale Wow Customers

NEW YORK, Sept. 20. —East Side rooms, including the hotels, which started opening for the season last week, saw some of the best business since the boom war days. Each room not only opened big, but subsequent days saw the tide of business maintained if not improved.

None of the operators have any explanations for the upsurge. It just happened; they're happy, tho keeping their fingers crossed.

Two weeks ago, Monte Proser reopened his La Vie en Rose with a show costing about \$3,000. Considering the advertising budget (spot's a heavy advertiser) it figures to break around \$13,000. Based on a spot check, the room is doing close to \$15,000.

The Blue Angel, which reopened with comparatively little fanfare, is also doing a surprisingly big business, and that against tough competition from rooms with power-house names.

The Ruban Bleu, another recent entry in the reopening sweepstakes, with a show that is about two weeks old, has been playing to full houses right along.

### Piaf's Loot

The cream of the East Side is the Versailles since it opened Wednesday (17) with Edith Piaf. Not only was the preem tremendous, but subsequent business for both shows has been equally big. This time around, Miss Piaf is in for a real bundle of loot. She gets \$7,500 (out of which she pays for the glee club and extra musicians) plus a split over \$40,000. It's too early to estimate the first week's take, tho on early returns it looks as if the room will cover that 40G by an empire margin.

The Plaza was the first East Side hotel to reopen for the season. It started off with Kay Thompson and the Williams Brothers to a room that was jammed from wall to wall. According to advance reservations, it looks as if the future is equally bright.

The Pierre, teeing off Friday (19) with Morton Downey, usually a good draw in class rooms, also has its reservations comfortably filled well in advance.

The Copacabana, classified as an East Side room, tho its operation is basically West Side, is continuing to do big with Joe W. Lewis as the major attraction.

### West Side

On the West Side, the Latin Quarter continues to roll along with well-nigh capacity business. Its current attractions are Martha Raye and Darvas and Julia.

Major phenomenon is Alan Gale's Celebrity Club. Room opened a few weeks ago, with Gale working in the dinner show and completely different later shows without Gale. Policy didn't work out. The crowd came to see Gale, not productions or other acts. So Gale made a quick switchover, productions were dropped and now Gale works all shows. In the past two weeks, the club has done so well that Gale has changed from a table-d'hotel to an a la carte policy, and packs 'em in nightly. Dinner biz alone fills the room nightly.

Most of the ops attribute the sudden upsurge to returning vacationists, tho they have no explanation as to where the vacationists were at the start of last season. But whatever the lure, the clubs around town are once again getting tough to get into.

Chicago Latin Quarter, now in the aluminum window biz and in town opening a New York branch. Many showbiz folk after the jobs they think are open at the Roxy. . . . If The Friars are deliberately trying to get a bad press, they couldn't do it better if their present penny-pinching methods were deliberate. . . . Jim Sauter, USO topper, is traveling around the country with Adlai Stevenson.

Pearl Bailey, thru her lawyer, suing Bill (Riviera) Miller for \$100,000 for damages, which include dates she was forced to cancel when she was slugged at the club last week.

## Miami Beach Bars Female Impersonators

MIAMI BEACH, Sept. 20. —Night clubs featuring female impersonators are now illegal in the city of Miami. The Miami Beach City Council Wednesday (10) adopted an emergency ordinance prohibiting male performers from wearing women's clothing.

Action follows last week's adoption of a similar ordinance by the City Commission of Miami, and at least one other nearby municipality is pushing thru an ordinance designed to keep female impersonator entertainment out of its city confines.

The Miami City Commission voted unanimously for the ordinance to close down night clubs featuring "femmies." One commissioner (Perrine Palmer Jr., sponsor of the measure,) said he hoped the unanimous passage "would indicate to the police department that this commission is sick and tired of those places operating successfully in Miami. It is a disgrace, and I am hopeful that the city manager will instruct (Continued on page 48)

## USO Starts 2 1/2-Mil Drive

NEW YORK, Sept. 20. —The USO Defense Fund kicks off a new fund-raising drive next month with a goal of \$2,500,000, of which one seventh is earmarked for USO-Camp Shows. At a luncheon Wednesday Betty Hutton was awarded a citation from the USO for her performances before battle troops in Korea. Admiral Oscar Badger, chairman of the Fund, told the industry and women's club leaders present that since there are 4,000,000 men in the Armed Forces today, USO monetary needs are just about one third what they were during the war. Jim Sauter, Camp Shows prexy, who presented the citation and an engraved compact to Miss Hutton, reminded his listeners that despite the many name stars who work voluntarily for Camp Shows, they will have to send out a lot of lesser known performers who have to be paid and insured.

Miss Hutton left here by plane yesterday (19) for an extensive tour of the British Isles. She will start a three-week engagement at the London Palladium beginning Monday (29) to be followed by one-week stands at Glasgow, Liverpool, Birmingham and Dublin.

## Billy Daniels III; Nixes Detroit Date

CHICAGO, Sept. 20. — Billy Daniels, who closed a two-week stand at the Chicago Theater Thursday (18), was forced to cancel a booking at the Four Dukes, Detroit, when he took sick Wednesday.

Altho the chanter completed the final five shows at the Chicago, he advised the William Morris office here that he had been ordered to take a three-week rest and would be unable to fill the Detroit booking.

Following the layoff Daniels is scheduled to appear in Montreal.

## 802 Views Poll on Decline Of Radio-TV Jobs With Alarm

### Union, Nets Hold Talks on Problem As Records and Dramas Gnaw Away

NEW YORK, Sept. 20. — The growing alarm of the American Federation of Musicians over increasing inroads of mechanical music was pointed up strongly again this week via a survey of the radio-TV scene by Local 802, AFM. This survey showed that over the last year and a half more than 15 network radio or TV shows emanating from New York had dropped live musicians and had turned to records for use on the shows. The concern of AFM execs and members over the unemployment problem is indicated in the results of this survey, which has been going on quietly for the past year.

The total number of jobs lost to members of Local 802, in this period, due to the use of mechanical rather than live music on these programs, is more than 250. This was commercial employment and did not include staff musicians. Some of the stanzas that previously had used musicians, but are now playing disks include "Mr. and Mrs. North," which used 12 men; "Mr. District Attorney," 14 men; "The Big Story," 18 men; "Mr. Keen," 18 men; "Mr. Chameleon," 22 men, and numerous

others. In many cases the survey noted that variety shows had been replaced by dramatic programs, which meant a loss of jobs for musicians, since many of these segs use disks.

#### New Tack

It is no secret that the execs of Local 802 have taken off on a new tack to attempt to ameliorate the continual chipping away of radio-TV jobs of members of the union. About a month ago the brass of the Local, including Sam Suber, president; Jack Downey, vice-president; Charles Iucci, secretary, and Joseph Lindworm, member of the executive board and head of the radio-TV department, met with execs of the various networks to discuss this problem. The meeting was held on a basis of friendship without any

recourse to the contracts existing between the networks and the AFM. The Local heads explained about the declining employment problem and suggested that the network execs give more thought to the use of musicians on radio-TV shows. Whether the principle of moral suasion will have the effect hoped by Local 802 brass cannot be observed as yet.

#### "Cavalcade"

According to spokesmen for Local 802 this season's forthcoming radio-TV programs offer slimmer pickings to the musician than last year. "Cavalcade of Stars," which employs 16 men, is due to leave TV after a few more programs, and the Wednesday evening Kate Smith show will not be returning to the airwaves this fall, which

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## See Record Turnout At NBOA Chi Meet

### Program to Stress Ballroom Operating Procedures, Dance Promotion Set-Up

CHICAGO, Sept. 20.—With advance registrations indicating a record turnout, the National Ballroom Operators' Association this week completed its program plans for the convention at the LaSalle Hotel September 30-October 1. While this year's meet is expected to be conducted in the mildest atmosphere in several years, the program has been built with stress on ballroom operating procedures and the long-discussed dance promotion program.

Registration will get under way Tuesday morning, while the first session will be called to order in the early afternoon. Initial day's coverage will include reports from State associations and NBOA officials, appointment of convention committees and announcements.

First discussion will be devoted to the motion picture industry's drive for repeal of the federal admission tax program, and this will be followed by the announcement of the formation of the new industry-wide dance promotion organization, and what role the

NBOA will play in the program.

#### Improve Business

Following dance promotion, a general session on techniques evolved by various ops to improve their business will be held with an open forum following. Day's event will close with the annual evening get-together to

(Continued on page 47)

## Sullivan to Tele ASCAP Story In Two Stanzas

NEW YORK, Sept. 20. — The story of the formation and growth of the American Society of Composers, Authors and Publishers will be the subject of Ed Sullivan's next biographical feature on his "Toast of the Town" program. The two-part profile of the Society will be telecast September 28 and October 5 over Columbia Broadcasting System TV.

The show is being written by Sullivan and will spot in-person appearances of top songwriters, including Harold Arlen, Ernie Burnett, Ray Henderson and Mabel Wayne. Dramatized portions will detail the role of ASCAP as a performing rights society.

As part of the ceremonies leading up to the ASCAP tribute, the Society's president, Otto Harbach, and Sullivan will present the City of New York with a plaque memorializing the death of Stephen Foster. Presentation will be at Bellevue Hospital where Foster died in 1864.

## SPA Examines 1st Pub Books

NEW YORK, Sept. 20.—The Songwriters' Protective Association this week completed its first check of a publisher's books in line with a recently adopted policy of running such checks on a continuing basis. The spot audit at the Music Publishers Holding Corporation showed that SPA contract terms were being met fully.

Under its new policy, SPA plans to examine the records of all publishers using the SPA Contract. It is expected to take about two years to run thru the list. For audit purposes, publishers are being selected at random by the clobber org, except that complaints by members will move accused firms to the head of list. The permanent audit is separate from examinations SPA will conduct to determine royalties due writers for use of material in folios and other media not covered in pre-1948 contracts (The Billboard, September 13).

## Geers Bow Out Of Terp Trade

HOLLYWOOD, Sept. 20.—The ballroom and dance industry lost a valuable booster this week when the operators of the Laramar Ballroom, Fort Dodge, Ia., Mr. and Mrs. Larry Geer, notified booking offices that they were turning over their spot to Darlowe Oleson, mayor of Havelock, Ia., and op of the Ridotta, Havelock and several summer sites. Geer was one of the original founders in the late '30's of the Iowa Ballroom Operators' Association, which blossomed into the National Ballroom Operators' Association in 1947. He was president of the Midwest and later the National Ballroom Operators' Association from 1946 to 1950. The Geers played a vital part in several of the outstanding legal triumphs scored by NBOA when the org succeeded in making the band leader instead of the ballroom op responsible for the payment of Social Security and withholding tax for sidemen and the more recent campaign to rid danceries of the burden of the 20 per cent cabaret tax.

Larry and Margaret Geer have signified their intention to attend the annual NBOA convention in Chicago, September 30-October 1. Geer will continue to run his travel agency, located in the basement of the ballroom.

## Fair Trade Still Confuses Diskers

NEW YORK, Sept. 20. — Two months after the passage of the Fair Trade Act, lawyers for the major record companies continue to mull the knotty problems which they feel must be resolved before their respective companies can take a stand one way or another. The trade rumors have persisted that one of the major labels was close to a decision, it is believed unlikely that an official position will be forthcoming from any of the major companies in the very near future.

At least several of the diskeries are receiving constantly increasing pressure from their dealers, asking if and when the particular diskery plans to announce its fair trade policy. One top record exec put it this way: "I wish this fair trade problem was as easy as some dealers think it is. Too many dealers think that all you have to do is decide to fair trade without considering all the implications."

He added that he personally was in favor of fair trading, but he saw no point in announcing it as policy unless the label could be assured that it could be effectively enforced. There is agreement among the companies on this score, and herein lies the

## KING WIELDS BATON, MAKES REAL MUSIC

COPENHAGEN, Sept. 20. —Denmark's King Frederick displayed his versatility a couple of weeks ago by conducting the Danish State Radio's Symphony Orchestra in a concert which was transcribed for broadcasting over networks in the United States prior to the American tour of the Danish orchestra, which starts in mid-October. The king, like most Danes, is a fervent musician and led the orchestra thru the overture of Wagner's "Maestersanger" and the overture of Kuhla's "Elberto," after which he lauded the members of the orchestra and wished them success on their tour.

## Fisher Due in States; TV Set

NEW YORK, Sept. 20.—Pfc. Eddie Fisher, who has been in Korea for the past few months, is due to return to the States on September 24. He is set to appear on the Eddie Cantor TV show on September 28. Following several months of Stateside duty, Fisher is expected to be sent to Germany for a few months before being mustered out of the Army.

Fisher, who has sparked the Victor pop sales for more than a year, is riding high with his recording of the show tune "Wish You Were Here." According to Victor execs, his latest disk of "Lady of Spain" and "Outside of Heaven" which has been out for only two weeks has got off to a faster start than any of his recent waxings. During the first week out, re-orders hit for over 87,000.

stumbling block to a rapid decision on the part of the record firms.

lems to which the legalists have been addressing themselves. One

#### Knotty Problems

There are a number of problems the problem of ceiling prices set by dealers who have been selling at discounts. In many cases these prices, filed in the past to the Office of Price Stabilization, are lower than the manufacturers' suggested list prices, which presumably would be the fair-traded prices. This is the basis for the suit which discounter Sam Goody has brought against Cetra-Soria, the only label thus far to have officially fair-traded its line.

Disk attorneys are expectantly waiting for word from the OPS on this score. Because of curtailed appropriations, the government agency has been accelerating the de-control of a number of items, and it is known that the bureau is now considering either de-controlling or suspending record ceiling prices. Should this happen, lawyers are of the opinion that the Goody case would be thrown out of court, thus eliminating one of their stumbling blocks.

A second area of doubt concerns the section of the bill that has to do with mail order selling. There is considerable feeling that this is not carefully enough spelled out. Fair trade lawyers in all fields are watching the present activities of Schegman's Louisiana discount mail order house, and also Doc Webb's Florida mail order operation, both of whom are reported to be trying to force court action on this score.

#### The Justice Department

The question of how to police the fair trade stand also concerns the diskeries. One of the difficulties here is trying to determine the position the U. S. Justice Department will take on fair trading. During the Senate hearing on the bill, the Justice Department took a firm stand against fair trade. After the passage of

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## KENTON'S BIG DISKING SPREE

CHICAGO, Sept. 20.—Stan Kenton, who cracked the all-time high gross record for a two-week stand at the Blue Note here, closing Thursday (11), returned to Chicago Monday (15) and took on another marathon.

In order to catch up with his recording schedule for Capitol, Kenton and his band went into a disk session Monday at 5 p.m., and kept going until 12 noon Tuesday (16) when the final tune was placed on wax. After the weary band had left the studios, Kenton remained to help with the editing.

## Movie Exhibs Urged to Ink ASCAP Pacts

WASHINGTON, Sept. 20. — Movie exhibitors will have to sign with the American Society of Composers, Authors and Publishers if they expect to play ASCAP tunes as incidental music, the convention of the Theater Owners of America was told this week by TOA General Counsel Herman Levy.

Levy said that while ASCAP contracts with movie producers cover music on the sound track of films, they do not cover any music furnished by the exhibitor for exit and entrance music and during intermissions.

He advised TOA members to sign licensing agreements with the performers rights group, saying the rates being asked "are quite reasonable."

## Hwd. Pallad'm Scales Solve Biz Problem

HOLLYWOOD, Sept. 20. — The problem of how much of a gamble a ballroom op takes when buying orks has been solved in part by the Palladium, the Coast's flagship terperery. It was learned this week that most of the bands booked by the dancery since Sterling Way took over as manager several years ago have been inked on a scale against 50 per cent of the gross. In addition, the Palladium management has been asking that the first \$1,000 go to the Palladium off the top to defray expense of promoting the dancery's bands.

Pay policy came to light recently when the Palladium asked the orks to take an additional \$500 off the top as their half of paying for a series of outdoor billboard ads taken in the Los Angeles area. It's understood that Les Brown, Woody Herman and Billy May have kayed the additional \$500 nip for promotion.

## Heidt Relights Coast Terperery

HOLLYWOOD, Sept. 20.—The Trianon Ballroom, South Gate dancery owned by Horace Heidt, reopens with a five-day dancing policy starting October 23 with Benny Strong's band. Dancery has been shuttered, except for spasmodic week-end and one-night stints. Heidt, according to Manager Lee Davis, intends to set up a local TV show over KECA-TV from the dancery on either Wednesday or Thursday night.

Davis pointed out that with the re-entry of the Trianon as a full-time dancery, Los Angeles boasts three full-time ballrooms, including the Palladium, Hollywood and the Aragon, Ocean Park. Davis is attempting to set up a meeting of ballroom ops and flacks, booking agencies and d.j.'s to stimulate dancing interest in the area. Ballrooms which operate on one-nighter basis also would be included in the meetings.

## Raine Upped, Adler Added By Columbia

NEW YORK, Sept. 20.—Columbia Records this week assigned new duties to Corporate Secretary Kenneth E. Raine, and appointed Norman Adler as general attorney of the firm.

Adler will be in charge of the diskery's law department and will handle supervision of artists' contracts, copyrights as well as general legal duties.

Raine will continue to represent the firm in legislative matters but will be increasingly active as director of industrial relations for the firm.

## LIST NEW PRICE LINES ON 45 POPULAR ALBUMS

NEW YORK, Sept. 20.—Since the introduction of the new "extended play" 45 record, numerous price changes have taken place in the 45 r.p.m. pop album field.

The following chart lists the current pricing information as submitted by the seven leading record companies in the pop field. This is presented as a convenient reference guide for dealers. Listed are the current suggested retail prices of these labels for their three and four record conventional 45 r.p.m. pop albums. Also shown are the planned prices for those labels which have announced their intention to market pop albums in EP form. All prices include the federal excise tax. Numbers in parentheses indicate the number of disks per album.

	Conventional 45 Pop Albums		Extended Play 45 Pop Albums	
	(3)	(4)	(1)	(2)
Capitol	\$3.04	—	—	—
Columbia	—	\$2.94	—	\$2.94
Coral	3.02	3.91	—	—
Decca	3.02	3.91	—	—
London	3.19	4.08	—	—
Mercury	2.47	2.94	—	—
MGM	3.05	3.92	—	—
RCA Victor	2.47	2.94	\$1.47	2.94

## Columbia to Issue EP Pop Albums

NEW YORK, Sept. 20.—Columbia Records will start shipping "extended play" 45 r.p.m. album sets to its distributors next week. The diskery's entry into the EP field was decided upon after careful study, and, according to the firm, has been planned so that the conversion from standard to EP 45 sets might be as painless for the dealer as possible. Columbia's decision to manufacture EP sets follows by less than a month

the introduction of the new EP disk by RCA Victor.

In a letter being sent out to all distributors next week, Columbia states that it will ship all popular, hillbilly and foreign 45 album sets in both EP form and regular form. The letter stresses that this will mean little if any change to the dealer in that the new EP sets will be similar to the standard 45 sets in almost every way, as to price, packaging, numbering, etc. Since practically all standard Columbia 45 sets contain four records, the new EP sets, which will have two records (two selections on each side,) will contain the same selections. The EP sets will be packed in the present pop album boxes, and the sets will carry the same number. The price of the EP two-record set will be \$2.94, including tax, the same as conventional four-record 45 sets.

### No Obsolescence

A spokesman for the diskery stressed that the introduction of the Columbia EP sets will not mean the obsolescence of the present conventional 45 albums. He noted that many customers will prefer the four-record rather than the two-record EP album, since the four-record set offers an advantage both in programing and selectivity in that there is only one selection to each side. (The EP disk contains up to eight minutes per side, the conventional pop 45 disk runs about three minutes.)

Columbia believes that the similarity of the new EP pop sets to the standard 45 albums will make it easy for the dealer to handle and sell the product and will cause no confusion in either the dealer's or the customer's mind during the fall season.

### RCA Operation

The Columbia Records is converting to EP platters for pop, hillbilly and foreign albums only ("B", "H" and "F" sets), at this time, RCA Victor is producing single EP disks for classical works — short pieces and overtures, and for pop albums as well. The firm shipped classical singles on EP to dealers a few weeks ago and started shipping pop albums this week. The reaction to the EP singles to date has been very gratifying to the diskery.

RCA Victor is charging \$1.58 for its classical EP singles, and is charging \$2.94 for its two-record EP album sets. This is the same price as the Columbia two-record albums. A complete run-down of major label list prices for 45 r.p.m. pop albums is in an adjoining box.

## Anthony Mark At Cimarron

HOLLYWOOD, Sept. 20.—Ray Anthony's ork raked up an all-time attendance record at C. M. Cooksey's Cimarron Ballroom, Tulsa, Okla., September 12, when it drew 1,686 dancers at \$2 (inc. tax). Previous record was held by Harry James, who did 1,526.

Anthony took out \$1,750 September 15 at the Harvest Club, Beaumont, Tex. Admission was \$2 (inc. tax).

# Zooming Sheet Sales Reach 100% Over Last Six Months' Averages

## Top Tunes Affect Upswing But School And Standard Folios Also Sell Better

NEW YORK, Sept. 20.—Sheet music sales, which started showing a healthy pick-up during the last few weeks of August (The Billboard, Aug. 30) have taken such a sudden upward spurt during the past two weeks that sheet music jobbers have been as surprised as they are gratified. While the top tunes have accounted for the biggest part of the upswing,

most tradesters agree that the shot in the arm has been across the board. Along with the pop music increase has come a decided upswing in sales of standards and school folios. While the latter is more or less expected with the reopening of school, the sudden jump in pop sales was unexpected.

According to an exec of the Music Dealers Service, sales during the past two weeks of the top tunes have exceeded the average sale during the last six months by about 100 per cent. An important factor in this increase has been the fact that the top three or four tunes are all selling well now while previously this year the top tune has far outstripped the runners-up.

Harry Pearl, president of Rite Way Music, noted a similar jump in the past two weeks and said that his recent sales had at least doubled those of comparable periods during the last few months. He also pointed out that sales for the first half of September have been at least 10 per cent greater than during the same period last September, showing that these recent increases are not merely a jump over the past summer when sales were at the lowest ebb in many years but that they stand up favorably with fall sales in past years.

The same healthy state of sales is being experienced by Walter Kane Jr., of Walter Kane Music Company, who estimated that his sales thus far in September are easily more than half as much again as they were during June, July and August and 15 per cent ahead of a year ago. The strong

growth in the sales of standards and school folios has been especially gratifying, according to Kane.

All of these jobbers have four strong leader items in the pop field at the moment. These are "I Went to Your Wedding," "You Belong to Me," "Auf Wiederseh'n, Sweetheart" and "Wish You Were Here."

While none of these execs claimed to be able to put his finger on the key reason for this sudden surge in sales, they were in agreement in feeling that the end of the summer and the emergence of several very strong new tunes were major factors.

## ABC Signs Hubbard to 2-Year Pact

CHICAGO, Sept. 20.—The lush grosses which continue to be racked up by disk jockey shows on indie stations here has attracted the major stations, with the American Broadcasting Company this week setting off a move in that direction by inking Eddie Hubbard, one of the top disk spinners in the Midwest, to a two-year pact covering both AM and TV.

Hubbard, who works solo as well as doing a husband-wife show from a major restaurant nitery, starts his new assignment with WENR, the ABC outlet here, Monday (2) with a new across-the-board show to be aired from 4:30-6 p.m. His show with his wife, Jackie, heard nightly from 11:30 p.m.-12:30 a.m. over the same outlet, continues, as do daily stints over two indies, WIND and WJJD.

In addition to the AM shows, Hubbard also is scheduled for a new TV disk jockey show later this fall, and a second show, to be done with Mrs. Hubbard, is also past the blueprint stage. Team had a video run last year, hitting some fairly high ratings despite poor time slots and budget restrictions.

### Plan Expansion

Other AM majors here have been tasting some of the profits available thru the jocks' sessions, but are planning expansions in this type of programing. Reasons advanced by the stations for the stepped-up interest in this type of musical show included the fact that only higher-priced night clubs are bringing in top live entertainment, and, as a result, younger crowds are unable to consistently patronize the locations. An example was the Johnnie Ray run at Chez Paree, which concluded Thursday (18) with grosses running considerably below expectations. While the oldsters, who attend practically every show presented by the club were in attendance, the heavy influx of college kids expected by the management failed to materialize, despite special promotions on price and other incentives offered to get them into the location.

## Philly Symph To Tour Europe

COPENHAGEN, Sept. 20.—Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, announced here that he plans to bring the orchestra to Europe next year and will give a concert in Copenhagen.

Ormandy conducted the Danish State Radio Orchestra's first weekly symphony concert, at the State Radio Concert Hall, on Thursday (11) night. There was such a turn-away sale of tickets that Ormandy offered to repeat the concert on Friday (12) night and turn over his salary to the fund being raised to finance the Radio Orchestra's coming tour to America. His offer was accepted with thanks and second concert was also a sell-out.

Ormandy remained to appear as guest conductor, for one-half of the program, at a big benefit concert of the Radio Orchestra at the K. B. Hall on Friday (19) night.

## SHE'S OBSCURE BUT OUTSELLS BING AND GUY

NEW YORK, Sept. 20.—Anne Lloyd, one of the lesser known recording artists, is the top selling singer of recent years and ranks alongside such all-time greats as Crosby, Lombardo and others in number of records sold. The thrush, who is a Long Island housewife, is billed as the Golden Lady of Song on Golden Records, kidisk subsid of book publisher Simon and Schuster. In the less than five years that the label has been in existence, Mrs. Lloyd's waxings have accounted for about three-quarters of the diskery's 35,000,000 unit sales, or more than 26,000,000 records.

## Search Long For Army Song

NEW YORK, Sept. 20.—Of some 150 ditties submitted so far in the contest to choose an official Army song, only 20 are still in the running. The remainder failed to pass preliminary screening by Army brass checking the material for suitable content.

The Army's search for a song that could become identified in the public mind with that branch of the service has brought in being a music industry committee composed of top record a.&r. men and representatives of the American Society of Composers, Authors and Publishers as well as Broadcast Music, Inc. The committee will meet soon to judge those ditties which have already survived the military sifting. Meanwhile, the Army is still soliciting entries up to the cut-off date of November 15.

The song finally chosen as top entry may well become a valuable commercial property. It will be exploited in the usual manner, except that it will receive the added impetus of official Army backing. Several others may also be selected for exposure, primarily thru Army media.

## Pay Hike for Phila. Musicians

PHILADELPHIA, Sept. 20.—Musicians' Union, Local 77, in completing its negotiations with buyers around town, provides a hike in the weekly pay envelopes of the tootlers. Along the nitery belt, the new scale provides for an average increase of \$10 per man per week at the better places, with the smaller rooms, including the nabe spots and musical bars, upping the ante by an average of \$5 per week. Solo instrumentalists, where only a single pianist is generally employed, rate 25 per cent increase over the scale.

Pit musicians also get an increase, raised \$7 a week to make their take-home pay \$107. Under the terms of the new contract for the town's five legitimate theaters, there will be five men instead of four in the pit for the straight plays, with 19 local men to be hired instead of 15 for the visiting musical shows. Increase in number of men will probably mean that the shows will bring in fewer traveling musicians and use local men, to make up the minimum.

### DUTCH POPS

## U. S. Disks Go Big in Amsterdam

AMSTERDAM, Holland, Sept. 20.—Almost 80 per cent of the pop and jazz music business thru-out Holland are American disks. And it seems to many observers here, that a 52-year-old music shop in Amsterdam does most of the business. It is the "Electric Gramophone," a big, thriving dealer operation in the center of Amsterdam's shopping area.

Its director, Jaap van Praag, would be the first to admit that his competitors are doing good business. It is this competition, he adds, that "keeps me on my toes." While on his toes, he is continually mapping promotion plans for the growth of his shop.

The most successful van Praag promotional weapon for bringing in the customers is a slick, newsy, expensively printed magazine distributed gratis monthly to 28,000 Dutchmen.

The mag contains a number of feature pages, mostly written by van Praag himself. In addition, there's a list of all new releases put out by each record company the past month. Called "Phono News," the mag hits readers the last Friday of each month. Early Saturday morning the customers queue up. Five record assistants are on hand to handle the customers. Monday morning following mag's delivery van Praag receives a healthy amount of mail orders.

Van Praag's shop, largest of 500 in Holland, has its nearest volume competitor in Rotterdam, which does approximately three-quarters of his business. There are 55 shops in Amsterdam.

## Detroit Ballroom Revises Its Policy

DETROIT, Sept. 20.—Switch-back to a name policy for the new Saturday night operations is planned for the new Edgewater Gardens. Spot has settled into a low gross with local bands, with last Saturday pulling only \$900.

Difficulty, according to the ballroom management, is being experienced in finding suitable names available for a one-night deal.

## Capitol Preps Sales Brochure

HOLLYWOOD, Sept. 20.—Capitol Records here is preparing a comprehensive illustrated brochure, "Self Service Sells," which will be given to its branch salesmen for use in contacting retailers anxious to introduce the supermart technique into their stores.

The brochure contains a series of large photographs of various sections of Music City, Hollywood retail shop operated by Clyde Wallich, brother of Glenn, the Capitol prexy. The brochure also contains a reprint of the recent Billboard story of the Wallichs' merchandising technique, utilized in the Sun-set and Vine retail outlet.

## RCA Shifts Miller and McCluskey

NEW YORK, Sept. 20.—Bob McCluskey, presently pop record sales promotion manager for Victor, has been appointed sales manager for the country & western and Rhythm & Blues department of the label. McCluskey replaces Al Miller who was recently moved to Hollywood to act as the West Coast a.&r. director for Victor.

Taking over as pop promotion manager will be Bernie Miller who until now has headed up the publicity department for the label. The changes are expected to take place in the very near future.

## Permo Debuts Sales Plan

CHICAGO, Sept. 20.—Permo, Inc., has started a new fall needle sale promotion, offering a choice of two deals to its dealers. The drive continues thru December 15, Gail S. Carter, vice-president and director of sales, announced.

In the first of the two offers, dealers, by purchasing a combination of five dozen needles, with a retail value of \$75, for \$37.50, receives his choice of a dozen of one of nine needles in the current line, or 13 brushes, free. In the second deal, by purchasing three dozen specified needles, with a retail value of \$36, for \$18.25, the dealer gets free a dozen floating point needles with a retail value of \$6.

Under the two deals, it is possible for a dealer to get free merchandise which can realize from \$6 to \$60.

# 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.

## • Total Sides for Week Released by Each Label

(These totals do not include P.D. Tunes)

Week Ending September 20

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	16	4	—
COLUMBIA	2	4	2
DECCA	2	2	2
MERCURY	NO RELEASES THIS WEEK		NO RELEASES
MGM	NO RELEASES THIS WEEK		NO RELEASES
RCA	6	6	4

## • Total Number of Sides Released by Each Label

(These totals do not include P.D. Tunes)

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	425	138	—
COLUMBIA	241	157	87
DECCA	482	122	60
MERCURY	230	63	64
MGM	283	99	10
RCA	362	155	117

## MONROE NOTES CHANGE

### Ballrooms Dress Up To Pull in Customers

NEW YORK, Sept. 20. — Two trends in the band business have registered a decided upswing during the past year, according to Vaughn Monroe, vet musician who has toured the country with his band since 1940. These trends are a change in the physical set-up of the ballrooms and an increase in the number of concert dates being booked for certain types of bands.

The most significant change in ballrooms has been the addition of chairs and tables to the rooms so that dancers can sit comfortably between their terpsing efforts. Along with this has come redecorations and the entrance of soda bars for light refreshments. According to Monroe, who is now

playing at the Waldorf-Astoria's Starlight Roof for the third consecutive September, this is just as true for an operator who owns or leases a permanent location as for those who simply hire a hall for a one-nighter. Even the latter group is finding it necessary to move in tables and chairs for the night in order to draw a satisfactory gross. Tho this movement had its origin in the Middle West, it has shifted to other parts of the country, and at the present time the largest ballroom operator in the East is known to be considering a similar step.

#### B. O. Damages

A number of reasons have contributed to this shift from the former policy of just providing a few chairs for the lucky few who want to rest awhile. Ballroom grosses have generally fallen off during the last few years. Operators believe that several reasons account for the drop, among which are a general apathy toward dancing among today's youth, the number of men in the service and greatly increased competition for the after-dark entertainment dollar. The post-war boom in drive-in movies and stock-car racing thruout the country has definitely hurt the ballroom grosses.

By making their locations more attractive, operators are hoping to be in a better competitive position. The importance of this shift, Monroe noted, is being pointed up by the ease with which most operators sell out table reservations in advance of the date, with only thin returns usually from straight admissions. The fact that the addition of tables cuts down on the dancing space by about a third, thus cutting attendance, is somewhat made up for by a table reservation charge of usually 50 cents a head.

#### Concert Dates

The second growing trend is that of concert dates. The idea of doing concerts or concert-dance road dates is not new, Fred Waring probably being the originator. The Monroe ork has been booking these kinds of dates for the past five years, but according to the band leader, the increased importance of these has jumped tremendously in the last year. Since the first of the year, his band has played about 130 dates, principally thruout the Middle West and the South. At least two-thirds of these were either concert or theater dates, the bulk being in the former category.

## Philly Comes Up With New Pop Etchings

PHILADELPHIA, Sept. 20. — Philadelphia, which has established a record as a hot disk town over the last year via the launching of the Four Aces waxing of "Sin" and Al Martino's "Here in My Heart," has come up with another disk that is creating quite a bit of action. First waxing released by Devon Records, "My Favorite Song" with Marion Caruso and the Overtones a few weeks ago is racking up healthy sales, and the tune has already been covered by the Ames Brothers on Coral, and Georgia Gibbs on the Mercury label. Ork leader on the Devon cutting of "My Favorite Song" is Don Costa, music arranger for Vaughn Monroe.

Melvin Korn and Larry Pleet, two execs with Devon, released the recording of "Sin" with the Four Aces a year ago, and Moose Charlop, another exec, who wrote the first Devon songs, has a number of other tunes to his credit. That the city of Philadelphia can also launch more than one new label at a time was noted this week with the release of a Guyden disk featuring Rosalind Patton, vocalist with the Elliot Lawrence ork, singing "Baby Boogie." This platter too is receiving attention by the local deejays.

## 'Shrimp Boats' Involved in Another Suit

HOLLYWOOD, Sept. 20. — A second legal suit, aiming to cut into the royalties of "Shrimp Boats Are A-Comin'," was filed here this week by songwriters Harold Spina and Bob Russell in Superior Court. The duo allege that on March 20, 1951, Fred Raphael, general manager of Walt Disney Music, publishers of the big hit, turned over to them a phrase and lyric idea, compounded by John Mason Howard. They were to work out a lyric and melody for the idea, with the deal, as proffered by Raphael, to give them 80 per cent of the writers' royalties of the ditty. The court exhibit includes an alleged lyric which the duo presented to Raphael April 13, 1951. The suit seeks \$25,000 for alleged damage and an additional estimated \$25,000 as their share of the tune's royalties.

The first litigation involving the Paul Weston-Howard ditty was filed early in August in the same court. Ben Pollack, the ex-orkster, filed suit alleging infringement on an uncopyrighted song, "My Cajun Song," which Pollack alleges he played in November, 1945. The Pollack suit asked \$100,000 damages. Raphael, Disney Music and Howard are named as defendants in both suits, while Weston is defendant in only the Pollack suit.

## Boston DJ Pushes Bands

NEW YORK, Sept. 20.—Boston deejay Sherm Feller is joining the growing number of jockeys who have programs devoted exclusively to dance band music. His new show, called "Sherm Feller's Music for Dancing" will begin in another week over WLAW, 50,000-watt Lawrence, Mass., station in the 4 p.m. slot. As a special filip teen-agers will be invited to come into the Hotel Bradford, from which the show will emanate, to dance during the program. In addition Feller has arranged to have a dance instructor on hand to give free lessons before and after the show.

Feller will continue with his night-time program, called "The Sherm Feller Show."

Monroe pointed out the many concert packages that booking agencies are putting on the road for successful tours as further evidence of this change in the band business.

## • Sides in Current Release

Week Ending September 20

Because of the lack of consistency with which each of the six 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	She Isn't Guaranteed.....	Roy Acuff, Col (F)
	Wonder Is All I Do.....	Roy Acuff, Col (F)
AMUSEMENT	There's a Ship Comin' In.....	Bell Sisters, RCA (P)
ARDMORE	Fat Man Mambo.....	Billy May, Cap (P)
BARTON	My Thrill.....	Dick Beavers, Cap (P)
BAXTER-WRIGHT	Quiet Village.....	Les Baxter, Cap (P)
CENTRAL	Kiss, Kiss, Kiss.....	Billy Strange, Cap (F)
CHAPPELL GROUP		
—CHAPPELL	The Whispring Serenade.....	Georgia Carr, Cap (P)
	I Can't Get Started.....	Coleman Hawkins, Dec (F)
—T. B. HARMS	Orchids In the Moonlight.....	Billy May, Cap (P)
COMET	Crazy Quilt Rag.....	Billy Strange, Cap (F)
CRESTWOOD	Talk to Me.....	Bib Williams, RCA (F)
DISNEY	If'n.....	Bell Sisters, RCA (P)
FAIRWAY GROUP		
—FAIRWAY	Big Bug Boogie.....	Merrill Moore, Cap (F)
—MALABAR	The Sun Forgot to Shine This Morning.....	Georgia Carr, Cap (P)
FAMOUS GROUP		
—PARAMOUNT	My Love, My Life.....	Jane Froman, Cap (P)
FORSTER	Pale Moon.....	Jimmy Wakely, Cap (P)
FRANK	Anywhere I Wander.....	Jan Peerce, RCA (P)
GODAY	No.....	Jane Froman, Cap (P)
GOTHAM	Corrine Corrina.....	Merrill Moore, Cap (F)
HILL & RANGE GROUP		
—ALAMO	Hide-Away Harbot.....	Guy Lombardo, Dec (P)
	My Heart's in the Ring.....	Guy Lombardo, Dec (P)
	Older and Bolder.....	Eddy Arnold, RCA (F)
—HILL & RANGE	The Closer to the Bone.....	Grandpa Jones, RCA (F)
	Sass-A-Frass.....	Grandpa Jones, RCA (F)
	I'll Trade All of My Tomorrows.....	Eddy Arnold, RCA (F)
—ST. LOUIS	I Went to Your Wedding.....	Jimmy Wakely, Cap (P)
	Voo Doopee Doo.....	Piano Red, RCA (F)
	Daybreak.....	Piano Red, RCA (F)
	I Care No More.....	Beaver Valley Sweethearts, RCA (F)
	Butterflies.....	Jeanne Gayle, Cap (P)
	Maria, My Own.....	Jan Peerce, RCA (P)
—BOB WILLS	Early Every Evening.....	Bob Williams, RCA (F)
LEEDS	A Prisoner of War.....	Jim Eanes, Dec (F)
E. B. MARKS		
MELLIN GROUP		
—ALGONQUIN	Night and Day.....	Frances Faye, Cap (P)
BOB MILLER	Indian Summer.....	Les Baxter, Cap (P)
MUSIC PUBLISHING	Blues in the Night.....	Rosemary Clooney, Col (P)
HOLDING CORP.	If I Could Be With You.....	Coleman Hawkins, Dec (F)
GROUP	Do You Care for Me?.....	Tommy Warren, Col (F)
—HARMS	I'm Just in Time to Be Too Late.....	Tommy Warren, Col (F)
—REMICK	Tomorrow May Be Different.....	Jim Eanes, Dec (F)
PEER INTERNATIONAL		
—HARMAN	Takes Two to Tango.....	Jeanne Gayle, Cap (P)
ROBBINS GROUP		
—FEIST	You Do Something to Me.....	Mario Lanza, RCA (P)
ROGER	Lee-Ah-Loo.....	Mario Lanza, RCA (P)
RUSH	Who Kissed Me Last Night.....	Rosemary Clooney, Col (P)
SCHIRMER	Last Night's Party.....	Red Saunders, Col (F)
SHAPIRO-BERNSTEIN	Piece A' Puddin'.....	Red Saunders, Col (F)
TANNEN	Ride, Cowboy Ride.....	Dick Beavers, Cap (P)
	Tweet, Tweet, Tweetheart.....	Frances Faye, Cap (P)
	Who'da Ever Thought.....	Beaver Valley Sweethearts, RCA (F)

## On the Stand

### Basie-Eckstine-Shearing Concert

(Reviewed at the Shrine Auditorium, Los Angeles, September 12. Produced by Norman Granz and Milt Ebbins. Booked thru the William Morris office.)

This year's annual jazz junket from West to East Coast is the most potent package which the Granz-Ebbins combo has produced. Main improvement over previous junkets, which featured Billy Eckstine and George Shearing, is the addition of Count Basie's new band. Basie has hurdled the pop stigma and is back again with a driving jazz crew. Musically, band is the best the Red Bank, N. J., vet has ever fronted. For the first time, the Basie crew has personality and showmanship, and presence of Eddie (Lockjaw) Davis, a boy who's educated the honk, helps immensely. In addition, Basie has the huge baritone sax man, formerly with Hamp, and his honking and showmanship broke up the house on one number. Boy deserves billing and an intro. Basie does his old standards, such as "Every Tub" from his old Decca catalog, in modern style, which have been recut for Mercury by Granz. In addition, he has numerous other jumpers and blues which brought enthusiastic reception from a turnaway house that reportedly netted over \$18,000 at a \$4.80 top. Only blight on the Basie program was the Count's electric organ work. Instead of confining himself to the excellent background and short solos he does on such new Merc disks as "Port of Rico," Basie played saccharine lead on standards, which sounded more like Ken Griffin than Basie.

Eckstine, as usual, consistently

broke up the house. He laid aside many of his pops and did some of the powerhouse standards, such as "Jelly, Jelly," which made him famous on the National label. With Basie's backing, these numbers took on even a greater jazz significance and got the heftiest mittings of the evening. Eckstine should emcee the show out front, instead of doing the intros on an off-stage mike. Mr. B is one of the ablest emsees in the business and half of his charm is lost when he's off-stage.

The George Shearing quintet seemed rather listless and apathetic in its presentation. Perhaps it's the contrast with the inspired Basie band, but much can be laid to the fact that for three years Shearing hasn't changed his musical format one iota. The jazz fan demands new sounds, and Shearing hasn't obliged. He's added Teddi King on vocals, but the gal lacks the original style that would inspire new listenership to the Shearing five. In fact, this jazz concert would profit if George sheared the chirp from the program, and Basie dropped Bixie Crawford, another fem who fails to inspire a lyric. Eckstine can capably handle the word department for this three-hour package.

If Granz wants to stimulate sale of his Mercury jazz catalog, a closer promotional tie-up between the concert and the disks must be worked out. Basie never mentioned his new Mercury contract and the fact that many of the numbers he played are now available from the Chicago waxery. Huge cardboard record signs on easels in the foyer of the 60 or more auditoriums this package will play would perk disk sales, and MGM disks, too, might be wise to construct similar signs and packing cases, so that plugs to these record-buying jazz fans would be evident around the halls. Johnny Sippel.

"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"



say the SCHWARTZ BROS., Mercury Record Distributors, Washington, D. C.

**RICHARD HAYES**

"FORGETTING YOU"

and

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Mercury 5910 • 5910 x 45





# Music as Written

## 'SANS SOUCI' IS ALL-DECCA TUNE . . .

Decca's newest Peggy Lee-Gordon Jenkins dishing, of the ditty "Sans Souci," shapes as a completely home-grown product. Tune was written by **Sonny Burke** and Miss Lee. Burke is Decca's West Coast recording chief.

## JACKIE JOCKO OPENS BIRDLAND STINT . . .

Jackie Jocko, new Mercury recording artist, opened at Birdland here Thursday (18) for a two-week stint. This is the first New York appearance of the singer.

## CLEFFERS' SHOW GETS REVIVAL . . .

Charles Tobias, president of the Songwriters' Protective Association, is reviving his "Songwriters on Parade" show. The act, first formed more than 20 years ago, will guest on television until January, when Tobias hopes to contract a video show of his own.

## JACK MILLS GOES TO LONDON, PARIS . . .

Jack Mills of Mills Music leaves for a two-month trip to Europe on Wednesday (24). He will spend some time at Mills' London office checking for the interchange of material, and then will move to Paris where he will set up a French representative.

## REMINGTON CONTINUES DISTRIBUTION SHIFTS . . .

Remington Records has closed its Cleveland and Detroit company-owned distributors and has turned the areas over to Sanborn Music Company. The shuttering of these two branches completes Remington's move to work exclusively thru independent distributors. **Arthur Isaacs** and **Harry Miller**, who formerly managed the Cleveland and Detroit branches respectively, will work with Sanborn temporarily before joining the Remington national sales force. Sanborn Music is owned by **Vernon Sanborn Sr.** and his son.

## VICTOR MEN FETE DAVE FINN . . .

Fifty members of the RCA Victor record department honored **Dave Finn**, who is moving from his present position of sales promotion manager for the label to general sales manager for the diskery's custom division, with a dinner at Kenny's in Camden, N. J. Finn received a TV set for his den from the well-wishers.

## JOHNNY WARRINGTON IN 'LUCKY' BREAK . . .

Arranger **Johnny Warrington** racked up a rare accomplishment this week. For the second week in a row, every tune on the "Lucky Strike Hit Parade" had a stock orchestral arrangement made by Warrington for the publishers of the various tunes.

## New York

**Ed Dodelin**, field sales manager for Victor, is spending the week at the Warren Distributing Company in Sioux City, S. D., where he is installing a record department. Warren has been an instrument distributor for the company for a number of years.

**Joe Costa** opens at the Blue Mirror in Baltimore for two weeks on Tuesday (23). **Dr. Hugo M. Funes**, newly appointed vice president in charge of Latin American affairs for Peer-International, left Friday for Rio en route to his new headquarters in Buenos Aires. **Steve Sholes**, a.&r. director for Victor c.&w. and r.&b. records, is on a week's field trip covering Springfield, Mo., Dallas and Tulsa. . . . The American Mining Congress, which sponsored the "Victor Herbert Musicale" in Cincinnati last May, is planning the troupe into Denver for a performance on September 25. **Ray Middleton** has been added to the cast for the fall tour. . . . Former society band leader **Barry Winton** has started his own label, Rosemay. Label will specialize in hillbilly and r.&b. music. First release has "Grand Ole Opry" singer **Jimmy Selph** covering two country hits, "I Went to Your Wedding" and "Jambalaya."

Conductor **Charles Paul** will lead members of the New York Philharmonic Symphony Ork at Carnegie Hall in three concerts for charity, on October 1, 3 and 4. Proceeds for all three nights will be turned over to the Damon Runyon Cancer Fund, the Red Cross, PAL, and religious organizations. Co-sponsors of the concert include **Charles Paul**, **Bud Collyer** and **Eugenie Baird**. . . . A dramatization of the life of singer **Sandy Solo** will be presented over CBS radio on October 2 by the Disabled American Veterans. . . . **MacDonald Carey** will portray the warbler. . . . **George Douglas**, younger brother of **Melvyn Douglas**, who has been in movies the past few years, has returned to New York for musical comedy work. . . . **Frank Campana**, new singer on the Jubilee label, returned from a disk jockey trip thru New England where he was pushing his waxing of "Only You" and "Love Me." . . . Deejays **Alan Dary** and **Stan Richards** of Station WORL, Boston, in town for a few days next week. . . . Essex Distributors of Newark, N. J., move into new quarters next week. . . . **Guy Lombardo** and his ork open at the Roosevelt Hotel here on September 29 for their annual fall engagement.

**Syd Goldberg**, Decca sales chief, is back at his desk after a business junket thru the Midwest. . . . Publisher **Larry Spier** is recovering from a minor operation at Mt. Sinai Hospital. . . . **Carol Walker**, formerly with **Johnny Long** and other bands, will appear with **Bob Chester's** ork. . . . The **Eddie Arnold** show broke all attendance records when it appeared on opening day at the Four States Fair in Texarkana, Tex., last week. . . . **Joe Leher**,

owner of the Rainbow Ballroom, Denver, is plugging attendance at the dancery via sponsorship of a daily 15-minute program over that city's radio station KMYR. **Dewey Bergman**, a.&r. topper for King, signed thrush **GINNY GIBSON** to a contract. **Danny Sutton** has been moved from the Federal label to King, the parent label. Deejay-singer **Robert O. Lewis** appears at the State Theater, Hartford, on September 20 and 21. The following day he opens for a week at Town Casino in Buffalo. . . . **Johnny Desmond** landed the GI role he played in World War II in the forthcoming Universal International picture "The Glenn Miller Story."

ager for **Ellen Sutton**, is leaving for New York to start a cross-country two-month promotion on her new Kem sides. . . . Capitol has cut New Orleans warbler **Liz-zie Mills** with **Sharkey Bonano's** band. . . . **Dick Contino**, currently on leave, sails for Japan soon where he'll be in Special Services. . . . **Bob Willis** has been ordered by his doctor to take a rest and is abandoning his ork.

**Barbara Ruick**, the MGM thrush, had her agency pact with the William Morris office okayed in Superior Court last week. . . . **Don Cornell** goes into the Golden Hotel, Reno, October 23 for two weeks at \$3,500 per week. . . . **Frank Bull**, KFVB, d.j. who specializes in Dixieland, and **Gene Norman**, KLAC platter pilot, present their fifth annual Dixieland Jubilee October 10 at the Shrine Auditorium. **Frankie Trumbauer**, now in the aeronautical business in St. Louis, will be featured in a tribute to the late **Bix Biederbecke**. Other units appearing are **Jack Teagarden**, **George Lewis** New Orleans crew, **Bob Scobey**, **Pete Faily**, **Eddie Skrivaneck**, **Nick Fatool** and **Rosay McHargue**. Program has filled the 6,100-seat hall each year. . . . **Harry James**, after several delays, starts his one-night tour October 6 thru the East and Midwest. He plays three days at the Rustic Cabin, Inglewood Cliffs, N. J., starting October 3. . . . **Joe Morris**, of the Club Alabam, is upping the budget after six months of local and semi names, starting with **Roscoe Gordon** and the **Clovers** for two weeks, starting September 30.

**Philadelphias**  
**Joseph Sudy**, first timing it in the city at the Warwick Room of the Hotel Warwick, will usher in the new season at the spot. . . . **Al Small**, after an absence of several years, is called back to the bandstand at the Celebrity Room. . . . **Guitarist Al Avayou** and pianist **Al Eldridge** team up for the supper sessions at Mitchell's Dining Room. . . . **Pat Fouty** makes her bow as band vocalist with **Leo Zollo**, who ushers in the new season at Wagner's Ballroom. . . . **Buddy Rich**, heading his own unit at the Rendezvous here, is reported set to tour with **Norman Granz** "Jazz at the Philharmonic" . . . After 98 weeks at Cinelli's Supper Club on the Jersey side, **Don Nicholas** moves his band down the road a-piece to locate at the Marlton Manor, Marlton, N. J. A "Festival of Song" as a **Fred**

## Chicago

**Aragon** hosted local disk jockeys at a special pre-dance get-together Wednesday (17) when **Tommy Dorsey** was in on a one-nighter. . . . **Billy Daniels**, now appearing at the Chicago Theater, set for a run at the Four Dukes, then goes to Montreal. **Mitch Miller** planned in from New

**Evelyn Knight** set for the Lake Club, Springfield, Ill., next month, her first appearance in this area since early this year when she played the Empire Room. . . . **Paul Bannister**, Associated Booking, handling some Midwest bookings for **Tommy Dorsey**, set the band for the Aragon, then routed him to Iowa where **Jimmy Tyson** took over

## Cincinnati

**Bon Johns**, who for many years headed up her own all-gal ork in vaude and hotels in this country and Europe, is now boss lady of Sponsor Co-Ordinating Agency, which has just opened new offices in Beverly Hills, Calif. The firm has been operating out of Radio City, New York, for a number of years. SCA performs a merchandising service for sponsors and advertisers via store promotions. . . . **Doug Dalton** was in Cincy last week scouting possible distributors for the recently formed Big Wheel Record Company, of Charlotte, N. C., of which he is sales manager. He hopped from Ohio to West Virginia on the same quest. The Big Wheel firm, headed by **Spencer R. Rackley**, is specializing in rhythm and blues and spiritu l numbers.

## Hollywood

**Bernie Silverman**, sales manager for **Norman Granz's** JATP and Jazz Series, distributed by Mercury, has set up Clef Distributors of California here, with the Granz firm taking that portion of the Mercury line. . . . **Perry Botkin** has organized his own pub-berly. Long Ridge Music. **Milt Cornelius**, personal man-

**Canada Room Books Names**  
TORONTO, Sept. 20.—Names of the attractions at the Colonial Tavern for the fall makes an impressive list. Each one has strong material on records for promotion, and every advantage has been taken to push the artists on deejay shows and personal appearances in stores. Lined up this fall are: **Billy Holiday**, **Buddy Rich Sextet**, **Charlie Ventura Sextet**, **Benny Goodman Sextet**, **Muggsy Spanier orchestra**, **Johnny Hodges orchestra**, **Nellie Lutcher**, **Dizzy Gillespie** and **Terry Gibbs Sextet**.

**Prom Steps Up Release Schedule**  
NEW YORK, Sept. 20.—Prom Records this week stepped up its release schedule as it sent six new platters out to market. The firm normally issues two disks every three weeks. The new records, available on 45 and 78 r.p.m., back current hit ditties. Prom, which promotes its 49-cent sellers primarily thru department and syndicate stores, now has 16 distributors. It maintains branches in three cities. Band leader **Enoch Light**, who doubles as a.&r. and sales chief for the label, has cut sides recently with singers **Betty Harris**, **Sally Sweetland**, **Loren Becker**, **Artie Malvin** and the **Brigadiers**.

**Hollywood**  
**Bill Loeb**, who left MCA's act department about 10 weeks ago to set up his own management office, this week inked **Margaret Whiting**. **Loeb** and **Miss Whiting** are currently packaging a TV show for web audition. **Loeb's** other attractions include the **Sportsmen's Quartet**, the **Weire Brothers**, **Nick Lucas** and the **Szonys**.

**Hall "Guide" Book Ready for '53**  
NEW YORK, Sept. 20.—The 1953 "Guide to Good Listening," by **David Hall** will be published later this year by **Long Player**, LP monthly catalog put out by the **MAS Advertising Agency**. Tho the book of comment and criticism on records will carry a list price of \$5, it will be offered to readers of the catalog at \$1.50. Dealer price will be 90 cents. **Hall's** collaborator is **Abner Levin**, manager of the **Sam Goody** store here. **Hall** heads up **Mercury Records'** classical division.

Waring production conducted by **Lara Hoggard**, on January 5, and an **All-Gershwin** program for January 25 under the direction of **Lorin Maazel** with **Sanroma**, piano soloist, are among the popular music features scheduled by the Philadelphia Forum for its 1952-53 concert series at the Academy of Music. . . . **Charlie Ventura** returns his band to his Open House nitery spot at nearby **Lindenwold, N. J.** . . . **Ross Raphael** set for the fourth consecutive season at the Two-Four Club. . . . **Deejay Bob Horn** at **WFIL** and **WFIL-TV**, has been named director of recordings at the **WFIL** stations, a new post. . . . **George Sommer** signed for six Saturday night dance dates during the coming year at **Sunnybrook Ballroom**, **Pottstown, Pa.** Flutist **Philip DeLuca** joins the **Johnny Austin** band here. . . . **Art Smith** at the organ for the lulls at the **Hotel Warwick**.

## Detroit

**Smilin' Red Maxedon** trio and singer **Dottie Leader** did a special hour show in front of the **Madison Theater** for the premiere of "The Story of Will Rogers." . . . **Ralph Bowen's** orchestra opened the fall season at the **Vanity Ballroom**. . . . **Don Bari** at the **Grande**.

## USO Units Go To Far East

NEW YORK, Sept. 20.—Two star-headed USO-Camp Show units left recently for the Korea-Far East theater. **Frances Langford** and **Jon Hall** are featured in one unit and dancer **Georgie Tapps** heads a unit of five that left last week (12) on a 15-week tour.

A European unit left Monday (22) consisting of **Berk** and **Hallow**, **Toddy Stewart**, **Courtney Wright**, **Leonardo** and **Anita**, the **Nancy Swain Trio** and **Kuda Bux**.

## Col Pitches For Nelson

HOLLYWOOD, Sept. 20.—Columbia Records' a.&r. chief here, **Paul Weston**, this week was putting thru a minor's contract for Superior Court approval on 18-year-old warbler **Charles Nelson**. Weston originally heard the youngster three years ago when he did a song on the **Bill Leyden** d.j. show here over **KFWB**. **Nelson** will cut his first session when **Mitch Miller** comes out here early in October. **Nelson** has inked with **MCA** here.

The **Nelson-Columbia** pact calls for a 3 per cent royalty on retail list price, with the royalty to be collected on 90 per cent of the disks sold.

## Coral Re-Inks Pearl Bailey

NEW YORK, Sept. 20.—Coral Records has picked up its option on a contract with **Pearl Bailey**, songstress whose rendition of "Two to Tango" is currently stirring trade action. The new term runs for a year. The diskery has also cut several sides with **Jimmy Saunders**, last was active as a recording artist with **Signature Records**.


## Loeb Signs Whiting To Managem't Pact

HOLLYWOOD, Sept. 20.—**Bill Loeb**, who left MCA's act department about 10 weeks ago to set up his own management office, this week inked **Margaret Whiting**. **Loeb** and **Miss Whiting** are currently packaging a TV show for web audition. **Loeb's** other attractions include the **Sportsmen's Quartet**, the **Weire Brothers**, **Nick Lucas** and the **Szonys**.

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# THE NUMBER 3 (ALL LABELS) RECORD IN DETROIT

—As reported by Kermit Clark of Hudson Ross,  
one of the nation's top record stores.

# THE NUMBER 1 (RCA VICTOR) RECORD IN DETROIT

—As reported by John Dauble,  
Record Mgr. RCA Dist. Corp., Detroit.

# Buddy Morrow 'ONE MINUTE JULEP'

with  
"Got You On My Mind"

20-4868 · 47-4868

RCA VICTOR Records



## 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

Trade Mark Reg.

#### The Nation's Top Tunes

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

Last Week | This Week

#### 1. 1. You Belong to Me

By Pee-Wee King, R. Stewart and C. Price. Published by Ridgeway (BMI).

RECORDS AVAILABLE: H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11295; E. McGriff-Sonny TII Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; P. Page, Mercury 5899; J. Stafford-Weston Ork, Col 39811; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

#### 5. 2. I Went to Your Wedding

By Jesse Mae Robinson—Published by St. Louis (BMI)

RECORD AVAILABLE: J. Bond-H. Carter, Col 21007; H. Brooks Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; P. Page, Mercury 5899; H. Snow, V 20-4906; J. Wakely, Cap 2221; F. Wright, Savoy 860.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

#### 3. 3. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: J. Cassidy, V 14-0017; E. Fisher-H. Winterhalter V 20-4830; J. Fromar, Cap 2154; Harmonicats, Mercury 5900; G. Lombardo Dec 28308; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Earl Sheldon, Associated.

#### 2. 4. Auf Wiederseh'n Sweetheart

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

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Grenobel 803; L. Baxter, Cap 2143; Champ Butler-P. Faith, Col 39776; DeMarco Sisters, MGM 11278; Ken Griffin, Col; E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 1227; Sharkey & Bond, Cap; B. Shepard-H. Winterhalter, V 20-4777; Stubby and the Buccaneers, Rondo 299.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Cawn, Thesaurus; Julian Gould, Lang-Worth; George Siravo, Associated.

#### 4. 5. Half as Much

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

RECORDS AVAILABLE: L. Ballard, Grenobel 804; R. Clooney, Col 39710; K. Griffin, Col 39809; G. Lombardo, Dec 28271; K. Marvin, Mercury 6366; D. Washington, Mercury 8294; C. Williams, Col 20679; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

#### 7. 6. Jambalaya

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

RECORDS AVAILABLE: R. Allen, Dec 28341; Camarata Ork-S. Lanon, Dec 28367; N. Hefti-F. Wayne, Coral 60816; Moon Mullican, King 1106; J. Stafford, Col 39838; T. Turner, Okeh 6907; Hank Williams, MGM 11283.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated.

#### 10. 7. High Noon

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 11266; B. Keith, King 15194; Laine, Mercury 39770; Tex Ritter, Cap 2120; L. Roza, London 1232.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Glenn Osser, Associated.

#### 9. 8. Meet Mr. Callaghan

By Eric Spear—Published by Leeds (ASCAP)

RECORDS AVAILABLE: C. Atkins, V 20-4896; C. Cavallaro, Dec 28373; H. Grove Irio, London 1248; Harmonicats, Mercury 5900; Melachrine Strings, V 20-4891; L. Paul-M. Ford, Cap 2193; P. Todd, MGM 30640; L. Welk, Coral 60828.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

#### 9. Somewhere Along the Way

By Sammy Gallop, Kurt Adams—Published by United (ASCAP)

RECORDS AVAILABLE: G. Ammons, Dec 28222; T. Bennett, Col 39695; Nat (King) Cole, Cap 2069; J. Gray, Dec 28141; I. Jacquet, Mercury 89001; G. Lombardo, Dec 28411; H. Winterhalter, V 20-4691.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Silano, Lang-Worth; Glenn Osser, Associated.

#### 8. 10. Walkin' My Baby Back Home

By Ray Turk & Fred Ahlert—Published by De Silva, Brown & Henderson (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; D. Martin, Apollo 1088; F. Norman's Ork, Top-Ten 78-135; J. Ray, Col 39750; C. Spivak, London 1091; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork, Standard Radio, Tex Beneke, Thesaurus; Henry Busse, Lang-Worth; Earl Sheldon, Associated.

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# Buyboard

## TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul & M. Ford	2193
2. COMES A-LONG A-LOVE THREE LETTERS..... K. Starr	2213
3. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... M. Cole	2212
4. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE..... M. Cole	2069
5. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
6. WALKIN' MY BABY BACK HOME FUNNY..... M. Cole	2130
7. STAR DUST BEEHIVE..... S. Kenton	2214
8. YOU BELONG TO ME HOMINY GRITS..... D. Martin	2165
9. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie	2156
10. MARILYN RANDLE'S ISLAND..... R. Anthony	2207
11. HELLO OUT THERE, HELLO MEMPHIS IN JUNE..... J. Mercer & B. May	2218
12. IN THE GOOD OLD SUMMERTIME SMOKE RINGS..... L. Ford & M. Ford	2123
13. TUXEDO JUNCTION IT'S A BLUE WORLD..... Four Freshmen	2152
14. CAN, CAN, CAN HOT LIPS..... J. Shard	2208
15. FAITH CAN MOVE MOUNTAINS THE RUBY AND THE PEARL..... N. Cole	2230

## 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. ROMANCE IN THE AIR..... Voices of Walter Schumann	347
4. THE JUST JAZZ ALL STARS..... Louis Bellson	348
5. A BAND IS BORN..... Billy May	349
6. MOODS FOR TWILIGHT..... Francis Scott	331
7. PENTHOUSE SERENADE..... Nat (King) Cole	332
8. THE MERRY WIDOW..... Gordon MacRae & Lucille Norman	335
9. YOGI YORGESSION'S FAMILY ALBUM..... Yogi Yorgesson	336
10. BENNY GOODMAN TRIO..... Benny Goodman	343
11. LEGEND OF THE SUN VIRGIN..... Yma Sumac	299
12. VIRGIN OF THE SUN GOD..... Yma Sumac	244
13. CHRISTMAS IN THE AIR!..... Voices of Walter Schumann	9106

## TOP COUNTRY and HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. I'M HOG-TIED OVER YOU FALSE HEARTED GIRL..... T. Ernie & E. M. Morse	2215
2. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
3. HIGH NOON GO ON! GET OUT!..... T. Ritter	2120
4. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942
5. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
6. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson	2169
7. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson	2063
8. SAVING MY TEARS WHAT CAN I DO WITH MY SORROW..... F. Young	2171
9. TENNESSEE TALKIN' DOLL YOU'RE GONNA BE SORRY..... G. O'Quin	2210
10. I WENT TO YOUR WEDDING PALE MOON..... J. Wakely	2221

## LATEST CAPITOL RELEASES No. 337

	Record No.
WHEN I DREAM	
BACK STREET AFFAIR..... B. Eberly	2239
SECOND CHANCE	
I KNOW A DREAM WHEN I SEE ONE..... D. Martin	2240
STAY WHERE YOU ARE	
LAUGHING..... J. Froman	2241
OUR LOVE ISN'T LEGAL	
DON'T BREAK THE SIXTH COMMANDMENT..... M. & W. Tuffie	2242
BILL BAILEY, WON'T YOU PLEASE COME HOME!	
FAMOUS DOOR BOOGIE..... Sharkey	2243
NICOTINE FITS	
HOT ROD MAMA..... J. Dolan	2244
I'LL SEE YOU IN MY DREAMS	
CANNON BALL RAG..... M. Travis	2245
HORNPIPE MAMBO	
LLEGASTE TARDE..... C. Reyes	2246
OINK, OINK MAMBO	
CONCUSSION MAMBO..... C. Reyes	2247
THE GLOW WORM	
THE NEW ASHMOLEAN..... J. Mercer	2248
IT'S IN THE BOOK—PART I	
IT'S IN THE BOOK—PART II..... J. Standley with H. Heidt	2249

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY..... Cap(78)DBX-3133; (45)CBXF-3133
2. ROBIN HOOD..... Cap(78)DBX-3138; (45)CBXF-3138
3. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF..... Cap(78)CAS-3109; (45)CAS-3109
4. BUGS BUNNY AND THE GROW-SMALL JUICE..... Cap(78)CAS-3119; (45)CAS-3119
5. TWEET, TWEET, TWEETY..... Cap(78)CAS-3118; (45)CAS-3118
6. HENERY HAWK'S CHICKEN HUNT..... Cap(78)CAS-3137; (45)CAS-3137
7. THE NOISY EATER..... Cap(78)CAS-3120; (45)CAS-3120
8. SPARKY'S MAGIC ECHO..... Cap(78)CAS-3134; (45)CAS-3134
9. WOODY WOODPECKER AND THE SCARECROW..... Cap(78)CAS-3140; (45)CAS-3140
10. TWEETY PIE..... Cap(78)CAS-3074; (45)CAS-3074
11. BONGO THE CIRCUS BEAR..... Cap(78)CAS-3132; (45)CAS-3132
12. NOAH AND THE ARK..... Cap(78)CAS-3130; (45)CAS-3130
13. BOZO AT THE CIRCUS..... Cap(78)DBX-114; (45)CBXF-3030

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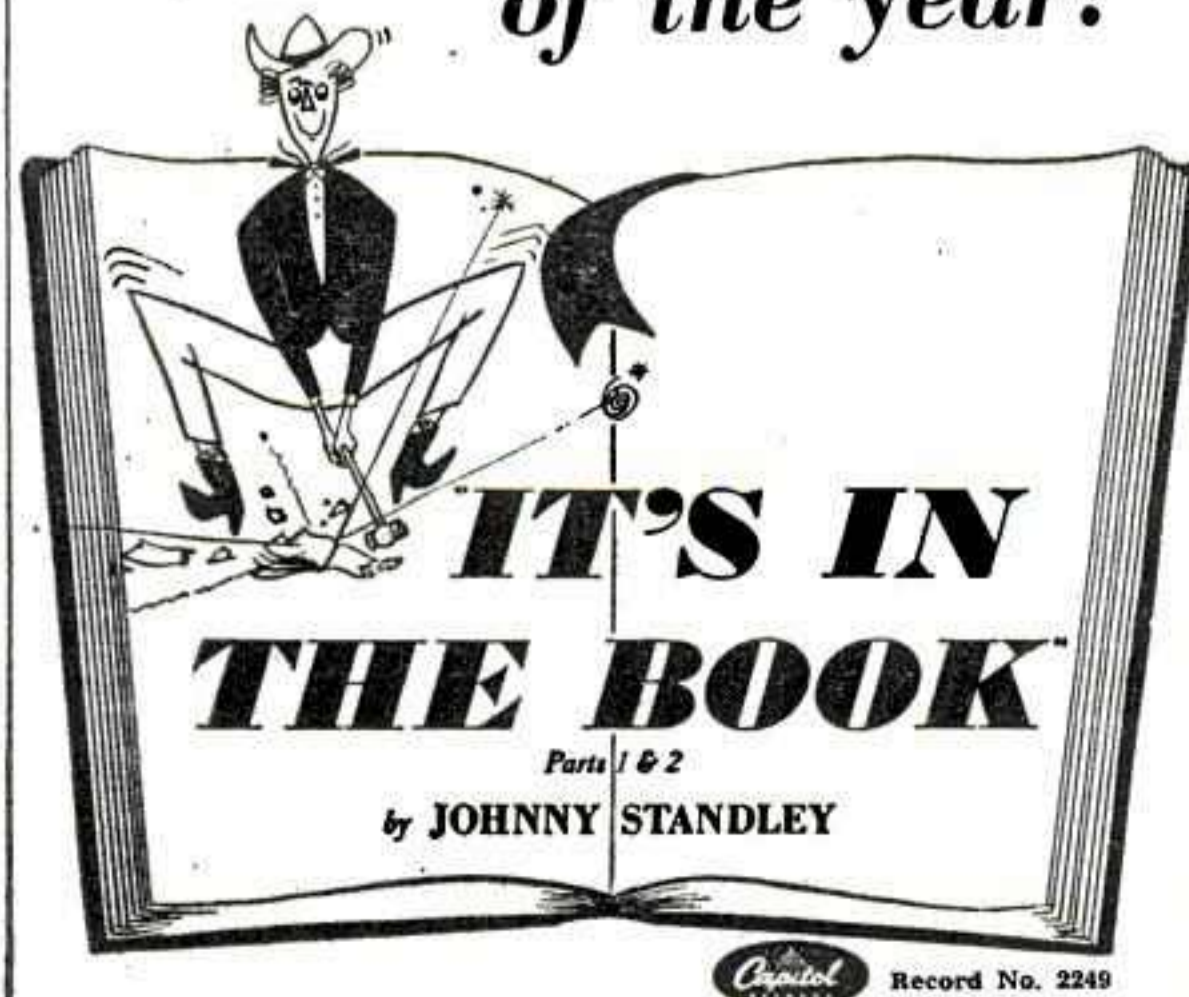
**"DON'T LET THE STARS GET IN YOUR EYES"**

and his clever novelty

**"BIG FAMILY TROUBLE"**

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Capitol Record No. 2249

Two Hits!  
Back-to-Back  
—by—

Nat 'KING' Cole

NAT SCORES AGAIN with his mellow version of the hit song

**"FAITH CAN MOVE MOUNTAINS"**

and the ballad from Paramount's film "Thunder in the East"

**"THE RUBY AND THE PEARL"**

CAPITOL RECORD NO. 2230

# 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 Sept. 17, 18 and 19

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. 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   Last   This	to date   Week   Week	Tune	Artist	Label
8	1	1	1. YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811—BMI
10	2	2	2. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
4	5	3	3. I WENT TO YOUR WEDDING	P. Page	Mercury(78)5899; (45)5899X45—BMI
4	8	4	4. YOU BELONG TO ME	P. Page	Mercury(78)5899; (45)5899X45—BMI
21	3	5	5. HALF AS MUCH	R. Clooney	Col(78)39710; (45)4-39710—BMI
5	10	6	6. JAMBALAYA	J. Stafford	Col(78)39838; (45)4-39838—BMI
2	15	7	7. I SHOULD CARE	R. Flanagan	V(78)20-4885; (45)47-4885—ASCAP
17	12	8	8. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
15	4	9	9. AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
7	18	10	10. HIGH NOON	F. Laine	Col(78)39770; (45)4-39770—ASCAP
5	7	11	11. MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
15	6	12	12. BOTCH-A-ME	R. Clooney	Col(78)39767; (45)4-39767—BMI
6	11	12	12. TRYING	Hilltoppers	Dot(78)15018; (45)45-15018—ASCAP
14	9	14	14. AUF WIEDERSEH'N, SWEETHEART	E. Howard	Mercury(78)5871; (45)5871X45—BMI
5	15	15	15. TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Col(78)39812; (45)4-39812—BMI
3	28	16	16. YOU BELONG TO ME	D. Martin	Cap(78)2165; (45)F-2165—BMI
1	—	17	17. GLOW WORM	Mills Brothers	Dec(78)28384; (45)9-28384—BMI
5	14	18	18. WALKIN' TO MISSOURI	S. Kaye	Col(78)39769; (45)4-39769—ASCAP
19	18	18	18. WALKIN' MY BABY BACK HOME	J. Ray	Col(78)10135; (45)4-10135—ASCAP
1	—	20	20. MADEMOISELLE	E. Howard	Mercury(78)5898; (45)5898X45—ASCAP
6	13	21	21. DOODLETOWN, FIFERS	Sauter-Finegan	V(78)20-4866; (45)47-4866—ASCAP
4	23	22	22. FEET UP	G. Mitchell-M. Miller	Col(78)39822; (45)4-39822—ASCAP
2	17	23	23. TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul-M. Ford	Cap(78)2193; (45)F-2193—BMI
1	—	23	23. MEET MR. CALLAGHAN	M. Miller	Col(78)39851; (45)4-39851—ASCAP
1	—	23	23. TRYING	E. Fitzgerald	Dec(78)28375; (45)9-28375—ASCAP
3	24	26	26. STRING ALONG	Ames Brothers	Coral(78)60804; (45)9-60804—BMI
1	—	26	26. BIM BAM BABY	F. Sinatra	Col(78)39819; (45)4-39819—ASCAP
1	—	28	28. BLUES IN THE NIGHT	R. Clooney	Col(78)39813; (45)4-39813—ASCAP
1	—	29	29. WISH YOU WERE HERE	J. Froman	Cap(78)2154; (45)F-2154—ASCAP
1	—	30	30. AZURTE	F. Sinatra	Col(78)39819; (45)4-39819—BMI
11	—	30	30. WALKIN' MY BABY BACK HOME	Nat (King) Cole	Cap(78)2130; (45)F-2130—ASCAP

## VOX JOX

By GENE PLOTNIK

### Chatter

Leroy Woodward, dejay on WVJS, Owensboro, Ky., recently became mayor of that town, which has a population of 35,000, following the death of former Mayor Weir. ... Disk jockeys in the vicinity of the Brockton (Mass.) Fair this year participated in record hops staged there from 7:30 to closing each night. ... Bill Garr of KWKW, Pasadena, Calif., has been doing his Saturday afternoon record shows from the Los Angeles County Fair. ... Allen James for one week this summer did his platter shows for WRFD, Worthing, O., from the grounds of the Ohio State Fair. ... Carl Ide recently began "Ladd's Car Cabaret" over WNJR, Newark, N. J., for Ladd's Auto Sales there. Ide plans to include interviews with entertainers in New York. ... Bob Cavanaugh of KRIB, Mason City, Ia., is interested to know the whereabouts of Harry Grove, former "Meet Mr. Music" on KCMO, Kansas City, Mo. ... Al Mortimer goes on

### YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard of ...

#### SEPTEMBER 26, 1942

1. Kalamazoo
2. He Wears a Pair of Silver Wings
3. My Devotion
4. I Left My Heart at the Stage Door Canteen
5. Take Me
6. Strictly Instrumental
7. Serenade in Blue
8. Jingle, Jangle, Jingle
9. Amen
10. Strip Polka

#### SEPTEMBER 27, 1947

1. Near You
2. Peg o' My Heart
3. I Wonder Who's Kissing Her Now
4. That's My Desire
5. Smoke, Smoke, Smoke (That Cigarette)
6. Feudin' and Fightin'
7. When You Were Sweet Sixteen
8. I Wish I Didn't Love You So
9. The Lady From 29 Palms
10. I Have But One Heart

with a wee-hour record show over WRAK, Williamsport, Pa., which will be called "Night Al." Besides records he wants to use taped intros of the artists. ... Bob Linville, known in Pittsburgh as "The Man in the Moon," has started a new top-tune show on WCAE from 11:15 p.m. to 1 a.m. nightly.

### Gimmix

Tom Edwards, of WERE, Cleveland, is selling "TE Picture Pac No. 5" for 10 cents, with the profits going to the Muscular Dystrophy Association. He's sold 2,000 so far. Pictures are Guy Mitchell, Paul Bruno, the Four Lads and Jeri Southern. ... Bob Watson, of WSB, Atlanta, is getting copies of Decca's "Curtain Call" albums from Jim Lee, Decca head in Atlanta, to award each night to person calling in from farthest distance.

### Raves and Rants

Gerry Grainger of KOSA, Odessa, Tex., says that Ralph Flanagan's "I Should Care" is now going great in his area, tho it started like a sleeper. ... Bob King, WMBD, Peoria, Ill., has only bouquets for June Valli for taking time out to give him a long-distance call for playback on his Saturday afternoon record show. ... Elspeth Simmon, record librarian of WATL, Atlanta, asks why someone doesn't record an instrumental of "Wish You Were Here." ... Jim Stewart of WRBI, Columbus, Ga., and Don Ross of WJTN, Jamestown, N. Y., both say they get a lot of requests for London Records but can't play 'em because they can't get 'em. ... Roger Nash, WJMR, New Orleans, declares that Kay Starr's "Those Letters" is a steal from Larry Darnell's "I'll Get Along Somehow" on Regal.

## Best Selling Sheet Music

... Based on reports received Sept. 17, 18 and 19

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

POSITION	Weeks   Last   This	to date   Week   Week	Tune	Artist
5	2	1	1. YOU BELONG TO ME (R)	Ridgeway
13	1	2	2. AUF WIEDERSEH'N, SWEETHEART	Hill & Range
9	3	3	3. WISH YOU WERE HERE (R) (F)	Chappell
3	5	4	4. I WENT TO YOUR WEDDING (R)	St. Louis
15	4	5	5. HALF AS MUCH	Acuff-Rose
12	8	6	6. SOMEWHERE ALONG THE WAY (R)	United
14	6	7	7. WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
2	10	8	8. JAMBALAYA (R)	Acuff-Rose
28	7	9	9. BLUE TANGO (R)	Mills
2	12	10	10. ZING A LITTLE ZONG	Burvan
5	9	11	11. HIGH MOON (R) (F)	Feist
2	12	12	12. MEET MR. CALLAGHAN (R)	Leeds
10	11	13	13. BOTCH-A-ME (R)	Hollis
2	—	14	14. WALKIN' TO MISSOURI (R)	Hawthorne
18	14	15	15. HERE IN MY HEART (R)	Mellin

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The Index is projected upon radio logs made available to Peatman's 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 preponderantly (over 60 per cent) alive.

(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.	Auf Wiederseh'n Sweetheart (R)	Hill & Range—BMI
2.	Blow Out the Candle (R)	DeSylva, Brown & Henderson—ASCAP
3.	Botch-A-Me (R)	Hollis—BMI
4.	Glow Worm (R)	E. B. Marks—BMI
5.	Half as Much (R)	Acuff-Rose—BMI
6.	Here Comes That Mood (R)	Life—BMI
7.	How Close (R)	Life—BMI
8.	I Went to Your Wedding (R)	Hill & Range—BMI
9.	I'll Forget You (R)	Whitmark—ASCAP
10.	I'm Yours (R)	Algonquin—BMI
11.	Kiss of Fire (R)	Duchess—BMI
12.	Live Oak Tree (R)	Burvan—ASCAP
13.	Luna Rosa (R)	Bregman, Vocca & Conn—ASCAP
14.	Maybe (R)	Robbins—ASCAP
15.	Meet Mr. Callaghan (R)	Leeds—ASCAP
16.	My Love and My Devotion (R)	Shapiro-Bernstein—ASCAP
17.	Once in a While (R)	Miller—ASCAP
18.	Roses of Yesterday (R)	Berlin—ASCAP
19.	Some Day (R)	Famous—ASCAP
20.	Somebody Loves Me (R)	Harms—ASCAP
21.	Somewhere Along the Way (R)	United—ASCAP
22.	Sweetest Words I Know (R)	Life—BMI
23.	Two-Faced Clock (R)	Robbins—ASCAP
24.	Walkin' My Baby Back Home (R)	DeSylva, Brown & Henderson—ASCAP
25.	Walkin' to Missouri (R)	Hawthorne—ASCAP
26.	Wedding Bells Will Soon Be Ringin' (R)	Laurel—ASCAP
27.	When I Fall in Love (R)	Victor Young—ASCAP
28.	Wish You Were Here (R)	Chappell—ASCAP
29.	You Belong to Me (R)	Ridgeway—BMI
30.	You Intrigue Me (R)	Remick—ASCAP
31.	Zing a Little Zong (R)	Burvan—ASCAP

### Top 10 in Television

1.	Down by the O-H-I-O	Forster—ASCAP
2.	Half as Much (R)	Acuff-Rose—BMI
3.	High Noon (R)	Feist—ASCAP
4.	I'm Yours (R)	Algonquin—BMI
5.	Jambalaya (R)	Acuff-Rose—BMI
6.	Kiss of Fire (R)	Duchess—BMI
7.	See America First (R)	Duet—ASCAP
8.	Walkin' My Baby Back Home (R)	DeSylva, Brown & Henderson—ASCAP
9.	Wish You Were Here (R)	Chappell—ASCAP
10.	You Belong to Me (R)	Ridgeway—BMI

## England's Top Twenty

POSITION	Weeks   Last   This	to date   Week   Week	Tune	English	American
12	1	1	1. HOMING WALTZ	Reino	Miller
10	2	2	2. HIGH NOON	Robbins	Feist
17	3	3	3. AUF WIEDERSEH'N, SWEETHEART	Maurice	Hill & Range
14	4	4	4. BLUE TANGO	Mills	Mills
11	5	5	5. I'M YOURS	Mellin	Algonquin
6	6	6	6. WALKIN' MY BABY BACK HOME	Victoria	De Sylva & Henderson
7	8	7	7. DAY OF JUBILO	Connelly	Montclare
14	9	8	8. KISS OF FIRE	Duchess	Duchess
11	7	9	9. FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Pickwick	Pickwick
2	18	10	10. ROCK OF GIBRALTAR	Connelly	Montclare
5	12	11	11. SOMEWHERE ALONG THE WAY	Magna	United
9	11	12	12. TRUST IN ME	Lawrence Wright	Advanced
2	19	13	13. FAITH	Hit Songs, Ltd.	J. J. Robbins
5	13	14	14. MEET MR. CALLAGHAN	Toff	Leeds
2	15	15	15. SUGARBUSH	Chappell	G. Schirmer
4	16	16	16. WHEN YOU'RE IN LOVE	Connelly	Alamo
22	10	17	17. NEVER	Francis Day & Hunter, Ltd.	Mellin
1	1	19	19. ISLE OF INNISFREE	Peter Maurice	Leeds
18	14	20	20. BLACKSMITH BLUES	Chappell	Hill & Range

# COLUMBIA COUNTER-POINTS



### The Pitch From Mitch

ORDINARILY you'd say any record company which plugs another company's talent is running out of its groove. And ordinarily I'd say you were right. This time, though, it's a little different, because the talent I'm talking about is **Hank Williams**. Man, that's one crazy song-writer. He's cranked out five straight hits in a row, which makes him practically the Conestoga edition of **Rodgers and Hammerstein**, and there's a new one coming through with all the potential to make it an even half-dozen.

The new one is "You Win Again," sung by our boy **Champ Butler**, and my advice to you is to keep your eye on it. The others? Well, first there was "Cold, Cold Heart" which consolidated **Tony Bennett's** position as an important new star. Then there was "Hey, Good Lookin'," which **Jo Stafford** and **Frankie Laine** kicked around to some solid returns. Then came "Half as Much," which is still one of the country's biggest numbers, and gave **Rosemary Clooney** another sensational waxing. And right now **Jo Stafford** is mixing up a tasty mess of royalties with "Jambalaya."

Finally, there's "Setting the Woods on Fire," which we've just made with **Jo** and **Frankie Laine**. If there ever was a record made for a night on the town, this is it! Comes a time in the evening when you want to break things up, and that's the way this side feels. The kids have never been in better form, and we're on our way to another big one. Consequently, thanks to **Hank Williams!**

*Mitch*



a sure-fire hit!  
**FRANKIE LAINE**  
and  
**JO STAFFORD**  
  
**PIECE A-PUDDIN'**  
**SETTIN' THE WOODS ON FIRE**  
78 rpm 39867 • 45 rpm 4-39867

### New Folk Releases

**ROY ACUFF**

**SHE ISN'T GUARANTEED  
WONDER IS ALL I DO**

78 rpm 21018 • 45 rpm 4-21018

**TOMMY WARREN**

**DO YOU CARE FOR ME?  
I'M JUST IN TIME TO BE TOO  
LATE**

78 rpm 21017 • 45 rpm 4-21017

**DAISY MAE**

and **OLD BROTHER CHARLIE**

**LOOKING THROUGH THE  
WINDOW OF HEAVEN  
GRACE FOR EVERY NEED**

78 rpm 21019-s • 45 rpm 4-21019-s

### New Okeh Releases

**RED SAUNDERS** and his Orchestra

**PIECE A-PUDDIN'  
LAST NIGHT'S PARTY**

78 rpm 6914 • 45 rpm 4-6914

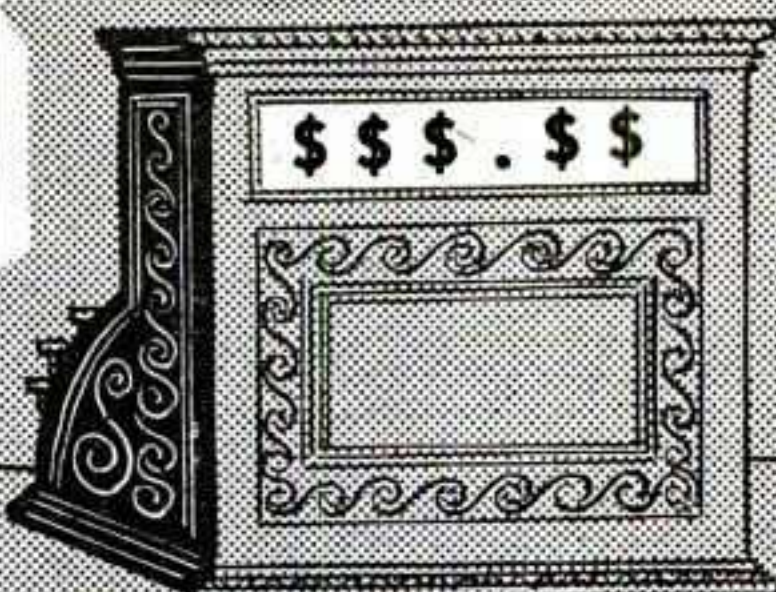
### Extra Special! Rosie's Newest!

**ROSEMARY CLOONEY**

with **Percy Faith**

**BLUES IN THE NIGHT  
WHO KISSED ME  
LAST NIGHT?**

78 rpm 39813 • 45 rpm 4-39813



### New Pop Releases

the original!

**YOU'LL NEVER GET AWAY**

sung by

**THE PAULETTE SISTERS**

and **PETER HANLEY**

with **LARRY CLINTON**

and his Orchestra

b/w **MY-NA-SHAY-NA TY-RA**

(My Sweet and Dear One)

78 rpm 39872 • 45 rpm 4-39872

### New Children's Records

**PETER PIPER** With Orchestra

**TIP TOE THE BIRTHDAY ELF**

**BIRTHDAY PARTY WITH TIP TOE**

78 rpm Set MJV-145 • 45 rpm Set MJV 4-145

### New International Releases

**NORBIE BAKER** And His Polka Boys

**BLUE RIBBON POLKA**

**NOW AND FOREVER**

78 rpm 10095

**CHESTER BUDNY** and His Boys

**SOUVENIR POLKA**

**JOHNNIE**

78 rpm 10096

### Recent Album Successes

**LUNCEFORD SPECIAL**

Lunceford Special • Uptown Blues • Well, All Right Then • What's Your Story, Mornin' Glory • The Lonesome Road • Baby, Won't You Please Come Home • Chopin's Prelude No. 7 • White Heat

**JIMMIE LUNCEFORD** and His Orchestra

"Lp" GL 104 • 45 Set G 4-16

**MITCH MILLER**

**WITH HORNS AND CHORUS**

Kalamazoo to Timbuktu • Keep Me in Mind • The Sea of the Moon • Green Sleeves • Tzena Tzena Tzena • Autumn Leaves • Au Revoir Again • Song of Delilah

**MITCH MILLER**

with the Paulette Sisters, Peter Hanley and Burt Taylor

"Lp" CL 6222 • 45 Set B-315

**HARMONICA IMPRESSIONS**

Pavanne • Our Waltz • Bali Ha'i • El Rancho Grande • Liza • Clair de Lune • Always • Tia Juana

**EDDY MANSON,**

Harmonica, with Quintet Acc.

"Lp" CL 6184 • 45 Set B-265

Franz Lehár's **THE MERRY WIDOW**

(Produced by Goddard Lieberson)

with **DOROTHY KIRSTEN**  
and **ROBERT ROUNSEVILLE**

and Genevieve Warner, Wesley Dalton and supporting cast • Chorus and Orchestra conducted by Lehman Engel  
the complete score: "Lp" ML 4666  
selections: 45 Set B-320 • 78 Set C-320

### Best Sellers

Based on actual sales reports for week ending September 20

**JO STAFFORD**

**YOU BELONG TO ME  
PRETTY BOY**

78 rpm 39811 • 45 rpm 4-39811

**JO STAFFORD**

**JAMBALAYA  
EARLY AUTUMN**

78 rpm 39838 • 45 rpm 4-39838

**ROSEMARY CLOONEY**

**HALF AS MUCH  
POOR WHIP-POOR-WILL**

78 rpm 39710 • 45 rpm 4-39710

\* **ROSEMARY CLOONEY**

**BLUES IN THE NIGHT  
WHO KISSED ME LAST  
NIGHT?**

78 rpm 39813 • 45 rpm 4-39813

**SAMMY KAYE**

**WALKIN' TO MISSOURI  
ONE FOR THE WONDER**

78 rpm 39769 • 45 rpm 4-39769

**FRANKIE LAINE**

**HIGH NOON  
ROCK OF GIBRALTAR**

78 rpm 39770 • 45 rpm 4-39770

**JOHNNIE RAY**

**LOVE ME  
FAITH CAN MOVE  
MOUNTAINS**

78 rpm 39837 • 45 rpm 4-39837

**SAMMY KAYE**

**IT WASN'T GOD WHO  
MADE HONKY TONK  
ANGELS  
I WENT TO YOUR  
WEDDING**

78 rpm 39856 • 45 rpm 4-39856

**ROSEMARY CLOONEY**

**BOTCH-A-ME  
ON THE FIRST WARM  
DAY**

78 rpm 39767 • 45 rpm 4-39767

**DORIS DAY**

and **FRANKIE LAINE**  
**SUGARBUSH  
HOW LOVELY COOKS  
THE MEAT**

78 rpm 39693 • 45 rpm 4-39693

**JOHNNIE RAY**

**WALKING MY BABY  
BACK HOME  
GIVE ME TIME**

78 rpm 39750 • 45 rpm 4-39750

**TONY BENNETT**

**HAVE A GOOD TIME  
PLEASE, MY LOVE**

78 rpm 39764 • 45 rpm 4-39764

\*first week out, and on the best-seller list! keep an eye on it!

# COLUMBIA RECORDS

"Columbia", "Masterworks", "Okeh", "Lp" and "45" Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

# 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 Pop Singles

Based on reports received Sept. 17, 18 and 19

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.

POSITION	Weeks   Last   This	to date   Week   Week	Record Title	Artist	Label
8	1	1	1. YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811—BMI
			Pretty Boy		
5	2	2	2. I WENT TO YOUR WEDDING	P. Page	Mercury(78)5899; (45)5899X45—BMI
			You Belong to Me		
11	3	3	3. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
			Hand of Fate		
5	6	4	4. JAMBALAYA	J. Stafford	Col(78)39838; (45)4-39838—BMI
			Early Autumn		
12	7	5	5. HIGH MOON	F. Laine	Col(78)39770; (45)4-39770—ASCAP
			Rock of Gibraltar		
15	4	6	6. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
			From the Time We Say Goodbye		
19	5	7	7. HALF AS MUCH	R. Clooney	Col(78)39710; (45)4-39710—BMI
			Poor Whip-Poor-Will		
5	8	8	8. MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
			Take Me in Your Arms		
4	10	9	9. YOU BELONG TO ME	P. Page	Mercury(78)5899; (45)5899X45—BMI
			I Went to Your Wedding		
5	14	10	10. TRYING	Hilltoppers	Dot(78)15018; (45)45-15018—ASCAP
			You Made Up My Mind		
4	12	11	11. MEET MR. CALLAGHAN	H. Grove Trio	London(78)1248; (45)45-1248—ASCAP
			Intermezzo		
14	9	12	12. BOTCH-A-ME	R. Clooney	Col(78)39767; (45)4-39767—BMI
			On the First Warm Day		
17	15	13	13. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
			What Does It Take		
10	11	14	14. INDIAN LOVE CALL	Slim Whitman	Imperial(78)8156; (45)45X8156—ASCAP
			China Doll		
4	12	15	15. YOU BELONG TO ME	D. Martin	Cap(78)2165; (45)F-2165—BMI
			Hominy Grits		
2	16	16	16. HIGH MOON	Tex Ritter	Cap(78)2120; (45)F-2120—ASCAP
			Go On Get Out		
1	—	17	17. GLOW WORM	Mills Brothers	Dec(78)28384; (45)9-28384—BMI
			After All		
7	18	18	18. WALKIN' TO MISSOURI	S. Kaye	Col(78)39769; (45)4-39769—ASCAP
			One for the Wonder		
1	—	18	18. YOU'LL NEVER GET AWAY	T. Brewer-D. Cornell	Coral(78)60829; (45)9-60829—ASCAP
			Hookey Song		
38	20	20	20. BLUE TANGO	L. Anderson	Dec(78)27875; (45)9-27875—ASCAP
			Belle of the Ball		
1	—	21	21. TAKES TWO TO TANGO	P. Bailey	Coral(78)60817; (45)9-60817—ASCAP
			Let There Be Love		
3	17	22	22. BECAUSE YOU'RE MINE	M. Lanza	V(78)10-3914; (45)49-3914—ASCAP
			Song the Angels Sing		
3	23	23	23. JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283—BMI
			Window Shopping		
1	—	24	24. BECAUSE YOU'RE MINE	Nat (King) Cole	Cap(78)2212; (45)F-2212—ASCAP
			I'm Never Satisfied		
6	23	25	25. TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Col(78)39812; (45)4-39812—BMI
			Good for Nothing		
1	—	25	25. LADY OF SPAIN	E. Fisher-H. Winterhalter	V(78)20-4953; (45)47-4953—ASCAP
			Outside of Heaven		
1	—	25	25. LOVE ME	J. Ray	Col(78)39837; (45)4-39837—ASCAP
			Faith Can Move Mountains		
1	—	28	28. COMES A-LONG A-LOVE	K. Starr	Cap(78)2213; (45)F-2213—ASCAP
			Three Letters		
4	—	28	28. FEET UP	G. Mitchell-M. Miller	Col(78)39822; (45)4-39822—ASCAP
			Jenny Kissed Me		
1	—	28	28. MEET MR. CALLAGHAN	C. Cavallaro	Dec(78)28373; (45)9-28373—ASCAP
			Runnin' Wild Boogie		

## Best Selling Classical Albums

Last	This	Record Title	Label
1	1	Berlioz Harold in Italy; M. Primrose, Royal Philharmonic Ork, Sir Thomas Beecham, conducting	Col (33) ML-4542
2	2	De Falla: Three Cornered Hat; S. Danco, S. Romande Ork, E. Ansermet, conducting	London (33) LLP-598
5	3	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor	V (33) LM-1002
3	4	Holst: Planets: BBC Symphony Ork, Sir Adrian Boult, conductor	V (33) LHMV-1002
4	5	Rachmaninoff: Concerto for Piano & Ork. No. 2; A. Rubinstein, piano, NBC Symphony Ork, V. Golschmann	V (33) LM-1005

Last	This	Record Title	Label
1	1	Tchaikovsky: Nutcracker Suite; Philadelphia Ork, E. Ormandy, conductor	V (45) WDM-1020
2	2	Rachmaninoff: Concerto for Piano No. 2; St. Louis Symphony Ork, A. Rubinstein	V (45) WDM-1075
3	3	Ravel: Bolero; Boston Symphony Ork, Koussevitzky, conductor	V (45) WDM-1220
4	4	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Golschmann, conductor	V (45) WDM-1028
5	5	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor	V (45) WDM-920
—	5	Puccini: Highlights From Madame Butterfly; L. Albanese, J. Meltan, L. Browning	V (45) WDM-1068

## DEALER DOINGS

### Brickbats and Bouquets

J. Burton of Johnny's Variety Store, Calhoun Falls, S. C., has become so irked with distribution service that he is considering discontinuance of handling records. Burton says he does mail-order business with some 20 merchandise firms, but record distributors furnish more headaches than all combined. A part of his letter speaks for itself: "I wrote to the four largest distributors at Charlotte, N. C., Columbia, Decca, RCA and Capitol, requesting a letter from each of them together with advice and ideas, and asking a few questions concerning record selling. I received a reply from just one—RCA, which had a representative call on me. From the others—nothing! I very recently made an order to seven distributors, asking for streamers and advertising matter from all of them. Not one sent a single piece of either." ... Of pro and con, Adrian's of Hutchinson, Kan., says: "RCA distributors did everything for a successful local meeting of Victor dealers last month. However, RCA's New York office sent two nice guys to handle the meeting. Probably they are smart boys in their respective managerial positions, but as public speakers they would starve to death. Meeting was a dragged-out, boring affair." Conversely, Lester's, of Providence, R. I., carols: "Orchids to Joe Broderick, Merv Amals and Al Latanska, local Capitol distributor personnel, for the great and enthusiastic fall promotion get-together here." ... Again on the O. C. front—Richards Music Company, Safford, Ariz. has the horrors about optional center during the Christmas rush. Something like a cookie cutter with three blades should be provided. Also it is against the all-purpose needle for three-speed players. Says it does not get full sound from any record. ... Beverly Gamble of Galesburg, Ill., states main beef is with Capitol's optional centers. "Ninety-nine per cent of them we punch out." ... Clifford L. Barnhart, Deposit, N. Y., has another slant: "We have little difficulty with O. C.'s because customers are predominantly three-speed owners. They buy 33's for album sets, 78's for singles and 45's only when a selection is on 45 r.p.m.

### Collegiate Taste

Turntable Record Shop, Columbus, O., catering 90 per cent to college students, reports September, 1951 to September, 1952 sales show cap-and-owners' preferences as follows—Dance bands: (1) Stan Kenton, (2) Ray Anthony, (3) Ralph Flanagan, (4) Les Brown, (5) Billy May. Fem vocalists: (1) Patti Page, (2) Kay Starr, (3) Jo Stafford. Male vocalists: (1) Johnnie Ray, (2) Nat (King) Cole, (3) Tony Bennett, (4) Eddie Fisher, (5) Frankie Laine. Vocal groups: (1) Four Aces, (2) Walter Schuman Voices, (3) Ames Brothers, (4) Bell Sisters. Instrumentalists: (1) Les Paul, (2) George Shearing, (3) Dave Brubeck. String orks: (1) Leroy Anderson, (2) Mantovani, (3) David Rose.

## Best Selling Children's Records

Based on reports received Sept. 17, 18 and 19

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

POSITION	Weeks   Last   This	to date   Week   Week	Record Title	Artist	Label
7	1	1	1. ROBIN HOOD (2)	B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins	Cap(78)DBX-3138; (45)CBXF-3138
92	3	2	2. TWEETY PIE (1)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CASF-3074
137	2	3	3. CINDERELLA (2)	I. Woods and Others	V(78)Y-399; (45)WY-399
54	4	3	3. SNOW WHITE AND THE SEVEN DWARFS (2)	Dennis Day	V(78)Y-33; (45)WY-33
68	12	5	5. LONE RANGER, Vol. 1 (1)	G. Trendle	Dec(78)K-29; (45)I-152
69	7	6	6. PETER AND THE WOLF (2)	Sterling Holloway	V(78)Y-386; (45)WY-386
3	7	6	6. BOZO HAS A PARTY (2)	B. May Ork-P. Colvig	Cap(78)DBX-3133; (45)CBXF-3133
74	10	8	8. LITTLE ENGINE THAT COULD (2)	P. Wing	V(78)Y-384; (45)WY-384
2	13	8	8. NOISY EATER (1)	J. Lewis	Cap(78)CAS-3120; (45)CASF-3120
2	15	8	8. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF (1)	B. Boyd	Cap(78)CAS-3109; (45)CASF-3109
1	—	8	8. TWEET TWEET TWEET (1)	M. Blanc-B. May	Cap(78)CAS-3118; (45)CASF-3118
193	6	12	12. BOZO AT THE CIRCUS (2)	Alan Livingston-Vance (Pinto) Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
190	11	12	12. LITTLE TOOT (1)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065
9	—	12	12. TRAIN TO THE ZOO (1)	N. Rose	Children's Guild(78)1001; (45)1001-45
1	—	12	12. LITTLE ENGINE THAT COULD (1)	G. Lombardo	Dec(78)K-57; (45)I-182

## Best Selling Pop Albums

Based on reports received Sept. 17, 18 and 19

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

Last	This	Record Title	Label
1	1	1. WITH A SONG IN MY HEART	J. Froman...Cap(78)DDN-309; (33)L-309
2	2	2. LOVELY TO LOOK AT	Original Cast...MGM(78)MGM-150; (33)E-150
3	3	3. BIG BAND BASH	B. May...Cap(78)DCN-329; (33)L-329
9	4	4. MERRY WIDOW	Original Cast...MGM(78)MGM-157; (33)E-157
—	5	5. KING AND I	Original Cast...Dec(78)DA-876; (33)DL-9008
8	6	6. LIBERACE AT THE PIANO	Liberace...Col(78)A-308; (33)CL-6217
4	7	7. SINGIN' IN THE RAIN	Original Cast...MGM(78)MGM-113; (33)E-113
—	8	8. SOUTH PACIFIC	Mary Martin-Ezio Pinza...Col(78)MM-850; (33)ML-4180
7	9	9. WISH YOU WERE HERE	Original Cast...V(78)OC-1007; (33)LOC-1007
—	10	10. BAND IS BORN	B. May...Cap(78)CCN-349; (33)H-349

Last	This	Record Title	Label
1	1	1. WITH A SONG IN MY HEART (4)	J. Froman...Cap(78)DDN-309; (45)KDF-309
2	2	2. LOVELY TO LOOK AT (4)	Original Cast...MGM(78)MGM-150; (45)K-150
8	3	3. EDDIE FISHER SINGS (4)	E. Fisher...V(78)P-3025; (45)WP-3025
3	4	4. BIG BAND BASH (3)	B. May...Cap(78)DCN-329; (45)KCF-329
—	5	5. AN AMERICAN IN PARIS (4)	G. Kelly-G. Gueary-J. Green...MGM(78)MGM-93; (45)K-93
—	5	5. MERRY WIDOW (4)	Original Cast...MGM(78)MGM-157; (45)K-157
8	7	7. LIBERACE AT THE PIANO (4)	Liberace...Col(78)A-308; (45)B-308
5	8	8. SHOW BOAT (4)	Original Cast-K. Grayson-A. Gardner-H. Keel...MGM(78)MGM-84; (45)K-84
10	9	9. DANCE TO THE TOP POPS (4)	R. Flanagan...V(45)WP-3084
4	10	10. JOHNNIE RAY (4)	J. Ray-Four Lads-B. Cole Quintet...Col(78)C-288; (45)B-288

## Classical Reviews

JOHANN STRAUSS: DER LUSTIGE KRIEG (The Merry War)—Akademie Kammerchor, soloists; Vienna Symphony Ork, Karl Von Pausperl, Cond. (1-12'') Vox (33) PL 20600 76

It's a silly plot, having something to do with a war between two States who have engaged the same ballerina. But since the battles take place for the main part in three-quarter time, listeners to the Strauss operetta will count themselves on the winning side. The opus brims over with sparkling melody. And the performance is excellent. Many will enjoy this one, and Vox should easily be able to move a satisfactory number of copies.

BEETHOVEN: OVERTURES: LEONORE NO. 3, OP. 72; EGMONT, OP. 84; CORIOLAN, OP. 62 — The Bamberg Symphony Ork and Berlin Philharmonic Ork. Joseph Keilberth, Cond. (1-12'') Capitol (33) P 8162 72

Etching the three most popular Beethoven concert overtures on a single disk makes for sound commercial prospects. Capitol, tho, is not the only diskery to which the idea has occurred. Mercury put out the same triple threat some time ago, and on a single 10-inch platter. Nevertheless, the outlook for the current readings seems quite good. They are dramatic and, in full sympathy with the music, Capitol's sound, too, is fine.

HAYDN: GREAT ORGAN MASS OF 1766 —Vienna Symphony Ork; Akademie Kammerchor, soloists, Ferdinand Grossmann, Cond. (1-12'') Vox (33) PL 7020 70

Many melodies of beauty and genuine appeal pervade this mass. And while the same distinguishing characteristics are present in many other works in the form, few are so consistently joyful in tone. The mass is performed with great sympathy by the large assemblage under Ferdinand Grossmann. Soloists are uniformly good. In all, a fine catalog addition by Vox.

CAMILLA WILLIAMS: SPIRITUALS — 69

Borislav Bazala, piano (1-10'') MGM (33) E 156

Miss Williams is a fine young artist whose talents become more apparent with each of her appearances, either in recital or on disks. She's heard here in a collection of eight unhackneyed spirituals which she projects with simplicity and great appeal. Many are certain to find pleasure in the set, includes, "Hold On," "Poor Me," "On My Journey," "Talk About a Child," "His Name So Sweet," "When I've Done," "City Called Heaven" and "Oh, What a Beautiful City."

(Continued on page 46)



# "THERE'S A SHIP COMIN' IN" and "IF'N"

**RCA VICTOR**  
20-4961  
47-4961

the *Bermuda Sisters*

**The Bell Sisters, that is**

**...with 2 NEW Smash Hits!**

This week's

## New Releases ... on RCA Victor

Release 52-38

*Ships Coast to Coast September 21*

### POPULAR

- IAN PEARCE**  
Anywhere I Wander  
Maria, My Own (Mario-La-O) 20-4960—(47-4960)\*
- THE BELL SISTERS**  
IF'N  
There's a Ship Comin' In 20-4961—(47-4961)\*
- HARRY HARDEN**  
California Schottisch  
Cotton Eyed Joe 20-4963—(47-4963)\*

### COUNTRY — WESTERN

- EDDY ARNOLD**  
Older and Bolder  
I'd Trade All of My Tomorrows (For Just One Yesterday) 20-4954—(47-4954)\*
- THE BEAVER VALLEY SWEETHEARTS**  
Who'da Ever Thought  
I Care No More 20-4953—(47-4953)\*
- GRANDPA JONES**  
The Closer to the Bone (The Sweeter the Meat)  
Saas-A-Frass 20-4956—(47-4956)\*

### RHYTHM-BLUES

- PIANO RED**  
Yoo Doopce Dee  
Daybreak 20-4957—(47-4957)\*
- BOB WILLIAMS**  
Talk to Me  
Early Every Evening 20-4958—(47-4958)\*

### RED SEAL SPECIAL

- MARIO LANZA**  
You Do Something to Me  
Lee-Ah-Loo 10-3961—(49-3961)\*

\*45 rpm cat. nos.

*Going Strong...*

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

- Lady of Spain/Outside of Heaven  
Eddie Fisher ..... 20-4953—(47-4953)
- Wish You Were Here/The Hand of Fate  
Eddie Fisher ..... 20-4830—(47-4830)\*
- I Went to Your Wedding/The Boogie Woogie Flying Cloud  
Hank Snow ..... 20-4909—(47-4909)\*
- Because You're Mine/The Song Angels Sing  
Mario Lanza ..... 10-3914—(49-3914)
- I Laughed at Love/Father Time  
Sunny Gale ..... 20-4789—(47-4789)\*
- Vanessa/Somewhere Along the Way  
Hugo Winterhalter ..... 20-4691—(47-4691)
- You'll Never Get Away/A Man's Best Friend Is His Horse  
Vaughn Monroe ..... 20-4942—(47-4942)\*
- April in Paris/Moonlight on the Ganges  
Sauter-Finegan Orch. .... 20-4927—(47-4927)\*
- A Full Time Job/Shepherd of My Heart  
Eddy Arnold ..... 20-4787—(47-4787)\*
- Tossin' and Turnin'  
Sunny Gale ..... 20-4901—(47-4901)
- Got You on My Mind/One Mint Julep  
Buddy Morrow ..... 20-4868—(47-4868)\*
- I Should Care/Tippin' In  
Ralph Flanagan ..... 20-4885—(47-4885)\*
- I've Gone and Done It Again/Two Timing Blues  
Johnnie & Jack ..... 20-4949—(47-4949)\*
- I'm Yours  
Eddie Fisher ..... 20-4680—(47-4680)\*
- Maybe/Watermelon Weather  
Perry Como and Eddie Fisher ..... 20-4744—(47-4744)\*

*Coming Up...*

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

- ★ **BLUES IN ADVANCE**  
Dinah Shore-Henri Rene Rrk ..... 20-4926—(47-4926)\*  
Disk Jockeys Pick, Billboard, September 20th issue.
- ★ **OUTSIDE OF HEAVEN**  
Eddie Fisher-Hugo Winterhalter Ork. .... 20-4953—(47-4953)\*  
Disk Jockeys Pick, Billboard, September 20th issue.
- ★ **BECAUSE YOU'RE MINE**  
Mario Lanza ..... 10-3914—(49-3914)\*  
Retailers Pick, Billboard, September 20th issue.

**TIPS**  
**IF'N/THERE'S A SHIP COMIN' IN**  
The Bell Sisters ..... 20-4961—(47-4961)\*

### MINK STOLE CONTEST WINNERS

Listed below are the names of the lucky winners of the RCA Victor Mink Stole Contest:

- Mrs. G. J. Bensberg  
Bensberg Music Store  
Camden, Ark.
- Dolores Berkopec  
Melody Mart  
902 Federal St.  
Pittsburgh, Pa.
- Joyce Elaine Bald  
Grinnell Brothers  
323 S. Main St.  
Ann Arbor, Mich.
- Pearl Carelli  
The Record Shop  
155 Asylum St.  
Hartford, Conn.
- Mrs. Tommy Cheronas  
Radio Electric Co.  
2309 Seventh St.  
Tuscaloosa, Ala.
- Jack Cohen  
State Music  
2027 E. Monument  
Baltimore, Md.
- Leon Cooke  
Flagler Book &  
Record Store  
525 Lincoln Rd.  
Miami Beach, Fla.
- Mrs. Edith Coron  
Doubleday Book Shop  
St. Louis, Mo.
- Mrs. Jean Cummings  
Phillips & Cummings,  
Inc.  
6516 Ventnor Ave.  
Ventnor, N. J.
- Edith Curtze  
Curtze's  
1316 Pearl St.  
Boulder, Colo.
- C. E. DeOrsey  
23 Lisbon St.  
Lewiston, Me.
- Frank Durkin  
The Music Shop  
16 Nassau St.  
Princeton, N. J.
- Don Ellebrecht  
Steinberg, Inc.  
633 Walnut St.  
Cincinnati O. (Cin.  
Distr.)
- Carroll R. Fernbaugh  
Carroll's Radio Center  
220 St. Denis  
Natchitoches, La.
- J. M. Foster  
Foster Music  
Green Bay, Wis.
- Bruce K. Frazier  
Frazier's Radio &  
Record Shop  
210 Vandercreek Way  
Longview, Wash.
- E. Roberta Green  
The Meltone  
7653 Georgetown Rd.  
Bethesda, Md.
- Edward S. Greenberg  
Adams Radio Co.  
99 Washington St.  
Providence, R. I.
- George Hardage  
Cox Prescription Shop  
161 Peachtree St.  
Atlanta, Ga.
- Joretta Jenkins  
Helzberg's  
612 Minn.  
Kansas City, Mo.
- Reva J. Keller  
Keller Radio Service  
904 W. Delaware  
Toledo, O.
- Irma Linn  
Smith's Automatic  
Phono. Co., Inc.  
1056 Chehalis Ave.  
Chehalis, Was.
- Gena Lucke  
Turntable  
900 North Piedras  
El Paso, Tex.
- Linda Kay Luddington  
Luddington Home  
Supply  
912 Main  
Woodward, Okla
- Althea L. Maquar  
F. W. Woolworth Co.  
3112 Gentilly Blvd.  
New Orleans, La.
- Mrs. Lela Martin  
Martin Gas Station  
Columbus Junction, Ia.
- Jane K. Mayhune  
University Book Store  
Charlottesville, Va.
- Peggy McCreery  
J. H. Troup Music Co.  
15 S. Market Square  
Harrisburg, Pa.
- Bill Merchant  
Bill's Electric Service  
922 1/2 Broadway  
West Memphis, Ark.
- Marion Merryman  
Gaston Music Co.  
2229 Central Ave.  
Kearney, Neb.
- Patricia June Miller  
Post Exchange  
#1 Ft. Sam Houston,  
Tex.
- Sam J. Morrison  
Reliable Furniture Co.  
2276 Washington  
Bldg.  
Ogden, Utah.
- John Norman  
Kamp Music, Inc.  
Danville, Ill.
- Esther Olmsted  
Olmsted Varsity  
Victrola Shop  
754 S. Crouse Ave.  
Syracuse, N. Y.
- John P. Peterson  
Lindamood Music Co.  
224 N. Broadway  
Billings, Mont.
- Mrs. Lois Ramsey  
Dan Ramsey Record  
Bar  
127 1/2 W. Trade St.  
Charlotte, N. C.
- Shirley Reeves  
Arcadio Music Mart  
115 E. Huntington  
Arcadia, Calif.
- Doris M. Reisinger  
Wm. Taylor Son & Co.  
6th & Euclid Ave.  
Cleveland, O.
- Lynn H. Reyner  
Cook Electric Co.  
316 E. Mitchell  
Potoskey, Mich.
- C. W. Rowland  
Rowland's Rec. Shop  
5039 Camp Bowie  
Bldg.  
Fl. Worth, Tex.
- Priscilla Schoelzel  
Schoelzel's Radio &  
Record Shop  
21 Myrtle St.  
Adams, Mass.
- Margaret Schwark  
Hardt's Music Store  
118 E. 3rd St.  
Winona, Minn.
- R. L. Solomon  
Record Supply Co.  
Sacramento, Calif.
- Mrs. Ruth Standridge  
S. H. George & Sons  
Gay and Wall Ave.  
Knoxville, Tenn.
- Frank Stefanile  
Fogel's  
92 Liberty St.  
New York, N. Y.
- J. M. Stickrod  
North Shore Talking  
Machine  
Evanston, Ill.
- Marie Streb  
Music Lovers Shoppe  
370 Main St., E.  
Rochester, N. Y.
- Vivian Sturgill  
Carwin's  
1710 Win Ave.  
Ashland, Ky.  
(Huntington Distr.)
- Kathleen Warfel  
Mygrant Music House  
Kokomo, Ind.
- Leroy Woodward  
The Wax Works  
309 Frederica  
Owensboro, Ky.  
(Louisville Distr.)
- Eval Zepel  
Malden Music Center  
11 Irving St.  
Malden, Mass.

The stars who make the hits  
are on

# RCA VICTOR Records



RCA VICTOR DIVISION

RAD O CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

# THE MARKET PLACE for the MUSIC-RECORD INDUSTRY

★ CLASSIFIED ADVERTISING ★

The National Exchange for Music-Record Personnel, Products, Services and Opportunities

## Business Opportunities

### CUSTOM RECORD PRESSINGS

Specialists in Long Play Microgroove, 45 and 78 RPM pressings. Materials include pure black and red vinylite, non-breakable extended vinyls and break resistant. Complete servicing—dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing, art work, albums.

ALLENTOWN RECORD CO., INC.  
Allentown, Pennsylvania Tel. 3-7405

## Distributors Agents—Dealers

Distributors Wanted—Fastest selling Polkas in the East; top bands, vocalists; areas open Midwest, South. Contact Karo Music Corp., 91 Union St., Manchester, Conn.

New, sensational portable phonograph-mike combination; 3-speed phonograph, baby sifter, public address; play, sing with record; many more uses; write, wire, phone. George Fass, Dean Sales Co., 35 5th Ave., Brooklyn 17, N. Y.

## SQUARE AND ROUND DANCE RECORDS

One of the largest folk dance lines available. Both with and without calls; instruction sheets with each record. This is a salable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 r.p.m.

OLD TIMER RECORD COMPANY  
3703 North Seventh St. Phoenix, Arizona

Tico—King of the Mambo Records; also the finest in Rhumbas, Tangos, Sambas and Boleros all top artists, many instrumentals; finest recording sounds available on 78 45 and beautiful long-playing albums; choice territories open for distribution. Write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

## Parts—Products Services

Record labels our specialty; LP covers printed, fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799

## QUALITY CUSTOM PRESSING

6", 7", 10", 12", 78 RPM, 10", 12", 33 1/2 and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices.

SHELLEY PRODUCTS, LTD.  
220 Broadway  
Huntington Station, L. I., New York

## SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects! Low cost, easy to use. Available weekly, bi-weekly or monthly

Write for free samples

## TODAY'S TOP TUNES

Box 762, Billboard  
1564 Broadway, New York 36, N. Y.

## The Record Exchange

### DEALERS & OPERATORS

We supply records, all labels, all speeds, at wholesale cost, plus small service charge; guarantee speediest service and best prices; complete stock of 45rpm records. Town Hall Records, 188 Riverdale Ave., Brooklyn 12, N. Y. Dickens 6-2735.

Hawaiian Records recorded in Honolulu, 3 speeds, regular prices and discounts; catalogs available. 49th State Record Co., Honolulu, Hawaii.

Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/2 RPM. New releases every 6 weeks. Standard Phono Co. 163 West 23rd St., N. Y. C.

## POLKAS AND POLISH RECORDS

Top independent line in U.S.A. as rated in The Billboard's Annual Retail Survey 78—45—33 rpm.

Write for catalog and distributors

### Dana Records

344 North Ave. New Rochelle, N. Y.

Top prices paid for surplus and used 45 rpm records. Galgano Distr. Co. 4142 Armitage Ave. Chicago 39, Ill

## ADVERTISING RATES

### REGULAR-CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 4 pt bold. Balance 4 pt. light

Per word ..... \$ .20  
1 or more CONSECUTIVE or 26 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16  
Minimum \$3

### DISPLAY-CLASSIFIED

Any advertisement using display make up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more

Per agate line \$1.00  
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
52 CONSECUTIVE insertions, per agate line ..... .91  
1 inch equals 14 agate lines

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 duplication 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:
- ★ 6 1/2" and 7" children's records.
- ★ a variety of special records to meet your individual requirements

## RCA VICTOR custom record sales

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CHICAGO A-90 145 N. Lake Shore Drive WAd 2-1111  
HOLLYWOOD A-90 1016 N. Sycamore Ave. HIllicine 5171

RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL

Latin-American Records Presents

# "TRYING"

By SAM MORGANTE (Copyright 1951)

## DON PABLO ORCHESTRA

(Famed for His Beautiful "Mercury Waltz")  
Vocal by Douglas Ryan

## ANGOTT SALES CO.

National Distributor  
2616 PURITAN AVE Phone: UNiversity 4-0773 DETROIT 21, MICH.

# 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 Pops by Territories

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

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

### NEW YORK

1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
2. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
3. YOU BELONG TO ME—J. Stafford—Columbia
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. HIGH NOON—Tex Ritter—Capitol
6. INDIAN LOVE CALL—Slim Whitman—Imperial
7. JAMBALAYA—J. Stafford—Columbia
8. HALF AS MUCH—R. Clooney—Columbia
9. HIGH NOON—F. Laine—Columbia
10. MEET MR. CALLAGHAN—H. Grove Trio—London

### CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. TRYING—Hiltoppers—Dot
6. HIGH NOON—F. Laine—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HALF AS MUCH—R. Clooney—Columbia
9. HIGH NOON—Tex Ritter—Capitol
10. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London

### LOS ANGELES

1. HIGH NOON—F. Laine—Columbia
2. YOU BELONG TO ME—P. Page—Mercury
3. HALF AS MUCH—R. Clooney—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. YOU BELONG TO ME—J. Stafford—Columbia
8. BOTCH-A-ME—R. Clooney—Columbia
9. HIGH NOON—Tex Ritter—Capitol
10. COMES A-LONG A-LOVE—K. Starr—Capitol

### PHILADELPHIA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
5. BOTCH-A-ME—R. Clooney—Columbia
6. HALF AS MUCH—R. Clooney—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. JAMBALAYA—J. Stafford—Columbia
9. HIGH NOON—F. Laine—Columbia
10. MY FAVORITE SONG—M. Caruso—Decca

### DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. MEET MR. CALLAGHAN—L. Paul—Capitol
5. HIGH NOON—F. Laine—Columbia
6. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
9. HALF AS MUCH—R. Clooney—Columbia

### BOSTON

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. MEET MR. CALLAGHAN—L. Paul—Capitol
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. HIGH NOON—F. Laine—Columbia
7. JAMBALAYA—J. Stafford—Columbia
8. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
9. TAKES TWO TO TANGO—P. Bailey—Coral
10. INDIAN LOVE CALL—Slim Whitman—Imperial

### PITTSBURGH

1. YOU BELONG TO ME—J. Stafford—Columbia
2. INDIAN LOVE CALL—Slim Whitman—Imperial
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. TRYING—Hiltoppers—Dot
6. HIGH NOON—F. Laine—Columbia
7. FUNNY—Nat (King) Cole—Capitol
8. GLOW WORM—Mills Brothers—Decca

### ATLANTA

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. JAMBALAYA—J. Stafford—Columbia
4. YOU BELONG TO ME—P. Page—Mercury
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. HALF AS MUCH—R. Clooney—Columbia
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor

### WASHINGTON, D. C.

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. JAMBALAYA—J. Stafford—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. BOTCH-A-ME—R. Clooney—Columbia

### SEATTLE

1. MEET MR. CALLAGHAN—H. Grove Trio—London
2. YOU BELONG TO ME—D. Martin—Capitol
3. HALF AS MUCH—R. Clooney—Columbia
4. HIGH NOON—F. Laine—Columbia
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. MEET MR. CALLAGHAN—C. Cavallaro—Decca
7. YOU BELONG TO ME—J. Stafford—Columbia
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor

### NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London

### ST. LOUIS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. MOONLIGHT ON THE GANGES—Sauter-Finegan—Victor

### DALLAS-FORT WORTH

1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
2. YOU BELONG TO ME—J. Stafford—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. JAMBALAYA—J. Stafford—Columbia
5. YOU BELONG TO ME—P. Page—Mercury
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. HIGH NOON—F. Laine—Columbia
8. IT'S IN THE BOOK—J. Standley—Magnolia

### DENVER

1. HIGH NOON—F. Laine—Columbia
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. HALF AS MUCH—R. Clooney—Columbia
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. AUF WIEDERSEH'N, SWEETHEART—E. Howard—Mercury

### CINCINNATI

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. MEET MR. CALLAGHAN—L. Paul—Capitol
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. TRYING—Hiltoppers—Dot
7. HIGH NOON—F. Laine—Columbia
8. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
9. YOU BELONG TO ME—P. Page—Mercury

## RECORD YOUR SONG

Your composition recorded by nationally known Hammond Organist.

10" 78 rpm Master Record  
2 SIDES—ONLY \$10.00  
BOX 803

Billboard  
1564 Broadway N. Y. C. 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.



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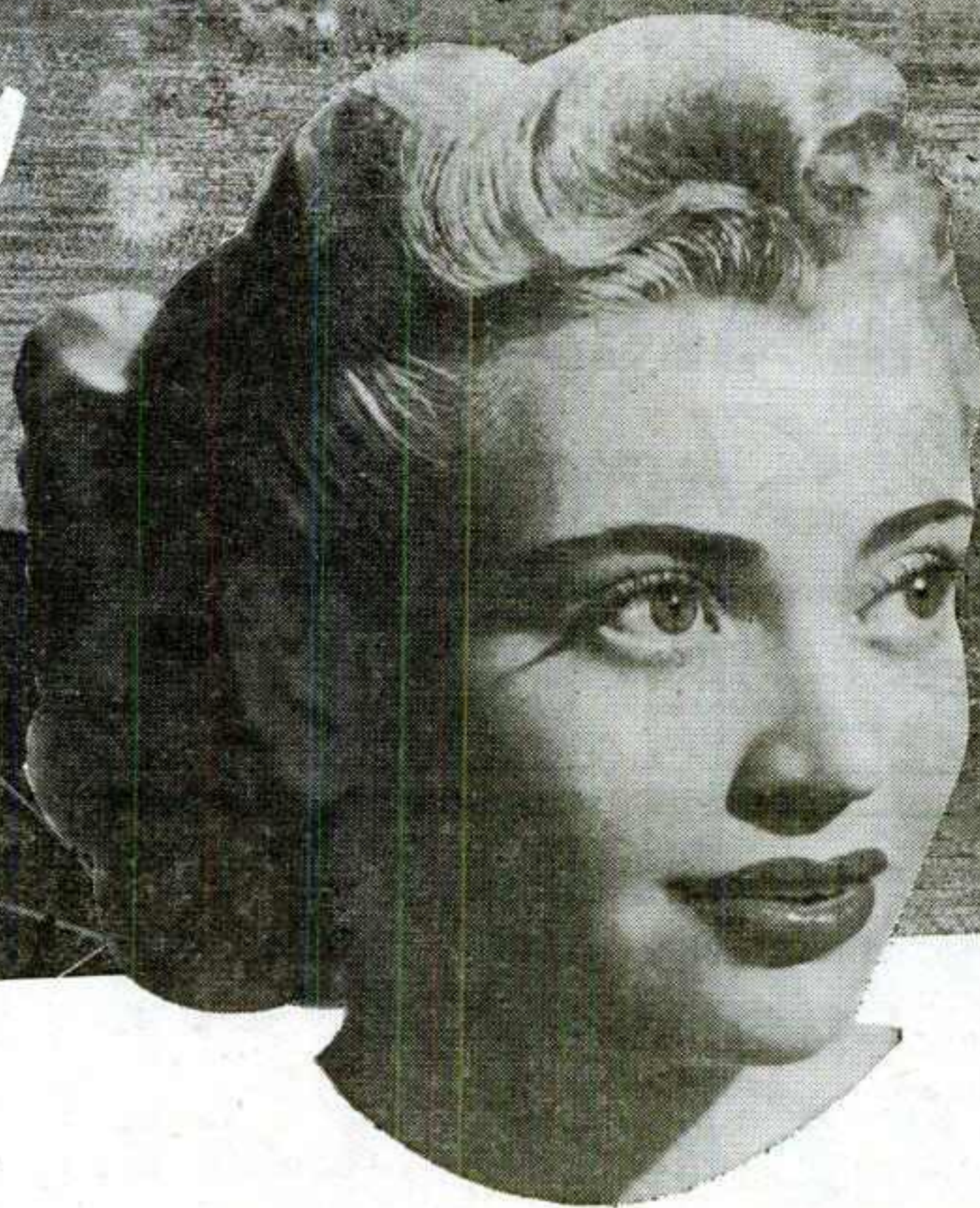
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A NEW STAR IS BORN...

# Sunny Gale

*Singing*

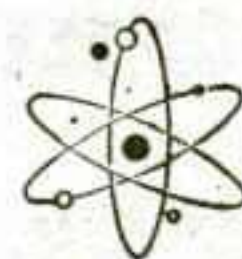


**"YOU  
\* COULD  
MAKE ME  
SMILE  
AGAIN"**

20-4901

**"TOSSIN'  
AND  
TURNIN'"**

47-4901



**RCA**  
**RCA VICTOR Records**

# RALPH FLANAGAN

"I Should Care"

Already!  
NUMBER

**6**

RCA VICTOR  
Best Seller List  
Sept. 13, 1952

# FLANAGAN

"I Should Care"

Already!  
NUMBER

**11**

VARIETY  
Disc Jockey Popularity  
Chart  
Sept. 17 Issue

# FLANAGAN

"I Should Care"

Already!  
NUMBER

**15**

BILLBOARD  
Records Most Played by  
Disc Jockeys Chart  
Sept. 20 Issue

# FLANAGAN

"I Should Care"

AFTER ONLY

**3**

WEEKS ON SALE

# FLANAGAN

"I Should Care"

THE "I'LL NEVER SMILE AGAIN"—  
"THERE ARE SUCH THINGS" OF 1952



**RCA VICTOR Records**



20-4885 • 47-4885

## 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 Records

... Based on reports received Sept. 17, 18 and 19

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks   Last   This	to date   Week   Week	Record	Label
5	3	1	I WENT TO YOUR WEDDING . P. Page	Mercury(78)5899; (45)5899X45—BMI
7	1	2	YOU BELONG TO ME . J. Stafford	Col(78)39811; (45)4-39811—BMI
5	6	3	JAMBALAYA . J. Stafford	Col(78)39838; (45)4-39838—BMI
8	4	4	WISH YOU WERE HERE . E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
18	2	5	HALF AS MUCH . R. Clooney	Col(78)39710; (45)4-39710—BMI
14	4	6	AUF WIEDERSEH'N, SWEETHEART . V. Lynn	London(78)1227; (45)45-1227—BMI
12	6	7	BOTCH-A-ME . R. Clooney	Col(78)39767; (45)4-39767—BMI
3	15	8	MEET MR. CALLAGHAN . L. Paul	Cap(78)2193; (45)F-2193—ASCAP
6	9	9	INDIAN LOVE CALL . Slim Whitman	Imperial(78)8156; (45)45-8156—ASCAP (R. Merrill-R. Peters, Victor 10-3786; L. Armstrong-G. Jenkins Ork. Decca 28076)
3	13	9	YOU BELONG TO ME . P. Page	Mercury(78)5899; (45)5899X45—BMI
5	16	11	WALKIN' TO MISSOURI . S. Kaye	Col(78)39769; (45)4-39769—ASCAP (Russ Morgan Ork. Decca 28351; K. Griffin, Columbia 39857)
18	8	12	WALKIN' MY BABY BACK HOME . J. Ray	Col(78)39750; (45)4-39750—ASCAP
5	12	13	HIGH NOON . F. Laine	Col(78)39770; (45)4-39770—ASCAP
5	18	13	TRYING . Hilltoppers	Dot(78)15018; (45)45-15018—ASCAP (Ella Fitzgerald-Bobby Orton's Teen-Aces, Decca 28375; Johnny Desmond, Coral 60823 Todd Rhodes Ork. King 4556)
6	17	15	FOOL, FOOL, FOOL . K. Starr	Cap(78)2151; (45)F-2151—BMI
12	9	16	AUF WIEDERSEH'N, SWEETHEART . E. Howard	Mercury(78)5871; (45)5871X45—BMI
6	9	17	SHOULD I . Four Aces	Dec(78)28323; (45)9-28323—ASCAP (G. Hormel, MacGregor 1031)
16	13	18	MAYBE . P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
8	19	19	SOMEWHERE ALONG THE WAY . Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
7	23	19	AUF WIEDERSEH'N, SWEETHEART . Ames Brothers	Coral(78)60773; (45)9-60773—BMI
5	30	21	HALF AS MUCH . G. Lombardo	Dec(78)28271; (45)9-28271—BMI
3	25	22	TAKE ME IN YOUR ARMS AND HOLD ME . L. Paul-M. Ford	Cap(78)2193; (45)F-2193—BMI (D. Day-P. Faith Ork. Columbia 39786)
13	26	22	SUGARBUSH . F. Laine	Col(78)39693; (45)4-39693—ASCAP (J. Maras & Miranda. Decca 28287)
7	—	22	AUF WIEDERSEH'N, SWEETHEART . G. Lombardo	Dec(78)28271; (45)9-28271—BMI
4	26	25	STRING ALONG . Ames Brothers	Coral(78)60804; (45)9-60804—BMI
2	30	25	BECAUSE YOU'RE MINE . M. Lanza	V(78)10-3914; (45)49-3914—ASCAP (B. Wayne, Mercury 5897; J. Raitt, Decca 28337; Nat Cole, Capitol 2212; B. Eckstine, MGM 11301)
1	—	25	YOU BELONG TO ME . D. Martin	Cap(78)2165; (45)F-2165—BMI
2	23	28	ROCK OF GIBRALTER . F. Laine	Col(78)39770; (45)4-39770—BMI
1	—	28	TRYING . E. Fitzgerald	Dec(78)28375; (45)9-28375—ASCAP
1	—	28	WISH YOU WERE HERE . G. Lombardo	Dec(78)28308; (45)9-28308—ASCAP

EVERYWHERE YOU GO IT'S...



# Mariño

as recorded by

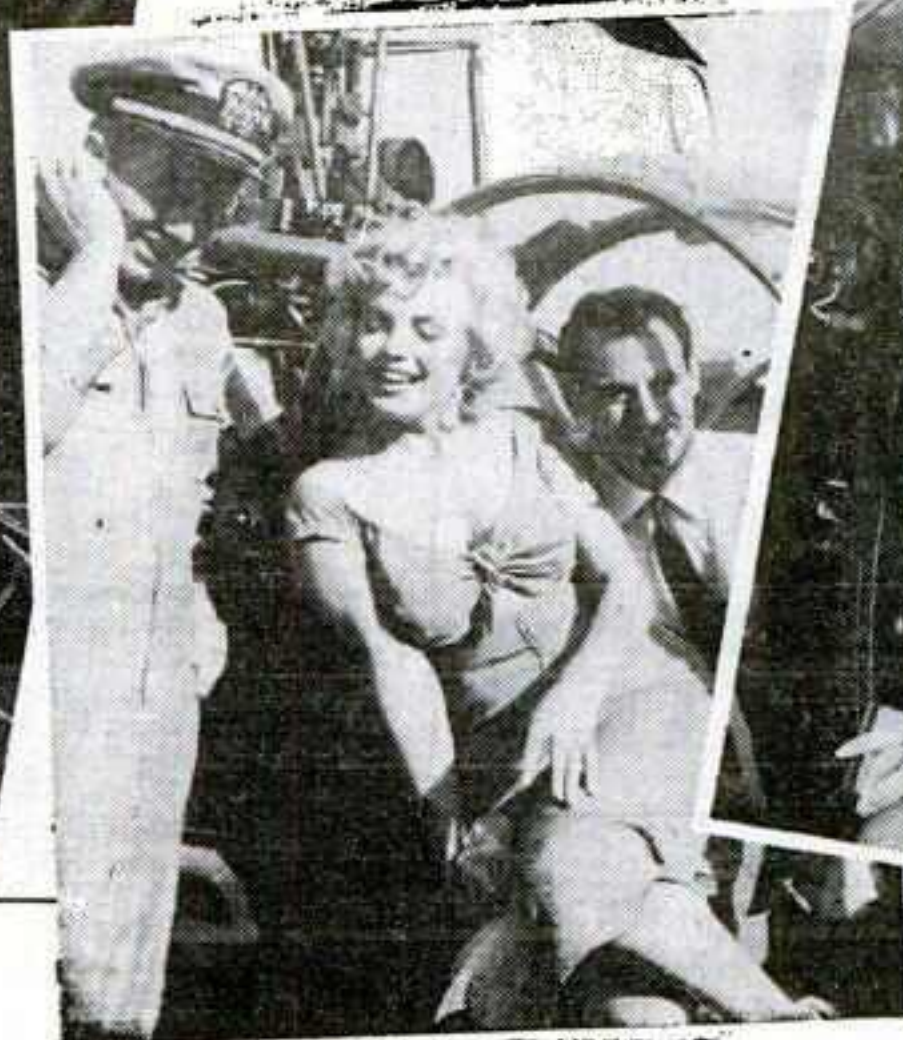
# RAY ANTHONY

AMERICA'S No. 1 BAND

the No. 1 song sensation

dedicated to America's No. 1 screen siren

and played by the nation's No. 1 dance band



2207



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 Sept. 17, 18 and 19

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Table with 3 columns: Position, Weeks Last, This to date, Record Title, Artist, Label. Includes records like 'IT WASN'T GOD WHO MADE HONKY TONK ANGELS' by K. Wells.

FOLK TALENT AND TUNES

By JOHNNY SIPPEI

Artists' Activities

Boh Jeanby, KLMS, Lincoln, Neb., reports that Slim Whitman is the town's leading request. Jerry Davis has replaced Del Morton at KEBE, Jacksonville, Tex.

Johnny Rion, KSTL, St. Louis, has consolidated with Brother Bob Hastings at his Hillbilly Park, Granite City, Ill.

Art Barrett, WSAP, Portsmouth, Va., thinks Hank Snow's 'I Went to Your Wedding' is his best disk yet. Sheriff Tex Davis, WLOW, Norfolk, appeared in full cowboy regalia in a circus parade at Kinston, N. C.

C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week: OUR HONEYMOON SING HER A LOVE SONG Carl Smith Columbia 21008

ing early in September. Charlie Walker, KMAC, San Antonio, and Lou Wayne wrote 'Fortunes in Memories,' disked by Ernest Tubb on Decca.

Gene Autry is dickering to buy an island in the St. Lawrence waterway. Autry and his longtime friend, Phil Wrigley, the gum maker, made a trip thru the Thousand Islands area, and Autry was much impressed with the area.

Best Selling Retail Folk (Country & Western) Records

Based on reports received Sept. 17, 18 and 19

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.

Table with 3 columns: Position, Weeks Last, This to date, Record Title, Artist, Label. Includes records like 'IT WASN'T GOD WHO MADE HONKY TONK ANGELS' by K. Wells.

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received Sept. 17, 18 and 19

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 3 columns: Position, Weeks Last, This to date, Record Title, Artist, Label. Includes records like 'JAMBALAYA' by Hank Williams.

boy and Kathy Copas and Rusty Gabbard.

Donn Reynolds (Lariat) is now a member of the cast of the WWVA Jamboree, Wheeling. Tim Spencer can't find a suitable replacement to fill his chair as business manager of the Sons of the Pioneers, so he plans to remain in that capacity for an indefinite period.

BILLY BROWN'S 'RICH IN LOVE' Columbia 20982. RIDGEWAY MUSIC, INC. 6087 Sunset Blvd., Hollywood 28, Calif.

MARTY ROBBINS' 'Crying 'Cause I Love You' Columbia 20965. RIDGEWAY MUSIC, INC. 6087 Sunset Blvd., Hollywood 28, Calif.

HITTING BIG! 'A MIGHTY PRETTY WALTZ' RFD MUSIC PUB. CO., INC. 146 West 54 St. N. Y. 19, N. Y.

MARTY ROBBINS' 'I Wish Somebody Loved Me' Columbia 20965. RIDGEWAY MUSIC, INC. 6087 Sunset Blvd., Hollywood 28, Calif.

BREAKING FAST! GET THE ORIGINAL 'Don't Let the Stars Get in Your Eyes' By Slim Willet. Four Star 1614 and (45) 1614.

'INDIAN LOVE CALL' b/w BY THE WATERS OF THE MINNETONKA by SLIM WHITMAN. IMPERIAL #8163. Sheridan Record Distributing Corp.

EDDIE ZACK—DECCA 'DRAGGIN' THE BOW' Decca #28329. Peer International



BILLY WALKER Star of KWKH Louisiana Hayride

Thanks, Disk Jockeys and Juke Box Operators, for your FINE RECEPTION of my Columbia Record 'ANYTHING YOUR HEART DESIRES' #20914 78 RPM #4-20914 45 RPM

You're REALLY Going to Like My Newest Record 'BACK STREET AFFAIR' b/w 'YOU CAN TALK ME OUT OF ANYTHING' on Columbia #21003 78 RPM #4-21003 45 RPM by BILLY WALKER Exclusive Management TILLMAN FRANKS Radio Station KWKH Shreveport, La.

THE BILLBOARD

Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

How Ratings Are Determined

Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record-promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5

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

CLAYTON LOVE

WHERE I WANT TO BE . . . . . 81 ALADDIN 3148—Melodic tune, with an exciting beat, receives a very strong reading from Love, in a Frankie Laine-styled performance. Ork support is good. Disk could bust out if exposed. CHAINED TO YOUR LOVE . . . . . 69 Clayton Love explains that he is a prisoner of love, but the explanation does not help the material.

FOUR BLAZES

STOP BOOGIE WOOGIE . . . . . 80 UNITED 1025—The group has come up with a strong item which should get a lot of action. Guitar is strong thruout and McDaniels registers well with his talk vocal. PLEASE SEND HER BACK TO ME . . . . . 78 Blues formula is partially used on an item that is powerful. Group comes thru with a lot of sound for their small number. Braden adds a solid vocal.

AMOS MILBURN

GREYHOUND . . . . . 80 ALADDIN 3150—Here's a dramatic story opus which Milburn sells with a lot of drive over an exciting, pulsating backing. It's about a guy looking for his girl and using a Greyhound bus for transportation. This strong waxing could cause a lot of action.

KISS ME AGAIN . . . . . 74

Milburn has a lot of fun with the Victor Herbert evergreen while the ork turns in a bright arrangement. Jocks may spin.

MR. SADHEAD-BILLY FORD ORK

BUTCHER BOY . . . . . 79 V 20-4938—Side starts off fast and features a lot of exciting shouting by Mr. Sadhead. Billy Ford ork backs uninhibitedly. Could step out.

MUMBLES BLUES . . . . . 77

Jump blues is given a wild reading by the singer with a fine backing. A fine disk and a good start for Mr. Sadhead on the label.

RAY AGEE ORK

FLIRTIN' BLUES . . . . . 78 MODERN 883—Agee sings and talks his way thru this driving jump item while the ork backs him solidly. He scat-sings very effectively before and after his warble about flirtin' girls. Disk could get juke action.

IT'S BED TIME BABY . . . . . 75

Slow, moody blues effort is sung with feeling and meaning by the warbler while the combo sets a good background for his vocal.

FREDDIE MITCHELL ORK

COLD HEAT . . . . . 78 DERBY 807—The Mitchell ork sets a fast pace and keeps hopping straight

thru to an exciting close. A good instrumental due to raise the temperature of any listener.

MADERA HOP . . . . . 71 To a medium-tempo beat, the Mitchell combo drives thru a solid wax effort. Blasting sax notes and flexible 88'ing are featured.

WADE RAY

BILL BAILEY, WON'T YOU PLEASE COME HOME . . . . . 78 V 20-4930—The old fave is made to sparkle via Ray's strong reading. Instrumental backing is helped along by some fine honky tonk piano as well as nice fiddling by the singer.

THE ECHO OF YOUR VOICE . . . . . 75 Ray slows down on this side with a slow weeper which he sells effectively with his warm voice.

SMOKEY HOGG

BABY DON'T YOU TEAR MY CLOTHES . . . . . 78 MODERN 884—Hogg socks over the lyrics of this cute, fly little item, backed by some strong, zingy piano work and a big beat from the combo. Could catch loot.

(Continued on page 41)

Folk Record Releases

Big Blue Eyes—Blaine Smith (There Stands the Glass) Dome 1019 Crossroads of Tomorrow—Walt Dalton (Old Jalopy Bounce) Dome 1054 Five Foot Two, Eyes of Blue—Arthur (Guitar Boogie) Smith (Make Me Know It) MGM 11324 Make Me Know It—Arthur (Guitar Boogie) Smith (Five Foot Two, Eyes of Blue) MGM 11324 Okey Dokey—Red Sovine (Till Today) MGM 11323 Old Jalopy Bounce—Walt Dalton (Crossroads of Tomorrow) Dome 1054 Red Hot Needle, A—Bob Willis (Trouble, Trouble Blues) MGM 11322 There Stands the Glass—Blaine Smith (Big Blue Eyes) Dome 1019 Trouble, Trouble Blues—Bob Willis (Red Hot Needle, A) MGM 11322 Till Today—Red Sovine (Okey Dokey) MGM 11323

THANKS...

HONOR ROLL OF HITS

The Nation's Top Tunes

1. You Belong to Me

By Pee Wee King, R. Stewart and C. Price. Published by Ridgeway (BMI).

The Billboard Sept. 20.

Juke Operators Name 1952's Most Profitable C&W Records to Date

Juke Operators Name Artists Most Likely to Come Up With Fall C&W Hits

2 . . . Slow Poke . . . Pee Wee King . . . 305

8 . . . Pee Wee King Victor . . . . . 110

The Billboard, Sept. 13.

... from Pee Wee King

and don't forget . . . NBC Saturday Nights 8:00 to 8:30



2 New hits already on the best seller list

JOHNNIE and JACK

I'VE GONE AND DONE IT AGAIN and

TWO TIMING BLUES

RCA VICTOR Records

20-4949 47-4949

# 2 GREAT RECORDS...



## CHAMP BUTLER

Jimmy Carroll's Orch. & Chorus

# 'YOU WIN AGAIN'

B/W  
CROSS MY HEART,  
MADAME  
39863  
4-39868



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

# COLUMBIA PRESENTS

## JO STAFFORD

## FRANKIE LAINÉ



with Paul Weston  
and his Orchestra  
*Carl Fischer at the Piano*

# "SETTIN' The WOODS ON FIRE!"

B/W  
PIECE  
A-PUDDIN'

39867

4-39867



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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)

## Best Selling Retail Rhythm & Blues Records

... Based on reports received Sept. 17, 18 and 19

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Weeks to date	Last Week	This Week	Title	Artist	Label
8	3	1	MY SONG Follow the Rules	J. Ace	Duke 102—BMI
18	1	2	LAWDY MISS CLAWDY Mallman Blues	Lloyd Price	Specialty 428—BMI
3	5	3	YOU KNOW I LOVE YOU You Didn't Want Me	B. B. King	Modern 363—BMI
10	2	4	TING A LING Wonder Where My Baby's Gone	Clovers	Atlantic 969—BMI
19	4	4	HAVE MERCY, BABY Deep Sea Blues	Dominos	Federal(78)12068; (45)45-12068—BMI
1	—	6	JUKE Can't Hold on Much Longer	Little Walter	Checker 758—BMI
10	8	7	CALL OPERATOR 210 Wine, Wine, Wine	F. Dixon	Aladdin 3135—BMI
11	6	8	MARY JO Mood Indigo	Four Blazers	United 114—BMI
4	7	9	DADDY, DADDY Have a Good Time	Ruth Brown	Atlantic 973—BMI
1	—	10	NIGHT AND DAY Am I Wasting My Time?	R. Milton	Specialty 438—BMI

## Most Played Juke Box Rhythm & Blues Records

... Based on reports received Sept. 17, 18 and 19

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

Weeks to date	Last Week	This Week	Title	Artist	Label
4	3	1	JUKE	Little Walter	Checker 758—BMI
10	1	2	TING A LING	Clovers	Atlantic 969—BMI
2	5	2	MY SONG	J. Ace	Duke 102—BMI
4	7	4	DADDY, DADDY	Ruth Brown	Atlantic 973—BMI
20	4	5	LAWDY MISS CLAWDY	Lloyd Price	Specialty 428—BMI
2	—	5	NIGHT AND DAY	R. Milton	Specialty 438—BMI
11	2	7	MARY JO	Four Blazers	United 114—BMI
2	9	8	BESIDE YOU	Swallows	King(78)4525; (45)45-4525—BMI
2	10	9	ROCK ME ALL NIGHT LONG	Ravens	Mercury(78)8291; (45)8291X45—BMI
5	8	10	CALL OPERATOR 210	F. Dixon	Aladdin 3135—BMI
2	—	10	MY HEART'S DESIRE	Jimmie Lee	Modern 870—ASCAP

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Atlantic Records would appreciate some help from the deejays for a name for a new vocal group recently waxed by the diskery. The group is composed of five male singers who, according to the firm, "give with a sensational type harmony and real soulful and feelingful style—completely original." If you jocks have a name that might fit the quintet, send it to Atlantic Records in New York, so that the firm can kick off the first slicings on this hot new group.

Viviane Greene, now at the Rossonian lounge, Denver, starts a personal appearance tour October 1 to promote her new Decca waxing of "Lover Boy."... Melvyn Perry has joined KDET in

engagement at Storyville, Boston, Friday (19). On September 29 the pianist opens at the Blue Note in Philadelphia. . . . The Gale Agency has signed thrush Hadda Brooks for personal appearances. Singer, now with Okeh Records, is managed by Abe Saperstien, owner of the Harlem Globe Trotters. Hadda Brooks' late husband, Earl Morrison, used to play basketball with the Globe Trotters. . . . When the "Biggest Show of '52" plays Florida in October, it will mark the first time that Nate Cole or Sarah Vaughn have played the State. . . . Savoy Music, publishing firm owned by Herman Lubinsky of Savoy Records, has taken over the catalog of E. Clifford Davis, which consists of over 120 tunes, all spirituals. Arrangements have been made for licensing the tunes with various disk firms.

Coatesville Harris, after a summer spell at Herman's, Atlantic City, ushers in the new season at The Web, Philadelphia. . . . Disk jockey and dance promoter George L. Bannister, in Trenton, N. J., and Dinah Washington have adjusted the grievance refund suit he instituted when she didn't show at a July 4 dance for him. Now she headlines his first prom of the season at Trenton's Arena, sharing the spotlight with Sonny Thompson's band.

Promoter Ralph Weinberg has skedded Fats Domino for a one-month jaunt of the South, opening at Durham, N. C., Tuesday (16). . . . Edna McGriff and Buddy Lucas are set for a three-week tour of Midwest and Southern theaters, beginning October 30. . . . Percy Mayfield was seriously injured in an auto accident en route to Los Angeles. Several

### R&B Records to Watch

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

REALLY REAL  
Viola Watkins-Otis Blackwell... Jubilee 5095  
BABY, DON'T YOU TEAR MY CLOTHES  
Smoky Hogg... Modera 884

Center, Tex., and will handle all r.&b. deejay shows over the station. Perry will have an hour show each day and will stage personal appearance shows with top r.&b. talent in the area. First show will star Sister Rossetta Tharpe about the end of September. Station KDET does not have a very large library of r.&b. disks and would appreciate being placed on the mailing list of all r.&b. firms to build up the library. Perry's show each day will be called "Melvyn's Jive." Erroll Garner opened a 10-day

## Rhythm & Blues Record Reviews

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

How Ratings Are Determined

Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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

**HIGHWAY 51** . . . . . 70  
The singer bemoans his troubles with his gal on this medium-tempo blues effort with a hefty beat.

VIOLA WATKINS-OTIS BLACKWELL

**REALLY REAL** . . . . . 78  
**JUBILEE 5095** — Over an exotic rhumba blues backing singers Viola Watkins and Otis Blackwell turn in an attractive and very listenable vocal on this attractive disk. A strong item.  
**PAINT A SKY FOR ME** . . . . . 65  
The thrush sings this new ballad sweetly and with some charm over a mild ork arrangement.

JIMMIE OSBORNE

**AUTOMOBILE BABY** . . . . . 77  
**KING 1117**—The kind of girl Osborne warbles about here is kind of fast. Ditty is cute and is taken at a rapid clip. Kissing sounds add a novelty touch to a platter deejays can use to good advantage.  
**MAMA DON'T AGREE** . . . . . 74  
The chanter sings of his independence and the right to choose his own gal, despite his mother's disapproval. Tune is pleasant and it's sung neatly by Osborne to bouncy backing.

## Rhythm & Blues Record Releases

Do It If You Want To—Big Boy Crudup (Second Man Blues) V 20-4933  
Jiving With Dr. Jive—Charles Singleton (Super Chief) Atlas 1021  
Please Doctor Jive—Hal Singer Ork (Secret Lover) Coral 6509B  
Second Man Blues—Big Boy Crudup (Do It If You Want To) V 20-4933  
Secret Lover—Hal Singer Ork (Please Doctor Jive) Coral 6509B  
Super Chief—Charles Singleton Ork (Jiving With Dr. Jive) Atlas 1021  
You're My Inspiration—Five Crowns (Star, A) Rainbow 179  
Star, A—Five Crowns (You're My Inspiration) Rainbow 179

other members of the band were also injured. All Mayfield's friends are pulling for a speedy recovery. . . . Ralph Bass of the Hollywood Brisk Enterprises reports that the three one-nighter packages BE has been working on the Coast will be followed by three similar packages in November. New tours are being set for a three-week minimum, with Ruth Brown and her recent groom, Willis Jackson, in one, the Dominos in another and Amos Milburn and the Swallows in the third. . . . Jack Walker, who handles promotion and publicity for Atlantic Records, adds similar duties at the Billy Shaw agency.

Warner's Earle Theater, Philadelphia, again becomes the major stopping-off place for the instru-

(Continued on page 41)

LULU BELLE AND SCOTTY HONEY-BUNCH . . . . . 77

**MERCURY 6414** — Lulu Belle and Scotty turn in a strong performance on a cute novelty, showing off some fine unison singing. Duo's fans will enjoy and the platter could catch loot on country jukes.

**IMAGINATION** . . . . . 72  
Another good slicing by the country team on a pleasant item about a broken love affair.

COLEMAN HAWKINS

**IF I COULD BE WITH YOU** . . . 77  
**DECCA 28386** — Those who still fondly recall the great Hawkins' tenor solos of years gone by, won't be disappointed in this reading of the oldie. Hot jaz fans, too, will get many kicks from this instrumental. Sets a fine mood.

**I CAN'T GET STARTED** . . . . . 77  
Same comment.

SAVOY Hits that Sell!

"THEM THERE EYES"  
Savoy #859 Varetta Dillard

"EASY, EASY, BABY"  
Savoy #847 Varetta Dillard

"I WENT TO YOUR WEDDING"  
Savoy #860 Florence Wright

"BACK-BITER"  
"WINE COOLER"  
Savoy #857 T. J. Fowler

"FROG-HOP"  
"Indian Love Call"  
Savoy #861 Hal Singer

"THIS LITTLE LIGHT OF MINE"  
Savoy #403 Ward Singers

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Joe Williams

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5093—LITTLE SYLVIA "I Went to Your Wedding" "Drive, Daddy, Drive"

5094—BUDDY LUCAS "You Belong to Me" "Big Bertha"

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**MY HEART**  
by PERCY MAYFIELD #439 #439-45

**OOOH-OOOH-OOOH**  
by LLOYD PRICE #440 #440-45

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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).

## Folk Record Reviews

(Continued from page 37)

**SARAH McLAWLER**  
**ROMANCE IN THE DARK** 77  
 KING 4561—A good ballad is wonderfully teamed with Miss McLawler's chirping ability. Fine wax.  
**I'M JUST ANOTHER ONE IN LOVE WITH YOU** 73  
 Miss McLawler sings like a livin' doll, but the song is a little too forced. It's still good wax.

**JIMMY WITHERSPOON**  
**LUCILLE** 77  
 FEDERAL 12099—Chanter sings of losing his gal and being in bad shape all around. Witherspoon hands the weeper a persuasive performance to appropriate backing by the ork.  
**BLUES IN TROUBLE** 70  
 A routine blues is chanted strongly by Witherspoon.

**LIGHTNIN' HOPKINS**  
**PAPA JONES BOOGIE** 76  
 SITTIN' IN 652—There's plenty of listening appeal in this duet for bones and guitar. It has a brisk beat and hops along brightly from start to finish. This can be heard with pleasure most anywhere.  
**EVERYTHING HAPPENS TO ME** 69  
 The guitar sounds as mournful as the chanter in this etching of a Deep South blues. Should do okay in the right areas.

**JIMMY WILSON**  
**IT'S A SIN TO TELL A LIE** 76  
 ALADDIN 3140—The oldie of a decade ago is sung in so-so fashion by the warbler, but he brings the item to life when he talks the tune, adding some very interesting and listenable phrases. Ork work and recording are only fair, but Wilson's sharp talk may help this one catch spins.  
**MISTAKE IN LIFE** 69  
 Warbler Wilson gives this Southern-styled blues an effective vocal, backed by a frenetic combo. Might go in the Southern market.

**COUNTRY ALL STARS**  
**TENNESSEE RAG** 76  
 V 20-4931—The group consists of Chet Atkins on the guitar and Homer and Jethro with their guitar and mandolin, respectively. Breakdown tune is a Atkins product which the three go to work on in lively fashion. Combination is strong enough to pull a lot of spins.  
**MY LITTLE GIRL** 74  
 This side is sparked by Jethro's mandolin picking. This includes a gang vocal done in unison, quite unlike Homer and Jethro's normal versions.

**HOMER AND JETHRO**  
**THE BILLBOARD SONG** 76  
 V 20-4936—Cute novelty ditty mixes up the commercial messages of advertising billboards in funny style. Deadpan style of the chanters points up the humor. Country deejays could have a time with this one.  
**CHILD PSYCHOLOGY** 74  
 Child psychology may be okay for us moderns, but when the singers were young, they tell, more drastic methods were used to enforce juvenile discipline. Homer and Jethro have another side that will evoke plenty of chuckles.

**MICKI WILLIAMS**  
**ONE HUNDRED YEARS FROM TODAY** 75  
 V 20-4939—Miss Williams injects a lot of heart into her torchy reading of this ballad. Ork backing is on the smooth side.  
**HOW DO YOU FEEL ABOUT ME** 65  
 Tempo steps up on this side for a bright effort by the thrush. Compared with the other side, which has considerable distinction, this one lacks the impact despite some wild orking in spots.

**LOWELL FULSON**  
**BLACK WIDOW SPIDER** 75  
 SWING TIME 308—Fulson wails his way thru a Southern blues item, for

an effective side that should earn spins in the territory.  
**MIDNIGHT SHOWERS OF RAIN** 69  
 The moody blues-weeper is warbled easily by Fulson. Doesn't have the impact of flip side, tho.

**JOHNNY HORTON**  
**THE REST OF YOUR LIFE** 75  
 MERCURY 6418—Bouncy new effort penned by the singer receives a bright reading from Johnny Horton, Mercury's new country warbler. Disk should get spins.  
**THIS WON'T BE THE FIRST TIME** 72  
 Horton sells this new country weeper simply and with feeling, giving the attractive tune a sincere rendition.

**CAROLINA COTTON**  
**NOLA** 75  
 MGM 11329—Fans of the genre will enjoy Carolina Cotton's top-flight yodeling and exhibits them on this waxing, even including a duet with herself via dub-ins. Rural areas should go for this platter.  
**YODEL, YODEL, YODEL** 70  
 Same comment.

**JIMMY BALLARD**  
**I WANT A BOWLEGGED WOMAN** 74  
 KING 1118—Honky tonk jukes might find this side a nickel catcher. It's likely, tho, that many country listeners will find it a little too rough. Chanter turns in a neat performance.  
**SHE'S GOT SOMETHING** 68  
 The mildly suggestive lyrics of this one will help the side in some spots and hurt it in others. Ballard does okay on a country ditty that's pretty routine otherwise.

**EDDIE (CLEANHEAD) VINSON**  
**GOOD BREAD ALLEY** 74  
 KING 4563—Chanter has a clear, intense style that projects well on this platter. Opus has enough drive to attract some action.  
**I NEED YOU TONIGHT** 71  
 The blues about a love-sick guy is sold strongly by Vinson. The pleading quality in his tenor voice should appeal to listeners.

**THE ROYALS**  
**I'LL NEVER LET HER GO** 74  
 FEDERAL 12098—The boys tackle a rocker with the spirit and drive of

revival meeting chant. It all adds up to a good honking hand-clapper for the Detroit quintet.  
**A LOVE IN MY HEART** 70  
 Very much in the vein of vocal group disks making the rounds these days is this slow ballad reading.

**FREDDIE STRONG-FATS GAINES ORK**  
**BLUE MOOD** 74  
 ALADDIN 3149—Strong sells this slow blues item in okay style as he tells of his woman troubles. Combo lends quiet support.  
**GAINES'S BOOGIE** 70  
 Jump boogie effort receives a wild vocal from the warbler and an even wilder reading from the ork. However, in spite of the drive, the disk is disappointing.

**ARKIE SHIBLEY**  
**THREE DAY PASS** 74  
 GILT-EDGE 5072—Shibley is still trying to come up with another "Hot Rod Race." This isn't it, tho it's a good talk-sing story about a sorry G.I. Has a moral, too.  
 (Continued on page 46)

## FOLK TALENT AND TUNES

(Continued from page 36)

TV film with **Hank Thompson** September 29 in Memphis.

**Disk Jockey Doings**  
**Eddie Zack** (Decca), d.j. at WHIM, Providence, reports that the WCOP Hayloft Amboree, Boston, opened September 19 at Mechanics Halls, Providence, with **Ray Smith** (Coral), **Kenny Roberts**, himself, and **Nelson Bragg**, WCOP, d.j., as emcee. **Jim Tucker**, formerly at KCUL, Fort Worth, has moved to the new outlet there, KXOL, where he'll beam an afternoon rustic show daily. **Dennis Surber** is doing a remote from a car dealer's showroom via KPAN, Hereford, Tex. **Warren Jarvis**, WJVA, Norton, Va., reports that **Bill Monroe's** unit, which played there September 4, consisted of **Sonny Osborne**, banjo; **Jimmy Martin**, guitar, and **Charlie Klein**, fiddle. **Jim Wilson**, WORZ, Orlando, Fla., is moving his shows to WHOO in the same city. He will continue to run his remote from a used car lot, which is drawing 1,000 weekly on Saturday nights.  
**Carl Shook**, WKYW, Louisville, reports that **Merv Shiner** (Decca) is touring with the Camel Caravan playing service installations. **Tommy Cutrer**, who was injured recently in an auto accident, is back at the mike at KCIJ, Shreveport, La. **Art Rupe**, of Specialty, has concluded a waxing pact with **Biff Collie**, KNUZ, Houston. Collie's wife, **Marge**, is on Columbia. Both are signed with Hill and Range. **Sam Lillibridge**, KCLW, Hamilton, Tex., is doing personals with artists in the area. **Ed Lyon**, KWLK, Longview, Wash., reports that a new record firm, **Glide**, has a hit in his area, called "Doughboys in Heaven," by **Roger Crandall**. **Jim Spero**, KRUX, Glendale, Ariz., reports that the station is giving away phonograph records as prizes to listeners who send in the cleverest station breaks. **Longhorn Joe**, KROW, Oakland, Calif., has added another hour to his daily sked. **An. Jones**, KVAN, Vancouver, Wash., reports that **Joe Lane**, a fellow d.j. and band leader, has leased a hall at Salem, Ore., where they'll work dances regularly. The

names later. Lane and band are spot. Aumsville Pavillion, will use still playing Sunset Park Ballroom, Banks, Ore.  
**Smokey Miller** is the new d.j. at KAWT, Douglas, Ariz. He is seeking new records for his "Old Corral Boss" shows. **Jimmy Heap**, KTAE, Taylor, Tex., reports that **Butterball Harris**, KTAE, Taylor, Tex., has taken over operation of Buckholts, Tex., Hoedown every Monday night, featuring **Slim Willet** (4 Star), **Jessie James** (4 Star) and **Healy's Capitol band**. **Dave Moss**, WESC, Greenville, S. C., reports that **Eddy Arnold** recently did capacity for two shows at the Carolina Theater there, which was the first time the house played a rustic show. **Elmer Snodgrass**, WAKE, Greenville, S. C., reports that a beauty parlor sponsor and he worked out a gimmick whereby he got a permanent. The reception to his new curly locks, he says, was best publicity gimmick he's used thus far.

## RHYTHM AND BLUES NOTES

(Continued from page 40)

mental and vocal names, the house reopening September 26 with **Duke Ellington**; following the October 3 week with **Erskine Hawkins**; with **Ivory Joe Hunter**, **Larry Darnell** and **Thelma Carpenter** for October 10 week. After two weeks with a straight picture offering, to follow on October 17 in "Cry the Beloved Country," October 30 brings in **Frankie Laine** plus **Ruth Brown**, with the **Mills Brothers** already set for the November 14 week. **Kenneth Billings** and his **Swing Organ Trio** first-timing it at Philadelphia's **Powelton Cafe**. **Wild Bill Davis** has been signed to put in a total of 10 weeks at varying times during 1953 at **Pep's Musical Bar**, Philadelphia. **New Click** in Philadelphia, booked by the **Jolly Joyce Agency** in New York, has **Thelma Carpenter** heading the September 22 week show, following in a week that had **Savannah Churchill** plus **Dick Todd** on stage.

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- GASPAR CASSADO, Cello
- JORG DEMUS, Piano
- ERNST VON DOHNANYI, Piano
- RICHARD DYER-BENNETT
- HILDE GUEDEN, Soprano
- EDWARD KILENYI, Piano
- GIACOMO LAURI-VOLPI
- EMANUEL LIST, Basso
- WILHELM LOIBNER, Conductor
- JOSEF MESSNER, Conductor
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- IVAN PETROFF, Baritone
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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)

## Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record-promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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

### POPULAR

#### FRANKIE LAINE-JO STAFFORD

**PIECE A-PUDDIN'** ..... 87  
COLUMBIA 39867—This one is exciting from the bright opening chord to the driving finish. It is an adaptation of a cute kiddie nursery rhyme, and Laine and Stafford, with the help of a smashing, swinging ork arrangement, hand this novelty a sensational performance. This sparkling, lively waxing should be a winner for the Stafford-Laine duo.

**TONIGHT WE'RE SETTING THE WOODS ON FIRE** ..... 86  
Laine and Stafford sock over the lyrics of this wild, tingly new effort, paced by a driving steel guitar and ork backing. The duo sells this infectious ditty powerfully and it should be a solid coin-catcher. Both sides will see a lot of very healthy action.

#### TONY BENNETT

**STAY WHERE YOU ARE** ..... 86  
COLUMBIA 39866—The pretty, new tune is handled with the distinctive Bennett charm and warmth for an etching that should be a big one for the warbler. Backing by Percy Faith provides a tasteful backdrop. Juke ops will especially like the timing (2:10).

**ANYWHERE I WANDER** ..... 83  
Bennett comes thru with a beautifully modulated performance of the ditty from the upcoming pic, "Hans Christian Andersen." It opens and closes quietly but has a good deal of intensity. If the tune happens, this entry should skim some of the cream.

#### GUY LOMBARDO ORK

**I WENT TO YOUR WEDDING** ..... 86  
DECCA 28411—The smooth treatment Lombardo gives to the sentimental hit is as appropriate as can be. The ditty is headed straight up and this rendition can hardly miss cutting out a healthy slice of the action. Kenny Gardner's warble is finely tempered.

**SOMEWHERE ALONG THE WAY** ..... 79  
The beautiful tune has taken a long time to build and will probably take as long to wane. Lombardo's danceable version, with Kenny Gardner doing the pping, will be welcomed by many.

#### RALPH MARGERIE ORK

**OL' MAN MOSE** ..... 85  
MERCURY 5903—Lola Ameche, helped by a gang vocal and a driving accompaniment from the Ralph Margerie crew, comes thru with a solid rendition of the wild, novelty oldie, socking over the lyrics for all they're worth. Platter could be a big one on the juke, and should grab much loot.

**TAKES TWO TO TANGO** ..... 77  
The thrush does a good job on the upcoming novelty, in a style and arrangement quite similar to the Pearl Bailey waxing on Coral. The Margerie ork work is very effective. If the Bailey cutting clicks this disk should share some of the loot.

#### NAT (KING) COLE-LES BAXTER ORK

**THE RUBY AND THE PEARL** ..... 84  
CAPITOL 2230—New movie tune from "Thunder in the East" is given a moving performance by Cole with his warm, intimate style. A string-filled arrangement by the Les Baxter ork helps make this a potential winner for Cole.

**FAITH CAN MOVE MOUNTAINS** ..... 82  
This is another in a number of excellent waxings of this moving ballad. Should the tune click, Cole's effort should cut in for big returns. Backing by the Nelson Riddle ork and a chorus is tops.

#### AMES BROTHERS

**MY FAVORITE SONG** ..... 84  
CORAL 60846—The chanters should have a strong follow-up to their last effort, "String Along," in this ditty. Tune has lots of appeal and has already created a stir in a cutting on the Devon label. The warm interpretation handed the ditty makes the side a likely contender.

**AL-LEE-O! AL-LEE-AY!** ..... 78  
The boys gallop thru a brisk Western-

style ditty about a ride back to a prospective bride. The arrangement has a smart and joyous sound in this cutting. DeeJay attention could be in store.

#### DORIS DAY-DONALD O'CONNOR

**NO TWO PEOPLE** ..... 84  
COLUMBIA 39863—Cute new ditty from the Frank Loesser score to the "Hans Christian Andersen" flicker is given a fresh and engaging duo warble by Miss Day and O'Connor. Tune is catchy and the side should attract lots of attention.

**YOU CAN'T LOSE ME** ..... 75  
Ditty built around a familiar romantic theme is sung with charm by the two-some. DeeJays should twirl some.

#### RUSTY DRAPER

**I GOTTA HAVE MY BABY BACK** ..... 82  
MERCURY 5894—This is one of Draper's strongest waxings to date. The warbler hands the Floyd Tillman ditty a mighty powerful performance, pouring his heart into the song, with solid support from the ork. This platter could bust out if exposed.

**SING, BABY, SING** ..... 73  
The warbler puts a lot of spirit into the rhythmic oldie of many years ago, that could catch some action in the boxes.

#### LU ANN SIMMS-PERCY FAITH ORK

**PUPPY LOVE** ..... 80  
COLUMBIA 39841—A lovely ballad is well sung and played for a strong side.

**WHEN IT'S JUST ABOUT SEPTEMBER** ..... 79  
The youngster hands a lovely new ballad a warm reading. Could get some action with promotional help. Thrush shows up very well on her first waxings for the label.

#### TONY MARTIN

**DON'T TEMPT ME** ..... 80  
V 20-4944—Martin has a "big" ballad which he socks across well with his rich voice. Orking by Henri Rene showcases his effort nicely. Martin really sells this one and it could break if exposed.

**FORGIVE AND FORGET** ..... 78  
A slow sentimental ballad is projected with a lot of tenderness by Martin with a nifty Hugo Winterhalter orking behind him.

#### KAREN CHANDLER

**HOLD ME, THRILL ME, KISS ME** ..... 79  
CORAL 60831—Here's a beautiful, new ballad (despite its bombastic title) which Miss Chandler (Eve Young) projects with a great deal of feeling to a "heartbeat" tempo in the backing. It also features an interesting use of the multi-dub technique. Side could garner plenty of attention if exposed.

**ONE DREAM** ..... 75  
The thrush duets with herself prettily as she reads the new waltz ditty. Another good side.

#### FRAN WARREN

**TAKES TWO TO TANGO** ..... 79  
MGM 11334—Quick follow-up to the Pearl Bailey platter should do well for Fran and the label. It's a good-enough version to get some of the action.

**SETTIN' THE WOODS ON FIRE** ..... 75  
Another light-hearted item here. It's cute but fails to stir up anything special.

#### CHAMP BUTLER

**YOU WIN AGAIN** ..... 79  
COLUMBIA 39868—Butler turns in a strong reading of a new, attractive Hank Williams effort. The warbler sells it with a lot of heart and the ork and chorus backing is very pretty. Platter should catch deeJay spins, and may garner some loot.

**CROSS MY HEART, MADAME** ..... 60  
In spite of a bright arrangement, this Josef Marais item is not a very good vehicle for Butler, even though he tries hard with it. Ditty would go better on a kidsk.

#### FRANKIE CARLE ORK

**MADMOISELLE** ..... 78  
V 20-4928—This is the first instrumental of the click tune which should enhance further the reputation of the Carle group. The leader leads with his piano and is backed beautifully by lush strings. DeeJays should go for it.

**THE AGNES WALTZ** ..... 75  
More smooth ork work by Carle and his boys on a waltz.

#### LEROY HOLMES ORK

**IDAHO** ..... 78  
MGM 11331—The Glenn Miller and Benny Goodman ork hit of a decade ago receives a solid performance from the Holmes ork on this instrumental slicing. Ork work is fresh and clean and the disk could pull plays on juke.

**THE RUBY AND THE PEARL** ..... 73  
Tune from the forthcoming flick "Thunder in the East" is waxed in okay style by the Holmes band, with an effective reading by the chorus.

#### ACQUAVIVA ORK

**CRUTAIN TIME** ..... 78  
MGM 30668—Singer-deeJay Bob Haynes wrote this one. It's a lilting instrumental done up beautifully by the big ork. Should do fine with the Leroy Anderson and Arthur Fiedler set.

**MY LOVE—MY LOVE** ..... 73  
The lush, string-full ork presents a sweeping sound in its reading of the fronter's own composition. Should do well with jocks and the quieter locations.

#### THE FOUR LADS-MITCHELL MILLER ORK

**SOMEBODY LOVES ME** ..... 77  
COLUMBIA 39865—The oldie is set to an infectious rhythm by the Mitchell Miller ork for a bright vocal effort by the group. Quartet really swings away at the end. Should pull the coin.

**THANKS TO YOU** ..... 75  
Tune from pic "Somebody Loves Me" is warbled harmoniously by the Four Lads.

#### TOMMY EDWARDS

**YOU WIN AGAIN** ..... 77  
MGM 11326—A very good performance by Edwards, who sings this new Hank Williams item in country-ish style. The warbler sells it sincerely and the ork arrangement is very listenable. Disk should be spun by jocks.

**SINNER OR SAINT** ..... 75  
Another smooth vocal by Edwards on an appealing new ballad. Ork lends sweet support. A good disk.

#### MARTHA LOU HARP

**FALL INTO SOMEBODY'S ARMS** ..... 77  
DECCA 28396—Beautiful ditty is sung warmly by the sultry-voiced thrush. Tune and tempo are dreamy. A fine waxing, particularly good for low-light juke spots.

**THEN YOU'VE NEVER BEEN BLUE** ..... 74  
The moody opus is sung by Miss Harp in her appealing, intimate style. It's another beautiful job that could do some business if promoted.

#### PAUL WESTON ORK

**NORMAN LUBOFF CHOIR FORGETTING YOU** ..... 77  
COLUMBIA 39864—Sentimental ballad of yesteryear is nostalgically rendered by the Norman Luboff Choir with the aid of a quiet and effective Weston arrangement.

**WONDERFUL COPENHAGEN** ..... 74  
Tune from new film, "Hans Christian Andersen," is sung brightly by the choir to a lilting ork backing.

#### ART MOONEY ORK

**WINDOW SHOPPING** ..... 77  
MGM 11330—Alan Foster and the Cloverleafs turn in a strong reading of the country tune over a mighty effective, bright musical backing by the May-styled Mooney ork. A good item for the jocks.

**OVER THE HILL** ..... 74  
Shorty Long does a nice job on this cute, infectious novelty, with the help of the chorus and a sweet arrangement by the Mooney crew. Another good side.

#### LITA ROZA-TED HEATH ORK

**EARLY AUTUMN** ..... 77  
LONDON 1256—Mood item is beautifully sung by Miss Roza. Backing by the Heath band is a stand-out. Thrush is building a flock of fans and one of these days she's due to bust loose.

**VANESSA** ..... 70  
This is a first-class reading of the current Winterhalter hit. Had it been available sooner, this undoubtedly would have cut a big slice of the melon. It still might catch some spins.

#### ALAN DEAN

**LET'S CALL IT A DAY** ..... 76  
MGM 11327—The singer sounds quite relaxed on the Brown-Henderson evergreen. He sings it in a smooth, easy style that the deeJays will like.

**RAGGLE TAGGLE GYPSIES** ..... 74  
Dean's first waxing since his hit "Luna Rossa" is a pop version of the dramatic oldie about gypsies, et al. Dean warbles the item with intensity and the ork plays it with drive, but it is a pretentious item for a pop singer.

#### DOLORES HAWKINS

**SING YOU SINNERS** ..... 76  
CORAL 60832—Jubilee-type opus is sold strongly by the gal and chorus to intense and rhythmic backing. Juke ops should find a slot for this one.

**I'M IN THE MOOD FOR LOVE** ..... 72  
Miss Hawkins turns in a fine rendition of the beautiful oldie that many will enjoy. Good program wax.

#### BOB EBERLY-LES BAXTER'S ORK

**BACK STREET AFFAIR** ..... 75  
CAPITOL 2239—Country tune is warbled with warmth by Eberly with a small group behind him that features an organ.

**WHEN I DREAM** ..... 74  
Lovely slow ballad is rendered well by Eberly with his well-modulated voice with a fine assist by the Baxter ork.

#### CINDY LORD

**MY LOVE, MY LIFE** ..... 75  
MGM 11313—The Livingston-Evan ballad from the new flick "What Price Glory" is due for some exploitation and this version should get spins. A pretty tune.

**MIGHTY LONESOME FEELING** ..... 74  
The Boston teen-ager does very well with an attractive new ballad.

#### ANDREWS SISTERS-ALFRED APAKA

**NALANI** ..... 75  
DECCA 28294—The gals are on a Hawaiian kick in this platter. They have the strong assistance of Alfred Apaka as the male chanter, and together they turn in a fresh reading of the Island opus. Good program wax.

**MY ISLE OF GOLDEN DREAMS** ..... 73  
Another dreamy side full of nostalgia for the happy islands is delivered with taste by the Andrews Sisters and Apaka.

#### DUKE ELLINGTON ORK

**SMADA** ..... 75  
OKEH 6911—Pleasant riff tune receives a listenable performance on this instrumental waxing by the Ellington ork, which features some good ensemble work by the band. Duke's fans will like.

**COME ON HOME** ..... 73  
New blues effort, penned by the Duke, is handed a good mournful vocal by Grissom while the Ellington ork adds a blues mood.

#### STANLEY BLACK-CARIBBEAN CARNIVAL ORK

**TANGO** ..... 74  
LONDON 1244—Familiar Latin item is soloed in restrained but effective manner by pianist Black with the ork adding a lush backing. Ought to collar some spins.

**LA ESTRELLITA** ..... 72  
More of the same.

#### CARMEN CAVALLARO ORK

**ENLLORO** ..... 74  
DECCA 28403—The accompaniment is almost all rhythm, and to its exciting backing Cavallaro contributes a sparkling job on the 88's. Tho the beat is rumba, there's too much going on for much dancing. Good for the jocks.

**MALAGUENA** ..... 72  
Cavallaro fans and many others should find this bright rendition of the familiar Latin opus an attractive platter. Beat is foxtrot.

#### BERNICE PARKS-FRED NORMANS ORK

**WILD GRAPES** ..... 74  
SEGER 78-7004—An interesting and haunting piece of material is given a driving rendition by the Norman ork, and chorus. Miss Parks registers strongly with her exciting reading. Jockeys should spin.

**COOL SATURDAY NIGHT** ..... 70  
Bluesy-type material is projected with warmth by the thrush.

#### ARTHUR FIEDLER, CONDUCTING BOSTON POPS ORK

**DELICADO** ..... 73  
V 49-3919—Somewhat late, but this still figures to catch some of the action because of the ork's following.

**FRANCESCA** ..... 73  
Penned by deeJay Sherm Feller from Boston, the lush instrumental tango should stir up some action around Beantown—and elsewhere.

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**TEDDY PHILLIPS**  
PELANDINO  
HOPIN'  
15201, 45-15201

**FOLK King**  
**MOON MULLICAN**  
JAMBALAYA  
A MIGHTY PRETTY WALTZ  
1106, 45-1106

**BOB NEWMAN**  
GREETINGS  
TONIGHT'S THE NIGHT  
1108, 45-1108

**King**  
1095, 45-1095

**EDDIE SMITH**  
THE PREACHER AND THE BEAR  
SNOW DEAR

**DELMORE BROS.**  
HOW YOU GONNA GET YOUR LOVIN' DONE?  
I SAID GOODNIGHT, MY DARLING  
1113, 45-1113

**RHYTHM King**  
4527, 45-4527

**SONNY THOMPSON**  
I'LL DROWN IN MY TEARS  
CLANG-CLANG-CLANG

**SONNY THOMPSON**  
LET'S CALL IT A DAY  
BLUES MAMBO  
4541, 45-4541

**King**  
4525, 45-4525

**THE SWALLOWS**  
ESIDE YOU  
YOU LEFT ME

**THE CHECKERS**  
OH, OH, OH, BABY  
FLAME IN MY HEART  
4558, 45-4558

**Federal**  
12068  
45-12068

**THE DOMINOES**  
HAVE MERCY, BABY  
DEEP SEA BLUES

**THE ROYALS**  
MOONRISE  
FIFTH STREET BLUES  
12088  
45-12088

**Federal**  
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45-12098

**THE ROYALS**  
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I'LL NEVER LET HER GO

**LIL GREENWOOD**  
GRANDPA CAN BOOGIE, TOO  
NEVER AGAIN  
12093, 45-12093

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HERB KENNY

MY SONG 11332 — Backed by a vocal group, Kenny reads off the ballad with a smooth, intimate style. Tune is now a big hit in the r.&b. field. YOU NEVER HEARD A WORD I SAID 11333 — Material here is much weaker.

NORM HOAGY ORK

IF YOU WOULD ONLY BE MINE 1433 — Chirp Sally King handles the lyrics on an attractive waltz ballad. Tune has been waxed by a number of country singers. GEORGIA 1434 — Instrumental reading of the oldie sounds like nothing more than the terp medleys purveyed by typical hotel room orks.

ELLY FROST-DICK MANNING ORK

WHY? 1435 — Carnival 7001—Elly Frost shows to nice advantage as she warbles this Latin item. Orking by the Manning and sets a nice beat in backing her. A nice disk. GRATEFUL 1436 — The Miss Frost comes thru with another nice reading, material seems on the weak side.

JONI JAMES

WHY DON'T YOU BELIEVE ME 11333 — Miss James continues to impress with her chanting. With enough exploitation she could break thru. Her reading, here, of a nice, new ballad is smooth. PURPLE SHADES 11334 — The chirp could use better material to good advantage.

FRAN McKENNA-THE SUN RAYS

PLEASE DON'T TALK ABOUT ME WHEN I'M GONE 1002 — The Sun Rays—a harmonica duo of no mean ability—set a lively pace for a bright reading of the oldie by Miss McKenna. Ops should give it a listen. TIME WILL TELL 1003 — Slow ballad is sung nicely but fails to maintain the same interest as flip side.

PAUL DARNAY

HAVANA HEAVEN 4700 — Ork sets a pleasant Latin beat while Darnay turns in a neat vocal effort. Choir accompanies in the background. Singer shows us well in his first disk effort. DON'T CRY MY HEART 4701 — An over-pretentious arrangement by chorus and ork confuses an otherwise nice job by Darnay.

BETTY COX

HOW WRONG CAN YOU BE 186 — Miss Cox sings well and the ork turns in a good backing. Okay wax for the label. UP TO NOW 187 — Ditto.

JILLA WEBB

MY BABY'S ARMS 11328 — Jilla Webb, new thrush on the label, sings this pleasant tune in a hushed and breathless style, which sounds rather affected. When the gal sings straightforwardly she is more effective. THE LOVE IN YOUR EYES 11329 — The canary hands this bouncy item a very coy and too cute vocal, over a lifting ork backing. Thrush would come over much more effectively on both sides if she was not encumbered by artificial vocal styles.

TOMMY RICHARDS

WAS IT OR WASN'T IT YOU 1009 — Richards sounds like an okay singer and the song is okay, tho unexciting. In all, a fair platter. SAMBI GUITA 1010 — Attempting to do a big tango with a small trio and vocalist doesn't make much sense.

IVORY JOE HUNTER

TELL HER FOR ME 11325 — A slow ballad is sung and played in nice style by Hunter, with quiet help by the combo. THE BIG BOUNCE 11326 — Ivory Joe Hunter sings this slight effort adequately, while the group, and Hunter furnish okay musical backing.

BILL OSBORNE

MALIHINI MELE 1439 — Okay Hawaiian instrumental. SWEET LEILANI 1440 — Ditto.

ROSS LEONARD

YOU'RE MY ALL 6959 — Fair rendition of a new ballad by Ross Leonard over a big ork arrangement. Tune is attractive, but singer is unimpressive. ANYONE CAN TELL 6960 — Same comment.

LATIN AMERICAN

DANIEL SANTOS

NADA SOY 7210 — Medium tempo bolero is given a standout vocal reading by Santos with an effective ork backing. A strong disk that could be a big one for the singer. BAJO Y TUMBA 7211 — Santos and the group run thru bouncy guaracha both vocally and instrumentally.

PEDRO VIA ORK

CANTOS POPULARES CUBANOS 451-0058 — The vocal-instrumental group originally cut this disk some 15 years ago. It's still a bright collection of Cuban songs of the day. SIBONEY 451-0059 — Another oldie and another good disk.

TONA LA NEGRA

COMO GOLONDRINAS 23-5823 — Lovely bolero is given a moving reading by the songstress to an Americanized backing by the Raphael de Paz ork. Y SIN EMBARGO TE-QUIERO 23-5824 — More standout work by the thrush and ork, this time on a samba.

ORQUESTA CASINO DE LA PLAYA

ELUBE CHANGO 451-0047 — The repetitious lyrics are given interest thru many rhythmic variations in this waxing. Side is a re-issue in RCA Victor's Collector Series. Many will welcome its new availability. CUANDO VUELVAS A QUERERME 451-0048 — Solo honors are divided equally in this effort between the rhythmic piano styling of Anselmo Sacasas and the romantic warbling of Miguelito Valdes. The ork contributes a strong beat. A good side.

EVA GARZA

EN ADELANTE 7208 — Miss Garza sells the lyrics persuasively while the Continental ork sets a restrained mambo backing. NO PUEDO CANBIAR 7209 — Another nice effort by the thrush and ork on bolero.

LEO MARINI

MUCHAS GRACIAS 7177 — Haunting samba is given a sultry reading by Leo Marini over a quiet backing. JA'JA' QUE TE VAYA BIEN 7178 — Bolero-son is sung brightly by Marini to a sharply punctuated ork backing.

HERMANAS PADILLA

LA CULEBRA POLLERA 23-5825 — Ranchera is sung hauntingly by a female duo to an uninhibited orking marked by staccato trumpets. ANDELE 23-5826 — More of the same.

RAFAEL MUNOZ ORK

CASI NA' 451-0059 — The Porto Rican ork delivers a bright guaracha which should please the terp set and the natives as well. A re-issue this, from the collectors' series. AMORANZA 451-0060 — The tempo slows up to a bolero son for another good disk.

LUPE Y RAUL

TIENES QUE PAGAR 23-5816 — A lively Mexican bolero is slickly sung by the boy-girl vocal team. CORAZON PARTIDO 23-5817 — Ditto.

HERMANOS MARTINEZ GIL

QUISERA 23-5815 — The Martinez Gil brothers come thru with a neat chanting of a Mexican bolero which should please the fans. YA NO LLORES CORAZON 23-5816 — Ditto.

JUAN LEGIDO

LOLA PUNALES 23-5814 — The Mexican outfit turns in a typical paso doble with Legido handling the lyrics. CALLE ABAJO 23-5815 — More of the same here.

MARIA VICTORIA

MALAGRADECIDO 51-5808 — The warbler has an intimate style that projects easily on this waxing. Tune and beat are attractive. MENTIRA Y DESENGANO 51-5809 — Bolero-beat ballad is warmly sung by Miss Victoria. Backing is tasteful.

SPIRITUAL

THE SPIRIT OF MEMPHIS QUARTET JESUS BROUGHT ME KING 4562 — The group sets a neat beat for its reading of a typical spiritual. The reading is loaded with fervor. JUST TO BEHOLD HIS FACE 4563 — The tempo and the mood are slower and smoother. It's still a fine disk.

THE BRADFORD SINGERS

PRAYER TO THE POWER OF THE LORD APOLLO 265 — One of the better spiritual groups, the Bradford Singers sell a lovely religious ditty with plenty of heart-felt chanting. TEST AT THE JUDGMENT 266 — The group turns in another fine performance here.

CHILDREN

EDDY ARNOLD

HORACE THE HORSE (ON THE MERRY-GO-ROUND) VICTOR Y-459 — Cute-as-a-button kiddity penned by Cy Cohen and Charlie Green should please both the parents and the moppets. SMOKEY THE BEAR This is one of a raft of kiddies based on the Government Forestry Services fire prevention bear. Could be, tho, that there's too much of a message contained in the lyric. Promotion is expected to be heavy.

JIMMY DURANTE

RUDOLPH THE RED-NOSED REINDEER GOLDEN RECORD BR 13 — Despite the powerful competition of the well-established kiddies on this tune, the new Durante version should build its own niche in the seasonal business. A fine hunk of kiddie material in every way. Should spill over into pop market as well. SANTA CLAUS IN COMIN' TO TOWN Ditto.

WILLIAM KEENE-GAIL KUBIK ORK

BENNIE THE BEAVER (Part 1 & 2) COLUMBIA MJV 139 — Here is a musical story which is just wonderful! How well it sells will depend greatly on how well-exposed it is. The modern, Straviskyesque music is great, the story in rhyme is cute-as-a-button and will appeal to the older kids. Yet the use of percussion instruments as part of the story line should hold the interest of the youngsters. A fine item, this.

MITCHELL MILLER ORK-THE SANDPIPERS

SONGS FROM WALT DISNEY'S PETER PAN (Part 1 & 2) GOLDEN DBR 6 — Six tunes from the new Disney full-length film are packaged here on a single 10-inch platter. The Mitch Miller ork and the vocal group deliver the lyrics with clarity and drive. Should be a big one soon as the flick goes on general release.

ANNE LLOYD (Mitchell Miller Ork)

I'M CALLED LITTLE BUTTERCUP GOLDEN RECORD R 92 — Sure enough, this is from Gilbert & Sullivan's "H.M.S. Pinafore." It's a fine rendition of the familiar song which should please the moppets—and their parents. A good 25-cent platter. WE SAIL THE OCEAN BLUE Ditto.

MITCHELL MILLER ORK

GOLDEN CHRISTMAS CAROLS (Side 1 & 2) GOLDEN RECORD BR 11 — This is the Christmas addition to the label's 10-inch line. Selection of 11 well-known Christmas Carols and the lush ork used along with a full choral group and boys' choir makes this fine disk material for the coming Yuletide season.

MITCHELL MILLER ORK

ANNE LLOYD-THE SANDPIPERS WILLIE. THE WHISTLING GIRAFFE GOLDEN R 86 — The animal with the long neck has no vocal chords, but when he swallowed a whistle he too could make sounds. Cute little ditty is sung neatly. A platter for the younger moppet set. THE POKY LITTLE PUPPY The simple, little song is pleasantly chanted for a side kiddies should like.

SACRED

THE HARMONEERS QUARTET

TALK, TALK, TALK ABOUT JESUS BIBLETONE 8008 — The group turns in a neat reading of a gospel ditty with a slick, new idea. MY HEAVENLY FATHER WATCHES OVER ME Happy Edwards handles the solo vocal for another good side.

KITTY MANN

JESUS, MY LORD, MY KING KING 1119 — The country market should go for this boogie beat reading of a spiritual item as delivered by the label's latest artist. The gal also pounds the piano to back herself. GUESS I'LL TAKE A JOURNEY The honky piano and country singing style tackle another good piece of religious material for another good side.

BROWN'S FERRY FOUR

THE ARM OF GOD KING 1114 — Country and Western sacred group comes thru with another of their good readings. CAN'T YOU HEAR HIM CALLING Same comment.

JACK RIVERS-JIM LEWIS SONS

A BEAUTIFUL LIFE LISTEN 1445 — Jack Rivers and quartet handle the lyrics on a country market sacred item. Should do nicely in its field. THE MEETING IN THE AIR More of the same.

Fair Trade

Continued from page 23

the bill, representatives of the Justice Department continued to hit at the concept of fair trading in speeches before bar associations.

Recently, several key changes in the top brass of the Justice Department, particularly the resignations of former solicitor-general Pearlman and H. J. Morrison, two confirmed opponents of fair trade, have given some lawyers hope that the Department's attitude toward fair trade might be softening. Others, however, are wary to the extent that some feel that the executive arm of the government (the Justice Department)

might well oppose the legislative branch (Congress which passed the bill) and bring anti-trust suits against fair-traders. These feel that any announcement about fair trade may be withheld until after the elections, when a new administration might look with greater favor on fair trade.

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LOOK!  
LISTEN!**  
to  
**JONI  
JAMES**

**"WHY DON'T YOU  
BELIEVE ME"**

and  
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**LUNA ROSSA**  
and **I'LL FORGET YOU**  
MGM 11269 78 rpm • K 11269 45 rpm

The Four Horsemen  
**INDIAN LOVE CALL**  
and **SAN ANTONIO ROSE**  
MGM 11300 78 rpm • K 11300 45 rpm

Hank Williams  
**JAMBALAYA**  
and **WINDOW SHOPPING**  
MGM 11283—78 rpm • K 11283—45 rpm

Fran Warren  
**WISH YOU WERE HERE**  
**WHAT IS THIS THING  
CALLED LOVE**  
MGM 11270—78 rpm • K 11270—45 rpm

Acquaviva  
and his Orchestra  
**BEYOND THE NEXT HILL**  
and **TILLIE'S TANGO**  
MGM 30614—78 rpm • K 30614—45 rpm

Jack Fina  
and his Orchestra  
**PASTA FAZOOOLA** and  
**RINKY DINKY MELODY**  
MGM 11307—78 rpm • K 11307—45 rpm

Lennie Hayton  
and his Orchestra  
**SLAUGHTER ON TENTH AVENUE**  
Parts 1 & 2  
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Bill Hayes  
**MY SEARCH FOR YOU IS ENDED**  
**SAY YOU'LL WAIT  
FOR ME**  
MGM 11296—78 rpm • K 11296—45 rpm

Frank Petty Trio  
**ST. LOUIS BLUES**  
and **CONGRATULATE ME**  
MGM 11305—78 rpm • K 11305—45 rpm

Hank Williams  
**SETTIN' THE WOODS ON FIRE**  
and **YOU WIN AGAIN**  
MGM 11318—78 rpm • K 11318—45 rpm



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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 FAVORITE SONG.....Georgia Gibbs.....  
Mercury 5912

Ames Brothers.....  
Coral 60846

A lovely, melodic new ballad with a lighthearted air receives a very persuasive performance from Georgia Gibbs, and a smooth rendition from the Ames Brothers. The original waxing of the tune on Devon Records with Marion Caruso is another good disk.

PIECE A-PUDDIN'.....Jo Stafford-Frankie Laine.....  
Columbia 39867

Stafford and Laine sock over the swiny, rhythmic effort, based on a 'kiddler' nursery rhyme, in an infectious, exuberant style, backed by a "Hambone"-type combo sound. Disk should click quickly. Flip, "Tonight We're Settling the Woods on Fire," also is a powerful item.

**• 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:

- LADY OF SPAIN .....Eddie Fisher-Hugo Winterhalter Ork....  
Victor 20-4953
- BLUES IN ADVANCE .....Dinah Shore.....Victor 20-4926
- THREE LETTERS .....Kay Starr.....Capitol 2213
- YOU'LL NEVER GET AWAY .....Don Cornell-Teresa Brewer.....Coral 60829
- MEMPHIS IN JUNE .....Johnny Mercer-Billy May Ork..Capitol 2218

**• 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:

- FAITH CAN MOVE MOUNTAINS .....Johnnie Ray.....Columbia 39837
- MOONLIGHT ON THE GANGES .....Sauter-Finegan Ork.....Victor 20-4927
- BLUES IN THE NIGHT.....Rosemary Clooney.....Columbia 39813
- MY LOVE AND DEVOTION.....Perry Como.....Victor 20-4877
- CARMEN'S BOOGIE .....Andrews Sisters.....Decca 28342

**• 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:

- COMES A-LONG A-LOVE .....Kay Starr.....Capitol 2213
- FEET UP .....Guy Mitchell.....Columbia 39822
- MADMOISELLE .....Eddy Howard.....Mercury 5898
- SOME FOLKS DO AND SOME FOLKS DON'T.....Eileen Barton.....Coral 60833

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

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

- I WENT TO YOUR WEDDING .....Hank Snow.....Victor 20-4909
- AN AMATEUR IN LOVE .....Slim Whitman.....Imperial 8163
- SETTIN' THE WOODS ON FIRE.....Hank Williams.....MGM 11318
- I'LL ALWAYS TAKE CARE OF YOU.....Webb Pierce.....Decca 28369
- I'M NOG-TIED OVER YOU .....Tennessee Ernie-Ella Mae Morse.....  
Capitol 2215

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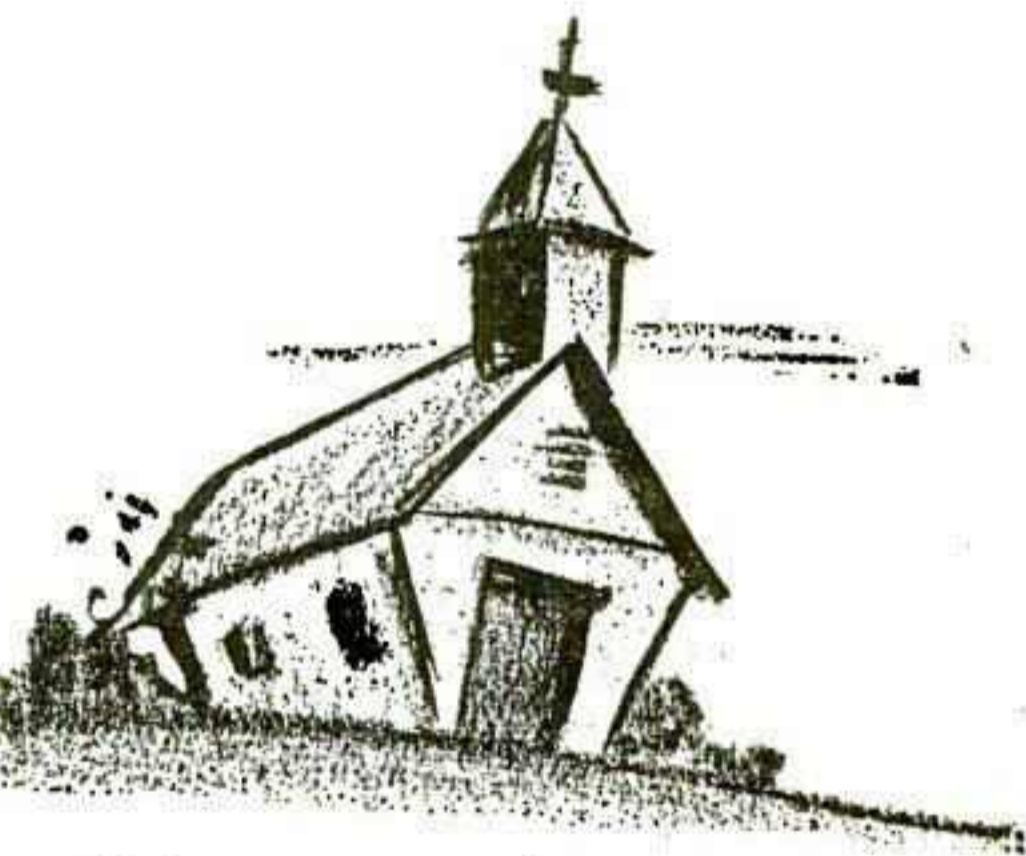
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THE MEN OF  
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**Album and LP Reviews**

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

**Country & Western (Folk) Record Reviews**

**POPULAR**

**THEMES AND SONGS FROM "THE QUIET MAN"** — Bing Crosby, Victor Young Ork (1-10") 77  
Decca (33) DL 5411  
Here is an album to gladden the heart of those who have a sentimental attachment for the "Old Sod," as well as many others. It contains some lovely, melodic and spirited new tunes written for the John Ford flick "The Quiet Man," by Victor Young. In addition, set contains three old favorites, "Galway Bay" and the "Isle of Innesfree," both of which are sung by Bing Crosby, and "I'll Take You Home Again Kathleen." Tunes penned by Victor Young, and beautifully played by his ork are the lively "Danaher's House," the pretty "My Mother," "The Big Fight," "Kate's Lament" and "St. Patrick's Day." With the impact of the movie this set could be a salable item. Cover and back liner are attractive.

**POPULAR** Rating 75  
**POP PARADE, VOLUME 2** (1-10") 75  
MGM (33) E-170  
Latest MGM LP of top pop hits is a strong wax item. It contains Alan Dean's "Luna Rossa," Bill Hayes fine waxing of "High Noon" and the David Rose version of "Vanessa." Other sides, all previously released as singles are: Billy Eckstine's "Kiss of Fire," "Delicado" by Los Musicos, "Auf Wiederseh'n, Sweetheart" by the De Marco Sisters, and the original waxing of "Half as Much" by Hank Williams. Sarah Vaughan's slicing of "Once in a While" is performed brightly. LP fans who enjoy pops should like this set.

**CARNIVAL RHYTHMS**—Percy Faith Ork (1-10") 75  
Columbia (33) GL-103  
This collection of Latin rhythms features some familiar and some not-so-familiar tunes, presented in concert style, sumptuously arranged and lushly performed by the Percy Faith Ork. All varieties of Latin-American tempos are included and the bright and exciting orchestrations catch the color and exuberance of these festive rhythms. Best sides are "Jamaican Rumba" and "Jungle Fantasy," both previously released as singles, and the well-known "Oye Negra" and the "Minute Samba." It would be tough to dance to these items but they provide captivating listening for all who enjoy rich masses of tonal color, lively rhythms and good ork work. Recording is excellent.

**FRIENDLY MUSIC**—Tiny Hill Ork (1-10") 72  
Mercury (33) MG 25126  
Tiny Hill, long a favorite ork leader and singer in the Middle West, has an album set here that should please his many fans, especially the older set. Disk contains a group of fine standards such as "Sioux City Sue," "Angry" and "Who's Sorry Now," all warbled by Hill in enjoyable fashion, with good, bouncy support from the ork. "Skirts" and "Country Wedding Day," both novelties, are performed in delightful, unsophisticated and friendly style. All of the ditties are played in "businessman's bounce" tempo, and the forty-and-over crowd will be unable to resist a fling at the light fantastic when they hear these foot-tapping tunes.

**RODGERS & HART: PAL JOEY & THE CONNECTICUT YANKEE** — Charles Sherrill, pianist (1-12") 70  
Decca (33) D 1002  
The new label has come up with two LP's further memorializing the music of Rodgers and Hart and Jerome Kern, who have written some of the biggest Broadway successes. All of the top tunes from these legit smashers are included as well as several less well-known items from "The Connecticut Yankee." This is the first recording of the waltz "I Blush" which was dropped during the try-out run when the book was pared. All are stylishly presented by Sherrill at the piano in his cocktail manner. Rhythm is added via a drum and bass. There's always room for an album with top music rendered in a pleasant, relaxing manner. These two packages qualify on that score.

**COME BACK TO SORRENTO**—Phil Brito (1-10") 68  
MGM(33)E-164  
This is a smooth collection of Italian songs by warbler Phil Brito. Tunes include such well known favorites as "O Solo Mio," "Santa Lucia" and the title item "Come Back to Sorrento." In addition, there are folk-songs that have been recent pop hits like "Mattinata" ("You're Breaking My Heart"), "Siempre" and "Mama." Brito sings them with feeling and warmth.

**ECSTASY ALBUM**—Otto Cesana Ork (1-10") 66  
This is one of those in-between jobs. The music is neither pop nor classical and even not quite semi-classical. But most of it is listenable enough. The selections, all composed by Cesana, are tuneful and well played by the string-heavy ork under his direction. As background music, the waxing should please a good many who like such entertainment. The most ambitious piece is a movement from Cesana's "Symphony in Jazz." The title opus, "Ecstasy," is typical of the rest. It's a slight scoring appropriate as accompaniment to a romantic flicker. The photo of a reclining damsel on the album cover is an eye-catcher.

**CHILDREN**

**TRICK OR TREAT**—V (45) WY 2000 (1-7") 84  
MICKY MOUSE'S CANDY MINE — V (45) WY 2001 (1-7")  
THE WHAT-ZIS AND THE WHO-ZIS—V (45) WY 2002 (1-7")  
KUKLA, FRAN, AND OLLIE AND THE WISHING WELL—V (45) WY 2003 (1-7")  
KUKLA, FRAN AND OLLIE AT THE FAIR—V (45) WY 2004 (1-7")  
ROBIN HOOD—V (45) WY 2005 (1-7")  
ALADDIN—V (45) WY 2006 (1-7")  
HANSEL AND GRETEL—V (45) WY 2007 (1-7")  
CAPTAIN VIDEO AND HIS VIDEO RANGERS—V (45) WY 2008 (1-7")

**CAPTAIN VIDEO AND THE CAPTIVES OF SATURN**—(45) WY 2009 (1-7")  
**LITTLE NIPPER FIRE CHIEF**—V (45), WY 2010 (1-7")  
**LITTLE NIPPER AND THE RAILROAD TRAIN**—V (45) WY 2011 (1-7")

RCA Victor has come up with a sock series of 12 kiddie packages which should do extremely well during the fall and Christmas selling season when kiddie records climb to their yearly sales peak. Billed as "six-in-one" albums, each attractive package includes an illustrated story book with outline pictures for the moppets to color, a puppet theater and characters which can be punched out of the back cover, and a coupon for joining the Little Nipper Club as well as the record. The items are available in both 45 and 78 r.p.m. speeds, with two seven-inch 78's providing the same amount of playing time as a single 45 disk.

The idea of including so many diverse activities in a kiddie package is well-conceived and excellently executed by the label. The subject material for this series is extremely well-chosen. It covers a number of fields of prime interest to today's youngsters: the movies, TV, famous fairy tales of yesteryear and Halloween. For the boys especially, there are disks about trains and fire engines. All are well-produced, with dramatized portions neatly spliced together via narrated sections. | | | The label has strong merchandising plans for the series including counter merchandisers for dealers. Undoubtedly several of the items will step out as sales leaders. Likely leaders are the Captain Video disks, Robin Hood, Hansel and Gretel and the Disney tunes, but dealers should experience very satisfactory sales action across the board on this series.

**SKYLINER FLIGHT 35**—Text: Leo Paris Directed by Hecky Krasno (3-10") 82  
Columbia (78) MJV 144  
**HOOK AND LADDER NO. 99**—Text: Leo Paris, Directed by Hecky Krasno Columbia (78) MJV 143  
**TUGBOAT PETER MORAN**—Text: Leo Paris, Directed by Hecky Krasno Columbia (78) MJV 142  
Here's an idea that seems like a sure winner. Simply, it's to offer the realistic aural illusion of an airplane, fire engine and tug boat at work, with all the incidental sounds that are produced in the process. They are remarkably realistic. And no background music is allowed to interfere with the illusion. The plane flies from New York to Los Angeles, a fire is put out and the tug helps dock an ocean liner. Listeners (adult ones, too, incidentally) will feel they are participating in the action. In addition to being entertaining, the disks get across plenty of information. They should catch on quickly.

**HOT JAZZ**

**NO NAME JIVE ALBUM**—Glenn Gray Ork (1-10") 74  
Decca (33) DL 5397  
Of the great bands during the days of swing, the Glenn Gray Casa Loma ork was one of the best. This is the second LP disk brought out by the label. They have put together some of the best of his old masters, including the rousing "Casa Loma Stomp," and "No Name Jive," both Casa Loma trademarks. A couple of items have vocals by Pee Wee Hunt. Bobby Hackett adds a fine trumpet solo in "If I Love Again." The accent thruout is on swing whether instrumentally or via a vocal. Those who will remember the band days of the 30's will revel with this one.

**SIDNEY BECHET: PORT OF HARLEM SIX**—(1-10") 69  
Blue Note (33) BLP 7022  
Those who like their jazz unfrenetic and melodic will enjoy this Blue Note release featuring the grand old man of jazz, Sidney Bechet, playing some fine blues, with the aid of such outstanding jazzmen as Frank Newton, J. C. Higginbotham, Albert Nichols, Albert Ammons, Art Hodes, Teddy Bunn, Sidney Catlett, George Foster, Danny Alvin and John Williams. Most of the blues items were penned by Bechet, including the appealing "Old Stack O'Lee Blues," "Saturday Night Blues" and others. The combo plays the blues slow and easy, keeping a fine mood thruout the slow items, with Bechet's soprano sax and clarinet work standing out, and good work from Ammons and Hodes on piano, Bunn on guitar and Catlett on drums. The group swings out skillfully too on the jump items, playing them in a bouncy and somewhat old-fashioned style. Jazz fans will want this set.

**JAZZ GOES TO THE BATTLEFRONT**—Howard McGhee's Korean All Stars (1-10") 60  
Hi-Lo (33) HL 6001  
These records were made in Guam at an Armed Forces Services Concert, when the McGhee unit was touring Korean and other U. S. Pacific bases in 1951 to provide entertainment for the troops. Personnel of the combo consisted of McGhee on trumpet, J. J. Johnson on trombone, Rudy Williams on tenor, Clifton (Skeeter) Best on guitar, Charles Rice on drums and Cris, a young Filipino musician, on bass. The group does a good job on the following standards: "Don't Blame Me," "Body and Soul," "Perdido," "Man With a Horn," and "One o'Clock Jump." "Perdido," which runs about six minutes and features McGhee, is the best side of the lot. Recording is good when it is realized set was cut at a concert, and audience applause between selections adds to excitement. A good set for collectors.

**OVERTURE TO DAWN**—Erroll Garner (1-10") 55  
Blue Note (33) BLP 5008  
This set by Erroll Garner was not originally cut for commercial use. The disks are the first the pianist ever made and they were recorded in the home of Baron Timmie Rosenkrantz, Danish jazz fancier, for personal use. Three of the tunes, "Autumn Mood," "Erroll's Concerto," and "Floating on a Cloud," were composed by Garner at the piano, and they are actually ad lib concertos. They feature Garner playing rambling, vague mood music, some of it sounding like a piano exercise and some of it quite melodic. The pianist plays the items in a contemplative style, rather different than his present technique. Recording is fair. Jazz fans may be interested in this extemporaneous waxing.

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new release are rated. N. S. indicates record is not suitable for a specific usage

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 10; exploitation (record adv'ts—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Continued from page 41

**HOT WOODPECKER RAG** ..... 72  
Ops should be interested in this driving instrumental ragtime opus. The group delivers a slick hokey reading.

**RED CALLENDER SEXTETTE**  
**LONESOME REBECCA** ..... 74  
V 20-4908—A pair of gutty tenor horns and the rhythm section deliver a slow rocker for a smart slicing suitable for listening and dancing.

**RED CALLENDER FOURSETTE**  
**BLUES FOR J. T.** ..... 72  
Piano, bass, guitar and drums make up the Callender quartet on this, a slow, moody instrumental blues opus.

**CALVIN FRAZIER**  
**LITTLE BABY CHILD** ..... 74  
SAVOY 858—The fine beat set up by the ork sparks this side, too. Fraxier does well enough to grab off some coin with the blues opus.  
**GOT NOBODY TO TELL MY TROUBLES TO** ..... 72  
Standard slow blues opus here. Frazier hands it a routine chant.

**DAVE BARTHOLOMEW ORK**  
**MOTHER KNOWS BEST** ..... 74  
KING 4559—The warbler hands this blues effort a good vocal as he tells how sorry he is that he did not listen to his mother.  
**THE GOLDEN RULE** ..... 72  
Routine blues receives an effective reading from Bartholomew backed by a strong beat from the ork.

**THE "5" ROYALES**  
**YOU KNOW I KNOW** ..... 74  
APOLLO 41 — The Royales show plenty of drive in this rousing group chant of the rhythm opus. Should do okay on the coin boxes.  
**COURAGE TO LOVE** ..... 72  
Slow, swinging beat paces the group in this flexible reading of an okay

**CLASSICAL**

Continued from page 30

**JOSEPH SUK: SERENADE FOR STRINGS, OP. 6 SMETANA; BYRNS: BOHEMIAN DANCES**—The Harold Byrns Chamber Symphony Ork, Harold Byrns, Cond. (1-12") 68  
Capitol (33) P 8174

The Suk "Serenade for Strings" was set down by the composer when he was only 18, yet it is, the one effort which has served to make him known generally. It's a funny full of pleasant melodies in the romantic vein. Byrns' lyrical reading does the score full justice. The three Smetana dances carry such intriguing titles as "Merry Chicken Yard," "The Little Onion" and "Circus." Their folk-based melodies are full of charm. This disk offers good, light music that even the most unsophisticated disk buyer should find easy listening. The Suk is an LP first.

**SIBELIUS: FINLANDIA; THE SWAN OF TUONELA; VALSE TRISTE; FESTIVO** —London Symphony Orchestra, Anatole Fistoulari, Cond. (1-10") 68  
MGM (33) E 166

This new disk contains three of Sibelius' best known works, "Finlandia," "Swan of Tuonela" and "Valse Triste," plus the little heard "Festivo." The latter work is happy and even gay, in contrast to the sad, somber "Valse Triste." The London Symphony Orchestra, under Anatole Fistoulari, does a fine job with the selections, playing them with sensitivity and feeling. Sibelius fans should be pleased with this set, tho there are a number of other waxings of these works now on the market.

**JOHANN STRAUSS: ON THE BEAUTIFUL BLUE DANUBE; EMPEROR WALTZ** —Leonard Pennario, piano (1-10") 65  
Capitol (33) H 8167

Leonard Pennario, one of America's fine young pianists, does a good job on this piano waxing of two well-known Struss waltzes. The "Blue Danube" was arranged for piano by Schulz-Evler many decades ago, and the pianist himself transcribed the "Emperor Waltz." The former is a bravura piece, which is much less effective on disk than in a concert performance. The same is true of the "Emperor Waltz." The waltzes do not have the flavor or the spirit in a piano version that they do with a full orchestra.

**DELMORE BROTHERS**  
**HOW YOU GONNA GET YOUR LOVIN' DONE** ..... 74  
KING 1113—Weeper has a happy sound as rendered by the Delmore Brothers. Rural areas might award the platter a share of action.  
**I SAID GOODNIGHT MY DARLING** ..... 72  
Another item with a mournful turn is delivered with warmth by the boys. Tune has a nice beat.

**JIMMY JAMES ORK**  
**SLOW MOTION BOOGIE** ..... 73  
SITTIN' IN 654—Tenor sax takes the lead in a forceful rendition of lazy-time opus that befits the title. Side builds in intensity. Beat has a hint of "Night Train." Jukes and jocks might use.  
**FULTON STREET HOP** ..... 68  
The James ork has a good tune here and they work it over in raucous style. Should twirl some.

**JIMMIE RUSHING**  
**GO GET SOME MORE YOU FOOL** ..... 73  
KING 4564—Story blues tells of the gal who left the chanter and it's projected forcefully by "Little" Jimmie.  
**THE WAY I FEEL** ..... 67  
Weeper blues is handed an okay reading by the chanter. Ork contributes a solid, swinging beat.

**TERRY FELL**  
**DREAMERS PARADISE** ..... 73  
GILT-EDGE 5071 — Fell delivers a nice new waltz ballad for a smooth country platter.  
**YESTERDAY** ..... 73  
A good ballad here and another good reading.

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**JOHNNY BOND**  
**I WENT TO YOUR WEDDING** .....73  
 COLUMBIA 21007—Another in the growing number of diskings of this tune. Helen Carter joins with Bond in the delivery. Will be hard-pressed to catch several other waxings available.

**OUR LOVE ISN'T LEGAL** .....72  
 Weeper is sold sorrowfully by Bond with the band adding a melancholy setting.

**SONS OF THE PIONEERS**

**LET'S PRETEND** ..... 72  
 V 20-4937—Dreamy ditty has a poignant quality that's warmly projected by the vocal combo. Soft string accompaniment is appropriate.

**THE EVERLASTING HILLS OF OKLAHOMA** ..... 69  
 Ditty about the natural and cultivated beauties of the title State is gently read by the male combo. Regional spin action can be expected.

**HAL SINGER ORK**

**THE FROG HOP** ..... 72  
**SAVOY 861**—Cornbread Singers and the combo deliver a medium beat honker with a shuffle beat for an okay instrumental side.

**INDIAN LOVE CALL** ..... 70  
 What with all the noise created by the Slim Whitman platter it figured that an "r.&b." version would be around. This is it. Might catch some coin.

**THE PINETOPPERS**

**MY LITTLE GIRL** .....72  
**CORAL 60830**—The warbling team of Eddie and Sally do a straightforward job on the lyrics of the oldie, but the bouncy polka beat is the main attraction. It's energetically played by The Pinetoppers.

**TENNESSEE WARBLER** ..... 68  
 The group has a dreamy waltz here and they read it just right for a couple of easy turns around the dance floor. The Dixie Sisters are the okay warblers.

**"TEXAS" BILL STRENGTH**

**I FOUND MY LOVE** ..... 72  
**CORAL 64139**—The chanter has a fine country tune here and he gives it a sympathetic reading. Tho Strength's piping is not very powerful, he projects with a good deal of warmth.

**IT'S A SHAME** ..... 68  
 Routine rural weeper is read with the proper pleading quality by Texas Bill. Might do okay in the more rustic areas.

**FRANK MILLER**

**BARE FOOT BLUES** .....72  
**GILD-EDGE 5073**—Country blues is warbled with a lot of heart by the singer. Strings behind him give it a slow ride.

**I'M STILL IN LOVE WITH YOU** .....70  
 Miller projects this outine in mournful style with an okay assist from the Drifting Texans.

**WAYNE RANEY**

**UNDERTAKIN' DADDY** .....71  
**KING 1116**—Some regional spins are probably due on this out-in-the-country ditty. Lyrics are kind of weird for a tune that's supposed to be romantic, however.

**WHEN THEY LET THE HAMMER DOWN** ..... 62  
 This side, too, should do fairly well in the more rustic territories. Raney reads the lyrics of the happy-style ditty pleasantly.

**CHARLIE ADAMS**

**T T BOOGIE** .....70  
**DECCA 28397** — Bouncy boogie is sung energetically by the country warbler. Nice guitar work holds together the two vocal sections.

**BEFORE YOU SAY I DO** .....69  
 Adams wails away at the weeper with a lot of feeling with nice string backing.

**CURLEY GIBSON**

**I WANT YOU BACK** ..... 70  
**PENNSYLVANIA ES145** — Lively, bouncy item about a gal who wants her hubby back receives an effective performance from Gibson and the gang. Tune is performed in hoe-down style by the combo. Could be good juke fare in rural markets.

**THEY'LL NEVER MAKE A MONKEY OUT OF ME** .....65  
 Fast novelty item could get some spins in country areas. Warbler Gibson is okay on the vocal and the steel guitar backing is strong.

**CURLEY GIBSON**

**THE BILL BILLY RUN** .....70  
**PENNSYLVANIA ES147** — Gibson and the boys take off on this driving country instrumental item, spotlighting some good piano, guitar and fiddle work. Disk could catch coin on rural boxes.

**MY FOOLISHNESS** .....65  
 Appealing weeper receives a so-so rendition from Gibson over a good combo backing featuring piano and guitar.

**BABY FACE TURNER**

**GONNA LET YOU GO** .....70  
**MODERN 882**—Southern blues stylist Baby Face Turner, turns in a satisfactory reading of a novelty effort, backing himself on the guitar.

**BLUE SERENADE** .....69  
 The warbler tells about the blues on this waxing, talking, singing and accompanying himself skillfully on the guitar.

**Other Records Released This Week**

Records released up to deadline time, but not reviewed, are listed here according to record title.

**POPULAR**

Dinah—Ray McKinstry (Hora Stacatto) United 1135  
 Dutch Garden—Lawrence Duchos-Red Raven Ork (Tulip Serenade) V 20-4825  
 Grasshopper MacClain — Stuart Hamblen-Darel Rice's Ork (Oklahoma Bill) Columbia 21014  
 Hora Stacatto—Ray McKinstry (Dinah) United 1135  
 Hotcha Muchacha From Spain, That—Ray Arnold Ork (Uncle Joe) Loray 500  
 I Get Lonesome — Stuart Hamblen (Our Love Affair) Columbia 21013  
 Mirage — Freddy Mendelsohn's Ork (Pest, The) Standard 174  
 Oklahoma Bill—Stuart Hamblen-Darel Rice's Ork (Grasshopper MacClain) Columbia 21014  
 Our Love Affair—Stuart Hamblen (I Get Lonesome) Columbia 21013  
 Pest, The (I Want the Waiter)—Freddy Mendelsohn's Ork (Mirage) Standard 174  
 Tulip Serenade—Lawrence Duchos-Red Raven Ork (Dutch Garden) V 20-4825  
 Uncle Joe—Ray Arnold Ork (Hotcha Muchacha From Spain, That) Loray 500  
 Walkin' to Missouri—Ken Griffin (You Belong to Me) Columbia 39857  
 You Belong to Me—Ken Griffin (Walkin' to Missouri) Columbia 39857

**LATIN AMERICAN**

Baiao—Stella Gil (Pajarito De Laguna) V 23-5817  
 Dejala—Beny More (Esto Si Es Coco) V 23-5813  
 Esto Si Es Coco—Beny More (Dejala) V 23-5813  
 Fiesta De Tambores—Beny More (Salomon) V 23-5812  
 La Nina De Puerto Rico—Cuarteto Manuel Jimenez (Moliendo Vidrio) V 23-5828  
 Me Voy Para No Volver—Carlos Valadez Con Los Aguilillas (Mi Yegua Colorada) 23-5831  
 Mi Yegua Colorada—Carlos Valadez Con Los Aguilillas (Me Voy Para No Volver) V 23-5831  
 Moliendo Vidrio—Cuarteto Manuel Jimenez (La Nina De Puerto Rico) 23-5828  
 No Necesito—Pedro Vargas (Novia Del Mar) V 23-5827  
 Novia Del Mar—Pedro Vargas (No Necesito) V 23-5827  
 Pajarito De Laguna—Stella Gil (Baiao) V 23-5817  
 Prende La Vela—Luchito Bermudez y Su Orquesta (Salspuedes) V 23-5820  
 Que Londo Sueno—Tito Rivera y Su Orquesta (Viva Zapata) V 23-5838  
 Salomon—Beny More (Fiesta De Tambores) V 23-5812  
 Salspuedes — Luchito Bermudez y Su Orquesta (Prende La Vela) V 23-5820  
 Tu No Eras Nadie—Salvador Rubio (Yo Vivo Mi Vida) V 23-5830  
 Viva Zapata—Tito Rivera y Su Orquesta (Que Londo Sueno) V 23-5838  
 Yo Vivo Me Vida—Salvador Rubio (Tu No Eras Nadie) V 23-5830

**INTERNATIONAL**

A La Mi-Aout—Doris Marnier (Et Toc) V 26-7104  
 Big Tent Polka, The—The Village Brass Band (Street Band Polka) Standard 178  
 Black Hawk Waltz—Harry Harden Ork (Captain Jim) V 20-4903  
 Campagnola—Nino Marletta E Coro Dell 'Etna (Tarantella D'Amuri) V 25-7200  
 Captain Jim—Harry Harden Ork (Black Hawk Waltz) V 20-4903  
 Carnevale In Festa—Valtaro Musette Ork (Felicita) Standard 6080  
 Die Schiffglocke—Gene Fichtel Ork (Tirolerland) Standard 11067  
 Et Toc—Doris Marnier (A La Mi-Aout) V 26-7104  
 Farewell My Dear Waltz—The Merry Makers (Steel Mill Polka) Standard 177  
 Felicita—Valtaro Musette Ork (Carnevale In Festa) Standard 6080

**SLIM WILLET**

**DON'T LET THE STARS** ..... 70  
 4 STAR 1614—Nothing special or exciting here. Just a fairly good country disking in a familiar pattern.

**HADACOL CORNERS** .....70  
 More of the same.

**JACK RIVERS**

**ROSETTA** ..... 70  
**J R RANCH 1428**—Ditty is given a fine instrumental ride by Rivers on the guitar and Neil Levang on the fiddle. Ops with Western locations should listen in.

**MY DREAMS ARE GETTING BETTER ALL THE TIME** .....68  
 The evergreen is given a good Western interpretation by the Rivers group with Jane Tucker coming thru nicely on the vocal.

**BOBBY BROOKS**

**AGLOW** ..... 65  
 V 20-4934—Slow ballad is sung without spirit by Brooks to quiet pop-like backing by Biggs.

**LIES** ..... 55  
 Singer sounds a little tired on this one.

**GENE DUNCAN**

**WHEN I DREAM OF YOU** .....62  
**INTRASTATE ISR-6** — The Western group and warbler should please here too. Material is somewhat stronger.

**I'M BENDING OVER BACKWARDS** .....58  
 Duncan does nicely by this slight ditty. Rendition has a picaresque bounce.

**SONS OF THE PURPLE SAGE CAN'T PLAY AROUND**

**ANYMORE** ..... 60  
**SANTA 502** — Country weeper receives a lethargic reading from the Sons of the Purple Sage and a girl's group imaginatively called Spurs of the Moment.

**COLD KISSES** .....58  
 The group works hard on this country tune but the result is unimpressive.

Gay Time Polka—Valtaro Musette Ork (Happy Dreamer's Waltz) Standard 175  
 Happy Dreamer's Waltz—Valtaro Musette Ork (Gay Time Polka) Standard 175  
 I Can't Change It—Cousin Fuzzy-The Doughboys (Snowflake Waltz) Polkaland 208  
 Isle of Innis Free — Terry-Frank Cordell Ork (There's a Little Bit of Irish) V 26-7520  
 La Bionda E La Bruna Non Sono Per Me—J. Cerrina-M. Zito (La Figlia Del Pastore) Standard 6079  
 La Figlia Del Pastore—J. Cerrina-M. Zito (La Bionda E La Bruna Non Sono Per Me) Standard 6079  
 Loafer's Polka—Eriksson's Accordion Ork (Summer Night With an Accordion) Standard 5069  
 Polka Du Soleil Couchant—Fernand Thibault (Reel Des Poissons Des Cheneaux) V 26-7103  
 Reel Des Poissons Des Cheneaux—Fernand Thibault (Polka Du Soleil Couchant) V 26-7103  
 I Can't Change It—Cousin Fuzzy-The Doughboys (Snowflake Waltz) Polkaland 208  
 Steel Mill Polka—The Merry Makers (Farewell My Dear Waltz) Standard 177  
 Street Band Polka—The Village Brass Band (Big Tent Polka, The) Standard 178  
 Summer Night With an Accordion—Eriksson's Accordion Ork (Loafer's Polka) Standard 5069  
 Tarantella D'Amuri—Nino Marletta E Coro Dell 'Etna (Campagnola) V 25-7200  
 There's A Little Bit of Irish—Terry-Frank Cordell Ork (Isle of Innis Free) V 26-7520  
 Tirolerland—Gene Fichtel Ork (Die Schiffglocke) Standard 11067

**CHILDREN**

Hansel and Gretel (Part 1 & 2)—Jane Pickens V WY-2007  
 Kukla, Fran and Ollie and The Wishing Well (Part 1 & 2)—Fran Allison-Jack Fascinato Ork V WY-2003  
 Little Nipper Fire Chief (Part 1 & 2)—Frank Milano-Norman Leyden Ork — V WY-2010

**Record Turnout**

Continued from page 20

which all segments of the business are invited.

Final day's sessions, to which only NBOA members will be invited, start in the morning with a discussion of the name-band reporting service by Otto Weber, managing secretary, and a second discussion on the possibility of expanding the service to cover territory bands by Vic Sloan, Plamor, Lincoln, Neb.

A clinic on ballroom problems will include a discussion by Robert Christ, Casino, Quincy, Ill., on "Should Souvenir Programs Be Sold in Ballrooms?" while "Problems in Booking Name Bands" will be aired by Darlowe Oleson, Havelock, Ia. "Watch Your Expenses" will be the subject covered by H. H. King, Norfolk, Neb., while Lloyd Meyers, Cleveland, is scheduled for a talk titled "Disk Jockey Good and Bad"

**Nominations**

Prior to the morning session adjournment, the nominating committee will report to the convention. A special luncheon will follow.

Afternoon sessions will cover insurance problems, music licensing, OPS, cabaret tax, election of officers, and an open forum will be the final order of business.

Convention banquet will be held Wednesday night (1) at the LaSalle, with McConk y Artists Corporation in charge of this year's show.

**802 Views Poll**

Continued from page 20

means the loss of another 16 jobs. As an indication of a growing trend in TV of 24 new evening shows to debut this fall, 15 are on films, and only a few of the others use live music.

The survey taken by Local 802 and the meeting with radio-TV brass by execs of the Local are part of the increased attention that is being paid to the mechanical music problem by the AFM on all levels of operation. The scheduled membership meeting of Local 802 on October 6 (The Billboard, September 20), to consider ways and means of combatting canned music, shows the significance of the problem among the rank and file of the union.

**"New Hard Look"**

There is little question that the new attitude on the part of all the AFM toward the entire problem of mechanical music and its continuing effect on employment among musicians was occasioned by the recent Petrillo announcement in which the president of the union stated that he was taking a "new hard look" at the situation. In the opinion of many union members it means that the AFM might take a stronger attitude than heretofore when the new pact negotiations with the networks start in 1954.

**D.C. Group Probing AM, TV**

Continued from page 6

director of government relations, if the witness thought local stations were fulfilling their responsibilities. "There is great room for improvement," Hardy admitted.

Harris declared that "the crux of this study is whether under present conditions, the station operator can operate as was intended by Congress or whether he is controlled by networks, producers or someone else who furnishes programs."

For the first time, cigarette commercials sponsors got a taste of the treatment that beer plugs have been getting at the hands of Congressmen and Congressional witnesses for years. Chairman Harris declared that the subcommittee has received "a great number of complaints about cigarette advertisements." He said he didn't think it was right that commercials should try to give the idea that cigarettes are "good for anything except smoking," let alone conveying the impression that they are good for the throat. Representative Harris commented further that young people are undoubtedly prejudiced in favor of smoking when they hear and see all the testimonials of screen stars and doctors in backing various brands.

NARTB's TV code was distributed to the subcommittee by Thad Brown Jr., director and counsel of the association's television department. He then went down the list of points in the code and explained them to the Congressmen.

Chairman Harris commented that the code appeared to be a good one and that there would be little need for a program investigation if stations actually lived up to it.

The only complaint made about the code was expressed by Rep. Harmar Denny (R.-Pa.), who said the code should contain a specific prohibition against programs which tend to scoff at American institutions or American constitutional government. He made the same comment about policy standards of the American Broadcasting Company which were given to the subcommittee by Geraldine Zorbaugh, ABC secretary.

Mrs. Zorbaugh was questioned at some length about the control ABC maintains over programs which it broadcasts that are prepared by ad or package agencies. She declared that the continuity acceptance department passes on every line of every show before it is aired.

The chairman wanted to know about the ABC broadcast "Lights Out," a program about which he said the subcommittee has received several complaints. Mrs. Zorbaugh replied that it was not an ABC program, but that if the web did have it, it would certainly be used.

Representing Du Mont Television Network, Chris J. Whitting declared that the industry knows "that questionable programing of any type, but particularly from the moral viewpoint, will not serve them well but will ultimately lead to a diminution of prestige and profits." He declared that adher-

ence to voluntary standards such as the TV code is far superior to any government-enforced censorship which would result "in stagnation, regulation and the impairment of precious liberties now available."

Dr. Clinton Howard, a long-time prohibitionist, urged the subcommittee to ban beer advertising which he described as an "unlawful entrant" into the homes of the nation.

**"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"**



say AL HIRSCH and JACK SHOCKETT, of MALVERNE DISTRIBUTORS, Mercury Record Distributors, New York, N. Y.

**RICHARD HAYES**

**"FORGIVE AND FORGET"**

and

**"FORGETTING YOU"**

Mercury 5910 • 5910 x 45



**PUNKY PUNKIN**

Recorded by

**ROSEMARY CLOONEY**

COLUMBIA



**GEORGE PAXTON INC.**

1619 Broadway • New York 19, N.Y.

**Use "TODAY'S TOP TUNES"**

For New HIGHS in RECORD SALES!

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."



Order Sample Shipment Today. 50 copy trial order of this week's TTT costs you only \$1

Fill in and mail the coupon TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Yes  Here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once. 764

Name (please print)

Address

City Zone State

Store Name

## Offer Hockey Plan For Cincy Garden

CINCINNATI, Sept. 20.—Trustees of Cincinnati Garden Monday (15) recommended a plan under which the Cincinnati Mohawks hockey team would play 30 games this season as a member of the International Hockey League. A new firm, Cincinnati Mohawks, Inc., would direct the team.

Trustees Thomas Hogan Jr. and Charles W. Broeman, who are operating the Garden while it undergoes financial reorganization, said the Garden could not operate the team this year, pointing out that hockey was responsible for the greatest part of the Garden's loss since it opened.

Federal Judge John H. Druffel, to whom the trustees made their recommendation, found no objection to plan, but said that he would not give approval until a public hearing is held October 15, at which time any creditors may attend and make complaints known. If the court approves the plan, the trustees may enter into a contract with the proposed operator of the hockey team.

Under the proposed contract, the Garden would receive \$400 per night rental, the entire share of money paid by Garden conces-

sionaires, and 25 per cent of profits by Cincinnati Mohawks, Inc.

If the plan goes thru, the International Hockey League will be composed of Cincinnati, Troy and Toledo, O.; Grand Rapids, Mich.; Milwaukee and Fort Wayne, Ind. The local team was formerly in the American Hockey League. It is understood that it can regain its franchise in the AHL next year.

The trustees said that the proposed plan would give the Garden income of about \$41,000 and expenses would not exceed \$8,000. Gross income from other operations would be about \$15,000, leaving the Garden with net cash income of about \$48,000 for the fiscal year.

Hogan and Broeman recommended a one-year lease. They said Cincinnati Mohawks, Inc., must show they have \$16,000 to cover the rental before the lease is signed.

Frank Selke, Montreal, and Lou Jacobs, Buffalo, are reportedly interested in the new firm which would operate the team. Thomas Grace, Garden vice-president and general manager, is also said to be interested.

## Ice Capades of 1953 Madison Square Garden

(Opened Thursday, September 11)

Ice skating spectacle. Produced and staged by John H. Harris. Sets and properties by Richard N. Jackson. Costumes by Billy Livingston. Choreography by Chester Hale and John Butler. Musical score by Jeri Mayhall. General manager, Norman Prescott. Stage manager, Frank Barnhart. Press representative, Cliff Lewis. Presented by John H. Harris.

Principals: Dick Button, Jacqueline Du Bief, Bobby Specht, Sonya Kaye, Orrin Markus, Irma Thomas, Ginny Baxter, Larry Jackson, Bernie Lynam, Ruby Maxson, Bobby Maxson, Glory Piller, John Curtin, The Maxwells, Trixie, Esco Larue, Helen Davidson, Alan Konrad, Paul Castle, Hugh Forgie, Stig Larson, Charlie Slager, Mary Lou Landreville, Herbert Cowman, Joseph Setta, Peggy Bauer, Bert Yeates, John Brown, Rudy Eymann, Robert Strak, Leo Loeb, Alma Castle.

Ice Capets and Ice Cadets: Barbara Landgedyk, Janet McMinn, Margot Snyder, Roselyn Biegler, Janet Matheson, Priscilla Mattson, Pat Mathews, Mary Lou Travers, Jean Brush, Mary Hendrickson, Lou Maracini, Nancy Flynn, William Ward, Robert Bingham, Floyd Schuller, Regis Phillips, Ian Izait, Martin Burke, Clement Patterson, Joseph Ursetta, Thomas Brinker, Leo Illerbrun, Dennis Anthony, Shirley Costello, Barbara Carleman, Dorothy Scholes, Mary Langedyk, Donna Andrews, Barbara Burgess, Dorothy Duffy, Alice Jackson, Norene Sullivan, Lucille Maracini, Bernadette Conboy, James Callahan, Walter Chapman, Don Crosby, Joseph Burke, William Brown, Charles Pettinger, Don Patrick, Jane Broadhurst, Janet Collins, Dorothy Kergald, Janie Adams, Gertrude Groff, Lorraine Letter, Virginia Barker, Peggy Barnhart, Charlotte Vallo, Mary Sheridan, Elnoise Neely, Bridget Fox, Daniel Seman, Fred Yanke, Tommy Travers, Johnny Gaudreault, William Dougherty, Fred Eymann, Nick Dantos, John Brecke, Edward Catalano, Chip Good, Don Bearson, Elena Brown, Patti Eymann, Marilyn Brannigan, Lois Proffer, Joan Penwarr, Patsy Hittle, Agnes Craig, Nellie Hurst, Ann Hahn, Beverly Setta, Ruth Jackson, June Barlow, Don Grubler, Leo Clossin, Paul Gibben, Lyall Stevenson, Ned Packer, Edward Sequin, Edward Riek, Harry Haslap, Blair Heimbach, Nick Ostapow, Dale Good, Ray Dusman.

Let's start right off by saying that John H. Harris has a whale of an ice show—one of the best to come to town in years. It's been some nine seasons since an "Ice Capades" edition hit the Stem. Maybe this reporter had forgotten how good they were, but in any event Harris' brand packs about everything a blade enthusiast could want—virtuosity, beauty and an adequate salting of comedy. It ought to keep business booming at Madison Square Garden thru Sunday (21), which will put a period to what looks like too short a stay.

Presumably, its top interest could be current Olympic champion Dick Button, making his first pro appearances. Button should prove a fine draw. He is ingenuous and likeable on the ice, and doubtless to the eyes of blade cognoscenti his skill reaches little short of perfection. His solo seg in the second half of the show is much better projected than his first, but he still has a lot to learn about professional self-selling. In fact, a couple of members of the troupe, who may not touch him in technical skill, put across their chores as well or better.

### Miss du Bief

Likewise has been imported fem world's champion Jacqueline du Bief of France. La du Bief sells top-drawer personal charm and scores solidly in a happy "Kitchen Kapers" interlude in the first stanza and follows up later

(Continued on page 54)

## Dancers of Bali

Continued from page 17

youthful too, and a few elderly codgers, like Serog, a wonderful miming clown, also are as spry as can be. They must just stay young in Bali.

The Gamelan (trade name for a Balinese orchestra) seems as integral a part of the dancing as the performers themselves. It starts off as oddly on the ear as the latter do on the eye. Its leader, Anak Agung Gde Mandera, sets its tempo and rhythms with a two-ended drum. Its side men squat at cut-down xylophones, cymbals, gongs, bells and bamboo flutes. The range is limited, but there is nothing wrong with its span of syncopation and it can turn pensive as well as frenziedly frisky. Its introduction is something of a shock to a Western ear, but like the dancers' its impact grows and grows.

The Indonesian government has sent us a rarely beautiful piece of propaganda. It is splendidly mounted, exotically costumed—in short, a flesh counterpart of what travel magazines make Bali look like. These Balinese are friendly, good-humored, intriguing and amusing—fine salesmen of the good neighbor policy from across the world. Bob Francis.

## Rodeo Advance Ticket Sale Tops '51 by 25%

NEW YORK, Sept. 20.—Advance ticket sales are running 25 per cent ahead of 1951 for the 27th annual World's Championship Rodeo opening in Madison Square Garden Wednesday night (24), according to Frank Moore, rodeo manager.

Performances will be held nightly thru October 19, with matinees Wednesdays, Fridays, Saturday, Sundays and October 13.

Featured will be Roy Rogers and his horse, Trigger, and his wife, Dale Evans. Some 200 cowboys will compete for six world titles and for \$100,800 in prizes. Moore predicted that as entry fees are added to this sum, the total kitty will approach \$130,000.

Rogers, in addition to his horse, Trigger, will present two added animal numbers—Bullet, a German shepherd dog and the eight Liberty horses.

Pat Brady, Rogers' comedy partner, with his jeep, Nellybelle; Ken Boen, a competitor as well as a comic, and George Mills and Bobby Clark, bull fighters provide the comedy.

Other acts include Jay Sisler and his Australian shepherd dogs and Bud Carlell and Rose, boom-

erang and Australian stock whip. Cowboys defending their titles will be Casey Tibbs, bareback and saddle bronk; C. P. Watson, bull riding; Lex Connolly, steer wrestling, and Bill Lowe, calf wrestling.

## FORT WAYNE DEDICATION PLANS SET

New Building Opens Sunday; "Holiday" Booked for 9 Days

FORT WAYNE, Ind., Sept. 20.—Dedication ceremonies for the new Allen County Memorial Coliseum are scheduled for Sunday (28), with a series of events to follow in close order thru October 9. Manager Don Myers announced this week. "Holiday on Ice" is booked for October 1-9.

Veterans' organizations will handle the dedication services and Lewis K. Gough, national commander of the American Legion, will be the principal speaker. The Great Lakes Navy Band will take part. Special attention will be devoted to Gold Star families in the ceremonies starting at 2:30 p.m. The building will be open afterwards for inspection.

Two bands have been engaged for a square dance jamboree, scheduled for Monday (29). This and an ice skating festival on Tuesday (30) are being sponsored by the Coliseum board of trustees.

"Holiday" Wednesday (1) will make it the first road show to play the new building. Some personnel from the icer cast will take part in the Tuesday skating also. The show's appearance is sponsored by Zollner Pistons, local organization.

An exhibit of local industrial products will be on display during dedication week, Myers stated.

## BILL MAAS TO RETIRE FROM MILWAUKEE POST

MILWAUKEE, Sept. 20.—William C. Maas, manager of the Auditorium and Arena here since 1941, announced this week he would retire this month. Maas reached the age for compulsory retirement September 18.

He took over management of

the Milwaukee Auditorium following the retirement of Joseph Grieb, who had been in the post since 1909. Previous to coming to the Auditorium, Maas was a successful coal salesman and operator of his own coal company. He also had been executive secretary to a governor of Wisconsin.

Planning and construction of the Arena, which was opened early in 1950, was the high point in Maas' administration. He also was successful in showing a continuous increase in the profit made by the buildings. Profit from the Auditorium alone averaged \$20,000 annually. Yearly earnings of about \$200,000 have been registered thru joint operation of the Auditorium and Arena, with Maas maintaining a busy year-around schedule in the buildings.

Following retirement, Maas will remain in Milwaukee. No announcement regarding a successor has been made.

## Las Vegas Ops

Continued from page 19

the Desert Inn was most emphatic in a denial, stating there was no need for an alliance of this sort and that strictly on a good business basis, talent bidding "has reduced itself to a normal level."

### Debatable Point

Whether this is true or not is debatable, since during the past year there have been several switches of name acts from one hotel where they were ostensibly regulars to another. This is normal enough under ordinary circumstances, but reports of extended credit for casino tabs and other inducements lend color to theory that perhaps things are not as rosy beneath the surface as the hotel press agents claim.

However, the constant denial of the existence of such a planned association has the ring of truth, since it has been proved under actual tests in other areas across the country that a merger of bookers or a talent pool never works except on paper.

One other reason for crediting the denials as truthful was voiced by a local observer who said it could never work, since no one had ever heard of the owners of competing hotels being able to agree on anything with each other.

## SKATING SHOWS

Ice Capades of 1953 (The Gardens) Pittsburgh, 22-25; (The Arena) Cleveland, 26-Oct. 12.

Ice Palaces of 1953 (Pan Pacific) Los Angeles, thru Sept. 28; (Coliseum) Denver, Oct. 1-7.

Skating Vanities—Olsen & Johnson (Arena) New Haven, Conn., 22-25; (Boston Gardens) Boston, 26-Oct. 8.

## Chicago Builds For Henie; Sees Repeat in 1953

CHICAGO, Sept. 20.—Off to a slow start due to the excessive heat here, the Sonja Henie icer moved into high gear in mid-week, with reservations reported four times as great for the closing week as they were for the initial frame. Final two week-ends have been sold out, and business for latter part of this week was near capacity at the International Amphitheatre.

Miss Henie, in this location for the first time, was reported pleased with both the arena and the facilities offered, and is planning to return to the Amphitheatre with her 1953-1954 show. Because of the reception given the five non-skating acts in the current edition, Miss Henie is planning to keep the circus-vaude type routines in her future shows. Much of the space in the local papers has been devoted to these acts.

Herb Carlin, who handled the promotion for the Chicago stand, will act in the same capacity when the show moves to Indianapolis, following its September 28 shuttering at the Amphitheatre.

## Ice Capades Set For Philly Arena

PHILADELPHIA, Sept. 20.—The Philadelphia Arena has announced its first major attraction of the 1952-53 season in "Ice Capades of 1953." The ice show makes its annual visit here October 14 and is expected to stay two weeks.

## 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.

## Canton Rushes Work to Better Aud Acoustics

CANTON, O., Sept. 20.—Rear wall of the year-old Canton Municipal Auditorium is being surfaced with asbestos material to improve the acoustics, Manager Ralph Smith said this week. The \$21,000 job is to be completed by Saturday (27) to be ready for the building's new season.

Part of the ceiling also is to be covered and changes in the public address system are to be made. Experience of several shows in the building last season indicated a need for the alterations.

## Bar Female Impersonators

Continued from page 19

the Police department to harass these places in every way possible."

At the time the ordinance was adopted, only one Miami night club (Leon and Eddie's) featured impersonators, a troupe of Babe Baker's performers from the old Ha-Ha Club. The club immediately shut down, and Leon Ecken, manager of the spot, said he was negotiating for a conventional night club show to replace the "femmys." Similarly, only one spot (Tony Pastor's) is operating in Miami Beach, and will continue to function until the Miami Beach City Council adopts a like measure.

Exceptions to the Miami ordinance were included in the law. They are: school theatrical productions, public parades and legitimate plays or movies like

"Charley's Aunt."

The commission is also ready to adopt another, and more rigid, ordinance designed to eliminate striptease joints and the operation of B-girls. Meanwhile, police are cracking down on the "burlesque" spots and have already made one arrest, that of "The Gorilla Girl" in the Harem Club.

Sole objector to the Commission's "femmic" ordinance was Rajah Raboid, veteran theatrical performer, who said he was appearing as a national board member of the American Guild of Variety Artists. He expressed the opinion that clubs featuring female impersonators could be cleaned up without resorting to putting the performers on the unemployment list.

### Protest

Jerry Baker, AGVA rep for this area, appeared in protest before the Miami Beach city fathers, declaring that many AGVA performers would be out of work if the law were passed. Here, again, the councilmen tried to insert a striptease clause in the ordinance, but it was blocked by counsel until a new measure specifically along those lines could be drawn up.

Remaining are strip spots outside the city limits but in close proximity to downtown Miami. These clubs are under the jurisdiction of Dade County authorities, which has no legislation banning femmics or striptease shows.

## 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 attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write: Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

## Dramatic & Musical Routes

- Bell, Book & Candle (Biltmore) Los Angeles.
- Bernadine (Wilbur) Boston.
- Bagels & Yox (Shubert) Boston.
- Country Girl (Geary) San Francisco.
- Call Me Madam (Lyceum) Minneapolis.
- Don Juan in Hell (Curran) San Francisco.
- Four Poster (Blackstone) Chicago.
- Guys & Dolls (Shubert) Chicago.
- Good Night, Ladies (Erlanger) Philadelphia.
- Gentlemen Prefer Blondes (Royal Alexandra) Toronto.
- I Am a Camera (Harris) Chicago.
- In Any Language (Plymouth) Boston.
- Jollyanna (Philharmonic Aud.) Los Angeles.
- Mr. Roberts (State) Portland, Me., 22-24; (Palace) Manchester, N. H., 25; (Elm St.) Worcester, Mass., 26-27.
- Moon Is Blue (United Nations) San Francisco.
- Oklahoma! (Hanna) Cleveland.
- Paris 90, with Cornelia Otis Skinner (Her Majesty's) Montreal.
- Stalag 17 (Erlanger) Chicago.
- South Pacific (Memorial Aud.) Fresno, Calif.
- Time of the Cuckoo (Playhouse) Wilmington, Del., 25-27.



# Hocus-Pocus

By BILL SACHS

**RUSSELL SWANN**, who sailed for Europe on the United States September 5, attended the International Magical Congress in Geneva, Switzerland, September 11-15, and will spend considerable time in Paris and London before returning to the States. In the meantime, his lovely assistant, **June Nolden**, is sojourning in New York. . . . **Martin Leslie Sunshine (Kismet)**, who began his 13th season at the Northernnaire's Showboat at Three Lakes, Wis., July 8, winds up his stay there the middle of October. Prior to his return to the Northernnaire, Kismet concluded a 90,000-mile tour which took him thru South American, the Far East and Europe. At a recent surprise party in his honor, the Northernnaire management tendered Kismet a lifetime contract at the Showboat. With the contract came a bronze plaque bearing the signature of **Carl O. Marty Jr.**, Northernnaire owner,

reading: "In appreciation of 12 years of outstanding showmanship and helpful co-operation dating back to the opening of the Showboat, we are happy to extend your contract to head the Showboat show for life."

**James R. Kane**, who put in 50 years in show business as a magician (**Ace Kano**) and mentalist (**Price Omar Kaja**), playing the major vaude houses here and in Europe, has opened a magic shop in Philadelphia. He intends to market a number of his own effects and conduct a school of magic in conjunction with his shop. Kane also plans to play an occasional date in the Philly area.

**Ramon LaRue (Sir Edwards)**, who presented his Sky Escape, wherein he frees himself from a straitjacket while suspended head down from a helicopter, at the recent Canadian National Exhibition, Toronto, and the New York State Fair, Syracuse, and last Sunday and Monday (21-22) performed the thriller at the New Jersey State Fair, Trenton. All the above dates were set thru the **George A. Hamid** office. **Rickie Dunn**, pickpocket magician, who recently worked several personals in Albany, N. Y., as TV's Magic Clown, has joined WATV, Newark, to live in commercials with his magic.

**LADY ETHEL**, who for years, prior to her recent divorce, was a member of the well-known mental team billed as **Dr. Jester and Lady Ethel**, is now hostess at Childs' Restaurant on Peel Street, Montreal. **Charles Carls**, French card expert, is current at the Normandian of the Mount Royal Hotel, Montreal, and is set for the Bellevue Casino, that city, opening next January. **Nardini and Nadyne**, after winding up at the swank St. Maurice Hotel, Three Rivers, Que., 85 miles north of Montreal, packed their bag of tricks into a nitery in the latter city. "Can't spell the name of the place," they write, "but for the money we are getting we don't care how it is spelled. We are getting \$100 more on the week than any date we played in the States. Our only regret is that we never came up here before. However, in the past we were always concerned about getting our liquor used in our act across the border. This time we had no trouble at all. Just showed our contract and told what we had, and a permit was issued calling all of our props 'ols of the trade.' This might help other magi when they consider the heavy taxes on their props. Nadyne has been netting some highly favorable newspaper plugs with her 'Fantasy in Smoke.'" Magicians' Alliance of Eastern States will hold its 10th annual convention sponsored by the Yogi Magic Club, Baltimore, at the Lord Baltimore Hotel, that city Friday and Saturday of this week (26-27). It all begins with a night-before party Thursday. Among those slated to demonstrate their talents during the two-day shindig are **Cardini**, **Al Flosso**, **Dr. Stanley**, **Eddie Clever**, **George Jason**, **Clint Riedel**, **Al DeLage** and **Shirley**, **Larry Weeks** and **Orville Meyer**. A 10-dollar bill covers all activity for MAES members; \$12 for non-members.

For this pew's money, only one gal can put across that torrid "Who Wants It," and that's **Pearl Bailey**. **Dolores Martin** tries it for negligible results. Worse, she spots the attempt as the wind-up for her act. In a small room her voice comes thru well enough on such items as "Manana" and "Heat Wave," but lacks the spark to really get her audience under her thumb. The results don't match her assurance.

Along with its own entertainment chores, Paris' trio cuts the show admirably as usual. **Bob Francis**.

# Le Ruban Bleu

Continued from page 18

what her current audiences like. She has assembled generally chucklesome material and projects it with a fine sense of comic timing. Her opening routine is solid, and she is at her best in a burlesque of a cafe society singer chanting "Love for Sale" and discussing the idiosyncracies of her former vocal teacher. An interlude lampooning a zither artist in a Town Hall concert falls a bit flat.

Back are **Jack Fletcher** and **Bill Sheidy**, whose antics are precisely gaited to this brand of entertainment. The pair works smoothly together in class buffoonery. Sheidy can spark fun out of the reading of a simple **Hans Christian Andersen** fairy story, and Fletcher's uninhibited facial clowning is a hefty asset. The boys register excellently.

A bright new exhibit is the club debut of a male quartet fresh from radio. The lads call themselves **The Toppers** and are not chalking up any token of conceit thereby. The four are ingenious and completely free of usual quartet stiffness and mannerism. They can change pace at the drop of a hat, switching from a beautifully harmonized ballad like "I Talk to the Trees" to a rowdy hillbilly chant. The team could be a natural as a permanent vocal fixture on a big time TV variety show. They will certainly give a big lift to matters at the **Ruban Bleu**.

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Along with its own entertainment chores, Paris' trio cuts the show admirably as usual. **Bob Francis**.

# Steuben's Vienna

Continued from page 18

skate like 70, it is essentially the last spring. With a series of many-hued routines revolving about a nautical gimmick of sailors on liberty, it keeps moving at a lively clip that never sags. Its sight appeal is especially suited to clubs where the buzz of conversation, clatter of plates and other distracting elements customarily blur the acts.

Opening up with **Wilma Leary** and **Jo Barnum**, local Henie, in a fast dance sequence, the icer seizes into a cycle of production numbers such as "Three Day Pass," "Sailor's Sunday Off," and "Dine and Dance Palace." Choreography is simple but allows plenty of opportunity for spectacular lifts, spins and three-turns. **Robin Nelson** does a magico bit on skates to heavy mitts, while the two **Learys** and **Barnum** are backed by a handsome ensemble for their nifty skatework. The topper has a brisk **Charleston**, ending in **Barnum** tossed into the air while strobe lights play over luminous costumes.

The surprise of the evening is **emcee Dennis** who appears on runners to start his fourth consecutive year in the spot. The evergreen vocalist passed up a same parcel that won a favorable response at the **Sheraton Plaza** booking this summer to make like **Shipsted** and **Johnson**, but on or off the irons his personable salesmanship of "Blue Tango," "Here in My Heart" and "Walking My Baby Back Home" still sells big. The **Tony Bruno** ork, strung back to back like riders on a ski tow, does yeoman service with the music cues, and the show's main flaw is a long stage wait between the end of the performance and the replacement of the dance floor. **Bob Taylor**.

# Palace, N.Y.

Continued from page 18

into "Rainbow" and modern jazz tempo.

Wind-up seems interminable, a medley of "Rhapsody in Blue" and other items. It's a low ebb for that aforementioned third slot. More may be forgiven the chanting **Paulette Sisters**, making a **Stem** stage debut. Unseasoned as they are, the quartet has a nice sense for harmony. But some kind advisor should tell them to spread out, stand still, and lay off

# Burlesque Bits

By UNO

**Jack Kane** opened the fifth link of his Ohio circuit, the **Town Hall Theater** in Toledo, on September 12. Another burly house in town is the **Gayety** operated by **Jack Rubens** and his son **Eddie** as a stock theater. **Town Hall**, 1,400 capacity, was formerly the **Capital** when Kane was also in possession. It is now a **Shubert** lease. . . . **Honey Alden**, whose 7 months' stay at **Tony Pastor's** nitery, **New York**, was abruptly terminated thru being mugged one early morning when she left for home, returned September 8 for another indefinite engagement. . . . **Patty Browne** opened September 12 at the **New Follies**, **Los Angeles**, where **Ginger Duval** had a narrow escape from swallowing an open safety pin but got back into the cast after two days in the **General Hospital**. . . . **Larry Norman** is doubling as vocalist in the **Gay 90's Show Lounge** and in a TV show in **Minneapolis**. Principals at the **Lounge** are **Jerry Owen**, comic; **Jelen Walton**, singer; **Earl Morgan**, magician, and **Earl Bach** and his ork. . . . **Sherry Shannon** closed at the **Peruvian Palms** in **Minneapolis** and opened at the **Capitol Lounge**, **St. Paul**, September 19. . . . Talent placed by the **Milt Schuster** agency out of **Chicago** for the season's **Midwest** and **Hirst** circuit tours comprise **Meggs Lexing**, **Lou DeVine**, **Sigh Majestic**, **Lyn Paige**, **Fred Frampton**, **May Joyce**, **Princess Domay**, **Stan Stanley**, **Pamela Pierce**, **Nadine**, **Harry J. Conley**, **Linda Leslie**, **Jack Buckley**, **Leah Wynn**, **Fields** and **George**, **Jack Coyle**, **Rusty Marsh**, **Max Coleman**, **Bob Ferguson**, **Maurie Wayne**, **Al Baker**, **Marcella**, **Dolores Del Rey**, **Billy Ainslee**, **Buddy Bryant**, **Torchy Blair**, **Vivian Keenan**, **Linda Scott**, **Falsh O'Farrell**, **Bert Carr**, **Eddie Yubel**, **Helen Drake**, **Peggy Bond**, **Jack Rosen**, **Sammy Price**, **Liz Palmer**, **Lou Ascol**, **Dexter Maitland**, **Mary Murray**, **Dallas York**, **Betty Jo Morgan**, **Pat Burns**, **Roxanne**, **Carol Shannon**, **Thea Cockrell**, **Irma**, **Calude Mathis**, **Matty Matthews**, **Rhoda True**, **Dolly O'Day**, **Herbie Barris**, **Terry Miller**, **Joe Sterling**, **Bobbie Parker**, **Cliff Cochran**, **Peggy Woods**, **Petti Dayne**, **Betty DeQue**, **Sammy Spears** and **Beverly Ware**.

holdover in one **Louisville** nitery where she is now in her 22nd week at the **Club Neon**. . . . **Jack Diamond** and **Mandy Kay** replaced **Irving Benson** and **Jack Mann** at the **Holiday**, **New York**, in **Michael's Rose's** show, "A Night in Havana," September 15. . . . **Richard Lineman** is the new manager of the **Laurel Theater**, **Hollywood**.

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# Chicago, Chi

Continued from page 18

Quoin (Ill.) Fair. Best part of their routine was the closing which is patterned after the style of the **Radio City Rockets**, but misses on the preciseness of the **New York** line.

On second are the **Ben Yoit Vikings**, five lads with good voices, who just don't seem to have a chance with the audience. Their opener, short takes from several operas, didn't sell but their "South Pacific" medley, and a bit on the armed forces were better received. Chanters join with the **Rockets** for a production number closer, which was distinguished only by its costumes. Pic. "The Quiet Man." **Norman Weiser**.

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## BLACKSMITH SCHMITZ

### AOW Forges No. 11 Link at Peekskill

PEEKSKILL, N. Y., Sept. 20.—Peekskill Arena, Link No. 11 in the America on Wheels chain of rinks, held its gala opening Thursday (18), featuring skating exhibitions by a number of champion club members in the chain.

AOW General Manager William Schmitz expects the rink to draw the bulk of its trade from Westchester County, but points out the important aspects of summer trade. Peekskill is in the heart of a large and popular summer resort and camp area. Summer visitors greatly increase Peekskill's population and are expected to provide many patrons for the rink during the vacation period.

Peekskill Arena is the second AOW rink to open in New York State. It is located 30 miles north of Mount Vernon Arena and is certain to extend AOW influence in the Empire State.

Managing Peekskill is Tom Brown, formerly on the professional staff of Capitol Arena, Trenton, N. J. He has spent a number of years in the chain.

AOW has installed a new sound system and new organ in the building. Installation was made by the Audio Engineering Company, a firm specializing in acoustical work in skating rinks. Doug Morrow, former organist at AOW's Alexandria (Va.) Arena, has been transferred to Peekskill to handle musical chores.

Opening night skating exhibitions were arranged by Charlotte Ludwig, former national senior ladies figure champion, who is now professional at AOW's Twin City Arena, Elizabeth, N. J. First on were Shirlee Ludwig and Margie Adair, pair skaters, in a "Silhouettes" routine. They were followed by Diana Lanzotti, 1952 national senior ladies' figure champ in an exhibition; two youngsters, Dawn Brown and George Bonocore, mixed pairs routine; a dance routine by members of the Twin City Skating Club; a dance exhibition by Barbara Friedman and James Foytlin, junior dance titleholders, and a relay race between teams from AOW's rinks at Paterson, Bayonne and Elizabeth, N. J. The Peekskill Arena will be an addition to the racing league conducted by AOW. Climax was a grand march which featured presentation of the arena banner to Manager Brown.

### Barbara Ziem Appointed Pro At Stockton

STOCKTON, Calif., Sept. 20.—Barbara Ziem, veteran competitor in United States Amateur Roller Skating Association competitions and protegee for the past nine years of Paul J. Gilbert, manager of Stockton Rollatorium, has turned professional and accepted a teaching position with the Rollatorium.

Miss Ziem has been senior pair champion of California and the Pacific Coast in both ice and roller skating for the past three years. In 1945 she placed first in U. S. juvenile pairs roller skating and the following year she and Pat Quick took second place in junior ladies' pair skating. Last year Miss Ziem and Armando Rodriguez placed second in junior mixed pairs skating and this year won the Pacific Coast senior mixed pair title. Three times in succession she has won the Hazel Barker trophy for artistic skating and showmanship. Last year Miss Ziem was made a gold figure judge of the USARSA. In addition to her connection with the Stockton Skating Club, Miss Ziem was a member of the St. Moritz ice club of Berkeley, Calif.

### AOW Unveils Trenton Arena

TRENTON, N. J., Sept. 20.—The long-heralded unveiling of America on Wheels' Capitol Arena here, closed since the end of June for a complete redecoration of its interior, brought expressions bordering on the superlatives from patrons who attended the Wednesday (10) debut, according to William Schmitz, AOW general manager.

The lobby has been decorated in a circus motif with "big top" and circus chandeliers, supplemented by a menagerie effect and pictorial displays of trapeze artists. In the rink proper, color and lighting have been used to bring about dramatic effects. The walls are elegantly decorated and are shown off to advantage by a new lighting system.

Another feature is a glass cloth ceiling which reflects the bright colors of the walls. The ceiling embodies the advantages of beauty and safety, since it is 100 per cent fireproof. Final touches are a new sound system, which officials say greatly improves the music, and relocation of the organ on a stage at the far end of the rink. The organ is located on what AOW calls an exotic stage, set in front of a "dazzling" background.

### City-Owned Rinks Of N. S. Want Out On Province Tax

HALIFAX, N. S., Sept. 20.—The Union of Nova Scotia Municipalities has urged abolition of a skating tax of 5 cents at rinks owned or operated by a city, town or municipality. Elimination of the levy was called for at the annual convention of the union here.

It was stated in behalf of a community-owned rink in New Glasgow, N. S., that gate receipts had been reduced substantially because of the new tax imposed by the provincial government. Decision to seek rescinding of the tax was reached without dissent. The tax applies to both roller and ice skating.

### Drivin' 'Round the Drive-Ins

C. H. WEAVER, manager of Hi-Park Drive-In, San Antonio, came up with a Good Samaritan gimmick last week. As a result, about 600 San Antonio motorists escaped possible parking violation tickets. Members of the Hi-Park staff put coins in parking meters where motorists had parked overtime and then left a note saying the coin had been deposited with the compliments of "Laura." By a strange coincidence, the film at the drive-in at the time was "Laura."

L. Lipscomb, manager of Jacksboro Drive-In, Fort Worth, estimated damage to the theater at between \$35,000 and \$50,000 as the result of a freak windstorm. The top of the screen, made of concrete blocks, was whisked away like straw. The corrugated iron fence surrounding the drive-in was found scattered over about a three-square-mile area. Some parts of the fence were found wrapped around the loud-speaker posts on the ramps. Lipscomb also reported that the walls and roof of the concession stand also were demolished. . . . Indicative of the growth and importance of the open-air theaters in Pennsylvania, is the report issued last week by the Allied Booking & Buying Service of the Eastern Pennsylvania Allied Theater Owners, marking the fifth year of operation of the booking and buying agency in Philadelphia. The report shows that of a total of 64 theaters serviced by the agency, one-third are drive-in theaters. There are 44 regular type indoor theaters on the books and 20 key drive-in accounts.

PROMOTION-minded Lansing Drive-In Theater at Lansing, Mich., scored handily with two deals recently. The spot took advantage of the opening of the new \$2,500,000 Cedar Street Bridge in Lansing by playing it up in the theater's advertising media and in its throwaways which had a letter opener attached urging patrons to "See the Stars Under the Stars" at Lansing Drive-In. For its pre-Labor Day week-end activities, the drive-in set up a special fireworks display and its throwaways contained a pencil and ruler which were handed out to the kiddies prior to their re-entering school.

WILLIAM SOBOL, manager of the Starlite Drive-In Theater, Stamford, Conn., is recuperating from surgery. . . . Pvt. Bert Amadeo, brother of Paul W. Amadeo, general manager of Pike Drive-In Theater, Newington, Conn., has returned to the States from a tour of Army duty in Korea. . . . Barbara Dolgin, daughter of Joe Dolgin, film buyer-booker, Pine Drive-In, Waterbury, Conn., and Mrs. Dolgin is studying fashion designing in New York. She recently concluded a dance course at Connecticut College for Women. . . . Plans for a \$175,000 modern drive-in theater in the Musqueam Indian Reserve, Vancouver, B. C., are being drawn by architect Gerald Hamilton for Richard Fairleigh, co-owner and manager of Hollywood Theater on West Broadway.

### Roadshow Rep

T. A. (TED) MORRISON is in Springfield, Ill., readying his school show which he will bow in Livingston, Mont., soon. He says that he has about 50 of last year's engagements lined up and that prospects looks good. "I saw one tent show in Illinois this summer," Morrison advises. "The night I caught the show it was playing to about 100 people. Fred Storey's show had three good performers and their stuff was good. Storey told me that a Chicago writer had fixed up the show for him. He doesn't handle med but does okay with his merchandise line-up." . . . E. E. Frisbee, who operated the Frisbee Players for a number of years, is booking school and auditorium shows out of Baltimore and will open in Pennsylvania about October 1. Frisbee also will handle amateur promotions, with his wife, Evelyn, taking care of that chore. . . . Galen Wright is placing hobby shows in Northern New Hampshire. He has about 20 towns booked for the fall and winter.

shifts to ice skating and hockey soon. His wife handles the musical end of the outfit and they have numerous dates booked in advance.

C. J. (CIG) CAMERON has been presenting his solo show in Reeves County, Texas, for the past month to good business. "Much of my business has come thru merchandising, however," Cameron pens from Orla, Tex. "While working Barstow County I ran (Continued on page 51)

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**CHET HEALY** writes from Murboro, Tenn., that he has been playing fairs and celebrations with his museum show but will go into schools soon. "I was in Central Tennessee part of the summer," Healy writes, "and it was flooded with small and inferior shows and the natives were becoming tired of it all. I plan to move south for most of my school dates and will handle some merchandise on the side." Charles H. Elroy pens from Davenport, Ia., that he will play some school dates this winter. He has been working a solo show at fairs and celebrations to fair returns. He says that Iowa is being overdone with shows and that the clientele is being lost to television which is going in fast. . . . The Britten Family is playing spots around Sarnia, Ont., to fair business. . . . R. B. Gately, who had a good summer with his stroller-type show, will start his solo school and hall dates in Arizona

**Skating at Moncton**

MONCTON, N. L., Sept. 20.—Roller skating is being offered at Stadium Rink here from 8 to 10 nightly. Admission is 50 cents, including use of skates. Roller skating will continue until some time in November when the rink

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# London Dispatch

Continued from page 2  
 Mayfair to pick up a little culture. This latter is really Mr. Lunt, goggle-eyed, be-whiskered and full of a highly-articulate passion for locomotives. To shield themselves from scandal, the abused spouses follow the lovers and chaperone them in their South of France villa, which naturally kills most of the fun of it for Hubert, poor fellow, and presently the four re-assemble and return home. But while this has been going on, the Lunts have fallen in love. And after the space of an interval they run away together using the same nom-de-plume as Hubert chose, and bound for the same villa.

It doesn't sound much. It isn't much. There are some fine sentiments: we see a new and softer side of Coward when he waxes lyrical about locomotives, but the wit is very wet and if it were not for the magnificent, almost poetic, exchange of dialog between the Lunts it would have been a sad evening indeed.

### BERGMAN TO STAR IN BRITISH FILM . . .

It seems Ingrid Bergman will be coming to Britain next year to make a picture with Marlon Brando. In July Sam Spiegel flew over to Rome to discuss the project with the Rossellinis. Both were enthusiastic, but rumor has it Roberto wanted to take over and direct the picture himself—which Spiegel doesn't go for. It seems Rossellini may be brought in as co-producer. Spiegel is busy now making the life story of Melba, which will star Patrice Munsell in the name role. Lewis Milestone is directing.

### MANGANO DOES ROLE OF NUN . . .

That lusty, busty lass Silvano Mangano is due here September 28 from Italy for the preem of her latest flick "Anna," in which she shrouds those curves, which won her such fame in "Bitter Rice," behind a nun's habit. But for those cinemagoers who do not clearly recall the gal's face there is a considerable flashback in it to an earlier naughtier period in her life as a night club dancer when even the most muddle-minded will be able to recognize everything they remember about her in "Rice"—without ever looking at her face.

### MR. PICKWICK

(Opened Wednesday, September 17)

### Plymouth Theater

A comedy, based on Dickens' "Pickwick Papers," by Stanley Young. Staged by John Burrell. Production designed by Kathleen Ankers. General manager, Victor Samrock. Stage manager, Phil Stein. Press representatives, William Fields and Walter Alford. Presented by the Playwrights' Company.

- Mr. Pickwick . . . . . George Howe
- Mr. Tupman . . . . . Earl Montgomery
- Mr. Snodgrass . . . . . Anthony Kemble Cooper
- Mr. Winkle . . . . . Derek Tansley
- Mrs. Bardell . . . . . Norah Howard
- Mrs. Cluppings . . . . . Lucie Lancaster
- Sam Weller . . . . . Clive Revill
- Tommy . . . . . Richard Case
- Mr. Buzfus . . . . . Jacques Aubuchon
- Mrs. Weller . . . . . Philippa Bevans
- Mr. Weller . . . . . Louis Hector
- Mr. Stiggins . . . . . Basil Howes
- Mr. Jingle . . . . . Nigel Green
- Mrs. Waddle . . . . . Sarah Marshall
- Mrs. Leo Hunter . . . . . Estelle Winwood
- Mr. Waddle . . . . . C. K. Alexander
- Mr. Wardle . . . . . Neil Fitzgerald
- Emily Wardle . . . . . Jean Cooke
- Isabella Wardle . . . . . Dolores Pigott
- Rachel Wardle . . . . . Nydia Westman
- Mr. Perker . . . . . Kurt Richards
- Wulferforce . . . . . Wallace Acton
- Balliff . . . . . Wallace Acton
- Justice . . . . . William Podmore
- Turnkey . . . . . C. K. Alexander

Continued from page 3

salon breakfast - party. Nigel Green looks and acts exactly like the out-at-elbows schemer, Jingle, and Clive Revill and Louis Hector get Dickensian vitality into the Wellers. Jacques Aubuchon is responsible for an outstanding courtroom bit as the unctuous counsel for the plaintiff. Best of the rest of the cast, this reporter likes the contributions of Norah Howard, Philippa Bevans, Basil Howes, Earl Montgomery, Anthony Kemble Cooper and Derek Tansley.

There is no doubt that John Burrell has staged "Pickwick" for real Dickensian flavor, and its backgrounds and costuming thoroughly catch its mood. But as a Stem exhibit, its appeal is gaited primarily to nostalgic Pickwick addicts. The laughs it engenders stem more from memory than what you see and hear. It looks to be dedicated to a special audience. Unfortunately, there usually aren't enough of such.

# Paris Peek

Continued from page 2  
 fered more catastrophies than any of the other shows on the boards, including the tragic death in an airplane crash of its producer, and the sicknesses of three of its leading ladies, now has a fourth star in replacement, the screen's French "Lana Turner," Dora Doll. . . . Opening at the Theatre Danou is Wilfried's "Without Ceremony," and at the Theatre Monceau "Sirs, My Husband" by Chilian, both at the end of the week. . . . Marcel Franck's "Vica Versa" starring Odette Laure, replaces "Back Street" at the Theatre Fontaine.

### MOULODJI IS BUSY ON MANY FRONTS . . .

Busy man around Paris is Mouloudji. Besides beginning a new radio program this week for Radio Luxembourg, along with Maurice Chevalier, Daniele Delorme and Robert Lamoureux, called "Grand Review," the writer turned actor stars at the Theatre Trois Baudets with Henri Salvador, and headlines the cabaret show at "Carrolls" on the same program as Mexican singer Margo Liengo, two ex-Dunham dancers, singer France Gabrielle, model-m.c. Maggy Sarraik, and Rudey Castel's orch.

Sugar Ray Robinson preparing a variety act for next Paris season. . . . The Theatre ABC will reopen this week with Marcel Marceau's Mimy troupe headlining Charpini and Branca and Lily Fayot.

### TV NOW SHOW FUTURE FILM STARS . . .

Finally, comes a new filmed TV show on the Paris network, Marcel L'Herbier's "Cinema of the Future," introducing new faces of the present who will, he says, be the film names of the future, plus using the already established film celebrities of today. . . . Add to the list of ever-growing contests, the Besacon music festival, which awarded the best conductor of the year prize to Frenchman Jean Perisson, with two Americans, one Austrian and two other Frenchmen (all virtually unknowns) sharing the other prizes. . . . Final theater-nitery opening of the week (Paris goes in heavily for nightclub shows that are really short theater presentations) is Theatre Fontaine de Quatre Saisons with the Garçons de la Rue, Georges Lafaye's puppets, and the inevitable theatrical sketch by the Grenier Hussenot company.

# Roadshow Rep

Continued from page 50

into George Carthall, of the old vaude team of Carthall and Richards. He was a pal of mine in the old Kohl and Castle days. George disappeared from his old haunts in the Windy City many years ago and different ones asked me about the team. George told me that his partner is living on a farm in Pennsylvania but that he (George) couldn't stay put and came out this way about 20 years ago and has been working small shows around Western Texas ever since. He has a small truck which he has fixed up to make wire jewelry and other novelty goods. George told me that he accrued more money with this outfit in one summer than he obtained in a year in the old days. He spends his winters in Tampa, but early each spring he starts out with his trailer filled with items.

**ALBERT FORNIER** has been getting by okay with his outdoor one-man show this summer. From Fort Smith, Ark., he'll head towards Montana to play established hall and school promotions like he has done in past winters. . . . **G. G. Gornier**, who has headquarters in Burlington, Vt., wants to know if **Billy Blythe** is still active. "I miss seeing his small, but good unit that traveled Northern Vermont some years ago," Gornier says. . . . **Dave Daniels** reports from Lowell, Mass., that he will open his country store promotion show this month. He has about three months work lined up.

# The Final Curtain

**ADAMS—Gertrude**, 77, circus aerialist, September 9 at Chesapeake City, Md. She started show business in 1896 with the Mat Wixom Great Show with her husband, the late James Adams. They operated their own James Adams 20th Century Shows, a wagon circus, from 1898 until about 1903, then taking out a three-car vaudeville show playing mostly in the Carolinas. About 1910 they established the James Adams Floating Theater, one of the few showboats on the Atlantic Coast, with home port at Chesapeake City, Md. Edna Ferber spent several weeks on their boat to do research for her novel, "Show Boat." They retired about 1928. Interment in Chesapeake City.

**ALDA—Frances**, 89, former Metropolitan Opera star, September 18 in Venice, Italy. She and her husband, Ray Vir Den, New York advertising executive, residents of Great Neck, L. I., had left on a vacation trip to Europe two weeks ago. Mme. Alda made her debut in the title role of "Manon" at the Opera-Comique. She sang in foreign capitals, and made her Metropolitan debut in 1908 as Gilda in "Rigoletto" under aegis of Giulio Gatti-Casazza. Thereafter, she sang some 40 soprano roles in every Metropolitan season of the ensuing 21 years except 1910-11, never missing a scheduled performance. She gave her "farewell" performance on December 28, 1929, in "Manon." She was married to Gatti-Casazza in 1910. The marriage ended in divorce in 1928. She was married to Vir Den in 1941.

**BLANCHAT—Mrs. Josephine L.**, 73, owner of Crystal Beach Park, Vermillion, O., September 13 in that city. Her son-in-law, James Ryan, is manager of the Funspot. Services at St. Marys Church, Vermillion, September 16, with burial in that city. Surviving are two daughters, Mrs. James Ryan and Mrs. James Calvert; a brother, Carl, and three grandchildren.

**BURNSIDE—E. H.**, 82, author, stage producer and for many years general director of the old Hippodrome, New York, September 14 in Metuchen, N. J. He began his theatrical career as a dog in "The Bohemian Girl" and at the age of 13 went to London where years later he met Lillian Russell and came to America as her director. Born of theatrical parents, his flare for spectacle productions came easy. He was the person who created the sensation of show girls disappearing into a tank of water at the old Hippodrome. Not confined to spectacles, however, he wrote such plays as "Sergeant Kitty," "The Tourist," "A Trip to Japan," "Hip-Hip-Hooray!" "Cheer-Up," "Happy Days," "Good Times," "Get Together," "Better Times," "Three Cheers," "Smiling Faces" and "Hold Your Horses." Also a songwriter, he turned out "Ladder of Roses," "Nice to Have a Sweetheart," "You Can't Beat the Luck of the Irish" and, with John Golden and Ray Hubbard, "Poor Butterfly." In the 1940's he organized Gilbert and Sullivan troupes. He was a shepherd of the Lambs from 1918 to 1921 and held life membership. His daughter survives.

**CARE—Edwards C.**, 82, composer and musician, September 17 in Rosindale, Mass. He was a trumpet soloist with the old Boston Symphony Orchestra and was associated with Victor Herbert when the latter was at the height of his operetta fame. In later years he became associated with

## Births

**EALES—**A daughter, Ann Elizabeth, September 13 in Wilmington, Del., to Mr. and Mrs. Chauncey L. Eales Jr. Father is a sales representative of WJLM.

**HELDMAN—**A daughter, Kathleen Anne, August 20 in St. Louis to Ernie and Ariene Heldman. The parents present a magic turn and recently have had their own TV program in the Mound City.

**HORN—**A daughter to Mr. and Mrs. Bob Horn September 9 in Women's Hospital, Philadelphia. Father is director of recordings for WFIL stations, that city, and conducts his own disk jockey shows on WFIL and WFIL-TV.

**LEINWEBER—**A son September 17 in Evangelical Hospital, Chicago, to Mr. and Mrs. Fred Leinweber, owners of Teletone Music, Inc.

**McCLUSKEY—**A daughter, Kathleen Molly, to Mr. and Mrs. Bill McCluskey in Cincinnati September 15. Father is on the sales staff of WLW-TV, Cincinnati, and formerly was head of WLW Promotions, Inc., the stations talent bureau. Mrs. McCluskey with her sister formed the team of Millie and Dollie Good, the original Girls of the Golden West, featured for a number of years on Midwestern radio stations.

**RICE—**A son, William, to Mr. and Mrs. Andy Rice, recently in San Antonio. Father is owner-operator of the Circus Club nitery in that city.

**ROBERTS—**A son August 26 in Kingman, Ariz., to Mr. and Mrs. Keith (Stony) Roberts. Father, now a truck motel operator in Kingman, formerly was with B. Ward Beam's Hell Drivers.

**ROSENTHAL—**A daughter, Jayne Susan, to Mr. and Mrs. Al Rosenthal at Lying-In-Hospital, Chicago, August 21. Father is a publicist in the Windy City, handling a number of radio and TV accounts.

**TROSTI—**Twins, Randy and Hedy, August 29 in Centro Osturiano Hospital, Tampa, to Mr. and Mrs. Arturo Trosti. Father is an aerialist known as the Great Arturo.

**WESTPHAL—**A daughter, Yvonne Mari, August 7 in St. Mary's Hospital, La Salle, Ill., to Mr. and Mrs. Frank Westphal, operators of the Westphal Amusement Company.

**ZACCHINI—**A son, Mario Atos Jr., to Mr. and Mrs. Mario Zacchini in Tampa August 29. Father is a carnival ride owner.

the Stieff and Chickering piano firms, and at the time of his retirement six years ago was regarded as the dean of New England piano men. Services were in Roxbury, Mass., September 22. His widow and a son survive.

**CAVILLEER—Clarence**, 65, superintendent of the Broadwalk, Atlantic City, the last 37 years, September 13 in his motorboat off Brigantine, N. J., where he had gone to fish. Surviving are his widow, Elsie, and three daughters. Funeral September 18 in Ventnor, N. J., where he made his home, with burial in Pleasantville, N. J.

**COOLUS—Romain**, 84, French author, journalist and playwright, in Paris, September 18. He was the author of 15 plays and a 10-volume history of the theater and wrote for the Journal, Figaro and other French papers.

**CRAWFORD—John Elliot**, 55, representative of the Manitoba Dairy Cattle Association on the board of Manitoba Provincial Exhibition, Brandon, at Winnipeg, September 6. Survivors include his widow, a daughter and three sisters. Burial in Winnipeg.

**DOGHAN—Gertrude**, 73, former actress known in private life as Mrs. Gertrude E. Pitou, September 11 in Bayside, N. Y. She was the wife of theatrical producer August Pitou and daughter of actor-playwright Charles Coghlan. She appeared on Broadway in "The Royal Box," "Becky Sharp," "The Sorceress" and "Plumes in the Dust," as well as touring the country extensively. Her husband, two daughters and two sons survive.

**FILLMORE—Charles**, 92, internationally known hymn composer, September 18 in Indianapolis. Possibly his most famous hymn was "Tell Mother I'll Be There," a traditional Mother's Day favorite, the title of which was suggested by President William McKinley. The Fillmore Music Shop in Cincinnati was founded by his brothers, James H. and Frank, who also followed their father, A. D. Fillmore, as composers.

**HUEDEPHIL—Fred J.**, 66, musician and former band leader, in Chicago Thursday (18). He was a brother of Paul H. Huedephil, secretary of the National Association of Amusement Parks, Pools and Beaches. His widow, two daughters, two other brothers and a sister survive. Burial in Chicago.

**MORAN—Mrs. Catherine Gienna**, mother of John J. Moran, sales manager of the radio division for the Philco Corporation, Philadelphia, September 12 in Misericordia Hospital, Philadelphia. Two other sons, two daughters, a brother and a sister also survive. Services September 16 in Springfield, Pa., where she made her home, with burial in the Cathedral Cemetery, Wilmington, Del.

**O'BOYLE—Frank**, 75, formerly with Ringling-Barnum circus, September 17 in Miami. He made his home in Miami since his retirement several years ago. A brother and sister also survive. Services September 19.

**RUGOFF—Edward N.**, 62, president of the Metropolitan Picture Theaters Association, September 17 in New York. With his partner, Herman Becker, he led in the movement toward smaller, intimate and more comfortable film houses. He entered the motion picture business as an exhibitor. In the 1920's he and his partner took over the Benson and Marlboro theaters, Brooklyn. Later they operated a number of film and legit houses in the metropolitan area, the more recent among them being the Sutton, Eighth Street playhouse, the Village Art Theater and the New Beekman, which was opened last April. Surviving are his widow; a son, Ronald; a brother, David, and three sisters.

In Loving Memory  
 Of My Dear Husband  
**JESSE M. SHOAT**  
 Who died September 24, 1941  
**Nora Ann Shoat**

**SHERMAN—Robert L.**, veteran of the theater, September 17 at his home in Chicago following a lengthy illness. In addition to his career as a playwright and actor, Sherman was a former president of the Midwest Managers' Association, vice-president of the Stock Managers' Association and a director of the United Managers' Association. He was also president of the Strollers' Club and a life member of the Actors' Fund. He was a collector of rare manuscripts and an authority on legit plays, having written three books on the subject. At one time he had 10 traveling attractions under his management, and also operated stock theaters in 20 cities. Surviving is his widow, Tracy M. Sherman, who has been actively associated with him in his theatrical endeavors. Services in Chicago September 20.

## Marriages

**ALTMAN-HARRIS—**David Altman, owner of the Rialto Theater, Philadelphia, and Claire (Bunny) Harris, daughter of Benny Harris, owner of the American Film Exchange, Philadelphia, September 14 in that city.

**CEZURKO-KUTAS—**Ted Czuzko and Joan Kutas, secretary in the cocktail department, Delbridge & Gorrell Orchestras and Entertainment, Detroit, recently in Jackson, Mich.

**JACOBS-METCALF—**Benjamin Jacobs, ride man on the Douglas Greater Show, and Alona Metcalf, Douglas cashier and daughter of Mrs. William Ford, wife of the Douglas ride superintendent, recently in Fuyallup, Wash.

**THUMBERG-LOMBARD—**Fred C. Thumberg, ride owner and operator with the F. E. Gooding Amusement Company, and Janine Lombard in Columbus, O., recently.

**STRONG—Austin**, 71, playwright, author of many stage hits, including "Seventh Heaven," "Three Wise Men," "A Good Little Devil" and others, September 17 in Nantucket, Mass. He was a grand stepson of Robert Louis Stevenson, and had served variously as vice-president of the National Institute of Arts and Letters, on the executive committee of the Stage Relief Fund, on the Pulitzer Prize Drama Jury and as commodore of the Nantucket Yacht Club. He was also member of the Century Association of New York, the Garrick Club of London and the Dramatists' Guild of the Authors' League of America. Born in San Francisco, Strong's first play, written in collaboration with his late uncle, Lloyd Osborne, was "The Exile," produced in London in 1903. Other of his plays have been "The Little Father of the Wilderness," "The Drums of Oude," "The Toymaker of Nuremberg," "Rip Van Winkle" and "Bunny." His last effort was "A Play Without a Name," in 1928. "Seventh Heaven" opened on Broadway in 1922, starring Helen Menken. It became a silent movie with Janet Gaynor and Charles Farrell in 1927, and a talkie with Simone Simon and James Stewart in 1937. Strong is survived by his mother and widow, Mrs. Mary Holbrook Wilson Strong.

**TILLEY—Vesta**, 85, vaude star known in private life as Lady de Prece, September 16 in London. The "London Idol" began her stage career at three and one-half and scored her first hit in 1878 in "The Pet of Rotten Row." Always clad in male attire, she put over such great favorites as "Burlington Bertie," "Jolly Good Luck to the Girls Who Love a Sailor" and "The Piccadilly Johnny With the Little Glass Eye." Her late husband, Walter de Prece, music hall producer, was knighted in 1899, and Lady de Prece retired from the stage in 1920. In the U. S. she appeared at Tony Pastor's on 14th Street, New York, and in such shows as "Alyce," "My Lady Molly" and several Webber and Fields tours. For years she appeared in leads with the Drury Lane Christmas pantomimes. Her farewell appearance at the London Coliseum was highlighted by a signed testimony given her by 1,000,000 people.

**WITCOVER—D. D.**, 70, for the past 30 years president of South Carolina State Fair, Columbia, September 7 at his home in Darlington, S. C., after a long illness. Witcover took over as head of the fair, a private business venture, when it was in poor condition, physically and financially. However, under his direction it quickly became a profitable operation and continued to be so in succeeding years. He was a member of the board of the South Carolina Association of Fairs and had served on the staffs of three governors. He is survived by five sisters.

**ZUCKERMAN—Larry**, 28, stock car racer, known professionally as Larry Man, of Yonkers, N. Y., September 14 at the Langhorne (Pa.) Speedway, when he lost control of his car soon after the start of the 190th lap of the 250-mile Grand National Championship event. He was taken to the Nazareth Hospital, near Philadelphia, where he died a few hours later.

# Tokyo Mushi Mushi

Continued from page 3

ian ensemble, invited by the Broadcasting Corporation of Japan, will give 13 concerts in nine cities including Tokyo, Osaka, Nagoya, Kyoto, Hiroshima, Okayama, Fukuoka, Sendai and Sapporo, with the first concerts booked at Hibiya Hall for September 1 and 2. Joseph Roisman, first violin; Jac Gorodetzky, second violin; Mischa Schneider, cello, and Boris Kroyt, viola, make up the quartet.

### WM. HOLDEN ON FAR EAST SURVEY . . .

Screen star William Holden, en route to Korea for a two-week tour of UN hospital wards, said Wednesday that he will also undertake a survey to determine the need for expanding the Far East's entertainment program. Holden will be accompanied by Lt. Cmdr. Duane C. Duke, a representative of the Armed Forces' special services division. The screen actor represents the Hollywood co-ordinating committee which aids in sending entertainment troupes overseas. Duke will ask servicemen the type of entertainment they prefer.

### MOVIE THEATERS SHUT DOWN . . .

All movie theaters in Nara prefecture said they are ready to close for an indefinite period as a protest against high picture distribution fees. Twenty-seven movie houses under the Nara prefectural Movie Theater Operators Association have notified this decision to both the Japanese and foreign movie companies including Daidi, Shochiku, MGM and Paramount. They say that should the present rate of picture distribution fees remain at the present high levels, they would go bankrupt.

## Ringling, Royal American Share Big Day-Date Takes

### Joplin, Mo., Turns Out in Force For Aggregations' Unique Stand

By FRANK JOERLING

NASHVILLE, Sept. 20.—Tennessee State Fair this week raced far ahead of last year at its outside gate and receipts in almost all departments were keeping pace with the big upturn in attendance. Thru Wednesday (17), third day of the annual's run, official gate count totaled 62,283, compared with 42,199 to the same point last year.

Income also took a sharp upturn this year. For the first time the fair charged admission to its night grandstand show and this, combined with increased revenue from a tax-free outside gate, was helping to swell the coffers. In

addition, attendance and income from the nightly society horse show, was up substantially.

The grandstand revue, booked thru Ernie Young, Chicago, pulled good turnouts all week, despite the admission charge of \$1 for reserved seats and 50 cents for general admission. The show starts each evening at 6 p.m. and is over in two hours to permit patrons to attend the horse show. Despite a heavy downpour Wednesday evening (17) at 5 p.m. the show played to a sellout.

Big car auto races, set for today (20), expected to pull their usual sellout and were bolstered by a better-than-ever advance sale.

The speed events are staged by National Speedways (Al Sweeney-Gaylord White).

Harness racing was the afternoon attraction all week and record entries and large crowds were the feature of this popular attraction. Nightly fireworks were provided by the Fireworks Corporation, headed by Tony Vitali.

Al Wagner's Cavalcade of Amusements, the midway attraction, was loaded with money-making potential and was sharply ahead of last year, gross-wise.

Judge C. Beverly Briley, chairman of the fair board, and L. Earl

(Continued on page 66)

## Tenn. State Fair Attendance, Income Takes Sharp Climb

### Night Grandstand Show Pulls Big Despite New Admission Charges

JOPLIN, Mo., Sept. 20.—The biggest circus — Ringling Bros. and Barnum & Bailey—and the largest carnival—Royal American Shows—played day-and-date here Monday (15) and each came off with top-flight business.

Ringling-Barnum played to slightly less than capacity for the matinee, and in the evening it had a turnaway, with several rows on the straw.

Royal American drew a hefty all-day play. A Kids' Day, lure plus business from crowds waiting for the circus, combined to give highly satisfactory grosses. The carnival's business continued strong after the circus' one-day stand ended.

The shows were on lots across the street from each other, and the circus unloaded and loaded at a crossing adjacent to the lots. Royal American arrived earlier and was ready for the Monday tussle. Ringling played in Kansas City on Sunday (14) and had a slow 153-mile jump to Joplin.

RB Matinee Delayed

The first Ringling train arrived at 10:30 a.m.; the second, at 11:45 a.m., and the third, at 1:30 p.m. Because the delayed arrival was anticipated, the matinee was advertised for 3 p.m.; however, it was postponed until about 4:30 p.m.

This was Ringling's first appearance in Joplin in 12 years. The stand was sponsored by the Joplin Rotary Club. The advance sale was \$28,000, leaving only a portion of the matinee tickets for sale on show day. The show went to Tulsa for Tuesday (16).

Royal American booked Joplin as a still date between fairs. It came from Topeka, Kan., and moved next to Oklahoma City.

Because of a shortage of space and a layout problem, several RAS rides, including one Ferris

Wheel, were left on the wagons.

Personnel of the two shows spent the day going back and forth between lots to visit and to take in the circus and carnival attractions. Frank Morrissey, formerly with Ringling and now with Royal American, reported the phrase, "I'm with it," was a ticket to either show.

Bill (Cap) Curtis, veteran circus superintendent who formerly was with Ringling and now is putting in his first season with Royal American, presided over several sessions of the visiting marathon. J. C. (Tommy) Thomas and John Staley were among other Ringling veterans now on RAS who took part in the confabs. Paul Van Pool, Joplin circus fan, also was on hand for the event.

## 20,000 See Stock Classic At Langhorne

LANGHORNE, Pa., Sept. 20.—A capacity crowd of 20,000 viewed the 250-mile stock car race presented here Sunday (14). It was the first 250-miler staged at this track and took 3 hours and 55 minutes to run.

Lee Petty, Randleman, N. C., won the event. Bill Blair, High Point, N. C., was second, and Herschel Buchanan, Shreveport, La., third.

Larry Mann, White Plains, N. Y., died in Nazareth, Pa., hospital Sunday night from injuries received when his car overturned.

The race was a NASCAR promotion.

## Freeland Has OK Season at Myrtle Beach

MYRTLE BEACH, S. C., Sept. 20.—Alton V. Freeland reports he closed a good season Labor Day with his Jungland here. During the three and one-half months of operation, the spot drew an average of 450 adults daily and half as many children. Prices were \$1 for adults and 35 cents for children, including taxes. Freeland also operates the Rare Bird Farm in Miami.

The local operation consisted of rare birds and animals which were turned loose in a wooded area of seven acres. Guides were available to conduct patrons around the park on sawdust paths. Freeland will return here next year. Tentative plans call for enlargement of the bear pit, monkey island and construction of a picnic area.

Freeland said he has signed a contract to open the Jungle Cruise at Ponce de Leon Springs, Fla., January 1, and has tentative plans to open an animal park on the Florida Keys this fall.

## Pomona Fair Debuts Permanent Fun Zone

### Bows With Eight Rides, Three Shows Augmented by Babcock Equipment

POMONA, Calif., Sept. 20.—After a fast three months of preparation, Harry A. Illions debuted the permanent midway as a feature of the Los Angeles County Fair this week. Altho not completely ironed out, the installation drew praise in the Los Angeles dailies and from C. B. (Jack) Afflerbaugh, president and general manager of the annual 17-day event.

The Fun Zone is so far superior to anything that we have had and it is working out very, very satisfactorily," Afflerbaugh said. "The idea is meeting with public approval. And, fortunately, this is only the beginning."

The fair decided to install its own equipment following the conclusion of the 1951 event. Afflerbaugh visited Illions' parks in Jamestown and a deal was made. Plan is to open the area as a

permanent park next spring and cater to industrial picnics.

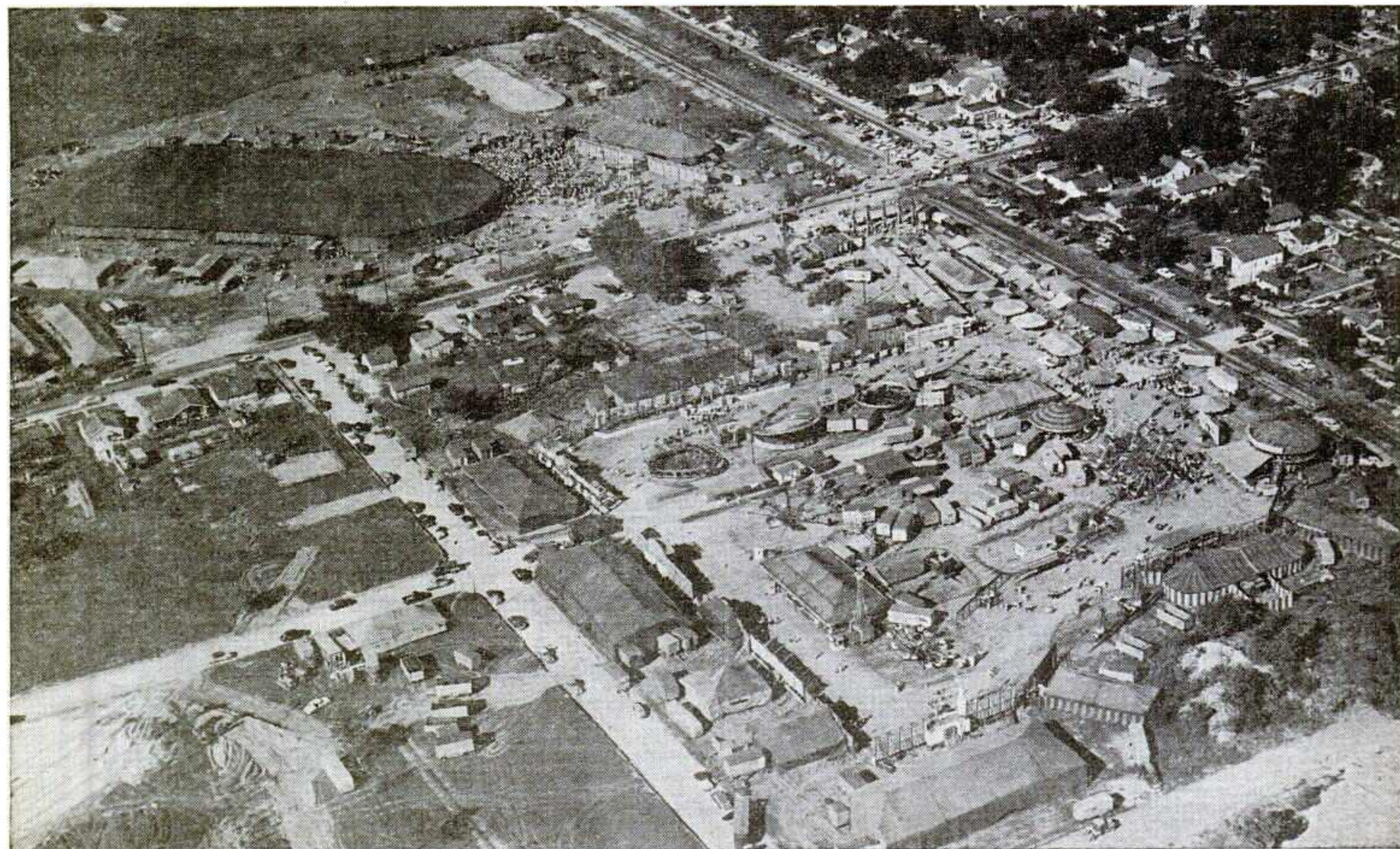
Signs Up Concessions

Illions represented the fair in the signing of concessionaires. The number was reduced from 164 last year to less than 50. This veteran showman has gone all out on rides. Equipment of the Frank W. Babcock United Shows is also set up on the main midway as well as in the two Kiddielands.

Since Illions began work on the project, three buildings have been constructed and rides installed. Buildings include Magic Carpet, 8,000 square feet; Laff in the Dark, 2,400 square feet, and Crystal Maze, 1,350 square feet. About six other structures are contemplated.

Permanent rides include Merry-Go-Round, Sky Ride, Bozo, Rapids, Rocket Ships, Flying

(Continued on page 57)



ONE OF THE GREATEST ARRAYS of show property in years was set up at Joplin, Mo., September 15, when Royal American Shows and the Ringling-Barnum circus played day-and-date. At upper left is the circus big top. At right is the carnival. Light towers for the

midway entrance are at upper center and across the street from them is the circus Side Show. Ringling flat cars are on the tracks adjacent to the lots. Royal American left some rides on the wagons because of space limitations on the lot. Both shows won big business for the day.

# Cooke & Rose Note Best Year In Outdoor Biz

LANCASTER, Pa., Sept. 20. — Cooke & Rose wound up the most successful outdoor booking season in the history of the firm this week, according to Harry Cooke, partner in the talent firm.

Bookings included some 110 weeks of thrill presentations at fairs, parks, celebrations and drive-in theaters. In addition 150 dates were set for "Grand Ole Opry" acts and 24 one-day stand for Ranger Joe, TV cowboy personality.

Cooke & Rose booked a total of 37 fairs and 58 full weeks of park dates. The firm also handled 32 full weeks of carnival and festival dates, with several one-day special dates as well. "Grand Ole Opry" acts went into 16 hillbilly parks.

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# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Jean Dawn, acrobat-contortionist currently playing the Hotel Astor Roof Garden, New York, recently completed the building of illuminated stairs and a table for use during her forthcoming Southern indoor circus and fair dates.

When Freddie Valentine's flying act played the recently Allegheny County Free Fair, Pittsburgh, he renewed acquaintances with his old friend, Harry Parroff, of high act note. Charles Kyle presented his Flying Circus at Waterbury, Conn., Wednesday (10); Pittston, Pa., Thursday (11); Elmira, N. Y., Friday (12); Oneonta, N. Y., Saturday (13); Kingston, N. Y., Sunday (14); Greenfield, Mass., Monday (15); Portchester, N. Y., Tuesday (16), and Larchmont, N. Y., Wednesday (17).

A/3c Jimmy Copley has concluded his basic training at Sampson Air Force Base, New York, and has been assigned to Special Service where he's doing a rolla bolla act. A/3c Ernest Derry is with the 1600th Medical Group, Westover Air Force Base, Massachusetts. Grace Cepler, member of the Great Cepler, high-wire act, is in a Monroe, Wash., hospital recovering from injuries sustained in a fall during the act's last performance at Monroe Fair. Act will continue its season.

George (Happy) Kelley, former circus clown, has come out of retirement to play the department store circuit and has been booked for appearances in Chicago, Fond du Lac, Wis.; Peoria, Ill., and a number of other Midwestern cities. Kelley will launch his tour in Springfield, Ill., September 27, at the Young American Shop in the Orpheum Building for the National Kids' Day celebration. Sponsored nationally by the Kiwanis International, Kelley was the subject of a recent column, "Making Conversation," written by J. Emil Smith, publisher of The Springfield Daily. M. Shapiro and Associates, Decatur, Ill., are handling Kelley's tub thumping campaign.

Visiting with the Roy Romas Troupe, flying act, while playing the recent New York State Fair, Syracuse, was Frank B. Joerling, of The Billboard St. Louis office. Act is set for a date at Madison Square Garden, New York, and with TV's "Super Circus" in Chicago and then goes south for indoor circuses and fairs.

Charles and Peggy Klein, comedy duo, recently played the Blytheville, Ark., fair and info they are again set for the State Fair of Texas, Dallas. Following the big expo they will join Johnny Andrews to play several Shrine circus dates.

Mamie Cody, woman knife tosser, is scheduled to make a video appearance October 12 on Art Baker's "You Asked for It" program, which originates from Hollywood. The date was set by Harry Rose, of Cooke & Rose Theatrical Enterprises, Lancaster, Pa. Francine and Rita Rose, juvenile jugglers, were set to make a return appearance on the "Battle of the Ages" video stanza Saturday (20).

Talent at the Allegan, Mich., Fair included Cole Bros.' elephants; Larry Griswold; Low, Hite and Stanley; Noble Trio, Beckett's Aerial Act, Les-Bons, Singing Commanders, Mary Bethel, and Brumley's Border Collie Dogs. Show was set by Barnes-Carruthers.

Joe Lemke, who has the chimp act on Polack's Western unit,

writes that he has recently added a new dance routine to his act with two of his chimps tripping the light fantastic. Nison, iron jaw trapeze, is skedded to appear on ABC-TV's "Tootsie Hippodrome" Sunday (21). She replaces Francis, the mule, and Sunset Carson, who were originally set for the date.

Mia and Matti, contortion acrobats, have been signed for the October 5 "Super Circus" television show from Chicago. Also inked by Vic Brown are Blackie the comedy horse, and Toscanelli, juggler.

Personnel with Larry Sunbrock's combination thrill show, rodeo and circus includes Roy Simpson, Peggy Ann, Hank and Dot Keenen; Fred, Edith and Chip Clancy; Jerry, Gail and Stacia Lee; Bobby Boulter, Pete Billings, Frankie Lane, Felix Morales and Bozo the Clown.

Capt. Roy Simms, high act; All-American Boys, trampoline and acro; Josh and Lillie Kitchum, horses and mules, and Capt. George Ferguson with dogs and ponies, were featured acts at the recent Dayton, O., celebration in Sucher Park. Kayletta, high act, played the recent Hoopston, Ill., Sweet Corn Festival. Aerial Snyder, high pole, will be the outdoor attraction at the Mitchell, S. D., Corn Palace.

Great Mustafa played the State Hospital, Elgin, Ill., recently for the Charles Zemater office; Redwood Falls, Minn., September 5-6 for Barnes-Carruthers; the Coldwater (Mich.) Fair, September 11-13, for Zemater, and the fall celebration, Terre Haute, Ind., September 15-20, for the Joe Spencer office.

## Schindler Killed In Allentown Race

ALLENTOWN, Pa., Sept. 20.—Bill Schindler, of Freeport, Long Island, who has been driving with Sam Nunis for 28 years was killed this afternoon during an AAA race at the Allentown Fair. A wheel from the car preceding Schindler hit Schindler's car and the car struck a tree. Schindler was decapitated. The 43-year-old Schindler had competed in the Indianapolis 500-mile speedway race and last year finished second in the East Coast AAA championships.

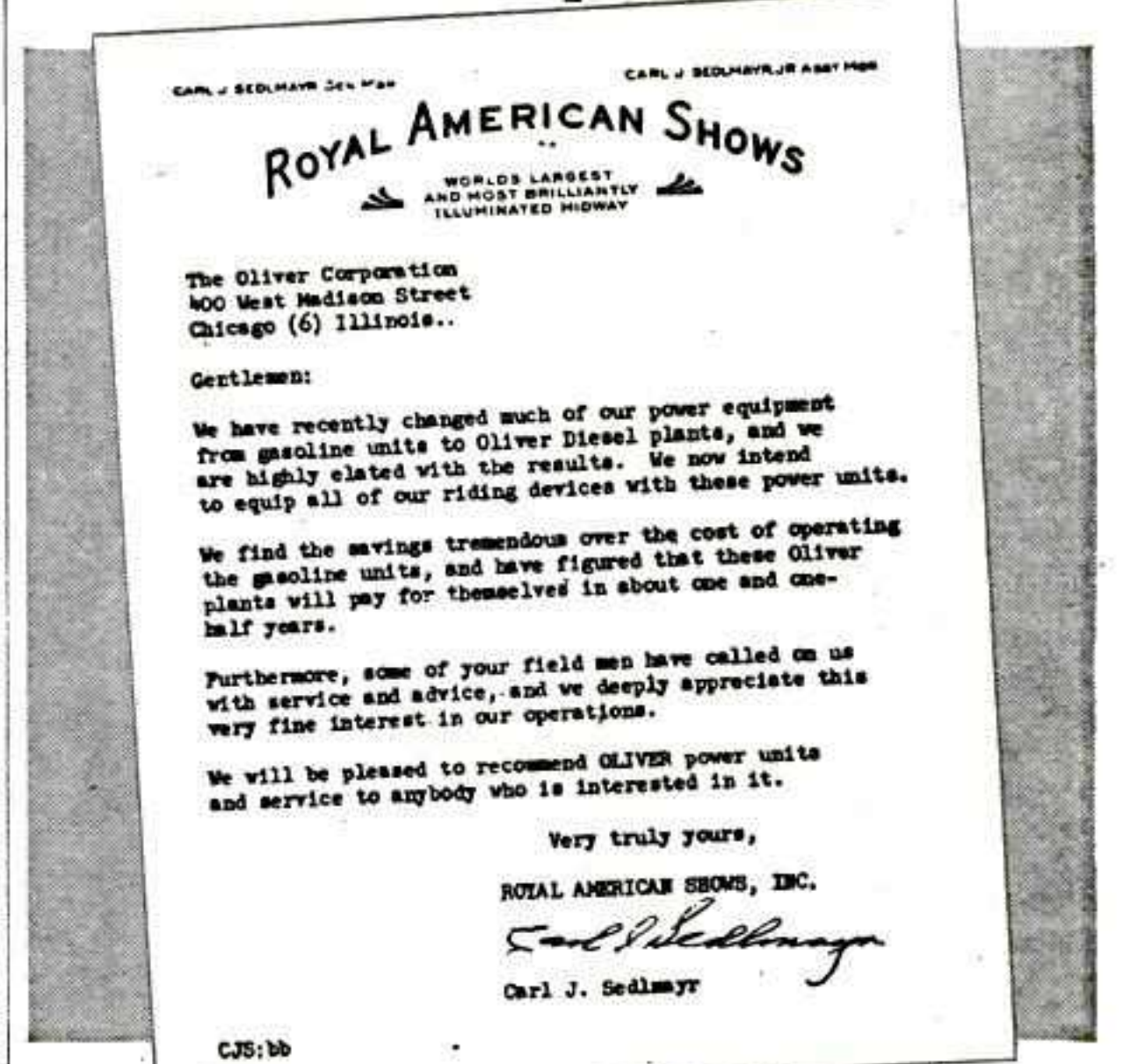
Driver of the car from which the wheel was thrown was Paul Becker, of Palmyra, Pa. Russell Behney, of Allentown, a fair employee, was injured but not seriously. About 20,000 saw the accident.

After a 90-minute delay during which acts were provided to calm the crowd the other six races were run off.

## Tampa Trade Show Sets 6-Day Run

TAMPA, Sept. 20.—Greater Tampa Merchandise Show will open its six-day run here October 21, Gean Berni, former outdoor showman and executive director of the event, announced. Two stage shows daily are scheduled as attractions, along with nightly door prizes. Close to 60,000 square feet of floor space will be used by exhibitors.

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### BOOK REVIEW: "FAIR MANAGEMENT"

## Major Lohr Provides Guidebook For Future Gigantic Expositions

CHICAGO, Sept. 20.—Major Lenox R. Lohr has come thru with still another contribution to the fair movement. This time it is a book titled "Fair Management," which, while a history of Chicago's successful "A Century of Progress," actually was written as a guidebook for future large-scaled expositions.

To planners of such expos, the 28-chapter, 300-page book should prove a sound tool in most respects. In it, Lohr sketches such management phases as organization, finances, architecture, landscaping, lighting, exhibits, con-

cessions, operations, maintenance, revenue control, promotion and publicity, legal aspects, building construction, utilities, services, and even demolition.

#### Cites Many Problems

The author, who managed the Chicago fair in '33 and '34, pre-sets no set formulas or secrets for successful fair operation. Instead, he indicates the range and complexity of the problems that go into the staging of a huge exposition. The outline should be of considerable value to planners of big fairs to come.

Lohr emphasizes that each fair is unique with problems of its own. "Decisions must be based on a determination and evaluation of each factor affecting the particular fair under consideration," he points out.

There are, however, certain basic principles that apply whether it be a world's fair, a county fair, a trade show or a museum, he maintains.

#### Plays Down Show Biz

Lohr in addition to managing the "Century of Progress" was president of the Chicago Railroad Fair in 1948-1949. He has headed the Chicago Museum of Science and Industry here for over 12 years, is now directing the current Centennial of Engineering here.

Thru the years, Lohr has showed a marked disinclination to give due credit publicly to sure-fire show business attractions for their proper share in the success of "A Century of Progress." Perhaps this stems from his background as a museum

director or from a hypersensitive public relations sense.

In his book he reflects this. He fails, for instance, to give just credit to Sally Rand, yet it was the fan dancer who contributed mightily to the Chicago fair's success. By the same token, it was the Chi fair which made Sally's name a household word thruout the nation.

Unfortunately, this play-down of sure-fire show business formulas detracts from an otherwise sound guide to successful fair management.

The book, priced at \$4.50, was published by Cuneo Press, and is available at the Museum of Science and Industry, Chicago. Proceeds from the book will go to the museum.—HERB DOTTON.

## More Farm Cash For Amusement

WASHINGTON, Sept. 20.—More farm cash for amusement spending will be available this year, according to this week's Agriculture Department farm income report showing that farmers received around \$18,900,000,000 from marketings the first eight months of this year, 3 per cent more than in the corresponding period last year.

Approximately 5 per cent more farm products were sold this year, but prices on the whole were somewhat lower. The department estimated total August cash receipts at \$2,900,000,000, 5 per cent above July but 9 per cent lower than those the same month of the previous year.

## Portland Expo Reveals Plans For New Bldg.

PORTLAND, Ore., Sept. 20.—The Pacific International Livestock Exposition is taking part in negotiations that would result in surrender of its 42-acre plant and assets toward the construction of a multi-billion dollar sports and convention center in North Portland, The Billboard learned this week.

T. B. Wilcox, livestock expo chairman, said the '52 event will operate as scheduled, October 4-11, but that if the deal goes thru, the exposition would be abandoned for at least a year.

Key to the new development is the outcome of negotiations for a 10-year lease of the PIL building and properties to the U. S. Air Force for use as a materials depot.

Wilcox acknowledged that a meeting had been held with the city council regarding the city's share in the proposed sports center but said he considered announcement of the program as premature. Disclosure of the impending deal resulted from Portland University contracting the Ice Arena here for its 1952-53 basketball schedule. Last year the university used the PIL arena and had its best financial season.

#### Rental Basis

Negotiations with the Air Force are based on a \$144,000 annual rental with occupancy of the property November 1. Then assets of the PIL would be turned over to the new sports center.

The proposed new arena would be in a 640-acre tract, built by the city and would accommodate the annual livestock expo, basketball, ice shows, conventions and possibly baseball games.

The city council's enthusiasm for the project was indicated by Commissioner Ormond R. Bean, who has organized an executive committee to perfect the plan.

The PIL suspended expositions during World War II, when the 11-acre building was used by the government, first as a Japanese internment camp and later as an Army storage depot. It was built in 1924.

## Portland Expo Inks Rodeo Org

PORTLAND, Ore., Sept. 20.—Pacific International Livestock Exposition has contracted Christenson Brothers, Eugene, Ore., to supply stock for the rodeo at this year's expo October 4-11.

According to Walter Holt, expo's manager, the PI is returning to a tried and proven entertainment formula of a rodeo and horse show after an unsatisfactory experiment in '51 when a historical pageant was presented. The rodeo will be staged in the arena, three matinee and eight night performances.

The Royal Canadian Mounted Police military drill team also will give 11 performances during the show.

## Ice Capades of 1953

Continued from page 48

with a beautiful figure-solo in a stunning production number, titled "Lamps for M'Lady."

There are ample additional excellent contributions. Alan Konrad and Helen Davidson start the skill department off with a bang in the handsome opener "Temple of Buddha." Mary Lou Landreville adds more as the ballerina of "Air de Ballet." Glory Pillier and John Curtin duo splendidly in a blade acro-adagio with Apache dance overtones. Ginny

Baxter is also a wonderfully gifted youngster both in production numbers and on her own. Ruby and Bobby Maxson, billed as "The Young Smoothies," stop the show with an eye filling waltz routine and those vet "Old Smoothies." Orrin Markus and Irma Thomas run them a close second in popularity.

#### Comedy

For comedy, there are the Maxwells to do extraordinary hand balancing on skates, using slow motion technique for laughs, and winding up with the old teetering tables routine for a solid finish. Larry Jackson and Bernie Lynam add some really amusing and original ice-clowning as a pair of ballet buffoons, and Esco Larue, Peggy Buer and Joseph Setta contribute some more nonsense that sells well with the customers. For novelties there are a few jugglers named Trixie, Hugh Forgie and Stig Larson with a top-notch exhibition of badminton on ice and Charlie Slagle, just to show that stilt skating still has a vogue.

The show boasts four colorful production numbers, but what will sell it best is the first stanza finale, a tab version of the musical "Brigadoon." As far as this reporter can remember, this is the first time a condensed legit song-and-dancer has come to town in an ice spectacle, tho Harris has included several in his hinterland editions over the past years, Whoever is responsible for its ice adaptation deserves a bow. It is cut to simple, easily followed proportions. The story is clearly told in recorded dialog and song which actually seems to come out of the performers' mouths, and, of course, the music is as delightful as ever. John Butler has caught a fine Scottish flavor for his dances. Sonya Kaye and Bobby Specht are the Fiona and Tommy of the book, and Ginny Baxter is the little sister who gets married. They, the rest of the cast and huge ensemble add up to one of the most charming interludes this reporter has ever seen on ice.

#### Too Short Stay

In sum, "Ice Capades of 1953" has everything it takes, color, taste and imagination. Billy Livingston's costumes are eye-fillers. Chester Hale and John Butler have devised dance patterns for the ensemble which are so good they seem new, and that is something for an ice show. It's too bad the 1953 edition can't stick around longer.  
 Bob Francis.

## AGENT, ANNUAL SIGN CONTRACT FOR 43d YEAR

HART, Mich., Sept. 20.—Ethel Robinson, Chicago booker, has set a probable record by supplying talent to the Oceana County Fair here for 42 consecutive seasons. Since 1910 she has had the fair's contract, and immediately after the annual's 1952 run (3-5), Manager George W. Powers drew up the contract for next season—the 43d to carry the Robinson signature.

## Scott, Winters Unit to Play Auds, Stands

OKLAHOMA CITY, Sept. 20.—Ramblin' Tommy Scott, hillbilly musician and King recording artist, with James Allen Winters, circus staffer, will launch the Tommy Scott Show at Amarillo, Tex., Monday (22).

The show will make one-day stands thru the Midwest. It will play in front of the grandstand at the Tri-State Fair in Amarillo, later will switch to auditorium-arena a yearances, and next April will return to outdoor stadium and grandstand dates.

Winters said that the show would feature Scott; Ray Whitely, cowboy singer and composer; Curley Williams, Columbia recording artist and composer, plus 20 in a supporting cast. Three circus acts will be included, among them the Sanchez Family, trampoline. Production will be billed as a hillbilly jamboree and circus revue.

#### With Davenport Shows

Scott formerly was with Ben Davenport circuses, where he had the concert. Winters recently resigned a position as vice-president of Davenport's Wallace Bros.' Circus. On the staff will be Angela A. Winters, Frankie Scott, J. J. Collins, general agent, John Stuerke, contracting agent, Mr. and Mrs. Charles R. Mason, press, J. F. Shafer, promotion manager, Frank Billings and Dee Johns.

All dates will be played under auspices with promotion and advance ticket sales. New rolling stock to transport the show is being built, Winters stated.

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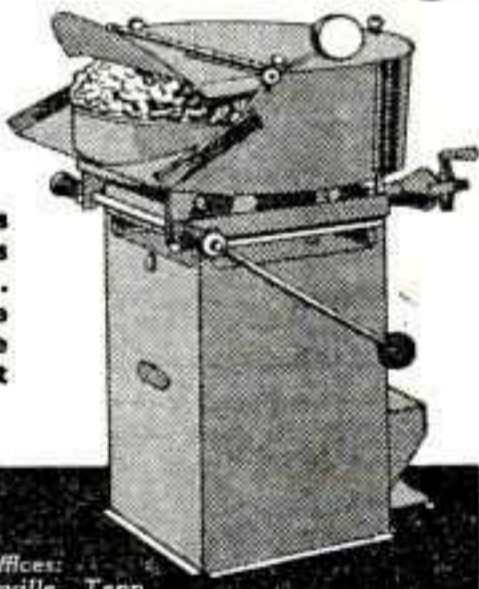
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## Webers Ready Flamante Unit

NORTH HOLLYWOOD, Sept. 20.—Herbert and Chatita Weber will open their Gran Circo Flamante for a 10-week tour, starting at Fresno. The show is now in quarters here and the Webers are in Mexico to acquire new acts and new equipment.

The Webers recently returned from a tour of the Orient with E. K. Fernandez and have played several Montana fair dates. Their own show will move on about 10 trucks and trailers and will use an 80 with three 40s.

## R-B to Close November 22

MIAMI, Sept. 20.—Ringling Bros. and Barnum & Bailey will end its season November 22 here, it was announced this week.

Polack Bros.' Eastern unit is scheduled to close at Baltimore with an eight-day stand, ending November 8. The Western unit is booked thru December 7.

Al G. Kelly & Miller Bros.' Circus is expected to close its season in the Southwest on November 2. King Bros. & Cristiani Circus is being booked into late November.

## Out in the Open

Jack Beck, business manager of the Joie Chitwood Auto Daredevils, was a recent Chicago visitor where he huddled with Earl Newberry, Midwest operator of Chitwood units. Beck was en route to Philadelphia from Denver, where he caught the Western unit on Labor Day.

Marie McSwigan, sister of A. B. McSwigan, top man at Kennywood Park, Pittsburgh, had her eighth children's book published last month by E. P. Dutton Company. Miss McSwigan had previously authored "Snow Treasure."

Lloyd Cunningham, manager of the Iowa State Fair, Des Moines, this week said the broad pulling power of this year's expo was best indicated by registration figures at one of the meat exhibits on the grounds. The registration showed visitors from 674 cities and 25 States.

The Mineola, N. Y., fair is featured in the September issue of the Eagles National Magazine. A photo of the fair graces the front cover while a three-page illustrated article describes the operation and its various attractions.

Eastern States Exposition, West Springfield, Mass., is spreading its story with a new six-page slick paper news type publication that is being circulated to 5,000 exhibitors, press and radio representatives in the New England States, New York, Pennsylvania, New Jersey and Delaware. The publication will be sent out quarterly, according to Jack Reynolds, who is serving his first year as manager of the big Massachusetts expo.

Sam H. McCormick, president of the Miami Orange Bowl Committee, has announced that rolling set piece fireworks will replace the stationary variety at this year's New Year's Day celebration. The mobile pyro displays will move the length of the field from the end zones and will release more than 30,000 seats on one side of the stadium, which were formerly blocked out by the stationary set pieces. Thearle-Duffield Fireworks, Inc. Chicago, will again produce the displays.

L. H. (Doc) Firestone, Flint (Mich.) Park manager, was in charge of the daily parade on the grounds at the Michigan State Fair. In addition to other duties he worked in clown make-up on the closing day.

Kate Aiken, director of women's activities at the Canadian National Exhibition, Toronto, has resigned after being associated with the big expo for nearly 30 years. Mrs. Aiken joined the CNE staff in 1923 and has seen the Women's Division grow from a small collection of quilts and handiwork to one of the largest and most popular sections of the fair.

R. L. Thornton, president of the State Fair of Texas, Dallas, Wednesday (3) gave a Dallas Rotary Club a cogent explanation of Dallas' phenomenal growth as a city in recent years. "The country boys," he said, "came to town to see the State Fair, liked it, and stayed."

George Thornton, who at 75 is probably the oldest performing midget in the United States, recently signed to play "Grumpy" with "Snow White and the Seven Dwarfs" traveling show on a 30-week tour. George plans to buy a farm and retire after this year.

Mrs. Mary Gardner is in Wadsworth Veterans' Hospital, Sawtelle Building, Los Angeles, and will remain there for about six weeks. She'd like to read letters from friends.

Art Briese of Thearle-Duffield Fireworks, Inc., Chicago, and wife, Hertha, left Chicago this week for the Central Washington Fair, Yakima, where T-D will provide the pyro displays. The Brieses will leave from Yakima for the State Fair of Texas, Dallas, with a stop-off planned at George Whitney's park at San Francisco.

Fred H. Phillips did a notable job publicizing George A. Hamid grandstand features during the recent Frederickton (N. B.) Exhibition. In the space of four days he secured streamer-type features in The Daily Gleaner on Hamid;

Joe Hughes, Hamid's field representative; Karl Rhode, band leader, and Bill Lynch, carnival operator at the fair.

With the outdoor booking season at an end for his firm, Harry Cooke, of Cooke & Rose, Lancaster, Pa., reports that he will leave Wednesday (24) for California on a combination business-vacation trip. He hopes to sign Western acts for next season. He expects to be gone two months. Ben S. Allen, Posters, Inc., postponed his vacation a week so as to take in the heavyweight championship fight between Joe Walcott and Rocky Marciano in Philadelphia Tuesday (23). Ben reports that his printing firm registered a 32 per cent increase in business over last year.

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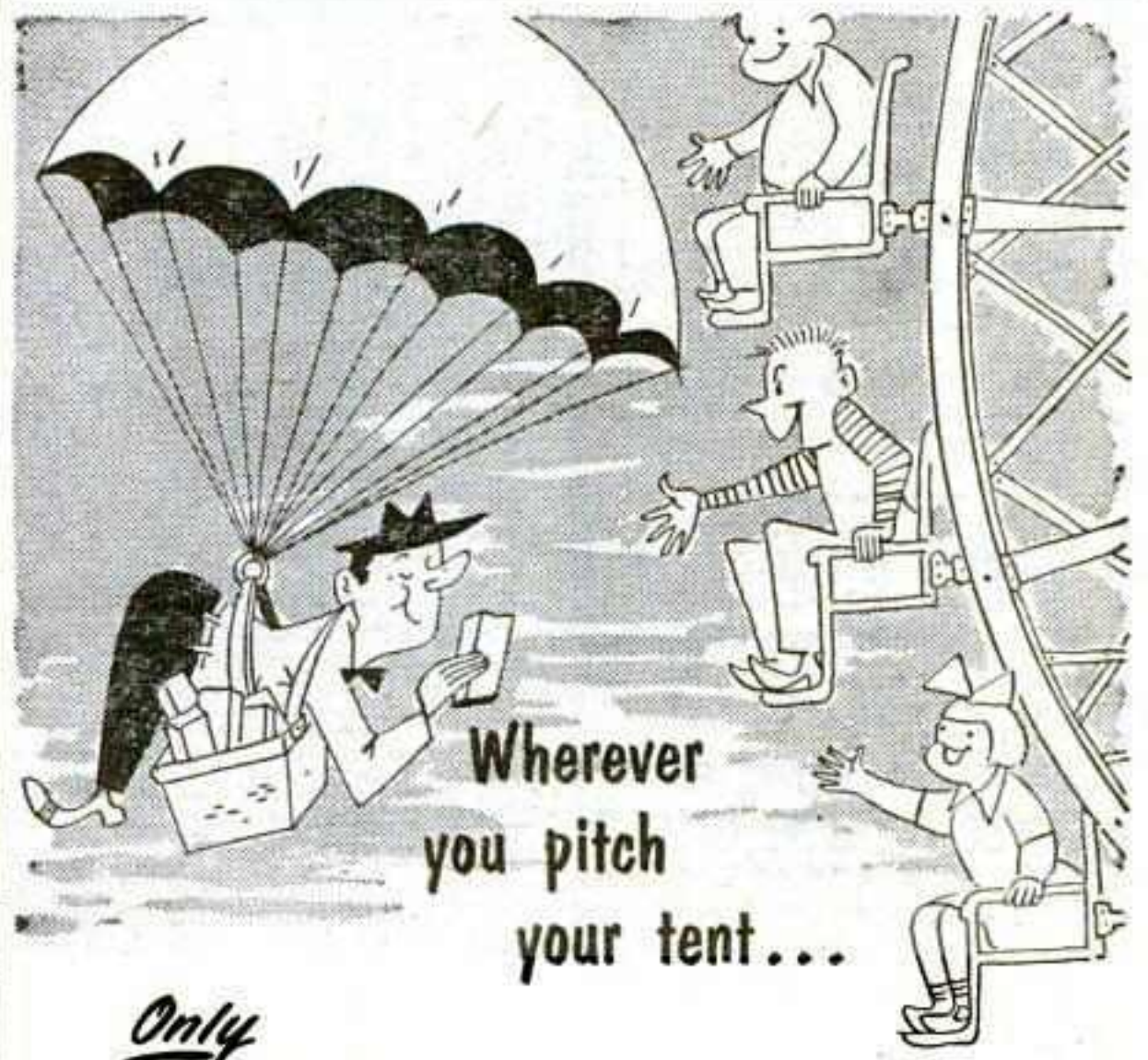
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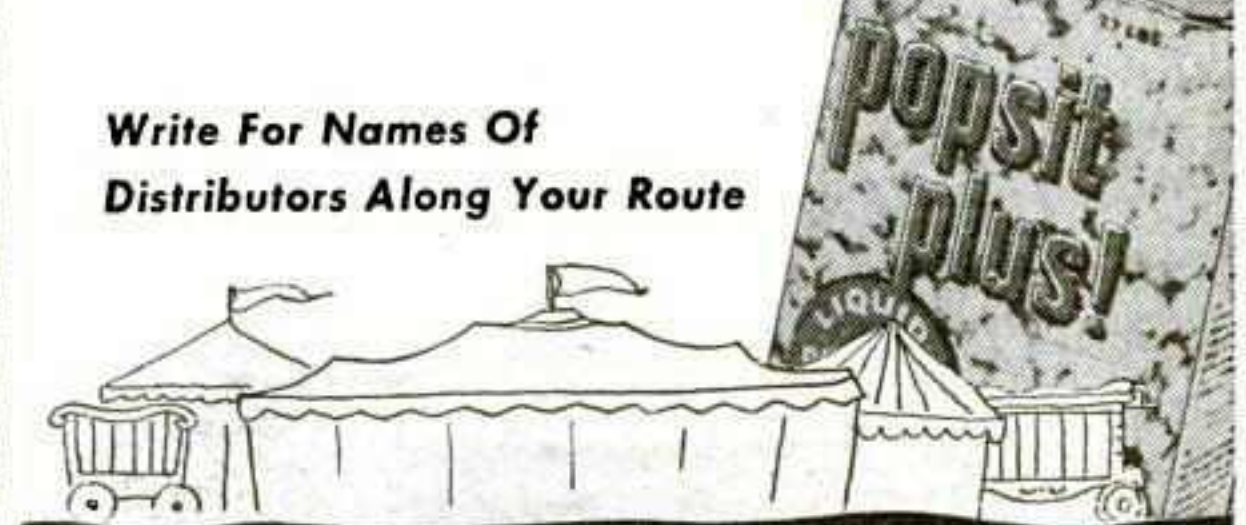
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67	Sitting Pig	12	.30
24	Bull	12	.30
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31	Sheba With Plume	12	.50
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74	Lamb	12	.30
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**Carnival Routes**

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo.: (Fair) Lufkin, Tex.; (Fair) Marshall 29-Oct. 4.  
 American Beauty: (Fair) Neosho, Mo.; (Fair) Aurora 30-Oct. 4.  
 American Eagle: Dekalb, Miss.; Eupora 29-Oct. 4.  
 American Midway: Corsicana, Tex.  
 Amusement Co. of America: (Fair) Laurel, Miss.  
 A. M. P. Damascus, Va.: (Fair) King, N. C., 29-Oct. 4.  
 Babcock United: (Fair) Pomona, Calif.  
 Baker United: Boswell, Ind.; Roann 29-Oct. 4.  
 Beam's Attrs.: (Fair) Farmville, Va.; (Fair) Amherst 29-Oct. 4.  
 Bee's Old Reliable: (Fair) Stanton, Ky.; (Fair) Beattyville 29-Oct. 4.  
 Bernard & Barry: (Fair) Tillsonburg, Ont., Can.; 22-24; (Fair) Caledonia 25-27; (Fair) Kingston 29-Oct. 4.  
 B. & H.: Sally, S. C.; Hampton 29-Oct. 4.  
 Big State: (Fair) Centerville, Tex.  
 Blue Grass: (Fair) Memphis, Tenn., 18-27; (Fair) Caruthersville, Mo., 28-Oct. 4.  
 Blue Ribbon: Greenville, Tex.; Haskell 29-Oct. 4.  
 Bogle, F. C.: (Fair) Okmulgee, Okla.  
 Brown-Wallace: Hattiesburg, Miss.; (Fair) Columbus 29-Oct. 3.  
 Brydon-Thomas: Memphis, Tenn.; (Fair) Dallas, Tex., Oct. 4-19.  
 Burdick's Greater: (Fair) McGregor, Tex.  
 Burke, Harry: New Iberia, La., 23-28; (Fair) Amite 29-Oct. 5.  
 Burkhardt: Monette, Ark.  
 Camel City: Southern Pines, N. C.; Aberdeen 29-Oct. 4.  
 Capital City: (Fair) Lawrenceville, Ga.  
 Carlett Greater: Chanute, Kan.  
 Cavalcade of Amusements: Corinth, Miss.; (Fair) Meridian 29-Oct. 4.  
 Central Am. Co.: (Fair) Whitakers, N. C.; Jackson 29-Oct. 4.  
 Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Atlanta, Ga., Oct. 2-11.  
 Cherokee Am. Co.: (Fair) Parsons, Kan., 20-25; (Fair) Mowata, Okla., 25-27.  
 Coleman Bros.: (Fair) Stafford Springs, Conn.  
 Crafts Expo.: North Sacramento, Calif.  
 Crafts 20 Big: Yuba City, Calif.; (Fair) Fresno Oct. 3-12.  
 Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Dalton, Ga., 29-Oct. 4.  
 Dan-Louis: (Fair) Brandenburg, Ky., 24-27; (Fair) Hart County Oct. 1-4.  
 Drew, James H.: (Fair) Newport, Tenn.; Lavonia, Ga., 29-Oct. 4.  
 Dumont: (Fair) Zebulon, N. C.; (Fair) Enfield 29-Oct. 4.  
 Evans United: (Fair) Stover, Mo., 25-27.  
 Ferris, Carl D.: (Fair) Washington, N. C.; Reidsville 29-Oct. 4.  
 Fleming, Mad Cody: Fayetteville, Ga.  
 Franklin, Don: (Fair) Wharton, Tex.; (Fair) Rosenberg Oct. 2-5.  
 Frontier: (Fair) Cortes, Colo., 23-26; (Fair) Durango Oct. 1-5.  
 Gem City: Rome, Ga.  
 Gentsch, J. A.: McComb, Miss.  
 Georgia Am. Co.: (Fair) Pembroke, Ga.; Springfield 29-Oct. 4.  
 Gladstone: (Fair) Yasoo City, Miss.; (Fair) Clarksdale 29-Oct. 4.  
 Gold Medal: (Fair) Gastonia, N. C.; (Fair) Cherokee 29-Oct. 4.  
 Gooding Amuse. Co., No. 1: (Fair) Hamilton, O.  
 Gooding Amuse. Co., No. 3: (Fair) Kenton, O.  
 Gooding Amuse. Co., No. 4: Somerset, O.  
 Gooding Amuse. Co., No. 5: (Fair) Carrollton, O.  
 Gooding Amuse. Co., No. 6: (Fair) Huntsville, Ala.  
 Gooding Amuse. Co., No. 7: (Fair) Bluffton, Ind.  
 Gooding Amuse. Co., No. 8: (Fair) Corbin, Ky.  
 Gooding Greater: (Fair) Hillsdale, Mich.  
 Greater Dixieland: (Fair) McGhee, Ark.; (Fair) Winfield, La., 29-Oct. 4.  
 Greater Midway: (Fair) Sharpsburg, N. C.; 29-Oct. 4.  
 Groves Greater: (Fair) Jonesboro, La.; (Fair) Leesville 29-Oct. 4.  
 Hames, Bill: Amarillo, Tex.; Lubbock 29-Oct. 4.  
 Hammond, Bob: New Braunfels, Tex.  
 Happy Attrs.: (Fair) Ashland, O.; Co-shoction 29-Oct. 4.  
 Harrison Greater: (Fair) Danville, Va.; (Fair) Durham, N. C., 29-Oct. 4.  
 Haywood: Tishomingo, Okla.  
 Hech, L. J.: (Fair) Cartersville, Ga.; (Fair) Carrollton 29-Oct. 4.  
 Hills Greater: Lamesa, Tex.  
 Hottle, Buff, No. 1: Covington, La.; Donaldsonville 29-Oct. 4.  
 Hottle, Buff, No. 2: Oberlin, La.; Donaldsonville 29-Oct. 4.  
 Hottle, Buff, No. 3: Thibodaux, La.; Donaldsonville 29-Oct. 4.  
 Howard Bros.: East Liverpool, O.; Uniontown, Pa., 29-Oct. 4.  
 Ideal Rides: McLean, Ill.; Marks, Miss., 29-Oct. 4.  
 Interstate: Woodbury, Tenn.; (Fair) Moulton, Ala., 29-Oct. 4.  
 Johnny's United: Huntingdon, Tenn.; Athens 29-Oct. 4.  
 Jolly Times: Bisco, N. C.  
 Keystone Attrs.: Barton, Md.; Shenandoah, Va., 29-Oct. 4.  
 Kile, Floyd O.: (Fair) Hampton, Ark.  
 Lagasse Am. Co.: (Fair) Cumberland, Me.  
 Lane, Leo: Claxton, Ga.; Baxley 29-Oct. 4.  
 Lawrence Greater: Mt. Airy, N. C.  
 Lee Am. Co.: (Fair) Decatur, Ga.; Lanette, Ala., 29-Oct. 4.  
 Maddox Bros.: Sylvia, Kan., 26-27; Inman Oct. 9-11.  
 Manning, Ross: (Fair) Statesville, N. C.; (Fair) Lexington 29-Oct. 4.  
 Marion Greater: (Fair) Bennettsville, S. C.; (Fair) Shelby, N. C., 29-Oct. 4.  
 Marks, John H.: (Fair) Hickory, N. C.; (Fair) Fayetteville 29-Oct. 4.  
 Merriam's Midway: Gothenburg, Neb., 23-25.  
 Merryland: Scottsville, Mich., 25-26.  
 Midway of Mirth: Harrisburg, Ark.; Manilla 29-Oct. 4.  
 Mighty Hammontree Midway: (Fair) Dallas, Ga.; (Fair) Winder 29-Oct. 4.  
 Mighty Hoosier State: Versailles, Ind., 24-27; (Fair) Aurora Oct. 1-4.  
 Mighty Page: North Wilkesboro, N. C.; (Fair) Oxford 29-Oct. 4.  
 Mississippi: (Fair) Newton, Miss.; (Fair) Starkville 29-Oct. 4.  
 Model, Inc.: (Fair) New Bern, N. C.; (Fair) Rocky Mount 29-Oct. 4.  
 Moore's Modern: Searcy, Ark.; Senath, Mo., 29-Oct. 4.  
 Motor States: Continental, O., 23-27.  
 Nessler's Greater: (Fair) Newport, Ark.  
 Ozark Empire: (Fair) Imboden, Ark.  
 Page Amuse.: Clayton, N. C.  
 Page Bros.: Ashland City, Tenn.  
 Palmer: Galax, Va.; Pilot Mountain, N. C., 29-Oct. 4.  
 Palmetto Expo.: (Fair) Moncks Corner, S. C.; (Fair) Ellmore 29-Oct. 4.  
 Parade: (Fair) Baxter Springs, Kan., 24-27; Sedan Oct. 2-4.  
 Penn Premier: (Fair) Durham, N. C.; (Fair) Sanford 29-Oct. 4.  
 Peppers All States: (Fair) Chipley, Fla., 29-Oct. 4.  
 Pierce Greater: Rogersville, Tenn.  
 Powelson Greater: Etina, O., 24-27; Philo 29-Oct. 4.  
 Prell's Broadway: (Fair) Clinton, N. C.; (Fair) Fayetteville 29-Oct. 4.  
 Raines Amuse.: (Fair) Hixson, Ark.  
 Reid, King: (Fair) Bloomsburg, Pa.  
 Reidwell: (Fair) Sapulpa, Okla.; (Fair) Boise City 29-Oct. 4.  
 Rose City Rides: Sikeston, Mo.  
 Royal American: (Fair) Oklahoma City, Okla.; (Fair) Little Rock, Ark., 29-Oct. 4.  
 Royal Canadian: Victoria, B. C., Can.; Steveston Oct. 1-4.  
 Royal Crown: Ft. Smith, Ark.  
 Royal Expo.: Thomson, Ga.; (Fair) Louisville 29-Oct. 4.  
 Rumble Greater: Lawrenceville, Ill.  
 Scotland Rides: (Fair) Ellmore, S. C., 29-Oct. 4.  
 Shan Bros.: Gainesville, Ga.  
 Siebrand Bros.: Albuquerque, N. M.  
 Smith, George Clyde: (Fair) Warrenton, N. C.; Norfolk, Va., Oct. 1-11; (Fair) Henderson 13-14.  
 Soap Greater: Bentonville, Ark.  
 Southern States: Donaldsonville, La.  
 Southern Valley: (Fair) Olla, La., 23-29; De Ridder, La., 29-Oct. 4.  
 Star Am. Co.: (Fair) Piggott, Ark.  
 Starlight: Bridgeport, Tex.; La Grange Oct. 1-4.  
 Stephens, C. A.: (Fair) Athens, Tenn.; (Fair) Conyers, Ga., 29-Oct. 4.  
 Sterling Crown: (Fair) Aberdeen, Miss.; (Fair) New Albany 29-Oct. 4.  
 Strates, James E.: Asheville, N. C.  
 Stumbo, Fred: (Fair) Mountain Home, Ark., 24-27.  
 Tassell, Barney: Ruckersville, Va.; Keyville 29-Oct. 4.  
 Thomas, Art. B.: Mitchell, S. D.; Lake Andes 29-Oct. 1; Yankton 2-4.  
 Thomas Joyland: Parsons, W. Va.; Elkins 29-Oct. 4.  
 Tidwell, T. J.: (Fair) Lovington, N. M.  
 Tim's United: Nesperce, Idaho, 24-28.  
 Tinsley, Johnny T.: (Fair) Newnan, Ga.; (Fair) Canton 29-Oct. 4.  
 Tip Top: Princeton, Wis., 25-27.  
 Tiwoli: (Fair) Hope, Ark.; (Fair) Stamps 29-Oct. 4.  
 Turner Bros.: Charleston, Mo.  
 20th Century: Kansas City, Kan., 22-30; (Fair) Tulsa, Okla., Oct. 3-9.  
 United Expo.: Chaffee, Mo.  
 United States: Jaeger, W. Va.  
 Veterans United: Worthington, Minn., 23-24.  
 Victory Expo.: (Fair) Iowa Park, Tex.  
 Vivona Bros.: Madison, N. C.; (Fair) Newberry, S. C., 29-Oct. 4.  
 Virginia Greater: (Fair) Spring Hope, N. C.; (Fair) Louisiana 29-Oct. 4.  
 Wade, W. G.: (Fair) Kalamazoo, Mich.; (Fair) Chelsea 29-Oct. 4.  
 Wallace Bros.: (Fair) El Dorado, Ark.; Monroe, La., 29-Oct. 4.  
 Wallace Bros. of Canada: (Fair) Leamington, Ont., Can., 25-27; (Fair) Simcoe 29-Oct. 4.  
 Wallace, I. K.: Chilhowie, Va.; Powhatan Oct. 1-4.  
 West Coast Expo.: (Fair) Bakersfield, Calif.; (Fair) Madera 26-Oct. 1.  
 Wilson Greater: Phoenix, Ariz.; Eloy Oct. 8-12.  
 Wolfe Amuse.: Gaffney, S. C.  
 World of Pleasure: Warren, O.; Youngstown 29-Oct. 4.

**Allentown Trails '51 By 25%; Rain Hurts**

**Skillo Ban and Steel Strike Blamed; "Ice Varieties" Is Sell-Out; WOM Off**

By AARON STERNFIED  
ALLENTOWN, Pa., Sept. 20.— Paid attendance at Allentown Fair is 25 per cent behind 1951 totals as rain, a ban on skillo and an economic hangover from the steel strike cut sharply into revenues. Going into the final day of the five-day meet today, attendance is 80,495, compared with 105,640 for the first four days of 1951.

A day by day comparison of gate receipts follows:

	1952	1951
Tuesday	\$11,590	\$12,854
Wednesday	13,426	16,101
Thursday	15,582	19,824
Friday	7,427	14,622
<b>TOTALS</b>	<b>\$48,025</b>	<b>\$63,381</b>

Altho today is sunny, fair officials said that rains Thursday and Friday had taken such a heavy toll that there is little hope that 1951 figures could be approached.

**"Ice Varieties"**

While the fair got under way officially Tuesday (16), George A. Hamid's "Ice Varieties of 1951" played to capacity houses in evening shows at the 8,000-seat grandstand Sunday and Monday (14-15). The show, managed by F. N. Fleckles of Chicago, performed on a 40 by 60-foot portable tank. The cast of 36 staged four production numbers.

Playing the grandstand at night was Hamid's "Grandstand Follies of 1952" and the following acts: Vice Hyde, one-man band; Harold Barnes, tight wire; the Leontines, high act; La Blonde Troupe, comics; George Keller's Wild Animals; Emmett Oldfield and Eddie Ware; Annel and Brask, cyclists; Jim Wong's Troupe and Torelli's Circus.

Grandstand receipts were running about 5 per cent behind 1951, discounting the pre-fair "Ice Follies." However, "Ice Follies" totals bring the figures slightly ahead of 1951 totals.

Harness racing drew good crowds as the fair had stake racing for the first time. A field of 250 horses were entered. Purses totaled \$32,000.

Consensus here is that the skillo ban was the greatest single factor in the attendance drop. In Eastern Pennsylvania skillo is considered an integral part of the fair by many people, and Howard Singmaster, fair manager, said that many people had told him that they would not attend the fair because they couldn't play skillo.

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Want Concessions of all kinds. Need Scooter Man who drives. Can place Bingo for the balance of season. Snake Show and Girl Show, join at once. Will trade or sell Merry-Go-Round and Scooter for Tilt.  
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Monette, Ark., Fair this week; Caraway next.

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Concessions: Hanky Panks of all kinds. (No cypresses.) Two or more Major Rides for County Fairs in East Texas. Join at Trinity County Fair October 1. 3 bona fide County Fairs to follow. Out all winter.  
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Beatty, Clyde: El Paso, Tex., 22-23; Deming, N. M., 24; Tucson, Ariz., 25-26; Phoenix 27-28; Yuma 29; Indio, Calif., 30; San Bernardino Oct. 1-2.  
 Capell Bros.: Trumans, Ark., 24.  
 Cole & Walters: San Luis, Colo., 25.  
 Jacobs, Terrell: Ashland, N. C., 22-27.  
 Kelly-Miller: Unionville, Mo., 25.  
 Kelly-Morris: Dalton, Ga., 22; Calhoun 23; Atlanta 24; Douglasville 25; Austell 26; Marietta 27.  
 King Bros.-Cristiani: Savannah, Ga., 22; Statesboro 23; Waynesboro 24; Vidalia 25; Dublin 26; Douglas 27; Moultrie 28.  
 Mills Bros.: Lambertville, N. J., 22; Asbury Park 23; Manville 25; Bordentown 25; Gloucester City 26; East Camden 27; Philadelphia, Pa., 29; Media 30; Upper Darby Oct. 1; Conshohocken 2; Ardmore 3; Hatboro 4.  
 Polack Bros., Eastern: Montgomery, Ala., 22-25; Columbus, Ga., 26-27; Mobile, Ala., 29-Oct. 1; Anniston 6-7.  
 Polack Bros., Western: Denver, Colo., 28-Oct. 5.  
 Ringling Bros. and Barnum & Bailey: Amarillo, Tex., 22; Lubbock 23; Childress 24; Wichita Falls 25; Dallas 26-28; Waco 29; Austin 30; San Antonio Oct. 1; Corpus Christi 2; Houston 3-5.  
 Wallace Bros.: McPherson, Kan., 22; Eldorado 23; Augusta 24; Arkansas City 24; Blackwell, Okla., 27; Perry 28.



## Indianapolis Gross Expected to Top '51

**Coleman Keeps Spot Open on Week Ends; Higher Costs Eat Into Upped Grosses**

INDIANAPOLIS, Sept. 20.—General receipts at Riverside Amusement Park here will be from 8 to 10 per cent above the 1951 totals this season, President John L. Coleman estimated this week. He said, however, that increases in operating expenses

had soared and probably would balance the increase in gross.

Riverside, he said, would remain open for week-ends as long as weather permits.

The spot had a hefty business July 4 this season and probably would have topped the score on Labor Day. Rain, however, ruined the September 1 business. A storm started at 4 p.m., sending many of the folks home. Despite this, the rides continued operation until 8:30 p.m. For Labor Day and the following week, ride prices were cut to 5 and 10 cents. Coleman said that the step had proven highly successful.

Frank A. Holmes, promotional director, filled the park each Saturday with industrial picnics. The largest was that of a General Motors division, which attracted 12,000 persons. The season's final industrial outing was September 6.

George Burrous, food and beverage manager, said that July 4 set an all-time record for sale of Coke in the park and that on the same day almost 12,000 hamburger buns were sold. Fact that the funspot was packed within 30 minutes after opening on Labor Day indicated that, except for the weather, Riverside might have done even better, it was stated.

## Tivoli Draws 3 1/2 Million

COPENHAGEN, Sept. 20.—Tivoli wound up its season Sunday (14) with a record gate of 53,000 paid admissions and a final-week total of 150,000. This brought the season's total paid gate to 3,483,000, not including 20,000 season ticket holders. Tivoli's 1952 season ran from May 2-September 14, making it four days longer than last year's. The 1952 total set an all-time record, as it not only topped last year's total by 284,635 but also surpassed the previous record, set in 1946, by 165,000.

## Final Week End Off For Detroit Spots

DETROIT, Sept. 20.—The curtain dropped on the Motor City park season Tuesday, following a post-season picnic booked at Walled Lake. Week-end found both Walled Lake and Edgewater operating to disappointing business. Despite unexpected warm weather, with the thermometer soaring into the 90s for several days, the parks failed to cash in. Rain Sunday in the northwest suburban area hit directly at the two parks, and indications were that they barely made expenses for the final operating week-end of the year.

## AC Bank Deposits Rise Over 1951

ATLANTIC CITY, Sept. 20.—Bank deposits and luxury tax collections here indicate that the 1952 summer was a good one, and despite two rainy holidays resort business thruout New Jersey rose substantially.

Bank deposits for July and August totaled \$162,837,147. That's \$10,042,658 more than in the same two months of 1951. This came about despite a slight slump in bank deposits during August. Reflecting that jingle of cash is the sentiment among merchants and operators of amusement centers, hotels, restaurants and other businesses that this year was substantially better than last.

August luxury tax collections were also better—\$278,287, as compared with \$270,362 collected for August last year.

At near-by Wildwood, including North Wildwood and Wildwood Crest, the summer was the best in recent years. In spite of the bad weather, bank deposits for the Labor Day week-end were \$1,772,758.47, as compared with \$1,573,130.18 for the same holiday week-end last year. It represented a net gain of \$199,628.29. Over the Fourth of July week-end, a total of \$2,000,000, an increase of \$200,000 over 1951, was deposited in the three local banks.

At near-by Asbury Park, banks reported a 7 per cent increase in deposits over 1951.

## Geist Awarded Scroll for Kiddie Work

NEW YORK, Sept. 20.—A Joseph Geist, president of Rockaways' Playland, Queens, N. Y., Thursday (18) was named to receive a scroll of honor in recognition of his years of service in providing entertainment for underprivileged children. Donor of the award is the Metropolitan Division of Kiwanis International.

The scroll honors Geist for his "kindness and generosity in providing entertainment and happiness for thousands of New York's underprivileged children." In co-operation with more than 50 charitable organizations, Geist provided the facilities of his park to entertain 100,000 youngsters.

Geist, an attorney who lives in Belle Harbor, Queens, is active in numerous philanthropic, civic, business and juvenile-aid organizations.

## Dayton Operator Pleads Guilty; Park May Be Sold

DAYTON, O., Sept. 20.—Gerald Niermann, operator of Lakeside Park here, pleaded guilty to charges of income tax evasion in a Federal Court in Cincinnati. The Bureau of Internal Revenue seized most of Niermann's personal property last spring and is considering selling it to satisfy tax liens.

Lakeside Park was operated this summer by a receiver, pending outcome of bankruptcy proceedings in the Federal Court. These proceedings also are part of the action to satisfy tax liens.

## Dates for 1953 Mardi Gras Set For Rockaways

NEW YORK, Sept. 20.—Altho the first Annual Mardi Gras at Rockaway's Playland resulted in a \$3,800 loss to the Daniel M. O'Connell Post of the American Legion, the post and the Queens amusement park, co-sponsor of the event, decided to re-schedule the celebration for 1953.

September 7-13 was set as the date for the 1953 version.

An estimated 750,000 persons attended the 1952 Mardi Gras in one day, and local business establishments reported good grosses during the event.

## Vettel Visits Batt

NEW ORLEANS, Sept. 20.—Ed A. Vettel, general superintendent of Westview Park, Pittsburgh, was the guest of Harry J. Batt, operator of Pontchartrain Beach, here this week. The Roller Coaster at Pontchartrain is one of many built in this country and elsewhere by Vettel.

## Riverview Season Scores Increased Attendance, Gross

**Pitch to Tri-State Area Pays; Mardi Gras Tabs Good Business**

CHICAGO, Sept. 20.—A season of consistently good business put Riverview Park here ahead of last year on both gross and attendance, Manager Bill Schmidt stated this week. The first couple of weeks were rainy, he recalled, but thereafter, trade was steady.

He said final figures on the grosses were not prepared yet but that the attendance total was approximately 10 per cent better. The increases were spread evenly among rides, concessions and shows, he said, with almost all operators well pleased with 1952.

The Rotor did well, Schmidt said. This ride, operated here by the British builders, was being shipped this week to Dallas for use at the State Fair of Texas.

Schmidt said it would be returned to Riverview for next season.

Winning part of the credit for increased attendance was the park's hyped advertising campaign, he stated. The funspot garnered strong publicity all season, particularly during the Mardi Gras.

The Mardi Gras, which includes a parade and a band festival, had "Fantastically" good weather. Two of the season's best weeks, for business came shortly before Labor Day and during the Mardi Gras. Only the final week of the event, the week of Labor Day, brought any rain, Schmidt recalled. Except for Labor Day, Riverview had good weather luck on all holidays.

The spot's campaign to add to its already strong draw in the towns within a radius of 100 miles showed further success this year. Many cars from Indiana and Wisconsin were spotted in the parking area, where this year's total number of cars was up 20 per cent.

The selection of bands for the late-season festival was tied in with the campaign for territorial business, Schmidt said. Bands from the tri-State area were invited, and such towns as Joliet, Ill., home of a championship band, sent large delegations of customers to the park. Publicity for the band festival was sent to a large number of local and neighborhood newspapers in the vicinity of Chicago. About 100 bands took part in the festival.

On the whole, picnic business also was increased in 1952. Most of the outings were as good as last year and a number of them were considerably better. The Electro Motive industrial picnic attracted 38,000 persons, an important increase over last year.

## Fred Huedepohl, Brother of NAAPB Secretary, Dies

CHICAGO, Sept. 20.—Fred J. Huedepohl, 66, brother of Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, died here Thursday (18). Funeral services were held in Chicago Saturday (20).

He was a musician, playing drums in theater orchestras, some years ago and in 1904 he was the leader of his own orchestra.

Survivors in addition to Paul Huedepohl are his widow, two daughters, two other brothers and a sister.

## Hamid's Steel Pier Ends '52 Season

ATLANTIC CITY, Sept. 20.—George A. Hamid rings down the 1952 curtain on his Steel Pier amusement center here tomorrow. The week-end show is headed by Patsy Garrett in the Music Hall, with George Sommer on the stand in the Marine Ballroom.

Hamid said that he is booking top attractions for the 1953 season, which gets under way in late spring.

## Josephine Blanchat Dies

VERMILLION, O., Sept. 20.—Mrs. Josephine L. Blanchat, for many years owner of Crystal Beach Park here, of which her son-in-law, James Ryan, is manager, died at her home here last Saturday (13). She had been ailing for some time. Services and burial were held here Tuesday (16).

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## Pomona Debuts Fun Zone

Continued from page 52

Skooter (large) Loop-o-Plane, and Auto Skooter.

Babcock Shows, managed by Larry Ferris, brought in two Rolloplanes, two Tilt-a-Whirls, Octopus, Fly-o-Plane, Rocko-plane, and a portable Flying Scooter. In the Kiddielands are 14 and eight rides respectively.

### 2 Shows on Midway

Two shows, both with fronts built especially for this date, are on the midway. These include Rudy Bros.' Circus, headed by Rudy Jacobi. Front is 100 feet across and topped with fluorescent illumination. Show uses 80 by 120 feet big top with a 1,200 seating capacity. Jacobi reported business only satisfactory. Prices are 25 and 50 cents for the 45-minute performance. Acts include Hap Henry, elephant, dogs; Bernie Griggs, Louis Manly, clowns; Lee Sisters, traps; The Ellstons, wire walking; Toni Madison, Spanish web, and La Bernice (Bernice Griggs), swinging ladder. Opal Manly is handling tickets, and

George Surtees openings on week-ends. Bill Deidrick and his ponies joined over the week-end. Jacobi said nine shows were given Sunday (14).

Across the area is the Baker & Kowan attraction, "Stars of Hollywood." Acts include Bumps Blackwell and his orchestra (7); August May Walker, shake dancer; Crip Heard, one-arm, one-legged dancer; The Honey Debs (2); Mauri Lynn, vocalist. Blackwell emcees. Show uses an 80-foot panel front in zebra motif big top 70 by 110 feet with 1,440 seating capacity. Show gets \$1, including tax, and did seven shows Saturday and six on Sunday. Angela McLeod and Ruth Artus are cashiers and Bill Artus makes the openings.

Illions said that the work of completing the project will continue following the close of the fair. The Sky Wheel is to be lined with slim tube and additional light towers are to be erected. It is Illions' plan to uniform concessions.

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## Ringling Wraps Up More Top Business; Auspices Fade Out

Quincy, Ill., Gives Twin Straws; All Spots Produce Winning Crowds

TULSA, Okla., Sept. 20.—Ringling-Barnum's banner business continued this week as the show moved from the Midwest to the Southwest. Straw night houses and strong matinees were scored all along the line. At Quincy, Ill., Thursday (11), the circus rang up twin straw houses. It was Ringling's first appearance there in 22 years. Crowd of 3,000 turned out at 5 a.m. to watch the arrival, and reserved seats were sold out early in the day. Polack Eastern was in Quincy in mid-August.

## Cole & Walters Elephant Shot After Accident

RIFLE, Colo., Sept. 20.—A Cole & Walters' Circus elephant was killed near here Tuesday (16) after it had bolted from a truck involved in a wreck. The bull, Vic, ripped up a fence before it was recaptured. Two other elephants were used to lead the animal back to the truck, but when it became enraged, show officials ordered it destroyed. Two local hunters fired the shots. The wreck was the second for the elephant this season. Six weeks ago the truck overturned and the bull ran into the Montana mountains. Vic was brought to this country in 1927 and was with Floyd King shows. From 1930 thru 1932 the bull was on Sells-Floto and from then until 1947 was with Ringling-Barnum. Kelly - Miller bought the elephant from Ringling and for the past couple of years had been with Cole & Walters.

## Rudy Jacobi Unit, Bernard Miniature Play Pomona Fair

POMONA, Calif., Sept. 20.—Rudy Jacobi's Rudy Bros.' Circus is in operation at the Los Angeles County Fair as a carnival-type circus revue. With it are the Todd Henrys with their baby elephant, rolling globe and slack wire turns; Bernie Griggs, producing clown, with Lou Manley; Bernice Griggs, aerial numbers; Jacobi, outside talker; George Surtes and Opal Manley, ticket boxes; Lou W. Johnson, playing Harry Phillips' calliope, and Phillips, front door. Robert Bernard, CMBOA member, has his quarter-inch model of the Al G. Barnes Circus on display in conjunction with the Model Railroad Association. It was reported Bernard would sell the model to J. H. Dunn, Wichita model builder, after the fair. Dunn has had his miniature circus on display at a Los Angeles department store for a five-week stand and is scheduled to play San Francisco, Seattle and Portland.

## RINGLING WINS NEW SUB-TITLE

PALMYRA, Mo., Sept. 20.—Banker Albert L. Juetta said this week he had known Ringling-Barnum had "The Greatest Show on Earth" but now believes the circus also has the "greatest lost and found department." Juetta lost his glasses while attending the show at Quincy, Ill., (11) and wired the show at Chillicothe, Mo., (12). This week he received the glasses, mailed by Ringling from Kansas City (13-14).

Chillicothe, Mo., on Friday (12) produced a three-quarter matinee and near-capacity night house. For the show's two-day stand at North Kansas City, the Saturday (13) matinee was half filled but the night drew near-capacity. On Sunday (14) the matinee was three-quarters and the evening show had a capacity crowd.

Joplin, Mo., where the show day-and-dated Royal American Shows on Monday (15), was the only stand this week at which R-B used local auspices. Joplin came up with a big matinee and straw night houses (see story in General Outdoor section). Tulsa on Tuesday (16) had a straw night house, with four rows in the track. Matinee here was two-thirds full. Delay of a freight train at Baxter Springs, Mo., caused the late arrival of the show's second and third sections at Tulsa.

Coming up next week-end was a three-day stand at Dallas, where the circus will be in opposition to a major football game on each of the three evenings. Dallas stand is Friday thru Sunday (26-28).

## TEXAS TURNOUTS BIG FOR BEATTY

Borger, Pampa Produce; Oklahoma, Kansas Spots Score Good Houses

BORGER, Tex., Sept. 20.—Clyde Beatty Circus registered big night business this week. Early Texas towns came thru with strong houses, and in the final Oklahoma stands turnouts showed improvement. The show is hopping across Texas for stands in New Mexico, Arizona and California. The Beatty show had only a one-quarter matinee house here Tuesday (16) but the evening effort drew near-capacity. The date had Shrine auspices. Hagen Bros. Circus was in two days earlier, and Beatty had opposition from a baseball play-off.

At Pampa Monday (15) the house was filled to capacity. With schools dismissed early, the matinee drew a three-quarter house. The show was in immediately ahead of the movie, "The Greatest Show on Earth." Beatty was Shrine-sponsored.

Alva, Okla., Sunday (14), matinee-only stand, came up with a near-capacity house. In Wellington, Kan., Saturday (13) the matinee was half-filled and the night house was three-quarters. Show was two weeks behind Capell Bros. there and was the first railroad show to play the town in several years. A free baseball tournament competed.

## Kansas Dates Give Wallace Fair Returns

ABILENE, Kan., Sept. 20.—Wallace Bros. Circus played to fair business in Kansas this week, with most houses close to the half mark. Two small crowds were scored here with Lions auspices. Capell Bros. had been in two weeks earlier.

The Reynosa Troupe, Jimmy Hamiter and Betty Sanders joined here. Show was short-handed, with only two men handling the nine elephants. Owner Ben Davenport was working an elephant for the tear-down.

Ottawa, Kan., (12) gave exceptionally good crowds, a three-quarters matinee and full night house. No sponsor was used. Emporia on Saturday (13) had a three-quarter matinee and half house at night with Travelers Club auspices and football opposition.

## BERLIN NOTES

### No Circus In Berlin For Sept.

BERLIN, Sept. 20.—The German capitol had no circus thru September as the Barlay Circus was touring the Soviet zone and will not return here before October 15.

As the Barlay unit has no big animals of its own, it has just signed a contract with the Danish circus, Binneweiss, to provide lions, tigers, elephants, camels and horses.

The Busch-Berlin Circus is playing Hamburg now, and getting full houses daily. This marks the first time the unit played Hamburg since 1938.

#### Ceylon Maybe

Plans call for Busch-Berlin to stay in Hamburg until the end of October, when the unit may sail for Ceylon where it might participate in the shooting of a motion picture.

The Carl Hagenbeck Circus, the first one to play Hamburg this year, will tour Switzerland soon. It will be the first time in 21 years that the Hagenbeck unit played that country.

Charlie Rivels, well-known clown, is back from his retirement in the South of France, and has resumed engagements in Germany, where he got his start. He is playing in Munich, with his sons and daughters.

Rivels is reportedly getting a record salary for his act, a Charlie Chaplin parody.

## King Business Holds Strong in Carolinas

Concord, N. C., Requires 3 Shows; Most Nights Win Capacity Turnouts

FLORENCE, S. C., Sept. 20.—More good business was run up by the King Bros. & Cristiani Circus this week. This spot produced a capacity night house and three-quarter matinee and another good crowd for the parade Tuesday (16) with police auspices. Three shows were given at Concord, N. C., (5).

At Columbia, S. C., Monday (15), the show had a three-quarter matinee and full night house. Optimist auspices stated that its advance sale was not strong and that most ticket sales were made by the show.

While matinees were being delayed for school children in some spots, classes were dismissed at Gaffney, S. C., for the parade only on Thursday. The matinee was half filled and the night house was near-capacity. Jaycees sponsored the stand.

Three-quarter and capacity houses were attracted at Morgantown, N. C., (10) with fire department auspices. The parade drew an estimated 15,000 persons. North Wilkesboro, N. C.,

(9) had three-quarter and full houses.

At Concord, the show gave an extra performance to handle the big crowds. Matinee drew 60 per cent and the first night show was a turnover. The extra night performance drew three-quarters.

Schools at Concord were dismissed for the parade only. Auspices was the Optimist Club.

## LAST LAUGH?

### Coffeyville Raps Beatty For Absence

COFFEYVILLE, Kan., Sept. 20.—The Coffeyville Daily Journal took Clyde Beatty over the coals editorially for failing to appear with his circus when the show played here Tuesday (9).

"The really big league entertainer recognizes the obligation he has to the public and is careful to discharge it," the editorial stated. It pointed out the show had advertised Beatty would appear in person.

In a second punch, Columnist Gene Sullivan wrote that "Mr. Beatty thus had his laugh on Coffeyville. Now Coffeyville can have a laugh on Mr. Beatty." He asked dissatisfied customers to mail their Beatty ticket stubs to The Billboard as a protest against Beatty's absence.

The Billboard this week received 11 ticket stubs from Coffeyville. Six came from Charles Mohler, former motion picture operator, who observed that his theater had shown a 13-part Beatty serial without substituting any of the episodes. Two stubs came from R. B. Henry. Three, apparently Sullivan's, were sent from the Coffeyville paper.)

Beatty left his show September 1 in order to start movie and TV film work on the West Coast. Joe Walsh worked the cat act in Beatty's absence.

## H-M Toronto Advance Up

TORONTO, Sept. 20.—Advance ticket sale for the Hamid-Morton Circus is running about 10 per cent ahead of last year, according to Len Humphries of the H-M staff. The show opens at Toronto Monday (29) under Shrine auspices.

This will be Bob Morton's 20th consecutive appearance here. He will produce and manage the circus which will be in the 12,000-seat Maple Leaf Gardens thru October 4. House is scaled from 75 cents to \$2.50.

## Spotty Year For Rogers

SALEM, Va., Sept. 20.—Rogers Bros. Circus has played to spotty business this season and has faced some rough trouping. Owner Si Rubens said this week. But Rubens said it appeared that the show would come out ahead.

The show is now playing the Carolinas and Georgia. It and the King-Cristiani show will be one day apart at Panama City, Fla., the first two days of October. No closing date for Rogers has been announced.

## Wallace-Clark Straws Crowd at Late Stand

RICHLAND, Mo., Sept. 20.—Wallace & Clark Circus won a straw night house and three-quarter matinee here Thursday (11) before closing at Yates Center, Kan., Sunday (14). With the show during the past several weeks was the Newman Family, posing horses and bareback riding. The circus was scheduled to go into winter quarters at Emporia, Kan.

## Mills Business Okay in Jersey

MORRISTOWN, N. J., Sept. 20.—Mills Bros. Circus won a big matinee crowd and three-quarter house at night here Wednesday (17), and Kiwanis auspices reported a substantial profit. George Strongman, father of a Mills press agent, was chairman of the sponsoring committee.

At Summit, N. J., Monday (15), rain hurt, but the matinee was a three quarters house and the evening performance was close to a half house. Lions Club was the auspices.

Hacksensack, Saturday (13), had a straw house for the matinee, with 4,000 kids on hand. The night show attracted about three-quarters of capacity. Optimists Club sponsored the show there.

## Big Ill. Business Follows Poor Minn. Takes for K-M

MENDOTA, Ill., Sept. 20.—Al G. Kelly & Miller Bros. Circus played to fair business in Wisconsin and strong houses in Illinois to recover from the doldrums of consistently poor business in Minnesota.

Some sources described the Minnesota experience as the weakest takes the show had had since before the war. But if Minnesota proved it was possible for this one to play to poor business, Illinois showed the outfit's promotion still was a good one. Night shows were generally full and matinees scored well considering that schools and farm work interfered.

Kelly-Miller staffers were highly encouraged by the turn of the tide. Prior to Minnesota, business had been off somewhat from last year but still satisfactory.

#### Repeat Stands Okay

Considering the entire season, D. R. Miller, co-owner, said he was satisfied that the show, as framed, could successfully play repeat stands. He described this as the show's "repeat year," since it was routed into a large number of spots it had played in the past two or three years. Miller said experience showed that people would turn out a second time. He said other factors were believed responsible for the Minnesota business. In Wisconsin, where the show played much time previously, this season's business was only slightly below that of prior seasons, it was stated.

The Miller show has scheduled a November 2 closing, after which it will move into its Hugo, Okla.,

quarters. A winter show, Royale Bros. will start a string of indoor dates on November 10, using three Kelly-Miller elephants and other acts.

Belvidere, first stop in Illinois, gave a near-full house at night, while the matinee was about half filled. At Rochelle on Friday (12), K-M had a good matinee and a strong night house. Mendota came up with more than three-quarters for the matinee and a strong night house.

## Byron Gosh, Admire Plan Indoor Show

DALLAS, Ga., Sept. 20.—Agent J. C. Admire announced this week he has teamed up with Byron Gosh, veteran operator of the By Gosh Tent Show and motion picture theaters, for the production of an indoor circus.

Gosh recently closed his tent show and will be manager of the new circus unit. Admire was agent for the Mighty Hammon-tree Shows this season. The show is scheduled to open in November, with Gosh promoting home talent shows until mid-October.

Admire said the show will operate from a different base each week and will work out of the bases to play three high schools daily. School auspices will have advance ticket sale. About 16 people are to be carried on the show. Title will be Harris & Rowe Indoor Circus, Admire said.

# Dressing Room Gossip

## Kelly-Miller

Frankie Lou Woods has replaced Evalini Rossi, who left a few weeks ago, in the center ring trapeze act. Earl Green and Marvin Dean have joined Ione Stevens' concession department. Alice Cuthbert celebrated her birthday. Doc Guilford, circus drummer visited and sat in with the big show band. Roy Godfrey and family were frequent visitors. Percy Radmacher, clown with Joie Chitwood's thrill show, stopped over between fair dates.

Whitey and Mary Thorn are no longer with the show. Sylvia Thompson is working the Spitz dog act in the dog and pony number. Paul Bolton entertained Mr. and Mrs. Mike Zajec and they went to a nearby town to visit friends in the Stan Kenton orchestra.

The Corriell Brothers, Everett Earl, and their sister, Zaza, and her daughter visited. Mr. and Mrs. George Thompson and Mrs. Frank Hall visited the Pete Lindemann family. Harry Atwell, circus photographer, and Walter Hohenadel, editor of The White Tops, visited at Rochelle, Ill. V. D. Belfield, circus drummer, and E. M. Mills of the Holton band instrument company were visitors. Tom Parkinson of The Billboard was at Mendota, Ill. Wolfe Carsky and his wife and mother visited at Mendota.

Among circus fans who have visited recently are Doc and Ivy Wilson, Mr. and Mrs. Herm Linden, John Guill, Charles W. Tiede, John A. Havirland, Tom Carroll, Chalmer Condon and George Piercy.—FRANK CAIN.

## Hagen Bros.

Business has picked up, with late matinees yielding good houses and most of the night shows drawing big crowds. Official closing date has been set for October 1 at Junction City, Kan. This allows a few days before opening of Clyde Bros., the winter show.

Fancher Pierce has sparkling new clown wardrobe. Paul Pyle, Raymond Duke, Claudine Banta, Freddy Conley and John Toy caught the Beatty show at Pampa, Texas. Lee Virtue, contrary to our previous report, is not with this show's clown alley.

Mr. and Mrs. N. A. Lane, Mr. and Mrs. J. M. Hamrick, Mr. and Mrs. Arthur B. Young and Mr. and Mrs. Jim Wheeler, all relatives of the Conley Family, visited.—JOHN TOY.

## Ringling-Barnum

The big event of the week was our day-and-date with Royal American at Joplin. We have had a lot of railroad lots. In Tulsa we had a new lot near town. Greta Frisk, aerialist, and Fritz Froscht Frelani were married in Joplin with Jack Burslem making arrangements for them there. Esther (Daisy) Chaney and Fannie McClosky celebrated birthdays. J. B. Gray visited Count Nicholas. Del Graham's family visited and showed off the new grandson.

Joe Ward is visiting and doing a clown bit. Felix (Pete) Edwards and Bob Finkbine entertained several folks at Des Moines. Felix Adler's father, Joseph Adler, 87, traveled from Clinton, Ia., to Des Moines to see the show.

Visitors included Joe and Bebe Siegrist; Jess, Charley and Jimmy Nathan; Billy Ward's relatives; Mr. and Mrs. Herg Georg; Ed Raycraft; Mr. McElwee; Zelinka Malakova and daughter, Wanda; Les Thomas' mother and sister; Hans Dolle; Billy Hoffman; Theo, Abbie, Phillis and Walter Adler; Gilbert the Giant; San Delaney; Earl Maddox; Carl Sedlmayr and C. J. Sedlmayr Jr.; Murray Burt and Kenny; Sergei, Frank Morrissey, Tommy Thomas; Leon Claxton and his Revue; Bobbie and Bill Hasson; Rita Cortez; Mr. and Mrs. John Staley, and many others from the Royal American Shows.—MARY JANE MILLER.

## Polack Western

Despite chilly weather, the Bend, Ore., date was a success. Joyce Ward returned to Los Angeles with Sis Madison Hopes to resume school. Tommy Johnson, Charley Peterson's groom, left for induction into the Army. Rusty Benson's new clown band wardrobe could weather a blizzard. When Tommy Roberts, Bobo Barnett's midget assistant, is blowing up balloons for the chase, it's like being next to an atomic testing ground.

A new twist in wardrobe was the assortment of sweaters worn by girls in the aerial ballet. In this mountainous region, trailerites are asking who takes the high road and who takes the low road.

Justus Edwards has received an autographed copy of the Fred Bradna-Hartzell Spence book. Edwards is an old friend of Spence and receives credit in the book for editing the manuscript. Dr. David E. Reid, Donald Marcks and Frank Cherry were visitors on the show.—HARRY DANN.

## King Bros. & Cristiani

Ralph Holt is visiting on the show. Lew Kish joined clown alley. Happy Davis, now in the Army, visited and clowned at Columbia. Leon, the fire-eater, has a new trailer. Nollie Tate is working on what he calls a big canine revue for next season. The Klausers, Slivers and Jo Madison, Lola Dobritch and family, Mrs. Alex Konyot and the entire Zoppe-Zavatta Troupe, all from Polack Eastern, visited.

Oscar Cristiani and Rodolfo Caroli are working ponies. Davis has been on the sick list. New flags have arrived for all the parade vehicles. Brownie Gudath is building clown props for winter dates.

Mrs. Floyd King and children, Floyd Jr. and Sharon, are back on the show after a visit to her family in Louisville. Mrs. Lucio Cristiani has returned from Chicago.—COL. HARRY THOMAS.

## Mills Bros.

Maureen McKernan, Jack Bonacci and Jim Nevins, all of Westchester, and Harold Matthewson of the New York Daily News were visitors. George Moran, Beloit, Wis., fan, returned home. Fan-clown Steve Hill entertained Harry Ruster, Whimpy Walker and Geoff Dewsbury over Sunday. Dewsbury, Jack Mills, Cornelius Kenton and Emilio Paloucci celebrated birthdays.

Press Agents Foster Bell and Bill Meyer, the latter formerly on this show, visited at Hackensack. The Dick Cushman's rode elephants in the spec at Danbury. Jack LaPearl rather than Fred Stafford was made an honorary member of the Buzzie Potts Ring. Wes Hale, Frank Young, Marlin Watson, Toby Thomas, Sam Filippi, Gloria Serio, the Will Still family, and Mr. and Mrs. Parks visited.—JACK LA PEARL.

# Under the Marquee

Hartzell Spence, who wrote the new book of Fred Bradna's memoirs, reportedly will do a story about Louis Stern, manager director of Polack Western, for a national magazine. . . . F. Beverly Kelley has signed a publisher's contract to write a biography of Emmett Kelly.

Dave Murphy, former equestrian director on Ringling and now owner of a men's shop in Sarasota, will get back in harness this fall as equestrian director for Tom Packs at New Orleans and Baton Rouge, La. . . . Bandmaster Tige Hale continues as a ride operator on the Southern States Shows in Florida and Georgia. He's considering a return to the circus band field for 1953.

Mills Bros.' elephant, Burma, was named mascot of the Republican National Committee in ceremonies at Stamford, Conn., recently. . . . The Van de Veldes joined Polack Eastern for a date between their fair engagements. . . . Roland Weber, Chicago model builder, has opened a series of department store dates which will keep him touring thru the East until Christmas Eve.

Paul Miller, of the Ringling concession company, has rejoined the show after a trip to Europe. . . . Frank McClosky, manager of Ringling-Barnum, has been in Rochester, Minn., for a physical check-up. He's expected back on the show late this week. . . . R. M. Harvey was in Chicago Saturday (13).

Frank and Evelyn Noel have a circus unit playing fairs. Included are the Noels' Liberty horses, Clark's roller-skating horse, pony act, whips, cowboy songs and Bill Robinson Jr., dancer. . . . John Ringling North recently was named by a panel of women as one of the "10 best dressed men."

Paul Eagles of the Ringling staff recently bought a new, king-sized car. . . . Bev Kelley, now with "Call Me Madam," R. M. Harvey, who is contracting some dates for Clyde Bros., and Vernon L. McReavy of the Barnes Bros.' Circus unit, were among those who looked in on the Atwell Club, Chicago, recently.

A street parade November 1 will mark the opening of Orrin Davenport's circus at Houston. Show runs there thru November 11. . . . Bozo Lamont, clown, made the New Orleans rodeo and two TV shows, jumped to Clarksville, Tenn., for a two-day stand and then hopped to Memphis for a show at the King Colton Hotel. He'll make a USO show and seven days for the Owen Lloyd indoor show before returning to Memphis for the Shrine show October 9-11.

Albert Felske's reindeer team, out of Rochester, Minn., will make the Cedar Rapids, Ia., Christmas parade November 22. Jean Gros floats also will be used. . . . Karl L. King, Fort Dodge, Ia., bandmaster who formerly was with circuses, was honored at the Clay County Fair, Spencer, Ia., September 10. . . . The Toledo zoo has a new baby elephant.

Sketch of the runaway team in the Ringling backyard at Chicago appeared in the September 8 issue of Advertising Age. It was made by Ed Augustiny, member of the artists' group on the lot at the time. Paintings done by the group have been on display at a Chicago restaurant. . . . Paul Eagles, promotional manager of Ringling-Barnum, has contracted Orlando, Fla., for November 18. The stand was lost to weather last year.

Grover O'Day, comedy cyclist, has signed for Orrin Davenport Shrine circus dates, opening November 9 at Wichita, Kan. O'Day then plays Tom Packs dates at Baton Rouge, La., and New Orleans, and resumes Davenport dates in January. O'Day closed with Packs in Boston August 30 and since then has been playing fairs for Klein Attractions.

Al and Louise Weir played a September 13 party for the Pi Lambda Phi fraternity, University of Cincinnati, Al doing his clowning and Louise her aerial act. They also presented their singing dog, Tyrone. Following the date the Weirs left for a September 21 appearance on Ed Sullivan's "Toast

of the Town" TV show in New York. . . . W. D. Bender's miniature circus, booked by Perry Motor Sales, appeared before large crowds at Stark County Fair, Canton, O., September 1-5.

J. M. Van Splunter, secretary of the Thomas J. Nichol Brass Works, Grand Rapids, Mich., is making a new steam calliope for C. S. Karland, owner of Karland's Three-Ring Magic Circus. Karland says that the calliope incorporates the latest valves and the newest of Van Splunter's ideas.

Robert D. Good and family, Allentown, Pa., visited with Jorgen and Anna Christiansen when the latter presented their mixed group Liberty act at the recent Reading (Pa.) Fair.

The story of Paul M. Conaway's experience as a reporter on The Macon (Ga.) News will be told on "The Big Story," NBC television program, on Friday (26). The yarn was carried on the radio version of the show a year ago. Conaway, former newspaperman and circus press agent, now is an attorney in Macon with many outdoor shows as clients. . . . Bill Green, former press agent for Polack Eastern, is with the Olsen & Johnson "Skating Vanities" show playing auditoriums. . . . Andrex, cloud-swinger performer, is making television appearances in the Chicago area. . . . George Marquis is putting in his 10th season as emcee on Dr. E. R. Braly's grandstand circus playing fairs.

(Continued on page 73)

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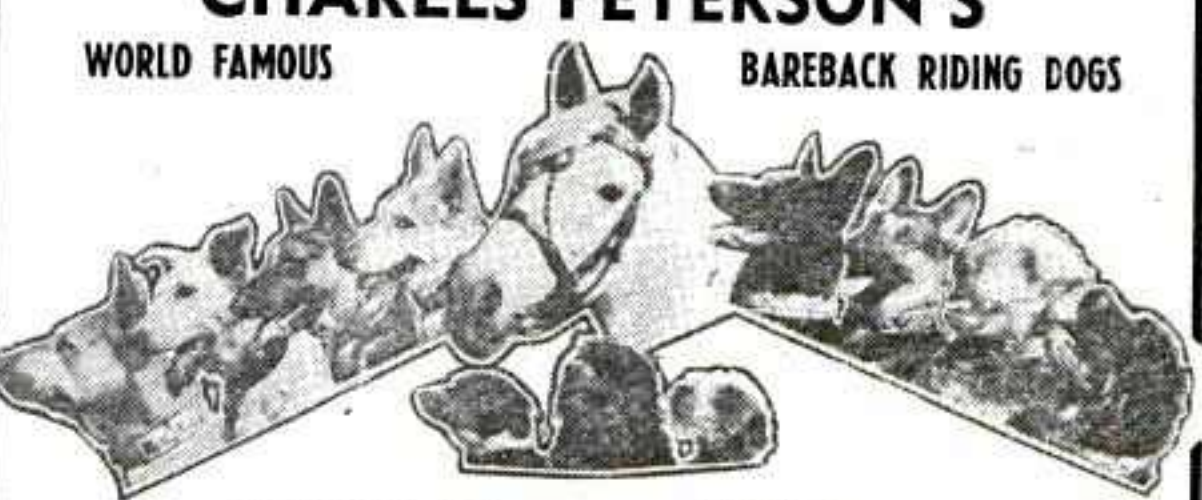
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## Brockton Mulls Oct. Opening for 1953

Nighttime Harness Racing and Daytime Grandstand Shows May Be Considered

BROCKTON, Mass., Sept. 20.—An October, 1953, Brockton Fair, with expanded agricultural aspects, elaborate afternoon track and grandstand attractions, elimination of the night show and substitution of harness racing under the lights were among the changes dismissed in fair circles here as the 1952 event was closing last week.

To all this conjecture, Frank H. Kingman, fair secretary, had "no comment," but the talk continued and seemed almost certain to last into the policy sessions of the Brockton Agricultural Society late this year and early in 1953.

Even tho this year's event, the 77th, suffered a drop of 12,185 in attendance, as compared with 1951, the fair was said by Kingman to have been a success from every standpoint.

Saturday (13), the final day, 32,720 paid admission brought the

week's total to 187,982. The opener, Saturday (6), saw 2,243 more paid admissions than the same day a year ago. The week was marked by perfect weather. Herewith is a daily comparison of attendance and figures:

	1952	1951
Saturday	21,008	18,765
Sunday	38,704	40,826
Monday	12,675	13,557
Tuesday	30,560	32,222
Wednesday	18,258	18,314
Thursday	16,679	18,684
Friday	17,288	21,051
Saturday	32,720	36,748

The possibility of returning to the October dates, abandoned after the 1929, will bring much discussion. There are an assortment of reasons being advanced for the proposed change, outstanding among them being the weather.

The gradual change in the elements each year which frequently now develops storms and winds, notably during September, has created a problem for outdoor entertainment productions. And even tho a show is lucky enough to get the type of weather served up last week, it is still hot and humid on the grounds.

Of equal importance in considering the date change is that September is not suited to getting the best out of the agricultural exhibits and livestock showings, and officials believe that both of these segments are highly necessary to the success of the event.

On the other hand, one argu-

(Continued on page 75)

## San Jose Gate Tops '51 Run With 221,627

SAN JOSE, Calif., Sept. 20.—Ending its annual seven-day run Sunday (14), the Santa Clara County Fair here pulled 221,627 people to beat its 1951 mark by 18,605. Russell E. Pettit, secretary manager, reported that hot weather the last three days cut into attendance.

A new \$300,000 swine and sheep building, covering over two acres, was used for the first time this year.

The grandstand show was booked by Lane Productions of Oakland and San Francisco and presented under the direction of Earle M. Caldwell. Acts included the Helen O'Neill Dancers (12); Los Gatos Trio, George Curlin and orchestra (20), Dwight Moore and his 12 dogs, Jack Marshall, Cecil Stewart's Rogues, West and Page, and the Royal Samoans, (10). Rudy Mueller's elephants were used in the arena.

Free entertainment on the promenade stage featured Larry (Bozo) Valli, Zimbo, Wimpy, and Art LaRue, clowns. Strolling music was by the Franciscan Trio. Fireworks display was presented by Atlas Fireworks Company of Los Angeles.

With much attention being given national politics, Pettit had a Mueller elephant, labeled "Ike," and a mule with a "Steve" sign at the gates opening night to take tickets.

West Coast Shows played the midway for the eighth consecutive year.

## Pomona Eclipses 1951 Attendance

First Week's Turnouts Surpass All But Record 1948 Operation

POMONA, Calif., Sept. 20.—The words "Silver Jubilee" at the Los Angeles County Fair took on added significance during the first six of the annual 17-day run. Silver was plentiful as was the jubilee spirit. With an attendance of 354,611 for that period, the event was nearly 30,000 ahead of the same period a year ago. The pari-mutuel handle was up nearly a half million dollars compared with the five racing days in 1951.

The opening day, Friday (12) exceeded all previous debuts including 1948 when the fair totaled its record attendance of 1,254,503. The six day total this year exceeds all other years in that stanza except the first operation following the shutdown during the war.

Comparing six-day periods, this year's run is 27,469 ahead of 1951; 50,940 over 1950, and 35,363 ahead of 1949. However, it trails 1948 at this time with a needed 59,239.

### Daily Gains

The daily figures have shown a consistent gain over last year and equalling 1948 is not a far fetched goal of the management, headed by C. B. (Jack) Afflerbaugh, president - general manager.

With five days of racing in (there are no Sunday heats), the pari-mutuel windows had han-

dled \$2,727,591, against a comparative period in 1951 of \$2,307,703.

The grandstand show for the first nine days winds up tonight. Liberace is featured with an orchestra directed by his brother, George. Presented on the stage in front of the 8,000 seater, the show has beaten last year's wrestling matches. However, the

(Continued on page 75)

## Bridgeton Gate Same as '51 But Biz Is Up

BRIDGETON, N. J., Sept. 20.—Cumberland County Fair closed its five-day run here today, with business slightly ahead of 1951 totals. The gate was about even.

Good weather, with cool, slightly cloudy days prevailed. O. C. Buck Shows, on the midway, reported business considerably ahead of last year. Ride and concessionaires did particularly well.

The grandstand show, booked thru Crook & Rose, played to fair crowds. A six-act program played Tuesday and Wednesday (6-7), with a new five-act bill coming on for the remaining three days.

Opening day grandstand attraction was Sunset Kit Carson, radio and TV performer, while Ranger Joe and Sally Starr, also of radio and TV, were set for closing day.

Over 200 feet of commercial exhibit space was added to the fair and local observers said that interest in the livestock cavalcade was the highest ever.

Weekly features included a crowning of Miss Bridgeton and Miss Cumberland County, a band contest and a baton-twirling contest. This year's fair was combined with Salem County Fair.

## Tyler, Tex., Biz Up 20%

TYLER, Tex., Sept. 20.—East Texas Fair closed its six-day run here Saturday (13) after pulling an estimated attendance of 120,000, an increase of 20 per cent over last year's figure.

Fair this year boasted its largest livestock show on record, with more than 500 head of registered cattle in several divisions. Bill Hames' Shows provided the fun zone attractions.

## Shelby Has Slight Dip From 1951 Attendance

SHELBY, N. C., Sept. 20.—Altho slowed down by rain Thursday and Friday (18-19), Cleveland County Fair anticipates a total attendance of nearly 175,000 by the Saturday (20) closer. This figure would be 10,000 under the total racked up last year when the event played to good weather. Grosses for this year will probably be somewhat higher than recorded in 1951, however, said Dr. J. S. Dorton, director.

James E. Strates Shows on the midway reported a 15 to 20 per cent increase over last year's opening. Altho the rains hampered the carnival during the latter part of the week, Friday was designated as Rural School Day, and the kids weren't bothered a bit by the downpour. They came out in droves. A clear day Saturday should put Strates in good shape for a profitable run.

The grandstand attractions, which included George Hamid's Showtime Revue, Jack Kochman's Hell Drivers, Joie Chitwood's Auto Daredevils and a variety bill, played to healthy houses even tho the grandstand itself was only partially rebuilt after last year's fire.

Director Dorton described the temporary stand as "about 10,000 square feet of dirt with wooden seats set into the grassy top." By fair time next year, the structure will have been completely re-

built and modernized, he added. The Hamid revue, emceed by Bernie George, played nightly, with the variety acts taking the matinees. Kochman's unit did the Wednesday evening (17) show, and the Chitwood aggregation was to be featured closing night.

General admission to the fair, which opened Tuesday (16), was 60 cents for adults and 30 cents for children.

## Norwalk, O., Pulls 50,000

NORWALK, O., Sept. 20.—Huron County Fair wound up its five-day run here Saturday (13) after drawing an estimated 50,000 people, a 13 per cent increase over last year's turnouts. For the first time in seven years, the fair's run was not interrupted by rain.

According to Elfreda Crayton, secretary, 15,464 individual gate tickets were sold along with 1,000 family membership tickets. Free admissions included 16,500 school children, 1,500 junior fair members and over 1,200 exhibitors.

## Opening Richmond Gate Is 25% Ahead of 1951

RICHMOND, Va., Sept. 20.—Rains greeting the opening of the 10-day Atlantic Rural Exposition here Friday (19), but clearing weather by mid-afternoon brought the opening-day crowd to 25,000, about 20 per cent ahead of the 1951 opening.

J. A. Mitchell, fair manager, said that the fair is carrying 25 per cent more concessionaires this year, and that 500,000 square feet have been added to commercial exhibitions.

The Cetlin & Wilson Shows on the midway were going strong opening day, with a heavy play reported at rides and shows. Food and drink concessions were doing well.

### Irish Horan

Irish Horan's Hell Drivers provided the grandstand show Friday and Saturday (19-20), with stock car races Saturday afternoon. Motorcycle races are set for Sun-

day (21), and big car races for Thursday (25).

"Grandstand Follies of 1952," booked thru George A. Hamid, plays the grandstand Monday (22) thru Saturday (27).

Cetlin & Wilson, knocked for a \$250,000 loop by a storm at Sedalia, Mo., a month ago, has completely repaired damage to tents, light towers and Ferris Wheel.

The big aluminum Commerce and Industry Building was modified this year to give space for women's exhibits. The department formerly was housed in a tent.

Largest grandstand crowd of the week was a sellout for the Joie Chitwood auto thrill show.

## Allegan, Mich., Sets Records; Pulls 100,000

ALLEGAN, Mich., Sept. 20.—Allegan County Fair brought its centennial run to a close here Saturday (13) with an estimated attendance of 25,000 that brought its total gate count to a record 100,000. Previous high of 72,000 was tabbed at last year's annual, Clair McOmber, board member, said.

Barnes-Carruthers grandstand revue, featured night attraction, also topped all previous years from the standpoint of receipts. Irish Horan thrill show, pulled sizable crowds to its one performance but figures showed it was off 10 per cent. Harness races were popular with 166 horses registered.

Happyland Shows, which held down the fun zone, was up 20 per cent over '51, according to fair officials. The Diane Ross gal show topped the midway with Charley Hodge's Sideshow running a close second.

## Parking Hurts Mineola Gate, But Attendance Hits 357,000

MINEOLA, N. Y., Sept. 20.—Despite five days of blazing hot weather, attendance totals at Mineola Fair here trailed the record set last year by 44,000. This year's total at the five-day event which ended Saturday (13) was 357,000 compared with 401,000 in 1951.

Fair officials said they were satisfied tho, and pointed out that the fair was a money-maker. Charles Bochehr, fair manager, said that 10 acres of parking area were taken by the county for construction purposes, and added that the 1951 record might have been equaled had this area been available.

Toward the end of the week

thousands of persons left the grounds disappointed because no parking space was available.

The day-by-day attendance figures snowballed. Opening day crowd, Tuesday (9) was 45,000, with 55,000 Wednesday, 64,000 Thursday, 70,000 Friday and 123,000 Saturday, Bochehr said.

On the midway, I. T. Shows started off slowly, but gained momentum and, with a hefty Friday and Saturday, pulled even with 1951 business.

The free grandstand show, which featured ox-pulling contests and other rural endeavors, played to capacity at every performance. General admission was 60 cents for adults.

## Danbury Gets Underway Sat.

DANBURY, Conn., Sept. 20.—83d annual Danbury Fair begins its nine-day run here Saturday (27). Playing the midway will be the O. C. Buck Shows.

Ward Beam's Daredevil drivers provide the grandstand thrill show opening day, which has been designated as State Grange Day.

Stock car races on the one-third mile track are scheduled October 4 and street parades are set each afternoon at 2:30.

## Blackfoot, Idaho, Gate Beats Last Year by 20%

BLACKFOOT, Idaho, Sept. 20.—Eastern Idaho State Fair, despite rain one day and wind and cold on two days, wound up its five-day run here Saturday (13) with attendance estimated to be 20 per cent ahead of last year. Weather the final two days was ideal.

The increase at the front gate was also matched at the grandstand, according to Ruth Hartkopf, secretary. The Barnes-Carruthers night show, brought in by Fred H. Kressmann, had three sellouts during the week. Revival of auto racing on Friday and Saturday afternoons proved a popular decision and good crowds came out both days. The races, both big car meets, were presented by National Speedways, Inc., with Gaylord White representing the Chicago concern.

Running races, the matinee fea-

ture the first three days of the run, pulled good crowds. The speed events were augmented by a 4-H talent show that drew entrants from 16 counties. Prizes for this added attraction, which proved exceptionally popular, were university short course scholarships.

Siebrand Bros.' Carnival and Circus did a big midway business all week and spending was reportedly good. Altho official figures were not available, it was estimated that grosses exceeded last year by at least 10 per cent and might possibly hit the 15 per cent mark before the fair closed this evening.

Exhibit-wise, the fair broke several records, according to Mrs. Hartkopf. This was particularly true in the livestock division, which had the largest number of entries on record.

# Springfield Trails 1951 by 35,000

Olsen and Johnson Play to Full Houses; Hamid Acts Pull Okay at Night Show

SPRINGFIELD, Mass., Sept. 20.—Attendance at Eastern States Exposition passed the 300,000 mark Friday afternoon (19), but with two days of the eight-day meet remaining, it is doubtful if this year's gate will approach the record-shattering 423,000 set last year. Comparative day-by-day

figures for the first five days follow:

	1952	1951
Sunday .....	78,830	85,694
Monday .....	62,434	91,375
Tuesday .....	37,565	37,381
Wednesday .....	58,132	57,605
Thursday .....	47,269	48,936
<b>TOTALS .....</b>	<b>284,230</b>	<b>320,991</b>

Sunny weather greeted the first five days of the fair, but a rain which broke noon Friday (19) and which is expected to last thru the week-end, will probably hurt the gate the last three days.

### 2 Marks Set

Total attendance figures are running about 35,000 behind 1951. However, records were set Tuesdays and Wednesday (16-17) when the gate was 37,565 and 58,132, respectively.

Sell-out crowds jammed the 6,100-seat Springfield Coliseum for the Olsen and Johnson show, but only fair attendances were reported at the grandstand night show (average about 2,000 per performance) where 10 George A. Hamid vaudeville acts have been booked.

The nightly fireworks display, (Continued on page 75)

Portable chairs outside the administration office and there they remained, except for excursions over the grounds for their own entertainment. Strangely, everything that was supposed to happen did, and on schedule, and seldom was a problem acute enough to cause them any consternation.

Uncle Dave recalled that he was able to relax only after he found a solution to the innumerable midway problems that used to occur at the fair. Max Linderman, the late general manager of the World of Mirth Shows, promised to eliminate the trouble and he did with the result that any show, now owned and operated by Frank Bergen, Linderman's partner, was assured the midway contract thru Witcover's lifetime—a unique position held by few shows.

# Midway Units Hit Record at Memphis

Groscurth Line-Up Embraces 16 Rides, More Than 20 Shows, 200 Concessions

MEMPHIS, Sept. 20.—Midway at the Mid-South Fair, which opened its 10-day run here Thursday (18) is jammed with a record number of rides, shows and concessions. Line-up at the opening consisted of 16 rides, 17 shows and about 200 concessions and more are to be added Sunday (21) when at least five additional shows will move in. All of the above are in addition to the rides, shows and concessions embraced in the permanent fairgrounds park set-up.

### Sally Leads Shows

Holder of the fairs' midway contract is the Blue Grass Shows, owned and managed by Specks Groscurth. Ray Marsh Brydon has booked in most of the shows thru Groscurth. Sally Rand heads the show line-up and on opening day she piled up a highly satisfactory gross.

Other shows operating are Curly Thayer's Motordrome, Jimmy Miller's Tropical World, Dick Best's Four-Legged Girl, Betty Lou Williams, Jimmy Hurd's Alzora, Turle Girl; B. H. Brownie's Big Snake, Raymond Walsh's two-headed calf, Earl Walsh's Sea Mammals, Jack Korie's Honky Tonk Revue and Cliff Miller's Midget Show.

### Due From Nashville

Also Frank Ellis Gorilla Show, Fred Hoyt's French Casino, Doc Thomas' Harlem Hepcats, Mark Williams' Collette, Glen Porter's Side Show, Floyd Woolsey's Side Show, Bill Davis' freak animals, and the Last Supper, managed by Esther Groscurth. Shows yet to be added Sunday (21) are Cash Miller's Wild Life, Gertie Miller's Prehistoric Mammals, Greco

# Cincy Carthage Hangs Up New Mark at Gate

CINCINNATI, Sept. 20.—Paid attendance of about 70,000 and total attendance near the 100,000 mark set a new record for Greater Cincinnati Carthage Fair here, September 10-13. The 97th annual, said Secretary Clarence A. Peters, was one of the most successful in the history of the sponsoring Hamilton County Agricultural Society. While cash figures are not available at present, Peters said it is certain that the fair finished well in the black.

This year's event was in marked contrast to the 1951 fair, which was hurt by rain. Weather: this year was perfect, and this was reflected in spending on the midway, occupied by the Gooding Amusement Company No. 1. The Gooding show grossed about \$10,000 this year, said Peters, up considerably from the 1951 figure.

Each day of the fair was dedicated to some special group or political subdivision, starting with Hamilton County Day Wednesday (4). Succeeding days were Agricultural, Industrial, County Commissioner and Public Officials' Day, School Children's Day and Cincinnati Day.

Talent line-up appearing daily before the grandstand included Myrt and Gert, clowns; Jewel and Charley Poplin, Funny Ford; Jacqueline Teeter, high pole; Shooting Mansfields, Camille's Hollywood Dogs; Jack Meyand and Jeannette, juggling unicyclists; Mike the Chimp, and Leo and Josephine Gasca, wire and balancing, all booked by Bob Shaw, of the Gus Sun Booking Agency, Springfield, O. Acts were presented during afternoon horse races and the nightly horse shows. Trotting race purses totaled about \$26,000.

Exhibits were of high caliber this year and most of the commercial space was sold, said Peters. Agricultural produce was the only division to be below standards of previous years owing to drought conditions in the area. Exhibits that drew considerable interest was a display of pictures by the Navy and a wild life exhibit supplied by the Ohio Wild Life and Conservation Department.

Brothers' Iron Lung, William Brownell's Life Show and Sam Baker's Funhouse. All five will jump in here from Tennessee State Fair, Nashville, where they close today.

# 25G Fire Loss At Canton Plant

CANTON, O., Sept. 20.—Fire of undetermined origin destroyed two barns on Stark County Fairgrounds here Saturday (13) afternoon, causing a loss in excess of \$25,000. County officials said it would cost more than \$50,000 to replace destroyed buildings and to repair those damaged by the blaze. The buildings were insured.

Destroyed were the barn which housed poultry, pigeons and rabbits during the September 1-5 103d annual fair, and an adjoining pony barn. Flames also seared the siding on another pony barn adjacent to the one destroyed, and ate into the roof of the Grange Hall east of the poultry building.

Fifty firemen from Canton and two county volunteer fire departments fighting the blaze were hampered by an insufficient number of fire hydrants in the vicinity.

O. E. Barker, Minerva, fair secretary-treasurer, said fair directors at a meeting next month will consider replacement of destroyed buildings and repair of damaged structures.

# Reading Gate Up 10,000 From 1951

Total Is 322,164; Friday Pulls 62,249, Spending Off; Grandstand Is Down 15%

READING, Pa., Sept. 20.—The Reading Fair wound up its eight-day stand here Sunday (14) with a 322,164 attendance, 10,000 ahead of 1951. Biggest day was Friday (12) with 62,249. A day-by-day breakdown follows:

	1951	1952
Sunday .....	45,614	45,923
Monday .....	15,691	12,467
Tuesday .....	48,516	43,917
Wednesday .....	47,910	45,410
Thursday .....	34,156	31,152
Friday .....	28,156	62,249
Saturday .....	50,926	42,873
Sunday .....	41,249	38,173

Totals .....

312,218 322,164  
The old saw about a fair needing only one smash day to keep ahead of the game was emphasized at this year's annual. With the exception of opening day, when 1952 attendance was ahead of last year's crowd by only 300, Friday (12) was the only day which topped 1951 totals.

### All It Took

But one day was all it took. By topping last year's attendance for the day by over 34,000, the attendance deficits for six days were erased and 1951 attendances were topped by more than 10,000.

Weather was perfect and fair officials pointed out that economic conditions were largely responsible for the only average attendance at the fair. Labor difficulties—including the recent steel strike and summer closings of several other local mills—were reflected in the money spent at the grounds.

### Grandstand

Only two grandstand attractions drew SRO crowds—the Miss Reading Fair Beauty contest Saturday night (13) and the AA big car auto races on the closing Sunday (14).

Grandstand attendances for the week were off 15 per cent.

John S. Giles, Reading Fair president, said that "in spite of the general economic conditions in this area, the results of the 1952 Reading Fair were more than gratifying. We had expected business to be off, but the fact that 10,000 more persons visited the fairgrounds this year pleased us no little."

There was one innovation. Cetlin & Wilson Shows, which previously pulled stakes Saturday (Continued on page 75)

# Name Williams New President At Columbia

COLUMBIA, S. C., Sept. 20.—Ransome J. Williams, former governor of South Carolina, has been named to succeed D. D. Witcover, who died September 7, as president of the South Carolina State Fair. Williams, an insurance broker, has been associated with the fair operating group for many years as vice-president.

Witcover, who headed up the fair board for the past 30 years, died at 79, following a long illness. Uncle Dave, as he was affectionately known to many patrons of the Columbia event and to a host of show business friends, was elected president of the fair without his knowledge. He was chosen, it developed because the fair had not been doing well and his success in the clothing business in Darlington, S. C. indicated to the directors that he was the man to pull the annual out of the red.

When he took over, the plant was in poor condition and there was little to go on, but, nevertheless, the first presentation was a success as were all other fairs under his regime. The fair is a private business venture and operates without State aid. Even so, a policy of pay-as-you-go was maintained thruout the Witcover regime, numerous improvements were made, and there still remains a large bank balance, a sizable investment in government bonds and valuable property.

### Arm-Chair Operation

Operating a fair was simple as before once the gates were opened, according to Uncle Dave and his side-kick, Paul V. Moore, secretary-manager thruout his regime as president. Once the annual opened, the two execs could be found seated in com-

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## Allentown Spending Down 25% for WOM

Midway, However, to Finish Well in Black; Local Food Concessions Hurt

ALLENTOWN, Pa., Sept. 20.—Altho business was off 25 per cent for the World of Mirth Shows at the five-day Allentown Fair which ends today. Owners Frank Bergen and Bucky Allen weren't shedding any tears. Bergen pointed out that last year's gross here was one of the highest in history of the event and that WOM will finish well in the black.

The railroad show set up in the rain Monday (15) and had a rough time getting enough local help. Good weather Tuesday and Wednesday was reflected in high grosses. Thursday rain cut deeply into revenues, but with clearing skies Friday (19) night the midway was humming.

Food concessionaires were off. Bergen attributed this to the

plethora of church and fraternal restaurants and grab stands which were turning out good food at prices below cost to WOM concessionaires.

### Club 18 Strong

The Club 18 show and Rose's Midgets ran strong all week, while business at Gay New Orleans was just fair.

WOM had trouble getting here. A three-hour delay in New Haven, Conn., and a three and a half hour delay in Easton, Pa., put the show behind schedule. That coupled with the labor shortage started the show off on a sour note.

Tuesday (16) was kiddie day and a large throng of youngsters attended.

### Cycle Crash

Flash White and Windy Pelia, of the Motorcycle Maniacs, crashed into each other Thursday (18) while attempting a crisscross, but neither was seriously hurt. Allentown is a jinx town for White. This marked the fifth time in six years he has cracked up here.

The shows go to Trenton Sunday (21) to play New Jersey State Fair for a week, then move below the Mason-Dixon Line for the remainder of the season. Wind-up date is November 12 at Savannah, Ga.

Lou King, secretary of concessions, married Jean L. Naylor, of Ottawa, here Thursday and a reception was held for the couple in the Green Room of the Americus Hotel this morning.

## RAS Scores Okay Grosses At Joplin, Mo.

JOPLIN, Mo., Sept. 20.—Carl Sedlmayr's Royal American Shows wound up their five-day stand here, under Elks' sponsorship. Thursday (18) after racking up satisfactory business thruout the week. High point of the stand came on Monday (15) when the org day-and-dated the Ringling circus, which set up immediately across the street. (See story and photograph in General Outdoor section.)

The circus made a special announcement after both performances that day, urging audiences to visit the "world's largest carnival." Thousands followed the advice to keep rides, shows and concessions busy most of the day.

On Tuesday (16), 50 performers from various back-end shows entertained children at the Crippled Children's Home and then visited the local tuberculosis hospital where they performed for an audience of over 500. The following day, youngsters from the local orphanage and the Big Brother's Farm School, were entertained on the midway.

Wallace Cobb, show's trainmaster, flew to Little Rock on Monday (15) to inspect the new railroad spur that the Arkansas Livestock Show has installed on its grounds. The spur will save RAS a long haul and also provides the annual with better loading and unloading facilities for livestock.

## Chattanooga Has 2 Days of Rain; Gate Up to '51

CHATTANOOGA, Sept. 20.—Rain pelted Chattanooga-Hamilton County Interstate Fair all day Monday (15) and part of Thursday (18), but the event wound up its six-day run tonight, with total attendance close to that of last year. Going into the final day, the paid gate count was 10,000 under the same point last year, but weather today was ideal and Maude Atwood, fair secretary, said that tabulation of the day's gate would overcome the early attendance loss.

The Amusement Company of America was expected to wind up with a gross almost equal to that of 1951 despite the two days of rain. Greater earning power of the ACA this year was credited with maintaining midway grosses in the face of the rain. Grandstand show, offered for free, consists of acts booked thru the George A. Hamid Agency, New York. Fair operates with a 50-cent front gate.

## JOE ARCHERS TO QUIT ROAD

LOS ANGELES, Sept. 20.—Pearl and Joe Archer, who have operated taffy concessions at fairs in the West for several years, are retiring from the business. Their decision followed an accident near Madera in which two persons were killed.

The concession truck, en route to Sacramento for the California State Fair, was demolished when it was hit by an on-coming automobile. Max Archer, who was driving the taffy truck, suffered back injuries.

Joe Archer has been interested in promotions here of late and was the director of the successful Navy Relief Carnival in San Diego. He said that he had been forced to cancel fairs on which he had booked, following the State Fair. These included the Ventura and the Arizona State Fair in Phoenix. Money paid for privilege was ordered donated to worthy charities.

## NASHVILLE UP 35% FOR AL WAGNER

Big Turnouts, Strengthened Line Up Produces '51 Topping Midway Gross

NASHVILLE, Sept. 20.—Al Wagner's Cavalcade of Amusements enjoyed its best business of the season here at the Tennessee State Fair this week. Aided by attendance that threatened to crack the fair's all-time '48 record, rides and shows racked up grosses that topped last year by 35 per cent.

Weather was also an ally, with the only rain of the week coming on Sunday (14), when a scheduled prelude was washed out by an early downpour.

Fun zone here was loaded with money-making potential, including 30 rides, 20 shows and close to 75 concessions. In addition, a newly revamped entrance arch went up here for the first time.

Kids' Day, normally on Friday, was held Monday this year and the youngsters swarmed over the

midway all day to take advantage of reduced prices.

### Concession Row

Concession row, confined to merchandise and hanky panks, was under the supervision of O. J. (Whitey) Weiss, assisted by Archie Wagner. Mrs. Hattie Wagner's cookhouse was, as usual, the meeting place for visitors. The eat spot is being managed by Curley Weber with Ben Buck as head chef. Frank Lee, show's press agent, scored heavily here in the local papers.

Back-end line-up included seven office-owned units, monkeys, minstrels, Arcade, midgets, Funhouse, Glass House and Bird Show.

Also operating here are Art Bassett's "Models of 1952"; Frank James' "Girls from the South Pacific"; Fred Sindell's "Coney Island Frolics"; Carl Laughter's Circus Side Show; Capt. Charles Thompson's whale; Cash Miller's "Prehistoric Mammals" and wild life; Everett Fillingham's thrill show; Sam Greco's lung; Burns and Burns' torture unit; Dick Hyland's life show, and snakes, owned by Jeff Griffin.

## Puyallup Gate Lags For Initial 3 Days

PUYALLUP, Wash., Sept. 20.—Altho a crowd of 64,000 turned out the second day of the 49th annual Western Washington Fair, September 13-21, a total of 137,630 for the first three days was about 10 per cent under the corresponding period of 1951 despite fair and warm weather.

Believed responsible for the drop was the circulation of polio stories in Pierce County and the rest of the State. This was reflected in business done by concessionaire Louis Lamken, who reported a slump in the sale of soft drinks and ice cream. Reports from food concessionaires, however, were good. George Cicovich, with a 300-seat cafeteria operation, grossed \$10,000 the first three days, well above figures for the same days last year. Grandstand (12,500 capacity), sales also are ahead of last year's, recording two sellouts Sunday (14).

Three accidents, none serious, marred the first three days. Jockey R. B. Hopkins suffered

spills in two night races owing to a slippery spot on the track. Victoria Zucchini sustained a wrenched back while doing a cannon act September 14, but was able to continue the act the next day. Sonny Tureman, appearing in the rodeo, suffered shock and bruises September 15 when a saddle bronk rolled over on him in the chutes. Bill Linderman, president of the Rodeo Cowboys' Association and currently leading in all-round world's championship cowboy standings, is appearing at the fair's \$9,000 rodeo, as is Casey Tribbs, champion saddle bronk rider.

## Alamo Starts Stretch Run; Adds 3 Shows

MIAMI, Okla., Sept. 20.—With five successful fair dates already under their belts, Owner Jack Ruback and personnel of Alamo Exposition Shows are looking forward to a strong stretch drive as the season nears its close. Ruback said this week that the shows have seven more fairs to play before the shows make their run to the barn.

Strong back-end elements added recently include John T. Hutchens' Side Show, Minstrel Show and Illusion Show.

Side Show line-up includes Leo Palmer, human pincushion; Jerry Moss, blade box; Lavina Black, electric chair; Bobby Moore, sword ladder; Mabel Atkins, blade box; Mallotts, mentalist; Betty Broadbent, tattoo lady; Jose H. DeLeon, armless wonder; Sadie Anderson, leopard skin girl; Louisa Logsdon, annex; Hutchens, owner and inside lecturer, and Lucille Hathaway, four-legged girl.

## Ken Garman Moves to WQ

EXCELSIOR SPRINGS, Mo., Sept. 20.—K. H. Garman's Sunset Amusement Company moved into its permanent winter quarters here this week after closing Saturday (13) at the Southwest Missouri District Fair, Cape Girardeau.

Business at Cape Girardeau was off due to a 20 per cent dip in attendance. Earning power of the midway org was lower with about 30 concessions up, compared to the 50 that worked last year.

Business for the season was up slightly, according to Garman, altho spring grosses were off. The Garmans, after putting the show into quarters here, plan to head for Coral Gables, Fla., where they will spend the winter. The vacation will be interrupted by fair meetings this winter.

## Krekos Reaps Strong Biz At San Jose

SAN JOSE, Calif., Sept. 20.—The combined West Coast Shows and West Coast Exposition Shows garnered strong business here during the seven-day Santa Clara County Fair, which closed Sunday (14). Mike Krekos, general manager of West Coast Shows, operators of the two units, moved the No. 1 carnival 1,300 miles in two jumps to play the date for the eighth consecutive year.

The first unit, West Coast Shows, moved southward following the close of the Multnomah County Fair in Gresham, Ore. The jump from the annual to Medford cost \$5,000 in truck repairs, resulting from motor trouble. Unit played at the Travis Air Force Base before coming into this city. Exposition Shows played Hollister, about 50 miles away, as it was routed toward this spot.

Equipment of the West Coast, managed by Harry Myers, and Exposition, directed by Eddie Hellwig, was combined on a midway 1,140 feet long and 550 feet wide. Four 60-inch searchlights were used along with four Diesel and four gasoline power plants. Twenty-four light towers gave the lot ample flash.

The units offered 16 major and 10 kid rides, 8 shows, and about 75 concessions. Rudy Mueller's elephants, camels, and ponies were featured as a free act. Act has been traveling with the West Coast unit all season.

### Business Brisk

Business on the midway was brisk from the outset. With a 6 o'clock opening on Monday night (8), the fair pulled 800 more that day than a year ago. Tuesday, which was Admission Day and a part holiday, jammed the area from noon until closing. The fair pulled 221,627 people against 203,022 in 1951.

Alex Freedman, novelty concessionaire, reported that his Tuesday business for that day had equaled the 1951 take by 3 p.m. Freedman had the novelties from fence-to-fence.

Following the close of his engagement, the West Coast Shows moved into San Luis Obispo for a still date. Unit is routed toward the Kern County Fair in Bakersfield. This is a first time for the show at this event, played for many years by Foley & Burk Shows. Exposition shows are in Walnut Creek with Madera to follow.

Krekos said that West Coast will close following its Porterville date, which it has had for 20 years. No. 2 unit's finale has not yet been decided.

## Season Spotty For Buck Org

BRIDGETON, N. J., Sept. 20.—O. C. Buck Expositions moved here this week in its next to the last stand of the season, after a tour that has been spotty, according to Manager O. C. Buck. Weather hit the early still dates but fair dates were unusually good.

Org opened here Tuesday (16) with a surprisingly good Kid's Day business, the largest on record here at the Cumberland County Fair. Despite much polio publicity, the youngsters turned out in droves to take advantage of the daytime ride price of 9 cents.

James Tripodi took over management of both girl shows and is featuring Raven and her bubble bath, season-long attraction at Coney Island this summer. He also introduced Madge Carmile, Denise Taylor and Karin Quinn.

Owner-Manager Buck, who will again operate rides at Carolina Beach this winter, announced he had signed '53 midway contracts with the Gouverneur and Rhinebeck, N. Y., fairs and the one at Great Barrington, Mass.

Mr. and Mrs. Sidney Goodwalt recently took delivery on a new Buick for their winter trip south. Others planning to head south either this week or next week at Danbury, Conn., include Mr. and Mrs. Frank Voght, Mr. and Mrs. Frank Carpenter, Mrs. Marie Siefker, Whitty Sutton, Jack Burke, Mr. and Mrs. William Beldock, and Mr. and Mrs. Joe Rice.

Dick Tolman, show's secretary, plans to visit his daughter in Chicago. General Agent James L. Quinn will winter in New York City while Roy F. Peugh will return to Charleston, S. C., and Jacksonville, Fla., with the James E. Strates Shows.

## Lee Amusement Set By Tallahassee Fair

TALLAHASSEE, Fla., Sept. 20.—Lee Amusement Company, owned by N. L. Creson, Montgomery, Ala., will show on the midway of the Tallahassee Fair here, Lloyd Rhoden, the fair's secretary-treasurer, announced this week. Rhoden called attention to a recently published advertisement by the Gold Medal Shows in which that show advertised it would play a fair here.

## IT Has Good Mineola Stand

SPRINGFIELD GARDENS, N. Y., Sept. 20.—I. T. Shows opened here Monday (15) for a week's still date after chalking up a strong five-day gross at Mineola (N. Y.) Fair.

Owner Phil Isser said that business ran slightly behind 1951 totals for the first four days, but that a surge closing day, Saturday (13) brought receipts up to last year's totals.

While the rides were slightly off from 1951 figures, food and drink concessionaires reported good business thruout the fair.

The Cortez Freak Show drew large crowds all week and Judy Lewis' ball game proved a money-maker.

Going strong was the 11-ride Kiddieland, particularly Friday (12), Kiddie's Day.

## American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 20.—Recent visits included one to the James E. Strates' Shows, while the latter org was set up at the New York State Fair, Syracuse.

Plans have been substantially completed for the annual convention at the Hotel Sherman, Chicago. Dates are December 1-4.

Richard S. Kaplan, associate counsel, was a recent visitor here from his home town of Gary, Ind.

# Midway Confab

E. H. Rucker reports he closed recently with the Bardex Minstrels in Alabama. After a short rest he plans to join a carnival for the remainder of the season. . . . Carl Herrick is recuperating from a heart attack at his home at 611 East Kessler Boulevard, Indianapolis, and would like to hear from friends. . . . Frances Frazier spent two weeks recently with Mr. and Mrs. Tom Hickey, owners of the Gem City Shows.

Mrs. Emma Schroeder, who in past years had trouped with the Noble C. Fairley, Russell Bros., Clyde Leggette, Morris & Castle, Snap, D. D. Murphy, L. J. Heth, Royal American and Dee Lang Shows, has been ill for the past four years and would like to hear from friends. She is in a nursing home at 1908 South Lawndale Avenue, Chicago 23.

During Blue Grass Shows' stand in Clarksville, Tenn., Swazette, annex attraction on Floyd Woolsey's Side Show, enjoyed visits from Lisa Del Mar, of Gem City Shows, and Hattie Jo Star, Tex. Betty and Freda Yates visited Swazette while en route to their home in Tampa.

R. W. (Bill) and Rose Wilhoit, concessionaires rounding out their second season with Foley & Burk Shows, report that they did good business with their wonder dog concession at Tulare County Fair, Tulare, Calif. . . . Joseph Lehr, spot worker, motored from Philadelphia to the York, Pa., Fair to visit Mr. and Mrs. Nick Green. Mr. and Mrs. Herb Caplan and their son; Bennie Weiss and son, Jackie, and Leo Riley.

While playing Clarksville, Tenn., with Gem City Shows, Lisa DelMar, Side Show operator, visited Kitty Kelly, Millie Desmond, Shawn Crawford, Cleo Stafford, Cleo Renee and Jack Korie.

Earl O. Douglas, Douglas Greater Shows, staged another wedding during a recent benefit for the Pacific Coast Showmen's Association on the Douglas Greater midway at Western Washington

Fair, Puyallup. Among the 50 guests who saw Benjamin Jacobs and Alona Metcalf married was Jerry Mackey, PCSA president. The bride, a Douglas cashier, is the daughter of Mr. and Mrs. William Ford. Ford is the Douglas ride superintendent. Jacobs is a ride attendant. Douglas was best man and Mrs. Bobbie Douglas was matron of honor. Sharon Comstock was flower girl.

Williams T. Collins, owner of the shows bearing his name, arrived back at his Minneapolis home this week after visiting the Kentucky State Fair, Louisville. . . . Mr. and Mrs. Charles Roth, veteran concession folks, report they had a nice season on King Reid Shows with their ball game and spot store. . . . Joseph Lehr, also of the Reid org, writes that he will work the Bloomsburg Fair.

D. Wade, general agent of the W. G. Wade Shows, was a visitor at the Kentucky State Fair, Louisville, visiting with fair manager, J. Dan Baldwin, and Mr. and Mrs. Bert Britt, ride operators on the midway.

Ted Porter reports from Detroit that his Zeeleeka Show chalked up good business at the Bay City, Mich., Fair. Porter's new house trailer was the scene of three celebrations recently. The first occurred on the occasion of his birthday when his working crew presented him with a watch. Second party was staged for Fred and Judy Ricer, who purchased one of Porter's Girl Shows. The third was a farewell party which marked the close of Porter's season with the World of Pleasure Shows. Guests included the Ricers, Eddie White, Henry Johnson, Paul Hitchman, Dorothy Porter, Harriet Moore, Eddie Echols and son, and Zeeleeka.

Ray Oakes, Sr., Lyons, Ill., midway games manufacturer, and Mrs. Oakes, left recently for a month's sojourn in Hot Springs, Ark. While at the spa city, Ray intends to make several visits to shows in Texas, Louisiana and Arkansas. . . . Bunny Venus, who has been playing New England spots with her gal show and crime unit, is heading south for the late fair circuit.

Mrs. Helene Tignor recently completed a series of treatments at the Gaston Hospital, Dallas, and is recuperating at her Clovis, N. M., home. Her address there is Box 174. . . . Whitey Pinfold, concessionaire, advises that he is fully recovered from injuries suffered in a truck crash at Greenup, Ill., in mid-August. Pinfold recently closed with Moore's Shows.

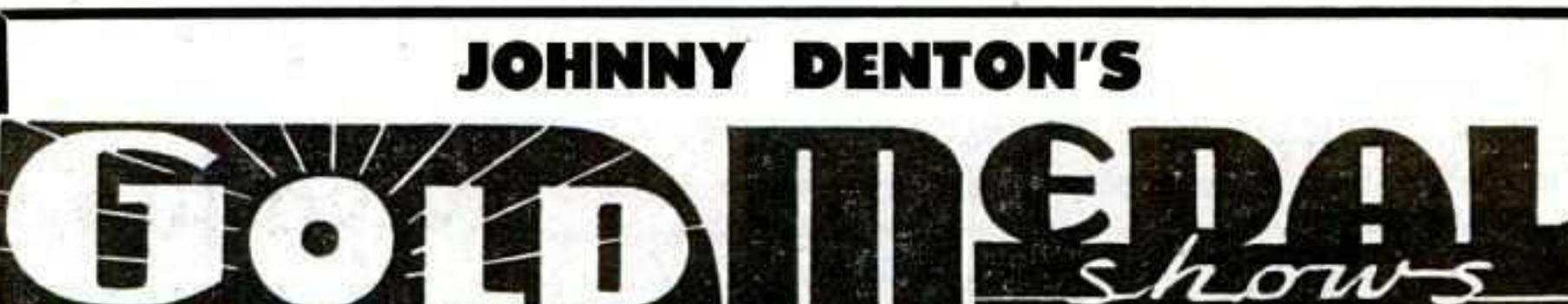
Mr. and Mrs. J. W. Dennis, game operators, escaped injury when their car and trailer ran off the road near Princeton, Mo., recently, and plunged down a 15-foot embankment. The house trailer and car were badly damaged when they both turned turtle.

Jack Bost has been ill with virus pneumonia at 20 Isabella Street, Pittsburgh, since leaving Harrison's Greater Shows in Virginia, and would like to hear from friends.

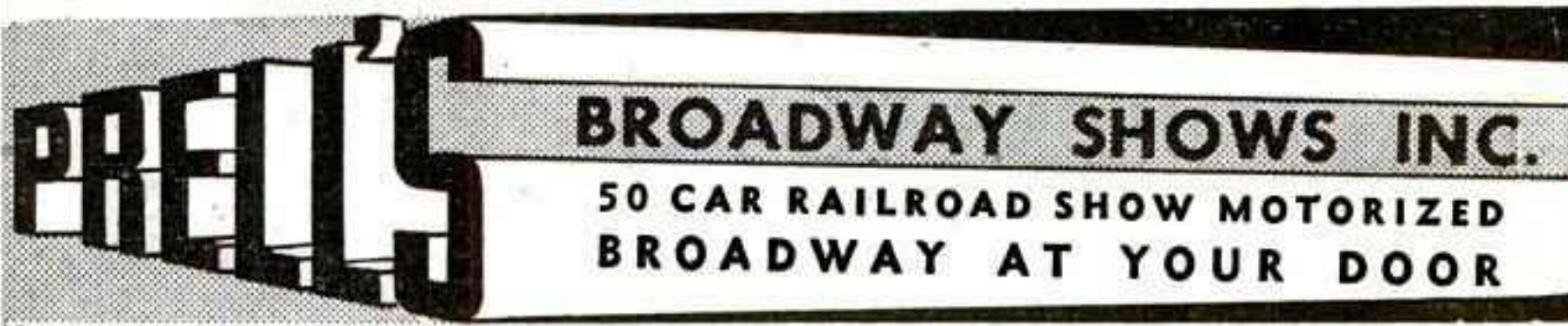
Helen Goldens Side Show has closed with Jack Vombergs' Badger State Shows and has joined Ernie Farrow's Wallace Bros.' Shows for its tour of Southern fairs.



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 Can use Rides not conflicting—Octopus, Roll-O-Plane, Little Dipper.  
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 Youngstown followed by Royal Oak, Mich., Community Fair, Oct. 8 thru 22.  
 All replies  
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**SHOWS**—Will place two or three nice Grind Shows.  
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**SOUTH BOSTON, VA.**  
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**OCT. 3 THRU 9**  
 One Flat Ride or one Aerial Ride not conflicting. Any Grind Show of merit, must have something inside. Would like to hear from completely organized Minstrel Show, we have complete frame-up. Especially want **UNBORN SHOW.** (Joe Pankiv, please answer.)  
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**SCOTLAND RIDES**  
 ELLOREE, S. C.

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**14TH ANNUAL FALL FESTIVAL AND AUCTION**  
 Streets, Heart of Town. Parades, Bands, Contests, etc. Sponsored by Ripley Businessmen for Underprivileged Children.  
 Want Concessions and Shows. Want Hanky Panks and Concessions of all kinds. Age & Scale, Ball Games, Lead Gallery, Floss, French Fries, Jewelry, Buckets, Six Cats, etc. Want Girl Show. Want Rides not conflicting. Peebles, Ohio, Fall Festival, Sept. 29-Oct. 4; Kingston, Ohio, Fall Festival, Sept. 22-27.  
**FRED NOLAN**  
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**STRANGE AND WEIRD ATTRACTIONS**  
  
 Two-Headed Bixexual Baby, Morphidite Shrunken Heads, Devil Child, Ape Boy. Many other attractions. Free Circulars. Address:  
**TATE'S**  
**CURIOSITY SHOP**  
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 Load your trucks here for Fairs. Bright colored, heavily tinned plaster. Cash and carry. Large, medium, small. Phone: Gainesville, Georgia, 584-R-20. Delivery arranged within 100 miles.  
**FLETCHER SHIRLEY**  
 Route #1 Alto, Georgia

**FOR SALE KIDDIE RIDES FOR SALE**  
 Kiddieland Park Rides, consisting of one large Merry-Go-Round and 8 Kiddie Rides, plus all necessary equipment for complete Kiddieland Park. Can be seen now operating on the Louisiana State Fairgrounds, Shreveport, La. Contact  
**JOE S. SCHOLIBO**  
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**PRINTED TO YOUR ORDER**  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.  
 100,000 \$29.50  
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## RIDES FOR SALE—BARGAINS

1948 Allan Herschell, 18 car Caterpillar in perfect condition, guarantee same; no transportation. Fine Ride for Park, price cash, \$5,500.00. 1948 Super Rolloplane, extra nice with 28 foot semi, built for same with 1946 Ford tractor, price quick sale, \$3,600.00. 1946 Flying Scooter, very clean with 28 foot semi built for same, 1947 Ford tractor complete, \$7,000.00. 10-car Allan Herschell Kiddie Auto, nice, \$1,500.00. Kid Twin Ferris Wheels, pulls behind car or truck, price, \$1,000.00. 1949 Rollo Whirl, nice, \$750.00. New 10 K.V.A., AC or DC Light Plant, used less than 100 hours, come get it, \$500.00. Transformer Semi, 24 foot, two 100 K.V.A. Transformers with two 600 Amp switch boxes complete, Ford tractor, \$3,000.00. All above equipment has been well kept and is of the finest you will find. Can be seen on my route of Mighty Hoosier State Shows or after October 19th at my Winter Quarters at Greensburg, Ind.

All replies—this week, Versailles, Indiana; Aurora, Ind., Oct. 1-4; Columbus, Ind., Oct. 7-11; Rushville, Ind., Oct. 13-18, season ends.

**W. R. GEREN**

## ALAMO EXPOSITION SHOWS

**Wanted—For Six More Fairs—Wanted**

SHOWS: People for Minstrel Show, have complete frame-up, wagon front. John Hutchins wants for Side Show—Musical Act, Impalement Act, Girl for Blade Box and Bally. (Betty Broadbent, artswr.) Will book any Shows that do not conflict. CONCESSIONS: Frozen Custard, Penny Arcade, all Hanky Panks. Buddy Spain wants Cookhouse Help. RIDES: Will book Rides for balance of season that do not conflict. Can use Ride Help who can drive semis. WIRE—WHAT HAVE YOU?

**JACK RUBACK, Manager**

Angelina Hotel, Lutkin, Tex., Sept. 22-27; Marshall, Tex., Sept. 29-Oct. 4.

## MIGHTY HAMMONTREE MIDWAY

Want for WINDER LIONS CLUB FAIR, WINDER, GEORGIA, Sept. 29th thru Oct. 4th and Four More Top Georgia Fairs to Follow.

CONCESSIONS—Want Legitimate Concessions of all kinds. Especially want Grab, Popcorn, Snow Balls, Floss Candy, Custard, Lead Gallery, Jewelry, Novelties, Hi-Striker, Ball Game, Coke Bottle. Have open for few Count Stores. SHOWS—Will book on small percentage Fun House, Glass House, Motor Drome, Penny Arcade, Snake Show or any Crind Show. HELP—Want A-1 Foreman and Second Men for Jenny and Octopus. Second Men on all Rides. Manager and People for 10-in-1 Side Show. Henry Wilson wants Skillo and Razzle Agents. Pete Neese, contact at once. Wheeler Brown wants Clothes Pin Agent. All wires and replies to.

**WILLIAM O. HAMMONTREE or HENRY WILSON**

General Manager Bus. Manager  
Dallas, Ga., Fair, now; Winder, Ga., Fair, next.

## ROSS MANNING SHOWS

LEXINGTON, N. C., FAIR

LAURINBURG, N. C., FAIR  
OCT. 6-11

HAMLET, N. C., FAIR  
OCT. 13-18

LANCASTER, S. C., FAIR  
OCT. 20-25

TWO DATES TO FOLLOW.

CONCESSIONS: Long Range, Short Range, Hanky Panks, Cat Rack, Buckets, Ball Games, Coke Bottle, Cig Gallery, Cig Pitch, Novelty, Penny Pitch, Glass Pitch. SHOWS: Wild Life, Fun House or Glass House, Dark Ride. RIDES: Roll-o-Plane, Tilt, Fly-o-Plane or Cat. FOR SALE—Semi with army searchlight generating plant and 275-kw. transformers with switch boxes complete. WRITE OR WIRE

VANCE HOTEL **ROSS MANNING** STATESVILLE, N. C.



**Can Place for Balance of Fairs**

CONCESSIONS: All Concessions open. SHOWS: Will book any Show not conflicting. RIDES: Will place any Ride not conflicting with what we have. HELP: Want experienced Custard Man. Frank Tezano wants Girls for Girl Show, experience not necessary. Can place Agents for Bucket Store. (Johnny O'Connor, come on.) Want Grab Stand Man. Also want Freaks for Side Show.  
All Replies: Hattiesburg, Miss., this week; Columbus, Miss., week Sept. 28.

We have the following Fairs this season:  
Columbus, Miss.  
Montgomery, Ala.  
Albany, Ga.  
Selma, Ala.  
Macon, Miss.  
Ozark, Ala.

## CAN PLACE RIDES AND SHOWS

AT TWO OF THE GREATEST LATE SOUTHERN FAIRS

MISSISSIPPI STATE FAIR—JACKSON—OCT. 6-11

COLUMBUS, GEORGIA, FAIR—OCT. 13-18

KIDDIE RIDES NOT CONFLICTING: We already have a Kiddie Whip, Kiddie Merry-Go-Round, Pony Ride, Sky Fighter, Train, Planes, Buggy Ride and Autos. Can use Boats, Kiddie Wheel, etc.

MAJOR RIDES: Can use other Major Rides which do not conflict, such as Spitfire, Looper, Moon Rocket, C-Cruise, Bubble Bounce, Rolex, etc.

SHOWS: We can also place a couple of outstanding Shows which have real entertainment inside. Blackhall, Buttons, others, contact us at once.

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## MARION GREATER SHOWS

Will book legitimate Concessions of every description for the finest route of Fairs for the two Carolinas. Shelby, N. C., Negro Fair, week of Sept. 29 thru Oct. 4; followed by York County Fair, York, S. C.; Chester County Fair and all Fairs thru Thanksgiving week, Aiken County Fair, Aiken, S. C. Attention, Showmen! What do you have to offer? Attention, Ride Owners! What do you have to offer? Attention, Fair Secretaries in Virginia, North Carolina and South Carolina, pay us a visit. All replies:

**MARION GREATER SHOWS, Bennettsville, S. C., Sept. 22 thru 27.**

## Grayville Oil Show a Winner; Talent Clicks

GRAYVILLE, Ill., Sept. 20.—Third annual Tri-State Oil Show wound up a successful three-day run here Labor Day despite high winds and driving rain which forced cancellation of the afternoon performance of the Frances Langford Show, postponement of the show's queen selection for an hour and several other program switches the final afternoon.

Event booked with a mile-long parade of 40 floats, 10 marching bands and other colorful components August 30. The parade annually opens the event which is held in this city's Memorial Park. A crowd estimated at 12,000 lined the parade route, according to John D. Finch, who launched the initial oil show three years ago. Despite an early-morning rain and threatening skies throughout the day the show racked up a good pay-gate attendance.

Vanell Smith, entertainment chairman, working thru the Ernie Young Agency and Associated Booking Office, Chicago, handled this year's booking chores and also emceed the show. New this year was the spacious outdoor stage designed by Finch. Talent line-up included Pee Wee King and His Golden West Cowboys, with the Austins and Ridola on opening day; Ken Griffin and his Hammond organ; Doris King, vocalist, and Three Bees and a Honey, August 31, and the Frances Langford Show, with Ruge Davis and George Rank's ork. Labor Day.

Miss Langford's night show was followed by the Queen's Coronation Ball. Show officials reported that about 70 exhibitors of oil and allied industries displayed equipment at this year's show. One of the highlights was a Civil Defense Display. Grayville Chamber of Commerce sponsored the show.

## 60G Additions At Bloomsburg

BLOOMSBURG, Pa., Sept. 20.—Improvements valued at more than \$60,000 will be seen when the Bloomsburg Fair opens September 22 for a week's run. Last year more than 250,000 people visited the fair.

Four all-steel buildings, each 40 by 100 feet, were erected during the past year. Two of them will house the poultry show. The others will be used to house horses and the rabbit show. Other improvements included widening of the first turn on the half-mile dirt track and redecorating of the interior of the flower show building.

George A. Hamid & Son will present the revue, "Grandstand Follies of 1952," each evening in front of the grandstand, with two shows planned Wednesday thru Saturday night. This year a 40-foot extension has been made on the platform, bringing acts directly in front of spectators.

Nearly \$70,000 in harness racing purses will be paid this year, with stake races on Monday, Tuesday and Wednesday afternoons and open class races on Thursday and Friday afternoons. Harry P. Correll, racing secretary, has reported that harness race entries to date are heavier than at any time in the past. Sherman Crise is promoting midget auto races which afternoon. King Reid Shows will again be the midway attraction, will run on the track Saturday

## October Festival Is on in Berlin

BERLIN, Sept. 20.—October Festival at Zoological Gardens got underway here this week with 200 showmen and their attractions on hand.

Highlighting the entertainment at the Olympic Stadium recently were the Traber Troupe, high wire; Tonelli, aerialist, and a British and Scottish military band. Mediocre lighting spoiled the effect of the fireworks display.

## ILLIONS SETS JACKPOT SPOT

POMONA, Calif., Sept. 20.—Harry A. Illions, who installed and is directing the soon-to-be permanent midway at the Los Angeles County Fair here, has set up a "Jackpot Corner" for his old-time friends in the business.

With the fair now in its annual 17-day run, Illions is playing host to the old-timers. He made a section for cutting up touches by installing several tables, directors' chairs and umbrellas. The outlay was about \$300.

To add another touch, Illions got J. Ed Brown, "Mayor of the Gayway" at Treasure Island in San Francisco a decade ago, to act as official greeter.

While this is the good side of it, Illions provided for the other side. He also got a couple of crying towels and made them accessible to showmen who tired of the jackpots.

## Puyallup Gate Off Slightly As Polio Hits

PUYALLUP, Wash., Sept. 20.—Despite a polio scare that thinned kiddie attendance, Western Washington Fair here Saturday (20), eighth day of its nine-day run, was trailing slightly behind its attendance pace of last year, when it pulled 347,000 for the full run. Grandstand business, however, was holding about even with 1951. Food and drink concessions on the other hand reported business in excess of last year. Besides running races and rodeo events, the grandstand bill offers the following acts: Song Brokers, quartet; Wells and the Four Fays, tumbling; the Zucchiniis, trampoline act; Los Dassies, knockabout comedy; Two Valors, acrobats; Zucchini Flying Act, featuring Clayton Beehee; the Joanibes, juggling slack wire; Johnny and Johnny, comedy acrobatic; Zavatta Troupe, riding act; Borrah Minevitch's Harmonica Rascals and the Zucchini Cannon Act.

The Boyer Twins and the Torrence Sisters do specialty trick riding and roping in the rodeo, with 80-year-old Cherry Moomaw contributing trick riding. Stock for the rodeo was supplied by the Christensen Brothers, of Eugene, Ore. Douglas Greater Shows, plus ride operators, Robert Bollinger and Joe Hanns, both of Portland, Ore., provide the midway attractions that operate in addition to the permanent installations on the grounds.

The midway receipts were down a trifle, according to J. H. McMurray, fair secretary. Lighter kids' attendance caused by the polio scare was reflected in the lower takes of the kiddie rides.

## Houston Popcorn Man Killed in Auto Crash

HOUSTON, Sept. 20.—Harry N. Lawson, 49, manager of Associated Popcorn Distributors, Inc., here, was killed in an auto crash Tuesday (2). The car driven by Lawson crashed head-on into another vehicle.

## MARIE & BERNEY SMUCKLER WANT

For Circuit of Good County Fairs in Mississippi—George County Fair, Lucedale, Miss., Oct. 1-4; Forest, 6-11; Yazoo City Colored Fair, 13-18; Moss Point, 20-25; Richton, Oct. 27-Nov. 1. Can place Legitimate Concessions, one of each. Price reasonable. Need Minstrel Show with own outfit, good proposition. Can use Merry-Go-Round. Write **BERNEY SMUCKLER** Or Phone-5881, 2 A.M. till 12 Noon. MERIDIAN, MISSISSIPPI

## ROYAL EXPOSITION SHOWS

Jefferson County Fair, Louisville, Ga., Sept. 29 to Oct. 4; Jenkins County Fair, Millen, Ga., Oct. 6 to 11; Burke County Fair, Waynesboro, Ga., Oct. 13 to 18; Bulloch County Fair, Statesboro, Ga., Oct. 20 to 26; Bacon County Fair, Alma, Ga., Oct. 27 to Nov. 1, and Bradford County Fair, Starke, Fla., Nov. 3 to 8; season ends. Interested showmen communicate with

**J. P. BOLT or SPLINTER ROYAL**  
This week, Thomson, Georgia; then as per above route.

## IDEAL RIDES

Want Concessions, McLean, Ill., Home Coming, this week; Legion Fair, Marks, Miss., Oct. 4-11. Other Mississippi Fairs following. Can use good Ride Help. Contact

**PAUL ROBERTSON, IDEAL RIDES**  
McLean, Ill., this week; then Marks, Miss.

FOR SALE

## FLYING SCOOTER

Ride in good shape, with or without transportation. Can be seen on the Bill Hames Shows at Amarillo, Texas, Sept. 22-27; Lubbock, Sept. 29-Oct. 4; Roswell, New Mexico, 6-11.

**E. E. BOTHUM**

## THOMAS JOYLAND SHOWS WANT

BINGO CALLER AND COUNTERMEN AT ONCE. WRITE:

**L. I. THOMAS, Mgr.**  
PARSONS, W. VA.

## AMERICAN BEAUTY SHOWS

Want Foreman for Tilt and Wheel; Second Men on all Rides. Come to Neosho, Mo., this week.

**H. W. BARTHOLOMEW**

THANK YOU

**Claude Bentley**

Side Show Owner with James E. Strates Shows, for your new BUICK purchase. Best of luck.

**JOHNNY CANOLE**

CANOLE BUICK  
Monessen, Pa. Phone 937.  
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## WANTED

Carnival for Kappa Alpha Psi Fraternity Fall Festival, Oct. 6-11.

**J. E. DICKSON, Mgr.**

1516 McDuffie Ave., Columbia 54, S. C.

## FOR SALE—\$500.00

Double Loop-o-Plane, good condition, new chains. Will trade. What have you?

**LEON NEUMAN**

Owasco Lake Park, Auburn, N. Y.

## CARNIVAL WANTED

November 10-15, 1952  
AMERICAN LEGION HARDEE COUNTY CUCUMBER EXPOSITION  
**EARL RUMBLEY, Mgr.**  
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## FRANK PALUGA

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Phone: 35-2942

## WILL SELL

The EX on Custard and Photos for Middle Tennessee District Fair, Sept. 29 to Oct. 4, at Lawrenceburg, Tenn.

Reply to

**JOHN GALLAGAN**

c/o Gooding Shows  
Fairgrounds, Huntsville, Ala.



# Club Activities

## Showmen's League of America

54 West Randolph Street. Chicago Ladies' Auxiliary, Sherman Hotel

Carmelita Horan, chairman of the award books, reports good returns. Recently received were books from Nan Rankine and Rose Page.

Nan Rankine is with Happyland Shows but plans to be on hand for the October 2 meeting. Grace Gross is reported to be recuperating from a recent illness. Lillian Glick is still on the road but plans to be in town within the next couple of weeks. Mae Taylor recently returned from her vacation, accompanied by her 92-year-old mother.

Minnie Simmonds and Sophia Carlos info from Canada that they plan to be back in time for the outdoor convention here in December. Ann Belden, chairman of the bazaar, is busy getting his plans lined up. Edith Streibich is still at her Delavan, Lake, Wis., summer home. Viola Parker Moore is brown as a berry from long hours on the golf course. Minnie Delgarian Hoffman kept busy all summer right here in Chicago. Blanche Latta reports she will soon visit her nephew in Wisconsin. Evelyn Hock reports her beauty shop business is growing.

Dolly Young, chairman of the membership drive, reports prospects are good for a large number of new applications. Josephine Glickman's son recently returned from Korea, where he was wounded twice. He is now stationed at the nearby Great Lakes Naval Training Center. Rose Jarboe is back from her Canadian vacation.

## Regular Associated Troupers

106 E. Washington. Los Angeles

LOS ANGELES, Sept. 20.—The summer policy of two meetings per month will be discarded in October and the regular Thursday schedule will be resumed. The first board meeting is set for October 9 at which nomination of officers will be the important matter on the docket.

The treasurer reports the membership deal, pegged at \$10 for initiation fee and first year's dues, is proving very successful. Lill Schue, president, sent in several articles for the Homecoming Bazaar, November 20, and Emilie Bailey, chairman of the event, has been working all summer on plans.

The building committee, after being disappointed on one prospective structure, is now working on another building site.

Past President Allton and wife, Inez, are on an extended Eastern visit. Sunshine Jackson returned from her summer in Catalina and Fay Curran, who was with her, joined her daughter, Peggy, to make a few fairs. Lucille Dolman is making fairs with Joe and Ethel Krug. Larry Nathan, first vice-president, has kept busy all summer on club affairs. June Reynolds, fourth vice-president, is back at work following an illness. Ray and Daisy Marriion have their high wire act on the fair circuit. Lucille King was a recent visitor to Encinitas, Mexico, and San Diego and Mission Beach, Calif. Lilabel Williams visited the Moe Eisenmans at Oceanside.

The men served the post-meeting lunch at the September 11 meeting, and it was strictly oriental. Harold Robideaux dressed in a Chinese robe, escorted the members to the dining room.

## Show Folks of America,

1235 S. Hope St., Los Angeles 16

SAN FRANCISCO, Sept. 20.—The regular Monday (14) meeting was called to order by President Doris Monette, who recently returned from successful business at the California State Fair, Sacramento.

Members welcomed Joe Richards back home from Alaska. Plans are being made for the ladies' bazaar in November with no definite date set thus far. Duke Navarro announced a special show is scheduled for October 6 in the clubrooms with all members and friends invited.

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 20.—With the coming of fall, which means the fair season, all members are working hard to bring in some money for the organization.

President Bernard Allen expects to announce soon where our meetings are to be held until we get new quarters. The first meeting is going to be held October 8, at which time the Board of Governors will appoint a nominating committee which will select the regular ticket for the new officers and members of the Board of Governors.

President Emeritus George A. Hamid made a short trip to New York to discuss the new building. Joseph Spivak visited the New York clubrooms and brought with him the small bar which he is donating for our award, scheduled for November 25. The ways and means committee request that all award books be disposed of as soon as possible and sent to the office.

At the Mineola Fair, NSA members were greeted by Phil Isser, vice-president, and his co-partner, Isidor Trebish. A jamboree was held on the last night of the fair, and a large sum of money was contributed. The check will be presented by Isser at meeting night.

Seen on the fairgrounds were Harry Sussman, Louis Scherer, Morris Brown, Al Crane, Al Howard, Charles Buchbaum, Mack Arnold, George Burke, Harry Nelson, Charles Smith, Charles Rhine, Louis Kronenberg, Jack Siegel, Louis Candee, Irving Tafet, Max Gruberg, Gilbert Brown, Sam Walker Frank Rossi, Louis Elias, Edward McKeon, Lou Victor, James Bagdonas, Martin Ranno, Harry Gold and some members of the Auxiliary.

Among visitors at clubrooms were Arthur (Roy) Gries, T. Jay Quincy, David Brown, Morris Sommers, Saul and Joseph Shaw, Harry Krasnow, Louis Rosshandler, Arthur Campfield, Mack Prooks, David Solomon and Joseph Dubin. Letters received from Harry Yeslovsky, William Carsky, Frank A. Norton, Ned E. Torti, Al Camin, Kirky McGary, Simon Krause, Morris Gustow, Max Schaffer and Francis 3. Messmore.

## Ladies' Auxiliary

First meeting of the season is to be held in the club rooms Wednesday (24). President Bess Hamid who will preside, urges that all members attend this meeting. Notices of meetings have been sent out, but in case some of the ladies did not receive theirs, we hope they will make an effort to be present at this opening meeting.

## Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Sept. 20.—The first meeting of the fall season was called to order by President Marie Obluck, assisted by Secretary Cleo Sneed, Treasurer Pearl Vaught and Chaplain Millie Cepak.

Plans for the annual benefit show to be held during the State Fair of Texas was the main topic under discussion. Margaret Pugh and Marie Obluck were appointed to make the final contacts for the event, tentatively scheduled for October 15. Drawing on the prize award books will be held the evening of that day.

On the award list are \$100 in cash put up by the club; an electric toaster, donated by Marie Obluck; electric perculator, Inez Carroll; rod and reel, Mr. and Mrs. W. G. Leugers; electric egg boiler, Mabel James; \$25 Defense Bond, Margaret Pugh; \$25 gift certificate from Neiman-Marcus, Mary Ellen Liberman; 17-jewel wrist watch, Millie Hudspeth; hand-made quilt, Mrs. George Loos, and personal printed stationery from the House of Jensen.

Annual appreciation dinner is set for October 1. Guests will include the club's many loyal supporters. Millie Cepak is in charge of this year's event. New members include Bonnie Allard and Jewel Jones Connors. The latter recently moved here to Dallas from San Antonio.



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# PACIFIC COAST SHOWMEN'S ASSN. BANQUET AND BALL Ever Staged

Wednesday, December 10, 1952

The California Room, The New Hotel Statler, Los Angeles

Tickets—\$10, Including Dinner, Show and Dancing

SAM DOLMAN, Gen. Chairman

JERRY MACKEY Banquet and Ball Committee Pacific Coast Showmen's Ass'n President 1235 So. Hope Street, Los Angeles 15, Calif.

AL FLINT Executive Secretary

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OCT. 2nd TO 11th INCLUSIVE ATLANTA, GA.

## PIEDMONT INTERSTATE FAIR

OCT. 13th TO 18th INCLUSIVE SPARTANBURG, S. C.

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Can place worth while Grind Shows with nice equipment. No Ding Shows. Will place Workingmen in all departments.

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Meetings 2nd and 4th Wednesday each month  
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Almost every one of the Eastern amusement family is a member. Are you?

### Write for information

Initiation .....\$10.00  
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- 3 Roller Coasters
- 2 Merry-Go-Rounds
- 2 Ferris Wheels
- 1 Double Whirl
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A display that has attracted the attention of thousands at Hobby Shows, Carnivals and advertising space in large Retail Stores, etc.

If you have the ambition along these lines they will bring you more than satisfactory results both in pleasure and income. It is a steal at any price and if interested write for further details and cost.

ALBERT GIBNEY

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## WANTED

Aerial Acts or High Pole, also Water Dive (Lee Culture, wire). For Kingwood, W. Va., Oct. 9-10-11. State lowest price in first wire. Wire:

PHIL JACKSONS

Kingwood, W. Va.

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Have all winter work for you in nice night clubs. Will teach to dance and furnish wardrobe to any Girl who is interested. Very good salary.

SINGERS CHARACTER STRIPPERS CONTACT

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FRESNO, CALIF.—OCTOBER 3-12

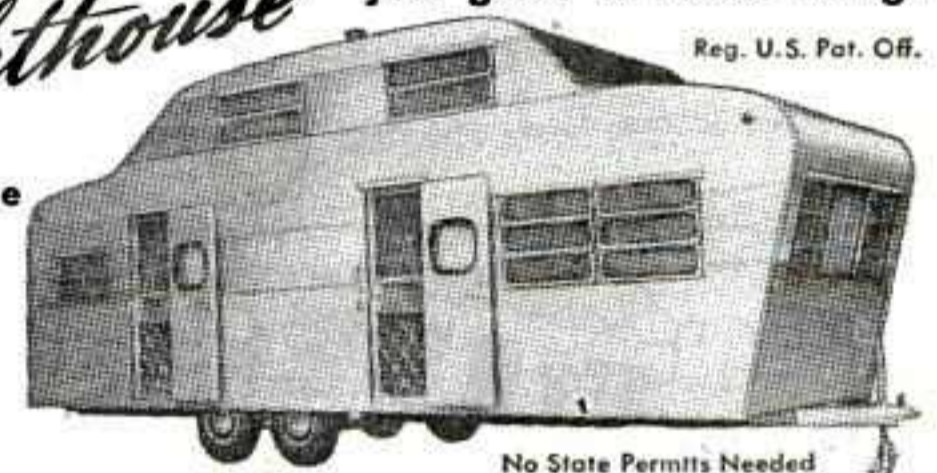
## ARIZONA STATE FAIR

PHOENIX—NOVEMBER 6-16

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PRINCESS ANNE SPEEDWAY, NORFOLK, VA., OCTOBER 1st THRU 11th

Want Ball Games, Duck Pond, Fish Pond, Pitch Till You Win, Six Cats, Candy Floss, Penny Pitch, Hoop-La, Balloon Darts, Photos, Long and Short Range Gallery, Grab, Cork Gallery, Buckets, Swingers, Age and Scales, Novelties, Penny Arcade, String Game, High Striker. Agents for Hanky Panks.

White Girl Show, Motor Drome, Mechanical City.

Want Tilt-a-Whirl, Caterpillar, Moon Rocket. All reply

GEORGE CLYDE SMITH SHOWS

WARRENTON, N. C., THIS WEEK; NORFOLK, VA., NEXT WEEK

## HOWARD BROS.' SHOWS

WANT FOR HILLSBORO, O., FALL FESTIVAL

On the Streets, October 8 to 11.

Ball Games, Pitch Wins, Darts, Jewelry, Candy Floss, Apples, Scales, Blankets. Want one Show to feature at Ottawa Fair, October 1-4. Address per route or 1354 Agner St., Ottawa, Ohio.



**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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**H. C. EVANS & CO.**  
 1556 W. CARROLL AVE.  
 CHICAGO 7, ILLINOIS

**MIGHTY PAGE SHOWS**

Want for Granville County Fair, Oxford, N. C., next week; followed by Laurens County Fair, Laurens, S. C.

CONCESSIONS: Eating and Drinking Stands, Stock Stores of all kinds, Derby Racer, Buckets, Swinger, Penny Arcade. A few choice Wheels and P.C. open if you have other Concessions. SHOWS: Motordrome, Monkey Show, Mechanical, Wild Life, Crime and Life Show. Will book one Girl Show with own equipment. RIDES: Rock-o-Plane, Caterpillar, Moon Rocket, Fly-o-Plane, Pretzel and Live Pony Ride. Want Octopus Foreman and Second Men who drive on all Rides. All replies to **BILL PAGE, Gen. Mgr., or Phone GEO. WHITEHEAD, Bus. Mgr., North Wilkesboro, N. C., this week.** P.S.: Want Billposter with own transportation, also good Free Act for balance of season.

**WANT**

Foremen for Skooter, also Dipper. Top salaries. Come on. Place Train Hands, Tractor Drivers, Rocky Mount, N. C., Carolina Fair, next week. All Concessions open—Glass Pitch, Drinks, Eats, Scales, Age, Novelties. All answer

**MODEL SHOWS, INC.**  
 DAVID B. ENDY, New Bern, N. C., this week.

**Brookneal, Va., Firemen's Celebration**  
 OCT. 6 thru 11

Booking Legitimate Game Concessions and Shows for the biggest event of its kind in Virginia.

**AMHERST COUNTY FAIR, AMHERST, VA.**  
 SEPT. 29 thru OCT. 4

Contact **STEVE DECKER**, Beam's Attractions, Fairgrounds, Farmville, Va., this week for space.

**W.G. WADE SHOWS**

**CHELSEA FREE FAIR, CHELSEA, MICH., FAIRGROUNDS**  
 Tuesday, Sept. 30, to Saturday, Oct. 4

This is the new fair which is taking the place of the old Ann Arbor Fair, discontinued since the war. 4-H support, grand stand program, exhibits, machinery and everything else that goes with a fair. Can place Concessions of all kinds, including Ball Games, Milk Bottles, Coke, Punk, Dodger, Fish Ponds, Duck Ponds, Hoop-La, Balloon Darts, Out and Out Sales, Candy, Ice Cream, Souvenirs, Novelties, Pennants, Hats, Grab and Cookhouses. Other inquiries invited. All address:  
**W. G. WADE SHOWS, Fairgrounds, Kalamazoo, Mich., all this week.**

**LINDSEY-PUGH-MURPHY**  
 WANTS FOR TEXAS STATE FAIR, OCT. 4-19

Fly-O-Plane Foreman, Looper Foreman, and Octopus Man. Salary no object, all you are worth, must know your Ride. "Johnny-Come-Latelys," save your time. Also want Lady Ball Game Workers who can win money and stand prosperity for Punk Rack and Plate Ball Games. Contact  
**JOE MURPHY, Lindsey-Pugh-Murphy Fair Park, Dallas 10, Texas.**

**HARRISON GREATER SHOWS**

Want for the Great Durham County Colored Fair, Sept. 29-Oct. 4, Durham, N. C.; followed by Montgomery County White Fair, Oct. 6-11, Troy, N. C.; Martin County Agriculture Fair, Oct. 13-18, Williamston, N. C.; Hoery County Fair, Oct. 20-25, Conway, S. C., with three more Fairs to follow

Can place Concessions of all kind, no exclusive. Want Eating and Drinking Stands, Custard, Floss, French Fries, Grab, Glass Pitch, Age and Scales; all Slum Stores open. Will book Flyoplane, Little Dipper, Spitfire or any new and novel Ride. Want Agents for office-owned Skillo and Razzle. Zadu wants Annex Attraction. Will book any Show of merit. Want White Girl Show with two or more girls to join after Durham. All mail and wires to **FRANK HARRISON, Danville, Va., this week; then as per route.**

**J. A. GENTSCH SHOWS**  
 WANTED FOR NINE OF THE BEST FAIRS IN THE COTTON STATE

Side Shows, Working World, Illusion, Funhouse, Motordrome, Spitfire, Dark Ride, Looper, Caterpillar or any Ride not conflicting. Stock Stores that work for stock only. No Hats, John Wylander, call me.

**J. A. GENTSCH**  
 McCOMB, MISS., THIS WEEK.

**Ringling, R-A**  
 • Continued from page 52

Griffin, secretary-manager, announced that everything was going beyond their expectations. Livestock entries broke all records, and despite the construction of a \$4,500 addition to the cattle barn, three large tents were needed to care for the overflow. Over 400 horses were entered in the night horse show and all exhibit space was sold.

**WANTED FOR ANNUAL HOMECOMING UTICA, OHIO**  
 MAIN STREETS

Legitimate Concessions of all kinds. Also want sensational Free Acts. Want Popcorn, Apples, Floss, Waffles, Photos. All open. Address

**STEWART ANDERSON, Manager**  
 19 E. Fifth St. London, O.

**LONE STAR RIDES**

Want for Wintersville Lions' Club Fall Festival, Sept. 29 to Oct. 4. Concessions of all kinds—working for stock. Will book one or two clean Shows. We have for sale glass-enclosed Popcorn Trailer; also School Bus for a House Car. All replies to

**J. G. BAKE, Mgr.**  
 LONE STAR RIDES  
 Toronto, Ohio Phone 325

**CUMBERLAND VALLEY SHOWS**

Want for this week Franklin County Fair, Winchester, Tenn.; North Georgia Fair, Dalton, Ga., Sept. 29-Oct. 4; Chattanooga County Fair, Summerville, Ga., Oct. 6-11, any capable Show that does not conflict. Can place a few more Stock Stores. I've weired you, but no answer. Address all mail and wires to

**ELLIS WINTON**  
 Winchester, Tenn.

**BROWN & WALLACE SHOWS**

Playing All Big Fairs From Now On

Want large Cookhouse that caters to show people. Can use Promoter, Harry Wilson, get in touch. This week Hattiesburg, Miss.; next week Columbus, Miss.; Montgomery, Ala., and Albany, Ga., to follow.

All answer to  
**BROWN & WALLACE SHOWS**  
 As per route.

**FOR SALE**

Monkey Motor, Drome complete, good condition; '49 Chev. Tractor and Trailer, cages built in trailer; four trained, healthy Monkey Drivers, two gasoline Raters, Briggs & Stratton motors. Drome good shape, all painted—blue and white, \$5,000.00. Good sound system and mike. Good banners. **JAMES KELLAR, Fairgrounds, Hamilton, Ohio, week Sept. 21; or contact Floyd Gooding for my route, 1300 Norton Rd., Columbus, O.**

**MARTIN LEVY**  
 Please contact  
**DICK HARRIS**  
 11123 Nebraska Ave. Tampa, Fla.  
 Phone: 35-2942

**WANT**

Pig Iron Foreman, Second Men, Helpers, Half-Wits, stay away, Hanky Panks, Eats, Drinks, Novelties, Concession Workers, come on Shows, Pony Rides, Rolloplane open. McCrory, Ark., Fair now; Forrest City Double Fair, next. This "Opera" knows where it's going and always gets there. Contact

**DYER'S GREATER SHOWS**

**BILL CHALKIAS WANTS**

Side Show Acts, Sword Swallower, Freak to feature. Fred West, come home. Major O'Satyrdae, have good proposition for you. Seven Texas Fairs coming up. All winter's work. Top salaries paid and you get it. "Lucky" Ball and Estell, wire Jack Starling here. All answer: Care Don Franklin Shows, Wharton, Tex.

**WANT 5 AGENTS**  
 FOR BUCKETS  
 Wire or contact week of Monday, Sept. 22

**VIC PARR**  
 c/o Fairgrounds Birmingham, Ala.

**STERLING CROWN SHOWS**  
 Want for Union County Fair, New Albany, Miss., Sept. 29-Oct. 4; then Sheffield, Ala., followed by five weeks in money section of Alabama.

**CONCESSIONS**  
 Cookhouse, Grab, Floss, Custard, Jewelry, Long Range, Ball Games, any Hanky Pank Concessions;

**CONCESSION HELP**  
 Countermen for Bingo, Count and Peek Store Agents, General Help for office-owned Concessions.

**RIDES**  
 Will book Tilt, Looper or Octopus.

**SHOWS**  
 Want Side Show, Jig, Wild Life, War Show, any Grind Show not conflicting.

**RIDE HELP**  
 Can place good, sober, reliable Help for office-owned Rides. Must drive semis. Also want Truck Mechanic for small fleet, must keep trucks in condition and get them to next spot, not afraid to get hands dirty. Must have tools and drive shop truck. All Replies to  
**E. L. YOUNG, Mgr.**  
 ABERDEEN, MISS., THIS WEEK

**LAWRENCE GREATER SHOWS**  
 AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR PETERSBURG, VA., AND CHASE CITY TO FOLLOW. 30,000 SOLDIERS, CAMP LEE PAY DAY.

All legitimate Concessions, Long and Short Range Gallery, Eating and Drink Stands, Derby Racers, American Palmistry. Our midway is open.

Will book any Ride not conflicting with what we have.

Wild Life, Motordrome, Arcade or any Grind Shows.

Man to handle Kiddieland. Also Caterpillar and Roll-o-Plane Foremen, Second Men on all Rides.

All answers to Mount Airy, N. C., this week.

**A.M.P. SHOWS**  
*Suggs*

Want Photos, Jewelry, Hi-Striker, Pan Game, String Game, Darts and other Hanky Panks not conflicting. Want Foremen for Tilt-a-Whirl and Chairplane; semi drivers preferred. Want Agents for office-owned Concessions, Girl Shows with or without equipment that need a winter's bank roll. Can place Monkey, Animal, Life, Unborn or any other worth-while Shows.

This week, Sparta, N. C.; followed by Stokes County Fair, King, N. C.; Hartsville and other South Carolina Fairs; followed by winter's work in Florida.  
**A. M. PODSOBINSKI.**

**WANT WANT WANT**

For Lawrence County Fair, Moulton, Alabama, September 29-October 4; six more Alabama and Georgia bona fide Fairs to follow

Shows: Side Show with or without own equipment. Girl Shows with or without own equipment. Will book any non-conflicting Grind Shows.

Concessions: All Concessions open. Open midway. No exclusive, Popcorn, Candy Apples, Water Games, Balloon Darts, Novelties, Jewelry, Buckets, Nails, Swinger, one or two Mitt Camps. Want Agents for Count Stores and Peek Stores.

Ride Help: Foremen for Twin Wheels, Chairplane; Second Men on all Rides. Will book Spitfire, Octopus, Caterpillar, Little Dipper or any non-conflicting Flat Ride for the balance of the season.

Want Lot Man, Show Builder, Painter to join for the remainder of the season.

Replies to **RAY JOHNSON**  
 CANNON COUNTY FAIRGROUNDS, WOODBURY, TENNESSEE

**JAMES H. DREW SHOWS**  
 FRANKLIN COUNTY FAIR, LAVONIA, GA., SEPT. 29 TO OCT. 4

With Seven Bona Fide Fairs to Follow

Want small Cookhouse or Sit Down Grab to join now. Will place Concessions of all kinds—Photo, Custard, Ball Games, Bumper, String, Six Cat or any Stock Hanky Pank. Address **JAMES H. DREW SHOWS, Newport, Tenn., Fair, this week.**

**MOUND CITY SHOWS**  
 WANT—FOR FAIRS—WANT

Ride Help on all Rides. Also Legitimate Concessions.

For Wardell, Mo.—Lilbourn, Mo.—New Madrid, Mo. Cotton good. Address per route.

**I. K. WALLACE SHOWS**  
 POWHATAN, VA., COLORED FAIR, OCT. 1-4

Want Colored Girl Show, own equipment. Grind Show. CONCESSIONS—Can place Grab, Popcorn, Candy Apples, Floss, Sno Ice, French Fries, Hoop-La, Pitch-Til-U-Win, Hi-Striker, Cork Gallery, Short Range and Six Cats. Write or wire **I. K. WALLACE, Chilhowie, Va.**

**JOHNNY T. TINSLEY SHOWS**  
 Want Colored Musicians, all instruments. Also Chorus Girls for long season. Must join at once. Wire

**CLINT FERRY**  
 c/o JOHNNY T. TINSLEY SHOWS  
 Newnan, Ga., this week; Canton, Ga., to follow.

**FOR SALE**  
**26 Ft. Popcorn Trailer**

Fully equipped to make Apples and Caramel Corn. 1946 INTERNATIONAL TRUCK. 2 COMPLETE FLOSS JOINTS. Yellow tops, good condition. Can take over at Muskogee, Okla. 6 choice Florida Fairs to follow.

**H. M. GORDON**  
 c/o Royal Crown Shows  
 Muskogee, Okla.

**FOR SALE MOTORDROME FOR SALE**

Drome complete with 3 motors, rollers, panel front; loads on 30 ft. semi. Semi used for bally. New top this year, perfect condition, cheap for cash.

**THURSTON APPLE**  
 1106 Stratford Ave. Nashville, Tenn.  
 Phone: 3-5839

**STATE FAIR SHOWS**

Want for Creek County Free Fair, Combined White and Colored Fair, Sept. 28-Oct. 3. Rides, Shows, Concessions. Wire

**C. A. GOREE**  
 YALE, OKLA.

**WANTED**

Griddle Man and Kitchen Help. Apply **COOKHOUSE**

**MARION GREATER SHOWS**  
 Bennettsville, S. C., this week; then Shelby, N. C.

**LOU PEASE WANTS**

One experienced Dancing Girl to take over inside of Show and instruct green girls. Betty, come on. Mertie, contact at once or come home. **LOU PEASE, c/o Frank Dickerson Shows, Sharpsburg, N. C., this week; Bailey, N. C., next.**

**BINGO OPERATORS ATTENTION!**

Available Immediately—Capable, experienced Bingo Manager or Caller. Strictly sober and reliable. Telephone 3-6136, Miami, Fla., or wire **BINGO MANAGER, 1860 S. W. Third Ave., Miami, Fla. P.S.: Benny Weiss, please call.**

Admen of every kind  
 Endorse The Billboard as a  
**TOP SELLING FORCE**

# VIVONA BROS. Combined SHOWS

WANT FOR NEWBERRY COUNTY FAIR, NEWBERRY, S. C., SEPT. 29 THRU OCT. 4; UNION COUNTY FAIR, UNION, S. C., TO FOLLOW. THESE ARE TWO OUTSTANDING RIDE SPOTS.

Can place Little Dipper, Tilt, Caterpillar, Spitfire, Fly-o-Plane or any flat Ride not conflicting with what we already have. Concessions: Open Midway, Hanky Panks of every description, Long and Short Range Galleries, Eating and Drink Stands, Derby Racers, American Palmistry. Can place two choice Wheels, Bowling Alley, Swingers and Buckets. Shows: Can place high-class Minstrel Show or any worthwhile Grind Show. Help: Can use Show Builders at once. Tarzan Banks, contact. Contact this week Madison, N. C.

## GEM CITY SHOWS INC.

Want for Selma, Alabama, Fall Festival and Soldiers' pay day. Alexander City, Alabama, bona fide Chamber of Commerce Fair, and four more fairs to follow.

CONCESSIONS: Hanky Panks of all kinds. Candy Floss, Snow Cones, Scales and Age, Grab Stands. SHOWS: Will book Grind Shows of merit of all types. Also Wild Life, Girl Show or Jig Show with own equipment. These are proven spots—get your winter B.R. here. All wires or calls to

**THOMAS D. HICKEY, Mgr.**  
Greystone Hotel, Rome, Ga., this week; then per route.

### FOR SALE—FOR CASH

## #5 ELI WHEEL

Complete. Powered with Allis-Chalmers Motor. Wheel in good condition. Price, three thousand three hundred dollars (\$3,300.00). Can be seen in Kansas City, Mo.

**TONEY MARTONE**  
Earle Hotel, 219 W. 9th St. Kansas City, Mo.  
P.S.: Have Semi-Trailer for Wheel for sale, cheap.

## BUFF HOTTLE SHOWS

Want for South Louisiana State Fair, Donaldsonville, La., Sept. 30-Oct. 5, with Washington Parish Free Fair, Franklinton, La., and four more weeks of fairs following. Can place Hanky Pank Concessions of all kinds. Also Shows with own outfits that do not conflict. Free gate at all Louisiana fairs. Address all replies

**BUFF HOTTLE, Mgr.**  
Thibodaux, La., this week.

### WANT FOR

## KEYSVILLE, VA., TOBACCO FESTIVAL

Week of Sept. 29 and other tobacco spots to follow. Don't let size of towns fool you. Concessions of all kinds but no grift or percentages. Shows that ladies and children can see. Can place Ride Men of all kinds. Steady work right into Florida. Write, Wire

**BARNEY TASSELL UNIT SHOWS**  
RUCKERSVILLE VIA CHARLOTTESVILLE, VA.

# United States Shows

Want for Iaeger, W. Va., and the South  
Photos, Guess Your Age and Weight, Hanky Panks of all kinds  
All replies to  
**L. P. BRADY**

### FOR SALE—RIDES—FOR SALE

7-CAR FACTORY-BUILT PRETZEL DARK RIDE. 55 ft. panel front with plenty extra lighting equipment. New top and front awning. All necessary sound to operate ride. FLY-O-PLANE—No other one like it in the show business. Both rides in first-class condition and can be seen in operation at the following towns: Laurel, Miss., Sept. 22-27; Birmingham, Ala., Sept. 29-Oct. 4; Beaumont, Texas, Oct. 8-18. Rides can be booked with show or removed. Available for delivery Oct. 18. Write or inspect, no collect wires accepted. If you have cash and interested in rides, here is an opportunity to buy real equipment that will pay off in a season and make you a profit.

CHAS. T. GOSS, c/o AMUSEMENT COMPANY OF AMERICA (Hennies Bros.' Shows), Per Route.

## C. A. STEPHENS SHOWS

Want for Conyers, Ga., Fair; Sparta, Ga., follows  
Concessions working for stock. Custard, Ice Cream Dip, Hat Bands, Kitchen Gadgets, Novelties. Can use Swinger Agents at Conyers. SHOWS: Place Mechanical City, Fat Show and Big Snake. RIDES: Place Pony Ride, Octopus, Spitfire. Also Second Men who drive.

ATHENS, TENN., THIS WEEK.

## TIVOLI EXPOSITION SHOWS

WANT FOR FIVE MORE FAIRS  
SIDE SHOWS OF ALL KINDS, INCLUDING GIRL SHOW, WITH OWN EQUIPMENT. WHAT HAVE YOU? CAN PLACE A FEW MORE HANKY PANKS. PRIVILEGE REASONABLE. CONTACT

**H. W. PETERSEN or BOOTS CUTLER**  
Hope, Ark. (Fair), this week; Stamps, Ark. (Fair), to follow.

For Sale **LORD'S LAST SUPPER** For Sale

A display of sculptured life-like and life-size figures exhibited on a 35-ft. Fruehauf Trailer. A walk-thru exhibit, ideal for man and wife operation. In perfect condition. Complete with tractor—\$4,000.00 cash. Can be seen at Mid-South Fair, Memphis, Tenn., this week; Caruthersville, Mo. (Fair), Sept. 30 thru Oct. 5; then per route of the Blue Grass Shows. Address:

**MRS. ESTHER GROSCURTH, PER ROUTE ABOVE.**

# BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

WANT FOR CARUTHERSVILLE, MISSOURI, FAIR COMMENCING TUESDAY, SEPTEMBER 30, THRU SUNDAY, OCTOBER 5. FOLLOWED BY WALKER COUNTY FAIR, JASPER, ALA., AND A CONTINUOUS ROUTE OF BONA FIDE SOUTHERN FAIRS.

SHOWS: Shows of all kinds with own transportation and equipment. Liberal percentage. CONCESSIONS: Merchandise "Prize-Everytime" Hanky Panks of all kinds, Floss, Custard, Jewelry, Novelties, direct sales, etc. HELP: Can always place reliable, sober Ride Help who drive semis and have chauffeur's license. All address **C. C. GROSCURTH, Mgr.**  
Mid-South Fair, Memphis, Tenn., this week; then Caruthersville, Mo., Fair.

## WANTED

Ticket Seller and Working Men who drive trucks. Young Ladies to work in Illusions. Also experienced Illusion Show Lecturer or young Magician who can memorize quickly. Long season. Top salaries every week. This Show is one hundred per cent non-alcoholic. If you drink keep away.

**A. W. McASKILL**  
Care Siebrand Shows, Albuquerque, New Mexico, until Oct. 5th.

## WANTED TO BUY

Three Merry-Go-Rounds, park or otherwise. Three \$5 Eli Wheels. Eight or 10 Kiddie Rides. Two Rock-a-Planes. Send photos if possible. No junk. Don't kid yourself and wait too long.

**S. B. RHODES**  
1701 Harrison Amarillo, Texas

## AGENTS WANTED

Skillio Agents, Pin Store Agents, Count Store Agents, also Wheel Agent. Can place BINGO CALLER. All replies

**A. R. (DUTCH) WHITESIDE**  
Care Harrison Shows, Danville, Va., this week; Durham, N. C., next week.

### FOR SALE OR LEASE

One 30 passenger portable Tom Thumb Streamlined Kiddie Train with Trailer. One Portable Jeep Ride mounted on Trailer, consisting of 10 cars. One Boat Ride with tank and one Ticket Booth. These Rides are all less than 6 months old except Train which has been in use 2 seasons. Can be seen in operation. Will sell with contract for month of December or without. Also Hotel for sale with beer and liquor license. Wire, write or phone

**E. A. CONERTY**  
U. S. Hotel Mt. Holly Springs, Pa. Phone 63R. No collect calls.

## Playing Heart of the Cotton Country

Can place Concessions of all kinds. Shows with own equipment.

**R. A. NATHIENSON**  
Itta Bena, Miss., this week

## Jackson County Fair

October 1-3  
Due to disappointment could use five-ride Show.

**RAMES A. KHAYET, Chairman**  
Jackson County Fair Assn., Moss Point, Miss., Phone 4521, or Pascagoula, Miss., Phone 161.

## Ozark Empire Shows

Choice cotton spots when pickers are ripe; we know them as this is our country. \$15 per week privilege; not over two of a kind. Percentage to party with Hanky Panks. Also want Chair-plane. Out till Xmas. Ask anyone who has been with us.

**MANAGER, OZARK EMPIRE SHOWS**  
-Imboden, Ark., this week.

## 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 in queries 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 Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## GREATER MIDWAY SHOWS & CENTRAL AMUSEMENT #2

WANT FOR BAILEY, N. C., FAIR, SEPTEMBER 29 THRU OCTOBER 4 with five more Fairs to follow, then all winter in Florida. Few more Stock Concessions that work for stock. Place any Show that does not conflict; will furnish top for same. Want Help for Ferris Wheel and all other Rides. Boys, if you miss this don't say you were not invited. You can "get it" together in the spots we have booked. All address

**FRANK DICKERSON**  
Fairgrounds, Sharpsburg, N. C., this week; then Bailey, N. C.

# Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Wants for Northampton County Fair, Jackson, N. C., Sept. 29-Oct. 4; Scotland Neck, N. C., Firemen's Peanut Festival, Oct. 6-11, and balance of season and all winter in Florida. WANT Hanky Panks of all kind, Motor Drome, Custard, etc. Can place Shows with or without conflicting Rides. All contact:

**SHERMAN HUSTED, Mgr.**  
Whitakers, N. C., Fair, this week; Jackson, N. C., Fair, Sept. 29-Oct. 4; then as per route.

## THIS IS IT! WANT CONFECTIONS AND PHOTOS

### FALL FESTIVAL—DOWNTOWN STREETS—U. S. #40

## OCTOBER 23-24-25—RICHMOND, IND.

Parades, Street Dances, Events—Auspices: Retail Merchants. Positively no games—Very limited space. Can place—Novelties, Floss, Apples, Popcorn, Custard, Photos, Waffles, French Fries.

**GOODING AMUSEMENT CO.**  
1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 8, OHIO

## LEO LANE SHOWS

WANTED WANTED

Experienced Monkey Motordrome Operator. Also Front Man for new Funhouse. Ride Help, Power Plant, Tilt and Merry-Go-Round. SHOWS: Any worth-while Shows with something inside. CONCESSIONS: Will book Pan Game with Hanky Panks. Can use a few more legitimate Merchandise Concessions.

All replies: LEO LANE SHOWS, Claxton, Ga., now; Baxley follows.

## NEWELL C. TAYLOR WANTS

Hanky Pank Agents for Water Game, Balloon Darts, Bowling Alley, Block Pitch, capable Help for Glass Pitch for Fayetteville, N. C., Fair week of Sept. 29 to Oct. 4; Wilson, N. C., follows, with two State Fairs to follow. Contact me.

**Care PRELL'S BROADWAY SHOWS**  
Clinton, N. C., Fair, Sept. 22 to 27.

## LEE AMUSEMENT COMPANY

Decatur, Ga., this week; close North Florida Fair, Tallahassee, Fla., Oct. 27-Nov. 1. Need Fly-o-Plane, Octopus, Caterpillar, Dark Ride or any Ride not conflicting. Will book Motor Drome; Speedy Palmer, Bill Collins, contact. Want Mechanical City, Crime Show, Ten-in-One or any worth-while Grind Show. No Concessions wanted.

All replies to: **N. L. CRESON**  
Panett, Ala., Sept. 29-Oct. 4; Airmore, Ala., Oct. 6-11; Quincy, Fla., Oct. 13-18.

## B & H AMUSEMENT CO.

Wants for our Circuit of Fairs, in the best Agricultural and Industrial Section of the South, starting at Hampton Fair, Sept. 29th, including Orangeburg, Kingstree, Barnwell, Florence and Sumter Colored Fairs, and a solid Route of Fairs and Celebrations extending through Thanksgiving Week. All in South Carolina. Crops are O.K., in this section. RIDES—Rolloplane, Flyo-plane, Octopus, Tiltawhirl, or any Major Rides not conflicting. Kid Rides all open. All of these Fairs have a big "Kid's Day" SHOWS—Will book any Shows except Minstrel. What have you? CONCESSIONS—Hanky Panks. Come on, no ex. Want Man and Wife for small Cookhouse. Also Minstrel Performers and Musicians. Ferris Wheel Foreman and other Ride Help who can drive trucks. Fred Reckless, can use your Act starting Sept. 29. Please contact: **Salley, S. C., this week; Hampton, S. C., Sept. 29th-Oct. 4th. W. E. HOBBS, Mgr.; E. A. MURRAY, Bus. Mgr.**

OUR NAME BRAND LINES INCLUDES:

- Dormeyer
- A. C. Gilbert
- Oster
- Anso Cameras
- Remington Rand
- Sessions
- Elgin-American
- International Silver
- Horrocks-Ibbotson
- West Bend
- Dazey
- Evans
- Parker
- A. S. R.
- Ronson
- Jacques Kreisler
- Camfield
- Richelieu
- Eversharp
- Sheaffer
- Motorola
- Rogers & Bros.
- Wm. Rogers
- Wales
- Speidel
- Berlus
- Longines
- New Haven
- Hickok

# No Question About It...

the new

## TEMPLE CATALOG

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More Items ★ Greater Values

52 pages beautifully illustrated for consumer acceptance. Hundreds upon hundreds of superbly packaged nationally advertised brands, many, many exclusive with Temple... a wonderful source for all your premium, gift and incentive merchandise.

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### DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line - Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

#### ACTS, SONGS & PARODIES

"DONKEY HE'S GOING ALONG" - PEP Tune and Song Special by Will Sullivan. 25 cents postpaid. Englewood Music House, 516 Englewood Ave., Chicago, Ill.

"EMCEE" MAGAZINE - CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. oc25

OVER FIFTY SONG TITLES AND JOKES for one dollar laugh getters. Send to Jack Young, 1023 E. Oak St., Louisville 4, Ky. oc18

SING - MAUR'S "LIBERTY BELL." Copies. Grimes Music, Shubert Building, Philadelphia, Pa. oc4

SINGERS AND MUSICIANS - PIANO VOCALS, orchestrations, band scores; school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. oc4

SIX SOCKO MONOLOGS! "THE GIRL Across the Alley!" Wow! "The Bus Ride!" Laugharo! "Senator Windbag," timely political riot! "Girls!" Always interesting! "Maternity Hospital!" Mmmmm! "Sam Slade!" Radio detective burlesque yockaroo! Run 8-10 minutes each; \$5 each; six for \$25. Hollywood Writers, 7315 Sunset Blvd., Hollywood 46, Calif. oc11

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AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample, with Name and S. S. Number, 50c; literature free. General Products, 11 N. Pearl St., Albany, N. Y.

ALL NYLON LADIES' BRIEFS-ELASTIC waist and leg; rose, blue, white; sizes 6, 7, \$5.50 doz. Free catalog, free sample. Rose-Tex, Nylon Division, 41-43 Amboy St., Brooklyn 12, N. Y.

AMAZING! TALKING CHRISTMAS CARDS. They really talk; everyone buys. Six samples with particulars sent prepaid, \$1. Shafer Co., Box 723, Kansas City 41, Mo. oc18

BIG PROFITS SELLING PREMIUMS - Cookware, appliances, silverware; 25c brings catalog, refundable. R. E. Stieley, Millersburg, Pa. oc4

BIGGER PROFITS-SELL KOEHLER BUSINESS Signs; over 1500 varieties; free catalog; 15 samples, \$1 postpaid. Koehler, 325 Goetz, Lemay 23, Mo. se27

BUY IT WHOLESALE FROM MANUFACTURERS, distributors; save and profit. Literature free. United Buyers Service, 3400 Selma Ave., Knoxville 14, Tenn.

CARDED CANDIES, NUTMEATS, SALTED Nuts, Mushrooms, Garlic, Chillmix, Coconut, Spices, Coffee, Breathlets, Shrimp, Pepper, Pistachios, Peanuts, Peerless, 538A Central Park, Chicago 24.

CHARGE YOUR OWN PRICES! WE SHIP, pay postage and supply all necessities! Free samples! Sebastian, Box 111, Universal City, Calif. oc4

CLIP COMBS - HEAVY WEIGHT, Assorted colors; 100 Cards, twelve, \$20; Sample Card, postpaid, 30c. Carleton House (BB), Texas City, Tex. se27

COLOGNES, TOILET WATERS, PERFUMES. Brand name with French oils, attractively packaged, formerly nationally advertised. Price substantially reduced. Excellent premium and canvasser items. Arrow Laboratories, Inc., 599 11th Ave., New York 36, New York.

COMIC POST CARDS-NEW GAGS, BRILLIANT full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

#### MORE AGENTS AND SALESMEN

will read

#### YOUR AD

If you use display type and white space.

Use the convenient order form

on page 68

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DIE LAUGHING-TONY AT THE BALL game and what he learned about women; sample, 35c; 3 doz., \$5.40. Abbey Specialty, 212 Fifth, Ellwood City Pa. oc4

EARN 400% SELLING LOW PRICED ATTRACTIVE watches. Free salesman's sample. Result Sales A. Room 608, 580 Fifth Ave. New York. se27

FOOTBALL CONCESSIONAIRES - SELL army surplus Rain Covers; samples, 3 for \$1 \$7.50 per 100; cash Charlie White, Fort Oglethorpe, Ga. se27

FULL FASHION LADIES' NYLON STOCKINGS packed in individual cello bags; ideal for promotional and give away items. In quantity lots, \$2 per dozen; sample dozen, \$2.50. All orders given prompt attention. The R. W. Gentle Hosiery Co., P. O. Box 495, Huntsville, Ala.

HANDKERCHIEFS - ALL KINDS, ALSO holiday boxed; Scarfs, pure silk, all sizes; ladies' and children's Pajamas, nightgowns, reasonable. A. Rubio, 1155 Broadway, N.Y.C.

JOKERS' FUN SHOPS-FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, Ohio. se27

LUCKY GADGETS, JOKER NOVELTIES-Trial hundred pieces, dollar; 700 snappy Fun Cards, dollar. Quaker Bureau, 2205 Concourse, N. Y. City 53. oc4

MAKE \$300 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. nol

MAKE PERFUMES AND COSMETICS AT home. Profitable business. Information free. Men, women, write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. oc18

Rugs, \$29.50 ea. Buy DIRECT from Reliable Importer. Glowing Oriental Reproductions and Broadrooms. Extra heavy 9 x 12 room-size RUGS! Perfect quality. Woven through to back of durable, fine selected Rayon-Cotton Yarns. Greatest Money-Maker today. SIZES 2x4 to 9x12. If not satisfied, money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated. LO-US TRADING CO. Dept. B-49, 906 No. Kingshighway St. Louis 8, Mo.

SEEING A PINK ?

"BUG in a SHOT Glass" Real Bug in a Whiskey Glass THE NEWEST CRAZE

ANTANTS IN THE PANTS

REAL ANTS embedded in plastic. More Fun Than a Picnic.

It's a joke, son!

AN ICE CUBE WITH A REAL BUG INSIDE IT

Can be "SERVED" over and over again. If your distributor or jobber does not carry these items in stock, write us, giving name and address of distributor or jobber.

Samples, 50c each

LIBO PLASTICS CO. 1132 N. 24th St., Milwaukee 3, Wisc.

SENSATIONAL VALUES

14K Gold Plated Chronograph \$3.90

Jewel Movement Copy of \$75 Watch Brand New Asstd. Radium Dials 1 Yr. service Guarantee Individually Gift Box'd Genuine Leather Strap With matching gold plated link expansion band, \$1.00 add'l.)

Men's RHINESTONE DIAL WATCH \$4.25

Brand New 14 Kt. Gold Pl. Case Hand Set Genuine Rhinestone Ruby Dial Jewel Movement Fine Leather Strap Copy of \$75 Watch Individually Boxed 1 Yr. Service Guarantee (With matching gold plated link expansion band, \$1.00 additional.)

Wholesale only, 5 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products 92 Liberty Street New York 6, N. Y.

bingo SUPPLIES and EQUIPMENT

7 & 10 Color Specials 4-5-6 & 7 ups Midgets 3,000 series-7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils-Crayons-Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

"BIG PROFITS!"

From the Complete CHEWING GUM LINE!

Cellophane Wrapped Fresh from the Factory All Flavors and Types-PLUS Bubble Gums-1c, 2c, 5c Items!

HALF OF STANDARD BRAND PRICES!

All sizes Ball and Vending Gum, Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes - \$20, 300 & 340 pieces per lb. Priced 35c lb. Chicle type, 31c lb. Bub-L type.

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant Newark 4, N. J.

## USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Acts, Songs, Parodies              | <input type="checkbox"/> For Sale-Secondhand Show Property | <input type="checkbox"/> Partners Wanted               |
| <input type="checkbox"/> Agents and Distributors            | <input type="checkbox"/> Help Wanted                       | <input type="checkbox"/> Personals                     |
| <input type="checkbox"/> Animals, Birds, Pets               | <input type="checkbox"/> Instructions, Books, Cartoons     | <input type="checkbox"/> Photo Supplies and Developing |
| <input type="checkbox"/> Business Opportunities             | <input type="checkbox"/> Magical Apparatus                 | <input type="checkbox"/> Printing                      |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes      | <input type="checkbox"/> Miscellaneous                     | <input type="checkbox"/> Salesmen Wanted               |
| <input type="checkbox"/> Food and Drink Concession Supplies | <input type="checkbox"/> Musical Instruments, Access.      | <input type="checkbox"/> Scenery, Banners              |
| <input type="checkbox"/> Formulas                           |  | <input type="checkbox"/> Tattooing Supplies            |
| <input type="checkbox"/> For Sale-Secondhand Goods          |  | <input type="checkbox"/> Wanted to Buy                 |

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD-15c a word  
 DISPLAY-CLASSIFIED AD-\$1 per agate line (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati, Ohio

Please insert the above ad in ..... issue

I enclose remittance of \$.....

Please bill me. Name ..... Address ..... City ..... State.....

**BEAUTIFUL CROSS**



**MIRACLE CROSS**  
When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

RETAILS UP TO \$6.95 EACH.

**OUR PRICES TALK !!!**

5999-N Set with 12 brilliant cut-stones, Chain and Cross in beautiful white finish.  
Doz. \$4.25 Gross \$48.00

5999-G. Same as above, Chain and Cross, in beautiful gold finish.  
Doz. \$6.00 Gross \$66.00

No. 185 Full of Life! Fire! Brilliance! \$3.85 doz. \$45.00 gross

Gold finish. White brilliant center. Red sides.

Please state your business. Deposit with all C.O.D. orders. F.O.B. Providence.

**Providence Ring Co.**  
49 Westminster St., Providence, R. I.

**MEN, WOMEN—DOUBLE YOUR INCOME**  
selling new craze sweeping country. Good profits; steady repeats. **Surprise Specialties**, 210-G Fifth Ave., New York 10, N. Y. se27

**OVER 100 RED HOT MONEY MAKING**  
Tips for pitchmen, agents, demonstrators, dealers, etc. H. Belfort, 216 W. Jackson, Chicago 6. se27

**PLASTIC SCALLOPED TABLE CLOTHS—**  
Aprons, Drapes, Cottage Sets, Bed Spreads; lowest prices; free samples. Rose-Tex, 41-43 Amboy St., Brooklyn 12, N. Y.

**QUICK EXTRA CASH—SELL AMERICA'S**  
outstanding line of Christmas box assortments and personalized lines, plus hundreds of extra profit items: Monogram Playing Cards, Wedding Invitations, Gift Items, de luxe album of exclusive cards, Nylon Hosiery. Write today for 60 free samples in six beautiful portfolios. Gift catalog included. Elmercraft, Chicago, Dept. 11, 3930 So. Western Ave., Chicago 36, Ill. se27

**SELL BIG MONEY MAKER TO MEN AND**  
women. Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass. se27

**SMART-LOOKING GREETING CARDS FOR**  
all occasions, to your liking; very reasonable. Send \$2 for samples. Zuch, 1434 Walton Ave., Bronx, New York.

**RESURRECTION PLANTS—MIRACLE OF**  
nature. Unique vegetable novelty, opens beautiful green; \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. se27

**TEXAS LONG HORNS, VERY RARE,**  
beautifully mounted, highly polished, have special price. 6 feet from tip to tip, \$60; 7 feet, \$100; 8 feet, \$200. Guaranteed satisfaction. National Products Company, Laredo, Tex. se27

**THRILLING GREETING CARDS AND PICTURES**  
artistically painted on natural skeleton leaves; assorted samples air mailed, \$2. Motiwala, Third Bhoiwada 30BB, Bombay 2. se27

**WHOLESALE & JOBBERS—BEAUTIFUL**  
reproduction of heavy hand-carved Saddle Ring, rhodium plated, adjustable, set, balance c.o.d. Circle Products, 148 W. 24th St., New York 11. se27

**5 IN 1 SAW SETS, \$12 DOZEN; 6 PIECE**  
Screw Driver Sets, \$8 dozen. Other tool sets and costume jewelry sets. Weeco, 21A Portland St., Boston 14, Mass. se27

**PORTABLE RINK — 50x120, FULLY**  
equipped; price, \$13,000. R. E. Brasel, Tower Tourist Village, 78th and Dodge, Omaha, Neb. se27

**ROLLER RINK FOR LEASE IN AMUSE-**  
ment Park; year-round operation. Tim Nolan, Moxahala Park, South Zanessville, O. se27

**YOUR OFFER**  
will be seen by more readers if your advertisement is given the advantages of display type and white space. Use the **CONVENIENT ORDER FORM** on page 68

**START A VENETIAN BLIND LAUNDRY—**  
Profit opportunity for lifetime business, new machine method; free booklet on request L. B. Co., 422 N. Seneca St., Wichita 12, Kan. se27

**THEATER FOR RENT—DOWNTOWN SECTION**  
Rochester, New York. Capacity approx. 900. Immediate occupancy. J. Edelman, 239 Broadway, N. Y. C. BA. 7-5600.

**TO \$35 WEEKLY SPARE TIME HOME**  
Operated Mail Order Business. Successful "beginner's" plan. Everything supplied. Lynn, 10420-C National, Los Angeles 34, Calif. se27

**WHERE TO BUY WHOLESALE ELECTRICAL**  
Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 130 Broadway, N. Y. se27

**COSTUMES, UNIFORMS, WARDROBES**  
**IF YOU NEED COSTUMES—WE HAVE**  
stock from Lester's and Lanquay's. We need space. You can take the bargains: Chorus sets, principals for floor shows, amateur groups, or dancing schools. Cash and carry. No mail orders. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat., 12 to 5 p.m.

**FOOD AND DRINK CONCESSION SUPPLIES**  
**FINE FLAVORS FOR MAKING SNO-CONE**  
or fountain syrups; write for free price lists. Ricks, 608 Dallas Ave., Houston, Tex. se27

**FOR SALE SECONDHAND GOODS**  
**A THREE WAY MUG JOINT TRAILER,**  
including full length, complete living quarters. Clifford Fruit, Johnny United Shows, Huntingdon, Tenn. se27

**ABOUT ALL MAKES POPCORN MACHINES**  
available from \$35; Candy Corn Machines, Peanut Roasters, Krispy Korn, 120 S. Halsted, Chicago, Ill. se27

**ALL WHITE WORKING TRAILER—PLATE**  
glass sliding windows all around, large stainless steel cooler, fluorescent lighting, 8' by 20'. Must be seen to be appreciated. Asking \$5500. Bourbon, Ind., and Kalamazoo, Mich. Fairs, Eddie's Tuff, se27

**BASE BALL BATTING MACHINE—TWO**  
batters can bat at same time; good condition; first one thousand dollars takes machine. Used semi automatic Photo Machine, 4 poses for 25¢. Frampton, 670 Long Beach Rd., Oceanside, N. Y. se27

**WORLD'S HOTTEST PROMOTION ITEM!**

**BIGGEST, FLASHIEST VALUE EVER OFFERED!**



• JEWELLED WRIST WATCH WITH SWEEP SECOND HAND

• GOLD PLATED STRETCH BAND

• STREAMLINED FOUNTAIN PEN

**7 P.C. WATCH SET**

Only **\$6.75** PER SET

Compares with many sets selling for 10 times its price.

Beautifully gift packaged in smart blue velour, hinged box with satin-lined cover.

EVERY ITEM IN SET IS GOLD FINISH

25% DEPOSIT WITH ORDER BALANCE C.O.D.

**GEM Sales Co.** 533 Woodward Detroit 26, Mich.

**JUST OFF THE PRESS! NEW CATALOG**  
for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF **CATALOG No. 107**  
Containing complete selection of jewelry especially for the engraver, demonstrator and fair worker.

Also **CATALOG No. 56**  
Contains most everything in merchandise for the jeweler.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

**BIELER-LEVINE**  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: CEntral 6-7966

**ANIMALS, BIRDS, PETS**  
**A BETTER PLACE TO BUY THE BEST IN**  
reptiles; over 300 species in stock; shipments in steamlined returnable boxes to save you money; dems or giant; also small animals and snake safe spray. Contact Gary Garretson. Phone 1180, Ross Allen's Reptile Institute, Silver Springs, Fla. se27

**A BEAUTIFUL HEAVY BODIED, GOOD**  
feeding 17 foot Anaconda on hand for immediate shipment, 5kg Box Co. Inc., 224 Pacific, Havana, Cuba. Large, Giant Toads, Capuchins, Ringtails, Squirrels, Marmosets, Rhesus and Spider Monkeys; we have a zood variety of small cage animals. This week's special: young, healthy Rhesus Monkeys for pets, \$35. Tarpon Zoo, Tarpon Springs, Fla. se27

**MORE BUYERS**  
will read your ad if you use **DISPLAY-CLASSIFIED TYPE**  
Complete information upon request.

**CONVENIENT ORDER FORM**  
on page 68

**FOR SALE FOUR USED KIDDIE RIDES**  
Rensselaer Train—Rocket—Boat—Auto. Len Fisher, 6 E. Lake St., Chicago 1, Ill. se27

**TWO KIDDIE CHAIRPLANES—ONE 12**  
seat and one 8 seat, \$350 and \$250. Kiddie Rocket Swing, \$500; 36 passenger Ocean Wave, \$950; no motors; come and see same; no photos. Tothill's, Youngstown, N. Y. Phone 7-7361. se27

**16MM. SOUND PROJECTORS—\$99.95 COM-**  
plete. All guaranteed. Features and short subjects, outright sale and rentals. Minot Films, Inc., Millbridge, Me. se27

**FOR SALE—SECONDHAND SHOW PROPERTY**  
ALL 16MM. SOUND—3,000 REELS; FEAT-  
ures; \$30; some \$20; used Projectors; \$150; Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn. se27

**CONCESSION PLANS—SHALLOW JOINT**  
(23 games), 4-Way (12), Ball Rack (13), African Dip (2), Concession Trailer; Photo Gallery, including Camera, Short Range Gallery \$5 each; Hit Striker \$3; all \$31. Free circular. Brill, Box 875, Peoria, Ill. se27

**DROP CURTAINS — COMPLETE STOCK**  
being closed out. Send for free list and descriptions. The Costume Mart, 67 E. Lake St., Chicago 1, Ill. se27

**PROFITABLE SALES**  
Ladies' New Watches

Exquisite copies of \$400 diamond watches, hand-set rhinestones. Guaranteed like new 7 jewel... Lots of 3

**\$12.95** ea.

Elgin • Bulova • Benrus

Brand new 1952 model cases for gents and ladies. Rebuilt movements, guaranteed like new 7 jewel... 15-J, \$12.65... 17-J, \$14.65

Men's Mesh Expansion Band, \$1.49 add. Plastic Gift Box, 75¢ add.

**\$9.95**

WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.

**MIDWEST WATCH CO.** 5 S. Wabash Ave. Chicago 3, Ill.

**MORE SPARKLE THAN DIAMONDS**  
**RUTILE**  
AA1 White Gem  
Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 1 carat and up. Per carat... Gents yellow gold, newest style, additional, \$12.50 and up. The same available in ladies; \$9.50 and up.

**NEW! COME 3 \$**

**POST CARDS BY ELMER ANDERSON**  
53 Snappy Numbers in Full Color!

Many choice territories open for jobbers and Distributors.

Write for our new catalog  
**H. K. KITTRELL CO., Inc.**  
Box 142 Waterloo Iowa

**CALIFORNIA SEALS, SEA LIONS—WILD**  
or trained. We are main suppliers zoos and circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. se27

**DEER FOR SALE—TWO WHITE DEER,**  
Buck and Doe; two young White-Tail Buck and Doe, tame and gentle. R. H. Hunkcutt, RFD #3, Syracuse, Ind. se27

**ELEPHANT MEN, ATTENTION — OFFER-**  
ing perfect Indian Female Baby Elephant, under five feet. If interested contact Chase Wild Animal Farm, Egypt, Mass. se27

**FOR SALE — MIDGET BLACK ANGUS**  
Bull, young, very healthy; reasonable. Lee Gibson, Milo, Iowa. se27

**LIVE PONY RIDE—4 YOUNG BEAUTIES,**  
part Arabian; new saddles, bridles, halters; 1½ ton, dual wheels, good tires, new motor, enclosed body horse trailer, Chevrolet; stakes, ring, banner. Ready to go for fairs now. Owner ill. Quick sacrifice, \$1200. Box 875, Holly Hill, Fla. se27

**MAN FORMERLY OWNING HIS OWN**  
animal and reptile farm desires position as manager of animal or reptile farm; would consider position as herpetologist, lecturer, and animal trainer. George E. Marshall, Concord Rd., R.F.D. 1, Nashua, N. H. se27

**MEXICAN YOUNG GENTLE BURROS**  
(donkeys), special for children to ride on, \$35 each. Write for full information. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. se27

**MEXICAN IMPORTED DONKEYS (BUR-**  
ros) tame for children to ride on; 6 months old; only \$45 each. National Products Company, Laredo, Tex. se27

**PLENTY HEALTHY SNAKES NOW, ALSO**  
Armادillos, Terrapins, Alligators, Monkeys, Rhesus, Black Spiders, Peafowl, Agoutis, Emus, Tame Female Pigtail Monkey, Squirrels, Parrots, Rats, Coatiundis, Jungle Hats, Prairie Dog, Wild Cats, Ring-tail Cats, Gila Monsters, Deodorized Skunks, Parakeets. Phone 141. Otto Martin Locke, New Braunfels, Tex. se27

**SHOWMEN—IF YOU HAVE CLOSED YOUR**  
season and wish to dispose of your livestock, write full particulars and prices to Chase Wild Animal Farm, Egypt, Mass. se27

**SOUTH AMERICAN STOCK—AT LOWEST**  
prices ever; free delivery guaranteed. Boas, under 7 ft., \$1.50 per ft.; under 10 ft., \$2.50 per ft.; Baby Alligators and Iguanas, \$15 per dozen; Squirrel Monkeys, 5 for \$100; young Cinnamon Ringtails, 6 for \$135; 50 per cent deposit required with order. Write for complete list of animals. Write for price list. Tropical Hobbyland, 1525 Northwest 27th Ave., Miami, Fla. Largest Importers in the South. se27

**WILD LIFE—SNAKE—SEND 'EM OUT**  
talking. Feature Indian Cobras, best hooding type, \$35 each or \$3 for 100; Pythons, Boas, Tegu lizards and Iguanas, young. Ocelots, \$55 each; Russell Vipers, Kraits, Monkeys, Birds and Reptiles. Mowrer's Bird & Animal Farm, 1421 St. Louis St., Springfield, Mo. Phone 67323. se27

**YOU CAN EASILY SEE HOW A SPACE LIKE THIS**  
will enable you to put your selling story over to **BETTER ADVANTAGE** resulting in **BIGGER PROFITS**  
Complete information on page 68

**FOR SALE—MERRY-GO-ROUND HORSES,**  
cast aluminum. Three different styles; large major horses, two small horses. C. A. Gore, P. O. Box 27, Azle, Tex. se27

**FOR SALE — SPITFIRE, LOOP-O-PLANE,**  
Rolloplane, 3 Acroplanes and equipment. In operation. 400 W. Washington St., Venice, Calif. Make offer. Write 1281 Chautauqua, Pacific Palisades, Calif. EXbrook 3-3676. se27

**FOR SALE, CHEAP—FIRE ENGINE, CRO-**  
ley Tractor with trailer and ladders. Will seat 24 kids; good for street advertising or ride kids in city, fairs or carnival. In good condition. Camp Somerset, Westover, Md. John Keeler, Fruitland, Md. se27

**FOR SALE OR TRADE—30x50 TENT;**  
trade for 16mm. prints or shorts. B. W. Brown, Benton, Ky. se27

**HOLMES 16MM. PROJECTOR, LIKE NEW;**  
tent, new walk, 3 screens, new slide projector, films and accessories, 69 double folding seats. Stored Western Wis. Bargain, \$750. Write John Hannon, 1802 W. National, Milwaukee. se27

**KIDDIE TRAIN—GAS DRIVEN, DIESEL**  
type; 30 passengers or 15 adults. All aluminum car; custom built; cost \$3200; used one season; 350 ft. track; cash \$2100. Kiddie Fire Engine Tractor-Trailer Ride, 20 passenger; new trailer this year. Cost \$1800; sell for \$950 cash. Estee Amusements, 137 Atlantic Ave., Manassquan, N. J. se27

**MARIONETTE—WIRE-HAIRED TERRIOR,**  
life size, completely animated. Reasonably priced; will furnish photograph. Box 801, Billboard, 1564 Broadway, N.Y.C. 36. UN 4-2881 eves. se27

**ATTENTION, ENGRAVERS**  
—NEW LOW PRICES—SAME HIGH QUALITY—

NO. 788 \$13.00 Complete With \$14.00  
No. 954 per gross Sister Hooks per gross

NO. 3100 NICKEL PLATED \$12.00 GROSS

FREE (\$9.00 retail value) VIBRO-GRAVER  
WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE

SEND FOR YOUR 1952 CATALOG TODAY!  
PLEASE STATE YOUR BUSINESS!

504 606 W. LAKE ST. CHICAGO 6, ILL.  
ALL PHONES, FRANKLIN 2-2507

**For Hustlers Only**  
UNLIMITED OPPORTUNITY  
**\$50-\$75-\$100 DAILY**

Sell 3½-yd. pieces of fine gabardine, tropical, sharkskin, etc., 60-inch width. Material in attractive colors. Excellent for men's, women's suits, sport shirts, etc. Fast moving in popular demand.

We Sell Below Wholesale  
For further information and price list contact:  
**LONDON CROWN, INC.**  
49 West 27th Street New York 1, N. Y.  
MURryhill 3-9230

**BUSINESS OPPORTUNITIES**  
**ATTENTION, BUSINESSMEN, REALTORS,**  
Mfrs., Insurers, buy your advertising Calendars, Novelties, Specialties direct, save money. Best lines in America fully guaranteed. Open account to rated companies. Write or wire for quotations, your choice advertising, approximate amount to invest for fiscal year. Arco Sales, P.O. Box 6167, Sta. B, Albuquerque, N. M. se27

**BE A JOBBER WITHOUT INVESTMENT,**  
without inventory. Discounts 50% and more, even on small orders. Draw from \$250,000 stock. Sell stores, individuals. Profits up to 100%. Terrific line of toys, novelties, jewelry. Free catalog. Modern Merchandise, Dept. 23, 169 W. Madison, Chicago 2, Ill. se27

**FOR SALE—GREYHOUND RACER, LIKE**  
new. Can be seen operating. Reasonable rent for location, includes apartment. 4012 Boardwalk, Wildwood, N. J. se27

**FROZEN-GUSTARD MOBILE STAND—**  
Complete, ready to operate; sacrificing for \$1,500. Robert Fleming, 2048 E. 115th St., Cleveland, Ohio. se27

**NEW ELECTRIC MACHINE BAKES**  
greenish doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 80 pounds; small investment; free recipe. Herbert Kay Co., 3603 S. 15 Ave., Minneapolis 7, Minn. se27

**Chrono-STOP!**



• 1 Jewel Chrome Case  
• 2 Button Stop Watch  
• Antimagnetic  
• Leather Band, 15¢ Extra  
• 1 Year Written Guarantee by Curtis, Plus Free Instruction Booklet.

**\$3.35** Each in Doz. Lots Sample, \$3.85

PLUS: PITCHMEN & PROMOTION MEN "EXCLUSIVE!"  
All Year Around Service—Ads, Mats, Territory Information. Free Exchange, Prompt, Conscientious Service. Contact Us Now.

**CURTIS DISTRIBUTING CO.** 152 W. 42 St., N. Y., N. Y.

**HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES**  
SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

**NEW! 1952 General Catalog**



Beacon, Toba or Midway Blankets, \$3.05 each; case lots, \$2.95 each. 1½" Comic Buttons, per M \$2.75. 4" Feather Dressed Cell. Dolls, gross \$7.50. 12" Feather Dressed Cell. Dolls, gross \$36.00. These are just a few of the outstanding values our new catalog offers. Send for free copy today!

**GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**Punch Work Demonstrators**  
You can make MORE money selling our PERFECTED ART NEEDLES.  
Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D. F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.  
**HOME ART and NOVELTY CO.**  
1168 FARWELL AVE. CHICAGO 26, ILL.

**Merchandise**  
ELECTRICAL APPLIANCES, ROGERS SILVERWARE, CUTLERY, GIFTWARE, CLOCKS, PREMIUMS, NOVELTIES. State business when writing for catalog!

**ROBEL SALES CORP**  
264 Canal St., Dept. B New York, N. Y.

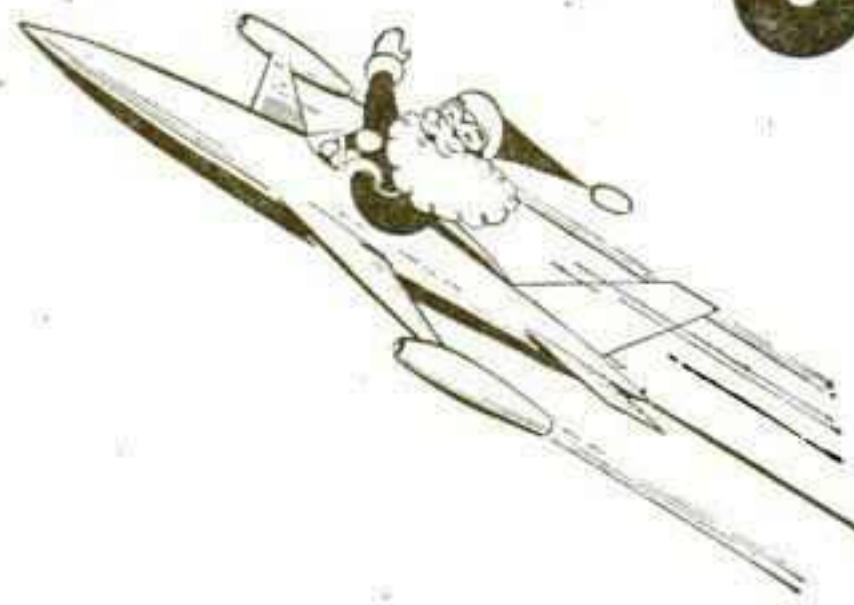
**Priced for YOUR Profit**

**NEW CATALOG**  
Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. **WRITE FOR CATALOG.** State Business. Catalogs not sent to individuals.

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

(Continued on page 70)

# ON THE WAY...



... to set new highs in Christmas sales and profits for you!

# CHRISTMAS BUYING GUIDE

for 71,222 active Billboard readers comprising a tremendous national cash-with-order market for all types of Christmas gift and novelty merchandise.



DATED NOVEMBER 1,  
DISTRIBUTED OCTOBER 28  
ADVERTISING DEADLINE OCTOBER 22

An **EXTRA** advertising value at **REGULAR** advertising rates

Make your plans NOW . . . use the coupon TODAY!

**I'M INTERESTED** in selling the 71,222 cash-with-order buyers who'll be ordering from The Billboard's 1952 Christmas Merchandise Special.

Company \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Address \_\_\_\_\_  
Signed \_\_\_\_\_

- Have a salesman phone or call to tell me more.
- Please prepare suggested copy and layout for an ad that will cost no more than \$\_\_\_\_\_. There is no charge for this service and it puts me under no obligation whatsoever.
- Reserve advertising space at amount checked below. I'll see that complete advertising material gets to you in time for your Oct. 22 deadline.

### MOST POPULAR SIZES AND COSTS:

- Full page . . . \$605.00     1/5 page . . . \$176.00  
 3/5 page . . . 429.00     1/10 page . . . 93.50  
 Half page . . . 412.50     Other (fill in, in dollars, amount you wish to spend): \$\_\_\_\_\_  
 2/5 page . . . 330.00

Complete and mail TODAY to your nearest **BILLBOARD** office:

NEW YORK  
1564 Broadway  
PLaza 7-2800

CHICAGO  
108 W. Randolph St.  
CEntral 6-8761

CINCINNATI  
2160 Patterson St.  
DUmbar 6450

DETROIT  
Fox Theater Bldg.  
Wooard 2-1100

ST. LOUIS  
390 Arcade  
ClEstnat 0445

HOLLYWOOD  
6000 Sunset Blvd.  
HOLlywood 9-5831

## FOR SALE—SECONDHAND SHOW PROPERTY

• Continued from page 69

MOUNTED BUCKING HORSE, TRAILER for hauling, brakes, controls, hitch, all accessories. O. P. Camera, 3x4 Picture, Tanks, Paper, Chemicals, all accessories; asking \$650; must sell. R. McKnight, 808 Madison Ave., Covington, Ky.

THEATER CHAIRS, TENTS, DEVRY PROJECTORS, Folding Chairs, Sidewall, Snowcone Machines, Bleachers, Drive-In Speakers, Lone Star Seating Co., P. O. Box 1734, Dallas, Tex.

WE SELL ANYTHING, ANYWHERE: NATIONWIDE and export; quick action; 6% comm.; good deal assured. Young's, Box 250, Moravia, N. Y. oc4

16MM SOUND MOVIES FOR RENT—LATE releases, low prices, Pembroke Film Exchange, 195 Spring St. Phone 6055, Charleston, S. C. no8

## INSTRUCTIONS, BOOKS & CARTOONS

HYPNOTISM—ENTERTAIN WITH HYPNOTISM! Homestudy course, Diploma awarded. Write The Columbian College, 235-B South Brevard, Suite 10, Charlotte, N. C. se27

## MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic 144-page illustrated catalog, Buyer's Guide, both 50¢, wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. oc11

## YOUR PRODUCTS

and advertising message included in a space like this will

SELL                      SELL                      SELL  
Use  
DISPLAY-CLASSIFIED  
style of advertising

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc11

THE MAGIC HEADQUARTERS FOR AMATEUR or professional magicians, 1001 tricks for pocket, parlor, stage; mindreading and spirit effects. Get lists now. James P. Kane, Box 275, Philadelphia 5, Pa. se27

## MISCELLANEOUS

ALUMINUM ANGLE—NEW, 20 PIECES, 15 foot lengths, 1 1/4 x 1 3/4 x 3/16 inches, \$100. 215 E. 24 St., Norfolk 4, Va.

ATOMIC IDENTIFICATION TAGS—NAME, address and blood type or Social Security number impressed in metal disc. Also used as key protector; 35¢, 3 for \$1. R. Roth, Laurel Springs, N. J.

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. oc4

TAPE RECORDERS, TAPES, ACCESSORIES. Nationally advertised brands. Unusual values. Dressner, 624-B E. 20th St., New York 9, N. Y. oc18

U. S. SECRET WEAPONS IN 3RD DIMENSION; 10 full color views complete with viewer. \$1 postpaid. Stereo-Color Corp., 1317 Commerce Bldg., Rochester 4, New York.

## MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS, MARIMBAS, XYLOPHONES, Vibraphones, Kettle Drums, Chimes, Guitars, all band and orchestra instrs. and accessories. You can get your musical instrs. new and some rebuilt at wholesale prices. International Band Instr. Co., Box 168, Decatur, Ill.

## PARTNERS WANTED

NO HURT, TROUBLE FREE, TRANSPORTATION, Ever Ready, Catchumall, Patented Trap. State rights for sale. Partners wanted. Dr. Roberts, 223 W. Central Ave., Valdosta, Ga. np

## PERSONALS

ANYONE KNOWING THE WHEREABOUTS of Joseph Mort, scale man with various carnivals, contact Moses, 5818 N. Broad St., Philadelphia, Pa. Livingston 9-7790. Important: Fifty dollars reward for the first one to supply the above information.

## PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS Direct Positive Cameras, Paper, Chemicals, Mounts; Glass Frames, Photo Novelties, Millier Supplies, 1535 Franklin Ave., St. Louis 6, Mo. oc23

COPIED—ENLARGED FROM PHOTO, 5x7 or 8x10, \$1; beautifully colored, \$1 additional. Original returned unharmed. Johnson, Box 1635 Washington, D. C. se27

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago 11, Ill.

DIRECT POSITIVE OPERATORS—ALL supplies, cameras and complete outfits. Prompt service. Lone Star Photo Supply Co. 2405 Elm, Dallas, Tex. oc25

## Sensational PROFIT SELLERS

For Distributors—Salesmen—Wagon Men—Retailers

Fast sales and liberal profits when you tie up with our sensational line of clever, serviceable ADVERTISING SPECIALTIES AND NOVELTIES in

LEATHER, WOOD, METAL AND PLASTIC GIFT ITEMS

## FREE CATALOG

Presents our items and wholesale prices.

Write today on your letterhead.

CHARMS & CAIN (MFRS.)

407 So. Dearborn, Dept. F, Chicago 6, Ill. Est. 1934  
Ref.: Duv & Bradstreet

**DIRECT POSITIVE OPERATORS — JUST off the press, a brand new illustrated catalog. New ideas in comic foregrounds and backgrounds. Full line Eastman Chemicals and paper. Write for catalog Hanley Photo Supply Co., 212 E. 10th Kansas City 6 Mo. se27**

**LOW COST PHOTOMOUNTS — DIRECT from manufacturer; 3x5 gray folders, \$3/100; 3x5 m a r o o n, deckled-edge \$3.80/100. Equally low priced 3x4, 5x7 8x10, etc. Free samples; 1,000 lots cheaper. All prices subject to discount. f.o.b. here Penn Photomounts, Glenolden, Pa. se27**

**DID THIS AD ATTRACT YOUR ATTENTION?**

It employs the use of display type and white space . . . a sure way to attract more attention to your ads in this column.

For convenient order form

SEE PAGE 68

**PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain PDQ Camera Co. 1161 N. Cleveland Ave., Chicago, Ill. 1f**

**SHOW PEOPLE! YES, YOU CAN BUY other D.P. Cameras, but you are buying nothing but headache. For the best and most dependable service buy Piedmont D.P. Camera Piedmont Camera Co., 425 S. Worth St., Burlington, N. C. Phone 62701. oc4**

**THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc. 70 Scio. St., Rochester 4, N. Y. se27**

**PRINTING**

**ART WORK AND CUTS MADE TO YOUR order. Also offset and letterpress print. Best prices right Lee Cressman, Washington, N. J. se27**

**DAY-GLO STICK ON BUMPER STRIPS—4 1/2x19 1/2, \$18 per 100; cash with order; special prices on larger quantities. Durham Display Studios, Durham, N. C. oc11**

**FAST SERVICE. LOWEST PRICES—100 three-color 14x22 Window Cards, \$8; 17x26 size \$12.50 Tribune Press, Ear: Park, Ind. oc4**

**INCREASED RESULTS FROM ADVERTISEMENTS**

by using display type and white space to attract attention.

Convenient order form on

SEE PAGE 68

**LITHOGRAPHING—TOP QUALITY WORK. Send sample or sketch for quotations; 5,000 8 1/2x11 with photographic copy, \$25. Kitterman Lithographing, Aurora, Mo. se27**

**PRINTING SPECIALS — POSTPAID, 24 hour service; 500 5 1/2x8 1/2 Letterheads, \$2.50; 500 8 1/2x11 Letterheads, \$3.50; 500 Envelopes, 6 1/2 Business, \$3.25; 500 Envelopes, 6 1/2 Return, \$2.15; 500 Envelopes, #10 large Business, \$4; 500 Business Cards, \$2; Catalpa Press, 5519 N. Clark, Chicago 40, Ill.**

**SHOW STATIONERY AND POSTERS—Letterheads, Business Cards, Ad Cards. Exclusive two-color line; free samples. W. J. Kuterbach, P. O. Box 664, Pottstown, Pa. se27**

**WINDOW CARDS—14x22 AND 11x14 THE Bell Press, Winton, Pa. oc18**

**200 LETTERHEADS AND ENVELOPES. \$3.50; 5 lines copy, black or blue ink; samples, stamp. Mallo Press, 767-B Leith, Flint 5, Mich. oc18**

**SALESMEN WANTED**

**ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others in white and colors. Exclusive styles. Top quality. Low priced. Excellent income. Real future. Equipment free. Write fully, Hoover, Dept. E, 109, New York 11, N. Y. se27**

**BIG MONEY IN SHIRTS! AVERAGE \$90 weekly on 5 orders daily; take orders famous Packard made-to-order dress, sport shirts at \$2.95 up; full, part time; no experience needed; outfit free. Packard Shirt Corp., Dept. 350, Terre Haute, Ind. np**

**LOOK! LOOK! LOOK! For only \$6 you can use a space like this and increase the effectiveness of your ad. on page 68**

**EARN BIG MONEY SELLING HEALTH-Aire Foam Rubber Pillows; send \$3 for pair of samples postpaid and details. You make \$2 every pair you sell. Write now, P. O. Box 70, Valparaiso, Ind.**

**FIGHTING COCKS—FEATHERED ROOSTERS; they jump, peck, scratch, shuffle and flutter; all with the twist of your wrist; its new; its sensational; gathers crowds; immediate interest; sure sales; sample pair, \$1 postpaid; dozen lot prices available Charles Stulken, Box 65 Wake Village, Texarkana, Tex. oc4**

**Quick Photo Invention!**  
**PDQ CHAMPION PHOTOMASTER**  
 Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photo taken in "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88  
**PDQ CAMERA CO.**  
 1161 N. Cleveland Ave., Chicago 10, Ill.

**BIG BUY Scatter Pins \$45.00 a Gross**  
 288 to a gross 100 Styles  
**Earrings \$45.00 a Gross**  
 25% Deposit With Order, Balance C.O.D. Quantity Buyers Write  
**MYNOCO MFRS.**  
 2733 N. Fifth St., Philadelphia, Pa.

**THE FASTEST-SELLING PROFIT-MAKER for GIFTS, PREMIUMS, PRIZES, CONCESSIONS!**  
**SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers**

NATIONALLY FAMOUS  
*Pathfinder*  
 SEALED BEAM

**PORTABLE SPOTLITE**

EVERY MOTORIST wants one—needs one! Sturdy, handsome spotlite, perfect for flat tire repairs, engine repairs, signalling, other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried. Fits in glove compartment, hangs anywhere or stands by itself. NO INSTALLATION! Plugs into Cigar Lighter Socket. Long extension cord included.

**SPECTACULAR SUCCESS FOR AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!**

No. 5210 Low Price PORTA-LITE  
 Sells like wildfire! 5" Sealed Beam throws light 500 feet. 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader"  
 COSTS NO MORE THAN A FLASHLIGHT. YET THROWS A BEAM 100 TIMES STRONGER.  
 \$2.50 Each in Doz. Lots  
 SAMPLE \$2.95  
 Terms: 25% Deposit, Balance C.O.D., F.O.B. Chicago. SEND CASH FOR SAMPLES.

TIRE REPAIRS ENGINE "TROUBLE SHOOTING" READING STREET SIGNS LOCATING HOUSE NUMBERS EMERGENCY SIGNALLING

**DISTRIBUTORS! Cash in now on this opportunity for fast, easy sales!** **AUTO LAMP** 2909 INDIANA AVE. DEPT. "B" CHICAGO 16, ILL.  
 WRITE for PRICES TODAY

**3 WAY SAW**  
 1—14" 8 pt. Compass Saw Blade  
 1—12" 8 pt. Compass Saw Blade  
 1—10" 8 pt. Keyhole Blade  
 For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer-finished handles  
 \$5.00 Per Doz. Sets No Less Sold

**HACK SAW FRAMES**  
 Adjustable with Tungsten steel blade, durable black elastic pistol grip handle  
 \$6.00 Per Dozen No Less Sold

**REGULATION SIZE HAND SAW**  
 24 inch 8 pt. warranted tempered steel. Full size natural finish handle grip. Individual sleeve. Packed 4 to a carton. No less sold \$1.10 ea.

**5 WAY CABINET SAW SET**  
 1 10" keyhole saw, 1 12" compass saw, 1 15" pruning saw, 1 12" mitre back saw, 1 16" panel saw. Packed 6 to a carton—no less sold, \$1.40 per set.

**NEW MAGNETIZED BOXED SCREW DRIVER SETS** Unbreakable, shock-proof with UL approved handles. Tempered and hardened tool steel blades. 4 pc. set consists of midge screwdriver, 1/2"x2 1/2" blade; stubby, 1/2"x1 1/2" blade; cabinet thin blade, 3/16"x4"; machinist type, 1/2"x4"; heavy duty, 5/16"x6" blade; extra heavy, 3/8"x8". Guarantee certificate. Individually boxed 50 sets to master carton. Minimum 6 sets—no less sold, \$1.00 per set.

All above items made in USA. Prices do not include shipping charges.  
 25% DEPOSIT—BALANCE C.O.D.  
**COOK BROS.** 816 W. Maxwell St. Chicago 8, Ill.

**BUY DIRECT and SAVE**  
**HEATH DEFIES COMPETITION!**

**3-Piece Hamilton GOLD-Plated Sets!**  
 (Necklace may be worn as pin)  
**SATIN LINED GIFT BOXED**  
**\$1.00**  
 ONLY PER SET IN DOZEN LOTS (Same Style or Assl.)  
**UNBELIEVABLE!**  
 Pronged stones like all fine jewelry. NO PASTE. NO GLUE. NO STONE DROPS OUT!  
**6 Entirely Different Styles**  
 Send \$7.00 for Sample of ALL SIX STYLES.  
 We are geared to sell 50,000 of these sets. Mds. shipped in 24 hrs. after receipt of order!  
 Write for Free Illustrated Catalog

**HEATH DISTRIBUTING CO.** 3253 Vineville Ave., Macon, Ga. Phone 5-6565

**FREE CATALOG**  
 Wrist Watches, Costume Jewelry, Gift Items, etc.  
**CASH SALES CO.**  
 1048 Fifth Ave. Pittsburgh 19, Pa.

**LEADING SELLERS IN FUR COATS**  
 Low Prices! Big Profits!  
**JACKETS CAPES • SCARFS**  
 ALL GENUINE FURS  
 Our new 1953 Sure Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.  
**H.M.J. FUR CO.**  
 150-B W. 28th St., New York

**Merchandise You Have Been Looking for**  
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canos, Ball Game Specials, Bingo Merchandise  
**Catalog Now Ready—Write for Copy Today**  
**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in  
**ACME PREMIUM SUPPLY CORP.**  
 1111 South 12th St., St. Louis 4, Mo.

# POLITICAL PROFITS!

**DONKEY AND ELEPHANT**

## RAZER TIE CLASPS

Just press the concealed bulb — up goes the tail — and oh! what a sound!

Tops for '52 political shenanigans! Newest novelty sensation! Belly-shakin' way to razz political opponents. Donkey or elephant mounted on gold-colored tie clasp. Rubber tube and bulb hidden in pockets. Press, the tail goes up, emitting an astonishing noise. The novelty natural for election year. Immediate delivery at present—order plenty!

No. 505 Donkey  
No. 506 Elephant

**\$7.20 DOZEN**

GET YOUR ORDER IN THE MAIL . . . OR ON THE WIRES . . . AT ONCE!  
25% Deposit on C.O.D. Orders. On Trial Orders add 40c per doz. to the above for postage.

### H. FISHLOVE & CO.

714 N. FRANKLIN STREET CHICAGO 10, ILLINOIS  
SINCE 1915—MAKERS OF NOVELTIES THAT AMUSE

**ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM**

**RUTILE—the "Titania" Gem**  
MORE BRILLIANT THAN DIAMONDS

"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliance than a diamond. Men's gold mounting, \$12.50 additional. Ladies' gold Tiffany style setting, \$9.50 add.

Wholesale only — \$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

**WATCHES FOR MEN \$9.95**  
New model watches, chrome case service watches with radium dial and removable lugs. Complete with leather strap.

**MEN'S NEW IMPORTED JEWELLED WATCHES**  
Special Price **\$3.25** in gross lots...  
2-button chronograph or Chrome case service watches with radium dial and removable lugs. Complete with leather strap.  
Dozen lots ..... \$3.65 each  
Lots of 6 ..... 3.95 each  
New Big 1952  
FREE Wholesale Catalog

**JOSEPH BROS.**  
5 S. Wabash Ave. Dept. B-27, Chicago 10, Ill.  
"The Watch and Diamond House"

## Famous Make Watches

Brand-new 1952 model cases—can't be told from new at this amazingly low price complete with strap

**\$8.75**

(in lots of three or more Sample charge \$1.00 extra. Stretch band 75c Plastic box 75c. 25% deposit, balance C.O.D.)

**NATIONAL DISTRIBUTING**  
222 Calumet Building  
Miami, Florida

**BENRUS GRUEN WALTHAM BULOVA ELGIN**

## BARGAINS!

NOVELTIES PREMIUMS NOTIONS JEWELRY GIFTS

**FREE!**  
SEND FOR OUR LATEST CATALOG

**86 PAGE CATALOG JUST OUT!**  
Send for Your Copy Now!  
WRITE DEPT. B

**O. FAUST** WHOLESAL DISTRIBUTORS SINCE 1932  
223 N. 8th ST. PHILA. 6, PA.

## THE POLITICAL BUTTON SENSATION!

### DEMOCRATIC • REPUBLICAN IN FULL COLOR!

CASH IN ON THE HOTTEST POLITICAL CAMPAIGN IN DECADES WITH THESE "SOUVENIR BUTTONS"

Full process color photo buttons with either "STEVENSON • SPARKMAN" pictures or "IKE • NIXON" pictures. Beautifully carded on 10" x 1 1/2" card; 25 buttons on a card; 40 cards to a case ..... **\$22.50** (1 case)

\$3.00 per 100 in lots of 100 or more  
Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.  
SEND FOR OUR FREE 64-PAGE CATALOG

**M. K. BRODY**  
1114 S. Halsted St. Chicago, Ill.  
Phone: MOndroe 6-9520

THEY'RE FOR YOU  
IKE DICK

## SCENERY & BANNERS

**NIEMAN CARNIVAL CIRCUS BANNERS**—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. se27

## TATTOOING SUPPLIES

**A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog.** Owen Jensen, 120 W. 83rd St., Los Angeles 9. Richard S. write or phone your mother oc11

**GET YOUR 1952 TATTOOING SUPPLY Catalog, including 15-lesson Tat-2-R-Tat Course. Brochure now 25c.** Zeis Studios, 728 Lesley, Rockford, Ill. ja3

## WANTED TO BUY

### Auction Sale Merchandise WANTED

Such as used Guns, Tools, Binoculars, Toys, Cameras, Typewriters, Adding Machines, etc.

### CENTER SPORTS

No. Adams, Mass. Phone 1193-W

## HELP WANTED

### DISPLAY-CLASSIFIED ADVERTISEMENTS

**REGULAR CLASSIFIED ADS** Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps **RATE: 15c a word—Minimum \$3 CASH, WITH COPY**

**DISPLAY-CLASSIFIED ADS** Containing larger type and white space is charged for by the gate line. 14 lines to the inch. No illustrations or cuts can be used. **RATE: \$1 a line—Minimum \$6**

Forms close Thursday for following week's issue

## COMMERCIAL DANCE ORCHESTRAS

wanted; established agency; transportation; good equipment; sound financial status necessary. Write Box CH-151, c/o Billboard, 188 W. Randolph, Chicago, Ill.

## DIRECTORS TO STAGE LOCAL SHOWS

Benefit organizations. Lady and man for vaudeville act. Moorehead Attractions, Rehr Rd. #3, Zanesville, Ohio.

## DRUMMER AND ALTO SAX FOR COMMERCIAL TERRITORY BAND

No characters. Harry Collins, Grand Island, Neb. oc4

## MIDGETS WANTED - MALE MIDGETS

able or willing to learn to ride small ponies as jockeys. Send age, height and weight. Box 55, The Billboard, Chicago 1, Ill. se27

## LEAD TRUMPET MAN WANTED—STEADY

work (no characters) Bohemian vocalist Write: Six Fat Dutchmen Orchestra New Ulm Minn Telephone 1103 oc27

## MALE VOCALIST AND TRUMPET MAN

for Midwest territory band; guaranteed salary; no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

## LEAD TRUMPET, BASS, PIANO, ALSO

baritone sax doubling vocal trio; established commercial band; state previous band, age, draft. Box 365, c/o Billboard, 188 W. Randolph, Chicago. oc11

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.  
No charge accounts

Forms Close Thursday for the Following Week's Issue

## MISCELLANEOUS

**MAN, 44, EDUCATED; PREVIOUSLY HAD** own girl show concessions on road; unfortunately lost everything, terrible circumstances; will tackle anything legitimate; also anxious to hear from man or lady interested organizing girl show partnership. Michael Weintraub, care Billboard, 1564 Broadway, New York City.

## MUSICIANS

**ACCORDIONIST—(HOHNER MORINO INSTRUMENT)**, excellent on piano; modern styling; played in Europe as soloist and featured in radio combos; prefer job in East; union; available immediately. Hans J. Sumpf, Somerset, Pa. se27

**ALTO SAXOPHONIST AVAILABLE** November 1. Good tone, technique, reading; clarinet; experienced; personable; college; 30; union. Write Stevenson, 71 1/2 Oakland, Brooklyn oc4

**DRUMMER—12 YEARS' SEMI-NAME EXPERIENCE.** Cut good show, rumbas, Dixieland; "emphasize soft style" band drums. Pay own transportation to job. Present outfit disbanding. Frank Kestler, c/o Band, Van Cleve Hotel, Dayton, Ohio.

**ELECTRIC LEAD OR RHYTHM GUITAR**—Read or fake, also sing solo or parts. Meyer c/o Gen Del. Burbank, Calif. se27

**VIBIST—YOUNG; GOOD JAZZ AND COMMERCIAL** styles; bongos; prefer small units; will travel. Nick Lynn, 9705 Nelson Ave., Cleveland Ohio. se27

**WESTERN DRUMMER—AVAILABLE** immediately; 3 years with Bob Willis, Texas Playboys. Wire or call. Phone 893, Bill Mounce, 904 Mitchell St., Humboldt, Tenn. Cut or notice.

**WOMAN ORGANIST — EXPERIENCED** Cocktail Lounges, Clubs, Hotels, Dancing; will join group; can furnish organ; union, sober. C. Watson, 1331 E. Broadway, Long Beach, Calif.

## DIRECT FROM MANUFACTURER

Beautiful three piece set hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed. Gross Sample

**\$36.00 \$4.50** tax incl.

**OTHER SETS UP TO \$72.00 GROSS.** 25% Deposit, Balance C.O.D., F.O.B. New York.

**MODERN PEN MFG. CO., INC.**  
395 Broadway, N. Y. 13, CANad 4-0216

## ENGRAVERS

with it since 1907

**NEW PRICES EFFECTIVE JULY 1, 1952**

No. 100 Men's All Aluminum Idents **\$13.00 GR.**

All Aluminum Idents Double Heart No. 102 **\$13.00 GR.**

No. 14 All Aluminum Grab Bag Idents (Not Secured) **\$7.50 GR.**

Send For New 1952 Catalog - Just off the Press  
WE PAY POSTAGE ON ALL PREPAID ORDERS (This does not include airmail)

3 Phones: ESsex 5-877-8-9  
"Originators of the All-Aluminum Idents"

**MILLER CREATIONS** 7739 Avalon Chicago DAY & NIGHT SERVICE

## AUCTION HOUSE WANTS MERCHANDISE.

Large sales. Phone 86591, Sioux Falls, S. D., or write 417 East 14th.

**CHARLIE CHAPLIN AND MARK** Brothers Films wanted; 16mm. or 35mm. Joseph Conway, Bala-Cynwyd, Penna se27

**LARGE MERRY-GO-ROUND, FERRIS** Wheel, Little Dipper, Train, Roto-Whip, Dodgem, Caterpillar, in A-1 condition; must be in operation; state price; pay cash. Charles Garvin, Beech Bend Park, Box 366, Bowling Green, Ky. Phone 4802. Call person to person.

**USED TRAIN—DIESEL TYPE. PREFER** G16 Suburban, manufactured by Miniature Train Co. 1504 Birch, Amarillo, Tex. Phone 46117.

## WANT TO BUY

### ICE RINK EQUIPMENT

Complete used equipment for open-air artificial ice skating floor, approximately 10,000 sq feet. Write details and price to **BOX C-136**  
c/o The Billboard Cincinnati 22, Ohio

## WANTED—AIR CALLIOPE, COMPLETE

unit, ready to go Jess Williams, 2215 Q St., Lincoln, Neb. se27

## WILL BUY OLD 35MM. SILENT MOVIE

films, features or short subjects. Anthony Comanda, 357 Main St., Danbury, Conn.

## MUSICIANS

Announcing the formation of a new musicians' union. No sweating out period. Jobs available. W. E. Amalgamated Federation of Labor, Inc., Harvey Bldg., Miami Beach 39, Fla.

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**Pipes for Pitchmen**

By BILL BAKER

"I CLOSED at the Canfield, O., Fair last week and the fair marked the third of a string of annuals I am making this season," pens Tom Kennedy, ace exponent of the pitch. "I may also add that this year marks the first time I've toured fairs since 1941. Believe me, they are not what they used to be. About 12 years ago when I last worked the Painesville, O., Fair the grounds were crowded with people from 10 a.m. until the milk man started on his rounds. This year the populace didn't put in an appearance until around 6 p.m. And I hear it is the same with most of the smaller ones. The past few years I have been working in air conditioned stores during the hot months and if I'm still around next year, I hope to be doing the same thing. At least in stores our demonstration or tip is not broken up by a lot of windjammers, parading up and down a midway, blowing bugles, beating drums and performing arm exercises on slide trombones, all which is supposed to pass for music. Pity the poor souls with sensitive ear drums. Between the noise and the lot lice who come out at night, after the spenders are in the grandstand, looking for something for nothing and raising hell if they don't get it, one has a rough time. All of this didn't bother me much, but I know it bothered others. I see where a few readers want to know what became of Doc Lushwell and Count Seldom Skoff. The Doc will be making medicine pitches again just as soon as his health improves. As for the Count, he has a job that will keep him busy for about six months. I hear he will be out sooner on good behavior.

**AL FISHER** with peelers, made the Bedford, Pa., Fair, chalking up good long green counts despite some stiff competition.

**LITTLE JOE MILLER** had a winner at the Nebraska State Fair, Lincoln, with glass cutters. Joe plans to work Southern spots this fall and winter.

**OWEN FLIPPO** former glass cutter purveyor, is working screens with Pitt Hale, son of the late Doc Hale. They made the Painesville and Canfield, O., fairs to good takes.

**DOC LIGHTON** worked the Bedford, Pa., Fair with his rug cleaner layout and chalked up good business despite three days of rain.

**BIG AL WILSON** rambled into Waterloo, Ia., last week and says that he plans to play the Cattle Congress. He also plans to make the Keokuk, Ia., Street Fair. "I'm planning to go into business with Frank Scanlon, who used to be one of Iowa's great wrestlers," Al pens. "Business is way off from last year and the high cost of living is the reason. However, my monkeys still eat carrots and fruits galore."

**HARRY BROCK** is gathering in the long green in Waterloo, Ia., with his combs.

**TYLER WARD** chalked up a winner in Spencer, Ia., recently.

**HENRY H. VARNER** cards from his Akron headquarters that he enjoyed the Summit County Fair. "It tickles me pink to read the varied stories in the Pipes column," Varner pencils. "Somewhere out there in the reader's audience are people with feelings and reactions. Let's have some more human events."

**FREDDY VOEKKER** the original Jersey Kid and soap-worker of note is still in Veterans' Hospital, Building 4-W, Lyons, N. J., where he has been a patient since 1935. He would like to read letters from fellow pitchmen.

**LAKE SIDENBERG** brother of the late Sid Sidenberg and well known to pitchmen and outdoor showfolk, is at his home in St. Louis recovering from a broken back five broken ribs and a broken nose sustained in an auto accident about three months ago. He says that the carnival boys playing the Illinois State Fair, Springfield, presented him with a wonderful gift.

**TERESA SIDENBERG** Sid Sidenberg's widow, played fairs in Cahokia, Ill., and Mexico, St. Charles, Marthasville and Wellston, Mo., to good business. She plans to work two annuals in Arkansas. She and daughter, Arlene, had a jewelry layout at the fairs. She says that the Home Show in St. Louis proved a winner and that a good number of pitchmen were on hand for the event.

**MADALINE RAGAN** is reported to be working Reading, Pa., spots to lucrative returns.

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**Under the Marquee**

Continued from page 59

The DeWayne Troupe, back from the E. F. Fernandez trip to the Orient, has joined Gil Gray's circus.

About 400 original photographic negatives taken on the Buffalo Bill Wild West Show were lost in a fire which destroyed approximately 3,000 antique negatives belonging to Lawrence (Moxey) Hanley of Kansas City. Hanley operates a photo supply firm and formerly was photographer for Buffalo Bill Cody.

Dick Berg's seal act will be with Charles Jacobsen's Hollywood Circus Corp. October 7-30. He's making the Cattle Congress, Waterloo, Ia., for the Barnes-Carruthers office. Al Hanel Troupe, casting act that has been with the Beatty show, will be with the Hollywood Circus Corporation this fall.

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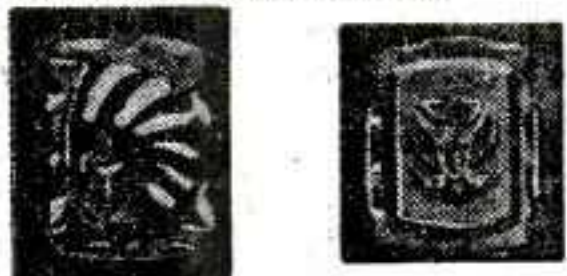
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- Cooper, Mike; Cooper, Quey; Cooper, Sam; Cooper, Texas; Corey, Bernardo; Corey, Ralph S.; Costa, Steve; Costandi, Jarjoura; Crab, Harold L.; Crawford, "Tex"; ...

- Henderson, James W. (Red); Hepburn, Donald; Herrick, Juanita; Hershey, R. W.; Herther, Clarence; Heth, Bob; Hileman, Alfred G.; Hill, J. E.; Hinkle, R. H.; Hines, C. E.; Hockett, Mrs. Jennie E.; Hoffman, Cleo; ...

- Vaughn, Mrs. Babe; Venner, Pierre; Vincent, Jack; Volante, Francine; Von Berg, Mrs.; ...

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# Merchandise Topics

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Well Nationally Advertised Long Profit Carded Merchandise to Stores. Make good weekly earnings selling store-line of 500 products, carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5-10% and up. Just out with new Aspirin and Comb pack. You and the merchant want more than double your money. Also Layton's new 25-Ball Point Pen setting new records. Territory open. Resignature. No experience needed. A.A. rated firm, in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.

**WORLD'S PRODUCTS CO.**  
 Dept. B-P Spencer, Indiana

**Timely Xmas Items**

A wholesaler is offering for immediate sale, less than half value, the following items:

Large Dolls and Animals, minimum 1 doz. . . . . Ea. \$ .45  
 Mama Sleeping Dolls, human hair . . . . . Ea. 1.25  
 Large Mama Sleeping Dolls, human hair . . . . . Ea. 1.75  
 8-piece Whiskey Sets, packed singly . . . . . Ea. 1.50  
 22-Piece Highball Sets . . . . . Ea. 4.50  
 7-Piece Knife Sets . . . . . Ea. 2.25  
 3-Piece Carving Sets . . . . . Ea. 2.25  
 Nice 6x8 Pictures, rayon frames Dz. 4.00  
 Nice 6x8 Mirror, rayon frames . . . . . Dz. 4.00  
 Large Mirror Jewel Boxes . . . . . Ea. 1.00  
 8-Piece Perfume Sets . . . . . Set 1.50  
 Mirror Table Plaques . . . . . Dz. 3.00

Act now, act fast, mail money order with order.

**CHARM PRODUCTS**  
 220 W. St. Clair Cleveland 13, Ohio

**Sensational Close-Outs!**

Luxurious Satin-Plush Pandas, 16" high, 12" wide. The most attractive of any Panda ever featured. Sturdily constructed. Individually packaged in cellophane. At the terrific low price of \$13 doz. Sample \$2.

Satin-Corduroy Teddy Bear, 20 inch, \$4 retailer. The fattest, most beautifully made doll you've ever seen. You will want to buy our entire stock of this fast moving item. Individually packaged in cellophane. \$11.50 doz. Sample \$1.50.

Famous Ravel Perfume—1/2-ounce bottle in transparent Lucite Box. Originally \$16.50 each. \$4.50 doz. Sample 75c.

**BURKE** 10 W. 27th St., N.Y.C.

**ILLUSTRATED CARTOON BOOKLETS!**

524Y, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, 11 POSTPAID \$5.00, NO POSTAL C.O.D.'S!

**REGINALD SALES**  
 210-BB Fifth Ave., New York 10, N. Y.

**TABLES & STEEL OR WOOD CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.

**ADIRONDACK CHAIR CO.**  
 1140 B'way, N.Y. (27 St.), Dept. X-26, MU 3-1285

president. . . **John Gunther**, head of **Keystone Specialties Company**, is putting a new product on the market in the form of foam rubber pillows at a modest price, aimed to hit the specialty and carnival trade. Two sizes are now being made, one for the standard sized bed pillow and another smaller type for decorative sofa pillows. . . . **Allan Morgan**, with **All Metal Products**, Wyandotte, Mich., for the past 21 years, has been named president, succeeding **William A. Wenner**, resigned. **John D. Scarbrough**, formerly vice-president of the **Piqua Products Company**, a subsidiary, was named executive vice-president to succeed **Morgan**. The company manufactures the line of Wyandotte toys and other specialties.

### From All Around

**Steinberg-Ross Company**, Chicago, is offering satin bound wool comforters to the auction and premium fields at \$6.75 each in dozen lots. The color-fast, vat-dyed items sell for \$22.95 in retail stores, according to the firm. . . . Fourteen assorted, individually styled, hand-made and painted lamps, made of select sea shells, corals and marine curios, are offered prize and premium users by **Los Tropicales**, Miami. The lamps cost \$25 per set and are priced to retail for \$66.50.

Fire chief hats for the kiddies, made of sturdy molded red fiber and an exact copy of the real thing, have been introduced by **Irving L. Hartman Company**. They list at 69 cents. . . . Scatter pins, two in a box and selling for \$45 per gross, are offered in a broad selection by **Superior Jewelry Company**, Philadelphia, to users of low-cost costume jewelry. . . . **Ben King** reports he has severed connections with **Bush Metal Products, Inc.**, and has opened his own manufacturing plant, **King Metal Novelty**, dealing in giftware, souvenirs and novelties. Headquarters are at 181 Park Row, New York 7. . . . **Kipp Bros**, Indianapolis, is closing out its line of novelty china salt and pepper shakers, offering them at \$13.50 per gross pair

Musical stuffed animals are offered jobbers at \$24 per dozen by **Wal-Feld Company**, New York. The line, made of rayon plush, offers assorted nursery melodies and consists of bear, dog, cat, panda and honey bear. The firm also has introduced a new line of musical powder boxes. Gift packaged, the items incorporate imported Swiss musical movements. They come in pink, blue, gold, silver and green and are constructed of hand-spun aluminum-zinc metal, richly decorated.

presentation was reported not drawing as well as expected. Saturday night (13) attendance of near 2,300 at \$1.20 and \$2.40 was the top mark up to press time. A source reported Wednesday that the crowds were picking up. **Liberace** appeared at matinee performances on Saturday and Sunday in the Radio-TV building. Admission on Saturday was \$2.40 but was dropped to \$1.20 for the Sunday show (14). "Fair Follies," a **Barnes-Carruthers** production, opens tomorrow night for the closing eight days.

### Pomona Eclipses

The fun zone attraction this year is the permanent installation, **Harry A. Illions' World's Fair Midway**. He brought out several rides, including the **Phoenix Wheel**, from his New York State operations. **Frank W. Babcock United Shows** supplied the portable rides in the area as well as the two kiddie areas. Debuted this year on the fairgrounds was the new floral exhibit building, completed at a cost of \$250,000. It consists of a central rotunda surmounted by a 50-foot dome and two wings each 160 by 80 feet. Wing walls are of adjustable aluminum lath to regulate light and air. Front of the domed portion is frosted glass. Gate admission to the event remains the same as in former years, 50 cents for adults.

**Fun Zone**

### Brockton Mulls

Continued from page 60

ment against an October fair is the seasonal chill which creeps into the atmosphere in the evenings about that time, and which makes outdoor shows difficult to stage. In order to solve this problem, the advocates of an October date would eliminate the night grandstand show, makes way for harness racing (which made money this year) and increase the appeal of the matinee grandstand by adding more topflight acts.

The presence on the grounds this year of two impressive parading service bands appeared to be among the more pleasing elements of the fair. The addition of several more for 1953 is being urged.

### Reading Gate Up

Continued from page 61

night, stayed over until closing Sunday night and did a brisk business on the extra day.

**Publicity**  
No Reading Fair was better publicized. **Collier's** magazine did a two-page color layout on the fair, which hit the newsstands two days before the gates opened.

The **National Broadcasting Company** saluted the fair on its "Sunday News Desk" show a week before opening. During the week, **Eastern Pennsylvania** newspapers gave the fair top priority. As for radio, 14 stations broadcast from the fairgrounds, doing a total of 110 free broadcasts.

### Springfield Off

Continued from page 61

presented by **International Fireworks**, is proving a strong attraction.

Thrill shows were going strong, as **Jack Kochman** played Sunday and Monday (14-15); **Joie Chitwood** held forth Wednesday and Thursday (17-18); **Sam Nunis** auto races were held Friday (19) and today, and sports car races are set for Sunday (21).

Altho no carnival was booked, kiddieland rides were going strong thruout the week.

General admission is \$1.25, with grandstand show admissions scaled from \$1.20 to \$2.40 and Coliseum prices ranging from \$1.50 to \$3.60.

## LOOK . . . TERRIFIC BARGAINS . . . LOOK

**3-PIECE PEN SET**

WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.00 per dz.  
 \$42.00 per gr.

**DONKEY**

with Keychain, Gift Finish. \$7.20 Gross

**ELEPHANT**

with Keychain, Gift Finish. \$7.20 Gross

**EISENHOWER and STEVENSON**

Jumbo Buttons—metal back and pin, 3 1/2" in diameter. Per 100, \$10.00.

50 ligne 1 1/4" Stevenson Buttons Red, White & Blue color. Per 100, \$2.00. Per 1000, \$17.50

50 ligne "I Like Ike" Buttons, 1 1/4" Per 100, \$2.00. Per 1000, \$17.50

70 ligne Ike & Stevenson Buttons. \$4.00 per 100. \$37.50 per 1000.

**STEVENSON for PRESIDENT**

Red, White & Blue Buttons, with Ribbons, Donkey and Keychain, 1 1/4"—50 ligne complete.

**\$12.50 Per 100**

These buttons are made up complete.

**EISENHOWER for PRESIDENT**

Red, White & Blue Buttons, with Ribbons, Elephant and Keychain, 1 1/4"—50 ligne complete.

**\$12.50 Per 100**

25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world.

**HARRIS NOVELTY CO.** 1102 ARCH ST. PHILADELPHIA 7, PA.  
 PHONE: MA 7-9848—WA 2-6970

**Yes! It's a GENUINE DIAMOND**

Exquisite three piece sim. cameo set with a GENUINE DIAMOND HAND-PRONGED in the necklace. This simulated onyx black and white cameo jewel has classic appeal and is a wide-spread popularity item. Plated with lustrous 24 carat gold-finish. A sure-fire jewelry sparkler on your sales parade!

Made to Retail for **19.95** **22.50** Per Doz. Sets Boxed

Really a fast-selling item from coast to coast. Attractively packaged in satin-lined gift box. Four samples supplied for only \$10.00 postpaid. (If not for resale, add 20% fed. excise tax.) 25% dep. with order, bal. C.O.D.

**STERLING JEWELERS**  
 44 E. LONG STREET COLUMBUS, OHIO

Send for Catalog

**OVER 150% PROFIT ON THESE NEW AND COMPLETELY DIFFERENT LAMPS**

14 assorted, individually styled, hand-made and painted lamps. Made of select sea shells, corals and marine curios from all parts of the world. Designed by skilled artists and craftsmen in fascinating and attractive colors. Tremendous eye-appeal. Proven FAST sellers.

**EXCELLENT CHRISTMAS, ANNIVERSARY AND BIRTHDAY GIFTS. ONE BEAUTIFUL AQUARIUM FREE WITH THIS INTRODUCTORY OFFER.**

Individually boxed in corrugated carton

Entire set can easily retail for . . . . \$66.50

Your cost is only **\$25.00** per set

Inquire about other assortments at \$50.00, \$75.00, \$100.00. Free Mds. included with these. One-third deposit with order, balance C.O.D. F.O.B. Factory.

**LOS TROPICALS** 940-46 N. MIAMI AVE. MIAMI, FLA.

## LOCATIONS CHANGE VIEWS

### Philly Op Says Owners Find Jukes Hypo Biz

PHILADELPHIA, Sept. 20.—Jukebox owners are beginning to look upon coin-operated music machines as a service which helps to increase business generally rather than a way in which to make some extra profit, according to Ben Fireman, head of the Automatic Sales Company here.

Fireman believes that this change of view is of tremendous importance to operators, removing some of the competitive struggle from the business. Previously, he said, "many legitimate

operators were unable to make a profit since they had to cater to every whim of the location owner."

This "chaotic condition," which Fireman said extended thruout all segments of the industry, changed "as a matter of business necessity around 1948, when the television boom began to catch on."

Fireman further described the change as a "matter of self-protection" and "sound business." He believes that operators must begin to realize they must make money on every piece of equipment and that they must take into account costs of operation and machine depreciation which, he said, amounts to 25 per cent yearly on new boxes.

#### Requires Contracts

Because he is convinced that placement of music machines is an outright service to location owners, Fireman requires a contract from every spot. "Our contracts," he said, "have really stood up in court. The courts have even found liability when the machine has been placed on location by direction of the manager of the store."

Fireman also requires "front money" of \$7 to \$20 before locating a machine. In choosing a spot, he takes into consideration such factors as the type of neighborhood and particularly the investment of the owner in his business. The firm attempts to get a minimum of \$7 weekly on equipment, dating up to 1948. On music machines manufactured after 1948, the firm tries to net \$20 weekly.

Automatic Sales maintains a staff of six employees, has its own repair shop and does all its own hauling. Almost all its machines are on nickel play. Fireman says "it would be tough thing to try to convert to a dime operation in a city the size of Philadelphia, unless all operators co-operated and went along."

Fireman, who entered the field in 1933, summarized his views with the observation that "this is a good business, but it requires good business judgment and honest sweat to make a go of it."

## REPUTATION

### Philly Route Finds It Key To New Stops

PHILADELPHIA, Sept. 20.—An operation which depends on reputation is the strong point of the 21-year-old William Simpson firm, operating out of 2930 Ridge Avenue, Philadelphia.

The firm, with which David Rosen has been associated for the past 15 years, has routes in Eastern Pennsylvania, part of Delaware and South Jersey. It handles shuffle alleys, pinball machines, music machines, mechanical horses, and rocket ships and operates only on recommendations, which it has found pays off.

### Runyon Sales Is Distributor Of Rocket Ride

NEW YORK, Sept. 20.—Runyon Sales Company here is showing the Meteor Rocket, coin-operated space ship ride for kiddies. The firm is national distributor of the ride.

The 10-cent-play unit has an over-all length of 76 inches, with a base 40 inches long. It is 29 inches wide, 12 inches high and weighs about 250 pounds. There are no belts as the motor is an integral part of the gear box, the company points out.

Features include a low-slung fuselage with an upholstered, padded cockpit seat, a plywood flooring covered with a rubber mat; multi-colored, flashing light control board; movable joy stick which fires guns; flashing "astra dome" on top of cockpit, and heavy ribbed inner construction.

The rocket ship also boasts a chrome trim, chrome machine guns, flashing red exhaust light, sealed lubrication and a simplified electrical system. The ride is equipped with ball and roller bearings.

### Dismiss Gov't Suit Against Hawaii Firm

HONOLULU, Sept. 20.—The U. S. 9th Circuit Court of Appeals of San Francisco recently dismissed a Government action against a Honolulu firm, charged with violating the law prohibiting interstate shipment of gambling devices.

The court ruled the Justice Department had lagged in its appeal after a Honolulu judge on February 28 ruled in favor of the firm, the Honolulu Amusement Company. The company had contended the Government had no right to seize 12 coin-operated "claw" machines shipped from Illinois. The merchandise chutes on the machines had been sealed

with metal plates prior to shipment; therefore there could be no pay-off the firm contended. The Government, however, countered the plates could easily be removed, thus turning the games into "winning devices."

The appellate court in throwing out the case did not rule on whether the payoff chute constituted a gambling device. The 12 coin-operated vending machines, valued at about \$6,000, are now in storage here in the custody of a U. S. marshal. An order restoring them to the firm will be processed when a mandate to that effect is received here from the Appellate Court.

## WHAT'S YOURS? NOT BOOK-ENDS!

ST. JOHN, N. B., Sept. 20.

—A bit of thirsty confusion developed here this week over an award in connection with a shuffle game.

The operator had put a sign over the game announcing that the high score player each day would compete with other daily high score players at the end of the week for a prize. Altho no definite prize was mentioned, it was assumed the prize would be a case of beer.

When the winner of the first weekly contest strode up to collect his prize, he received—a set of book ends.

### Deliver United Circus, In-Line Scoring Game

CHICAGO, Sept. 20.—United Manufacturing Company, thru Billy DeSelm, sales manager, announced deliveries have started on Circus, a new in-line scoring game introducing play incentive features.

Circus is a three card unit. Playfield is made up of 25 numbered holes, plus a ball return hole. Each of the cards on the backglass have boxes numbered from 1 to 25 but arranged in different formations. Play goal is to drop balls in the holes in such a way that they will light up corresponding numbers on the backglass either three, four or five in a row.

Among the new in-line game features on Circus are its triple score (it also has double score), spotting as many as three numbers on a single extra coin. At his option, player may purchase up to three extra balls. The game has two buttons controlled by the player, depositing extra coins. At the player's end of the cabinet, on the left, is the extra feature purchase button. On the right is the extra ball purchase button.

### United Staffer Mrs. Lynch Dies

CHICAGO, Sept. 20.—Mrs. Mildred B. Lynch, 52, office manager of United Manufacturing Company, died suddenly Thursday (18). She had undergone an operation earlier in the week and was believed to be recovering.

Mrs. Lynch had been with United virtually since its formation 10 years ago and was considered one of the key figures in the rapid expansion and steady success of the firm.

Funeral services were set for Monday (22) at the Laine chapel, 5501 N. Ashland, Chicago. Interment was to follow in Memorial Park.

Survivors are her husband Joseph B.; two sons, William B. and Robert E.; her mother, Mrs. Anna F. Bildhauser; a sister, Mrs. Florence B. Kaiser, and two grandchildren, Lauro L. and Kathleen Lynch.

### Florida City Passes Pinball Ordinance

MIAMI, Sept. 20.—The Hialeah city council last week passed an ordinance regulating pinball licenses and prohibiting persons under the age of 21 from playing the machines.

The ordinance provides a penalty of \$500 or 60 days in jail for violators and places the responsibility for screening future pinball license applicants upon Police Chief H. U. Warner.

City officials said the action was prompted by a series of recent complaints to the police department. Hialeah is 12 miles north of Miami and has its own city government.

## Coin-O Premieres Bat-o-Mat Pitcher

CHICAGO, Sept. 20.—The Coin-O Manufacturing Company held a premiere of its Bat-o-Mat pitching machine in the Lincoln Room of the Congress Hotel Monday thru Wednesday (15-17). Timed to attract local operators, plus visitors attending the conventions of the Music Operators of America, National Automatic Merchandising Association and National Association of Bulk Vendors conventions, the Coin-O unit was viewed by a steady run of coinmen each day.

One of the features of the showing was demonstrations, at regular intervals, of the accuracy and performance of the pitching unit. These were under the direction of Guy Farrell, firm's chief engineer, while President Harry Katz and his associate, Frank Roelke, concentrated on outlining the profit potential of the Bat-o-Mat.

#### Quarter Operation

The Coin-O pitching machine is made for quarter operation. It can be set to throw balls across

the plate accurately at from 40 to 70 miles an hour. It also can be adjusted to automatically pitch from one to 50 balls. Most operators of this type of equipment, however, offer 10 throws for a quarter.

Bat-o-Mat is being offered to operators thru factory appointed distributors, either on an individual machine or package basis. The package unit gives operators a complete layout for outdoor locations—including the pitching machines, bleachers for spectators and batting cages.

Coin-O has headquarters at 3435 Sheffield Avenue, Chicago.

## EXPANSION KEY

### Jobber Claims Good Service Door Opener

PHILADELPHIA, Sept. 20.—A large inventory and adequate service facilities have helped to make David Rosen's coin machine jobbing concern one of the most active in the industry.

The firm's Broad Street showroom is 40 by 70 feet and about 75 machines are usually on display. The 50 machines are kept in stock.

Rosen is the distributor for Mercury records in the Philadelphia market area. To help plug these records, the firm makes it a practice of tying in with local motion picture theaters and placing its "juke boxes" in lobbies on a free play basis. He is also the distributor for Wallis & Starbright children's records.

The company's coin machine lines include those made by Chicago Coin, AMI, Keeney, Genco and Auto-Photo.

Besides serving many operators in the city the Rosen firm offers wide coverage in Eastern Pennsylvania and also does some export business.

### Westchester Ops Hold 1st Season Meet

WHITE PLAINS, N. Y., Sept. 20.—The first regular monthly meeting of the 1952-'53 season of the Westchester Operators' Guild was held at the American Legion Hall here Monday (15). The 19 operators present discussed a plan to donate juke boxes to county institutions.

A delegation will represent the Guild at the New York State Operators' Association's dinner to be held in Newburgh, N. Y., October 1.

The members voted to take over the route of Ben Fagan, Tarrytown operator, who is in the hospital as a result of an automobile accident three weeks ago. Members will handle all service calls for Fagan until he is able to return to work.

Officers for the Guild for the year are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. On the board of directors are Arone Goldberg, Nat Bensky, James A. Smith and Joseph T. Weitz.

### Elsie the Cow Latest Entry in Dime Kid Rides

NEW YORK, Sept. 20.—Something "moo" has been added to the manufacture of 10-cent kiddie rides—Elsie the Cow is making her debut in the coin-operated ranks.

According to Harold Levy, its president, the Kingsley Corporation, 160 John Street, Brooklyn, has begun production of sample rides, and distributors will be appointed on a national basis in the near future.

Designed for youngsters up to the age of seven, Elsie is a faithful reproduction of the famous cow, even to the color of her "hide." Levy described the action of the ride as a "gentle rolling one," in which the cow's head dips slightly while its rear goes up. This motion is then reversed. Elsie is fitted with a jockey-type saddle and stirrups and the trimming is also leather-made. A daisy chain around her neck serves as the reins.

The coin mechanism is placed in a milk bottle-shaped unit which is attached to a post set in the right front corner of the ride's base. A push-type plunger is used to insert coins.

Elsie weighs about 250 pounds, stands 52 inches high, 20 inches wide and 34 inches long.

### N. Y. State Ops To Meet Oct. 1

NEWBURGH, N. Y., Sept. 20.—Some 200 coin machine operators from six up-State New York counties, as well as industry representatives and members of the Connecticut Operators' Association, are expected to attend the dinner meeting of the New York State Operators' Association to be held at the Rhoda Arms Restaurant here October 1.

The dinner will be a testimonial to Russ Carpenter, retiring president of the group. Jack Wilson, of Newburgh, takes over as president.

## Calendar for Coinmen

- September 20-21—Music Guild of Nebraska, quarterly meeting, Stratton Hotel, Grand Island.
- September 22—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- September 26-28—Texas Merchandise Vendors' Association, 1952 convention and exhibit, Adolphus Hotel, Dallas.
- September 26-28—Texas Tobacco Distributors, annual convention and exhibit, Adolphus Hotel, Dallas.
- October 9—Music Operators of Northern Illinois, annual banquet, Graemere Hotel, Chicago.
- October 13—Wisconsin Phonograph Operators' Association, monthly meeting, Hilltop Inn, Rhinelander.

## PROMOTIONS

### 2 Omaha Ops, DJ Highlight Use of Jukes

CHICAGO, Sept. 20.—A smooth-running promotion tie-in with a disk jockey has been working recently in Omaha to the benefit of the industry-at-large and two operators in particular.

The mechanics of the promotions were explained at the Music Operators of America convention here last week by Howard Ellis, secretary-treasurer of the Music Guild of Nebraska and one of the operators. The others are Jerry Witt, vice-president of the Guild, and disk jockey Johnny Pearsons of radio station KOWH.

Using The Billboard's music charts as a guide, the three collaborate early each week in selecting a record featured on the two operators' juke boxes as "KOWH's Johnny Pearsons' Juke Box Pick Hit of the Week."

When Pearsons plays the record on his show, he presents it as his juke box pick hit and tells his audience that it is available on their neighborhood juke boxes. Incorporation of the mystery tune angle, thru non-identification of the record on the title strip, also has increased effectiveness of the promotion.

The system has had a six weeks trial and, according to all concerned, has proved successful. The important thing, Ellis said, is that the words "juke box" are mentioned frequently over the air. The actual cash return might not be too great, he said, but industry-wise it gets over the idea of using the juke box.

### AMI Plans to Increase Plant Facilities 50%

GRAND RAPIDS, Mich., Sept. 20.—Plans for a \$500,000 plant expansion — enough to increase manufacturing facilities by 50 per cent—were announced this week by John W. Haddock, president of AMI, Inc.

Work will be started on raising steel for a new structure, adjacent to the existing plant, by the end of the year or as soon thereafter as the steel is available. It is expected that the additional plant will be completed by June, 1953.

Company officials said that the three-story steel and brick building would add 52,000 square feet of floor space to the existing 85,760 square feet.

### Remodel Ind. Quarters of Shaffer Music

INDIANAPOLIS, Sept. 20.—Shaffer Music Company, Seeburg distributors here, has finished a remodeling program which doubled its floor space. Former storage space was added to the firm's main showroom and offices were rearranged.

Glass brick was used to re-finish the front of the building and the office of Gene Ford, the manager, and his assistant, Al Bland.

Officials marking the completion of the program included Ed Shaffer, of Columbus, O., president of the firm; Bernie Flynn, of the Columbus branch, and Herb McClelland, traveling representative for Seeburg.

James Peachy, State representative for Shaffer, has resigned. A successor has not been appointed.

### NO "HAND" REJECTOR ON THIS JUKE

REGINA, Sask., Sept. 20.—A Saskatoon, Sask., cafe employee was held "prisoner" by a juke box for two and a half hours.

The employee had reached into the music machine while it was in operation and his hand became jammed between the mechanism and the cabinet.

There were no juke box experts among the firemen summoned and the employees finally freed the man when the mechanism was reversed.

### Okays Decision Clearing Union In Labor Suit

LOS ANGELES, Sept. 20.—General counsel for the National Labor Relations Board in Washington "declined jurisdiction" in the appeal made by Mrs. Artie Bray in her suit against Local 1052 of the International Brotherhood of Electrical Workers and its business agent, Hal G. Sherry.

William Walsh, attorney for Mrs. Bray, had appealed a local NLRB decision which dismissed the charges against the union and Sherry on grounds that the scope of business operations involved were not sufficiently broad to justify application of the Labor Act. The Washington ruling confirmed the stand of the Los Angeles examiner.

The local and Sherry had been charged with employee coercion, secondary boycott, featherbedding and using a picket line in an extortion attempt in a suit filed under the Taft-Hartley Act. Mrs. Bray at the time was manager of a cafe in this area and based her actions on an alleged incident of June 10.

### Kan. Operators to Form Trade Assn. Sept. 28

CHICAGO, Sept. 20.—Formal organization of Kansas juke box operators into a trade group to be known as the Kansas Music Association is set for tomorrow in the Broadview Hotel, Emporia, Kan.

The announcement of the meeting was made by Louis Ptacek of Manhattan, Kan., owner of the Bird Music Company, and Gene Atkinson of Topeka, owner of the Sha ee Vending Company, at

## MOA Convention Achieves Harmony, Clarity of Purpose

### Increases Miller's Term to 2 Years, Powers of Decision Made Greater

CHICAGO, Sept. 20.—Complete harmony and greater strength, thru clarity of purpose, were achieved during the protracted business session which Saturday (13) ended the Music Operators of America convention at the Congress Hotel, according to George A. Miller, MOA president.

During the session, Miller was re-elected president and business manager and his term was extended from one to two years. By expanding his office to include the position of business manager, Miller was given broader powers for making decisions.

With other members of the California delegation, Miller remained in Chicago this week for planning conferences. He departed Wednesday (17) for his home in Oakland, Calif.

#### Convention Dates

Planning already has started on the dates and site for next year's convention, Miller said.

Under consideration, it was indicated, were a return to a spring date (all previous MOA conventions were held in March) or to possibly another fall date.

Altho a spring meet appeared desirable, proximity to this year's convention would rule it out for 1953 and would put it off for more than 15 months, to the spring of 1954, the date of the next convention. Selection of a date also hinges on its acceptability to all concerned—including manufacturers and record firms.

Another possible governing factor, as brought out during the convention, it was pointed out, is that record firms apparently have given some consideration to holding a national meet in conjunction with the music machine operators.

#### Public Relations

Miller also indicated that decisions would be made soon on

what type of national public relations program MOA would conduct. Two plans were presented at the convention—one by Frank E. Mullins Associates, national public relations counselors, and the other by AMI, Inc. (See story elsewhere in this section on the AMI plan).

The big lessons learned by operators at this year's convention, according to Miller, were "the great value of continued organization for the purpose of opposing all types of discriminatory legislation and the value of public relations thruout all segments of the industry."

#### Elected Officers

Elected to office with Miller were Ray Cunliffe, Chicago, treasurer; Les Montooth, Peoria, Ill., secretary; Tom Withrow, Midland, Tex., sergeant at arms; Clinton Pierce, Brodhead, Wis., first vice-president; Al Denver, New York, second vice-president, and Hirsh de La Viez, Washington, D. C., third vice-president.

Cunliffe, formerly second vice-president, succeeded De La Viez; Montooth succeeded Dick Steinberg, Newark, N. J.; Pierce, formerly third vice-president, succeeded Richard Schneider, East St. Louis, Ill., and Withrow succeeds Morris Goldman, Detroit.

Speakers heard the last day included Irving Ackerman, attorney for the Michigan Operators Association; Gail S. Carter, vice-president and sales manager of Permo, Inc.; Clarence Cukor, National Slug Rejectors, Inc.; Hal Cook, Capitol Records, and Phil Levin, Chicago.

### Adapter Firm Expands Wall Box Conversion

CHICAGO, Sept. 20.—Standard Adapter Company here announced this week that it had expanded its conversion of 20-selection wall boxes to 100 selections to include nine models produced by the Seeburg Corporation.

Sidney Schneider, president of the firm, said the conversion applies to three-wire, wireless, pre or postwar, straight nickel, and nickel, dime, quarter boxes for either 45 or 78 r.p.m. machines. Previously, the firm converted only three wall box models.

Cost of conversion is \$35 per wall box. All conversion work, Schneider said, is done at the Standard plant at 2746 N. California Avenue, Chicago.

With each box, an operator receives a menu designed to hold the additional 80 record titles. Minor repairs are made free on broken boxes, Schneider said, but a charge is made if parts are required. Boxes are refinished for \$3.50.

Joe Calderon, of Trans-World Trading Corporation was named as the firm's export representative for foreign sales of small radio microphone it produces.

### HYMN-PLAYING JUKE IN CHURCH

HARRISON, N. Y., Sept. 20.—St. John's Lutheran Church here features a brightly lighted, 20-record juke box well stocked with hymns.

The machine is set for free play and provides visitors to the church with music such as "A Mighty Fortress Is Our Lord."

## Form New Op-Owner Association in L.A.

LOS ANGELES, Sept. 20.—The first meeting of a new phonograph association, composed of local owners of juke box operating firms, has been set for the Tropics Room of the Royal Palms Hotel here Tuesday (30) evening.

Bert Hilner, managing director, said the association had been incorporated under California laws as the Vending Machine Owners Trade Group of California with offices at 2847 1/2 West Pico Boulevard.

Abraham Rhein, of Phono Music Company, one of two juke box operators charged with violating Office of Price Stabiliza-

tion regulations and a leading organizer of the group, said it would be a local association for the present. He said it was his belief that if the association had been in operation, the OPS action against him and the Los Angeles Music Service Company would not have been filed.

#### Directors Named

Named as directors were Rhein, Carl Fisher, of Inglewood, and Coleman Wilcox of Sherman Oaks. Included in the membership, according to Rhein, are operators Sam Ricklin, Henry Bringas, Frank Navarro, William Schrader and William Rutherford.

Rhein said dues would be 10 cents per machine monthly and that one of the first major projects would be the establishment of a code of ethics. No servicemen are to be admitted, he said, as they already have an association in Local 1052 of the International Brotherhood of Electrical Workers.

The group was understood to take precedent over the California Music Guild, which has been negotiating with Ray Adams, director of the National Tavern Owners Association, to organize Los Angeles County operators into the CMG fold.

Hilner was described by Rhein as a former operator who was fully acquainted with the industry's local problems.

## TEEN-AGE ESSAY CONTEST

### AMI Submits Industry-Wide Public Relations Plan to MOA

Continued from page 1

"the American people are the most youth-conscious in the world," the success of public relation programs incorporating essay contests—such as the one conducted by the Advertising Federation of America—were cited.

The essays would be limited to 1,000 words on a subject such as "What the Juke Box Means to Us Teen-Agers." Judging would be by a distinguished panel. Child authorities, jurists and educators were suggested as possibilities.

The first prize scholarships would be to the school of the winners' choice. The writers of the next 10 best essays would receive

\$100 each. It was suggested that the contest be staged in time for the awards to be presented at the next MOA convention. Winners, with their chaperones, would be invited to attend the convention with all expenses paid by AMI.

#### Award Presentations

The awards would be presented at a special luncheon staged by MOA. Winning essays would be read and copies reproduced for national distribution. Newspapers would be invited to cover the luncheon, which, it was suggested, should be self-supporting.

To further the contest, AMI representatives would appear at regional and local operator asso-

ciation meetings to enlist the cooperation of operators and explain the program. Publicity material would be released to newspapers, posters distributed to youth and parent organizations and advertisements placed in publications such as the "The Scholastic," high school magazine.

It was suggested that additional publicity could be obtained thru the release of material to disk jockeys across the nation.

According to the plan, "there is no direct financial liability imposed on MOA, altho MOA and local associations are free to spend their money on additional promotion of the contest if they wish to do so."

**OUT NEXT WEEK...The Fall Export Quarterly**

## 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:

**RECORD COMPANIES RE-ALIGNING 45 PRICES.** Extended play disks affect structures (Music department).

**COLUMBIA TO ISSUE EP POP ALBUMS.** Diskery to ship records next week (Music department).

**PHILADELPHIA COMES UP WITH NEW POP ETCHINGS.** City of hits comes up with "My Favorite Song" (Music department).

**FAIR TRADE STILL CONFUSES DISKERS.** Knotty problems still perplex record company lawyers (Music department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# MUSIC SYSTEMS

**BEST BUYS OF THE MONTH**

Clean Equipment—Ready for Location

Write, wire, phone. 1/3 deposit, balance C.O.D.

**SEEBURG** 148SL ..... \$219.00  
147M ..... 149.00  
146M or S ..... 129.00

### Hideaways

H148M ..... \$229.00  
H146M ..... 139.00

AMI Model A ..... \$249  
WURLITZER 1015 ..... 139  
PACKARD Manhattan ..... 89  
ROCK-OLA 1422 ..... 99  
ROCK-OLA 1432 ..... 450

### Wall Boxes

3W7-L56 ..... \$39.50  
(5-10-25¢ 3 wire)

3W2-L56 ..... 17.50  
(5¢ 3 wire)

W1-L56 ..... 5.00  
(5¢ wireless)

Wurlitzer Model 3020 ..... 27.50

Export inquiries invited—50 cycle motors available

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

## APOA Resumes Regular Fall Meets Oct. 14

CINCINNATI, Sept. 20.—Automatic Phonograph Owners' Association will resume its regular monthly meetings with its first fall session scheduled for the Hotel Sheraton Gibson here, Tuesday, October 14 at 9 p.m., Nat Bartfield, president, announced this week. Plans for the group's annual Christmas party and other association activities will be discussed and voted upon at the initial session, Bartfield said. The executive board will meet at 8 o'clock the same night.

APOA is co-operating with the U. S. Public Health Service's national, State and local health program during September. The health service is furnishing free records to every operator to be used on their phonographs during the length of the campaign. All operators received a letter in advance of the records which are delivered by the health service. Sam Chester and Paul Pusateri are serving on a committee with T. D. Scott, of the Social Hygiene Society in connection with Dr. Wilsbach's local health office.

Al Lieberman, of the B. W. Novelty Company, has returned from his vacation. He visited in Chicago and attended the Music Operators of America convention. He will report on the meeting at the local group's October 14 session. Abe Salman and family have returned from a vacation in New York and Miami Beach, Fla. Lawrence Kane, APOA's legal counsel, and his wife returned last week from a three-week vacation in Kingsville, Ont.

### Puck Co. Ups Delivery

CHICAGO, Sept. 20.—Precision Puck Company has resumed an immediate delivery program on its varied line of shuffleboard and shuffle game pucks.

Herbert Smedburg, firm official, stated the firm stepped up its production schedule to meet demands of operators now getting set for fall campaigns.

## BERESIN HEADS FUND CAMPAIGN

PHILADELPHIA, Sept. 20.—Jack Beresin, president of Berlo Vending Machine Company and A.B.C. Vending Company, has been placed in charge of the motion picture theaters division of the forthcoming United Fund campaign. Beresin is also Chief Barker of the Variety Clubs International, "the showman's organization with a heart."

## Wurlitzer Adds 3 Men to Field Service Staff

NORTH TONAWANDA, N. Y., Sept. 20.—The factory field service organization of the Rudolph Wurlitzer Company has been expanded with the addition of three service engineers, it was announced this week by Bob Bear, phonograph department sales manager.

The men, H. G. McKenzie, L. W. Peteet and C. R. Whipple, were associated with Wurlitzer distributors in the service field. Definite territories will be assigned the men at a later date.

Bear said all would work with distributor service organizations in the current Wurlitzer service program, which was described as geared to an "emphasis on pre-trouble maintenance."

### First's House Organ

CHICAGO, Sept. 20.—First Distributors this week made its initial mailing of its newly instituted house organ, First Edition.

The periodical includes photos of equipment handled by the company, products made by Keeney, Exhibit etc., plus operator tips, yarns and pictures of visiting coinmen.

## New Low Price Structure Set By Permo, Inc.

CHICAGO, Sept. 20.—A new low price structure, described as giving operators a better price break across the board, was announced this week by Gail S. Carter, vice-president and general sales manager of Permo, Inc., for the Permo-Point line of coin-operated phonograph needles.

Under the new structure, the best prices, which originally were obtained on 1,000 lot orders, now are obtained on 500 lot orders. Operators also obtain lower prices with order lots of 11 to 99 and 100 to 499 needles.

Carter emphasized that under the new structure, which applies to 23 types of needles, an operator may purchase a varied assortment but that the price is figured on the total order to give the same price advantage as if only one type of needle were involved.

Carter, who left Monday (16) on a business trip to New York and to attend an electronics show in Atlantic City, said the new prices were a "more realistic approach to current conditions" in view of the fact that operators now find it necessary to buy many special types of needles.

**Give TO CONQUER Cancer**

AMERICAN CANCER SOCIETY

**The New 1953 ROCK-OLA Phonograph**

**This is what you'll want to see!**

**ROCK-OLA Manufacturing Corp.**  
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS

*All Music Operators are Invited to Join* **AMI's**  
**WRITE-AN-AD**



All music operators seem to like AMI ads with their interesting angles, down-to-earth language, fresh and simple ideas that seem to echo the thoughts and feelings of operators, location and music patron alike. Now we invite you—the operator—to take a crack at this fascinating ad-writing opportunity. Write an ad about the AMI juke box, about its simplicity, dependability, economy, playability, or some special feature that appeals to you.

Draw a crude sketch of your idea—the skill behind the artwork doesn't count—then put in your headline and a paragraph which tells your thought simply and as effectively as possible.

**PRIZES**

**1st Prize . . . . . An AMI "D" 80**

**2nd Prize . . . . . AMI Hideaway**

**3rd Prize . . . . . \$250.00 Cash**

**Next 25 Prizes . . . An AMI Amivox Extension Speaker**

Contest closes Nov. 15, 1952. The decision of the judges is final. All entries become property of AMI Incorporated. In case of ties, duplicate prizes will be awarded. You write your ad, or as many as you wish to enter, on sheets of paper 8½ x 11 in. or larger. Get regular entry blanks and a special book of helpful ideas FREE from your nearest AMI distributor. Distributors, their employees and AMI personnel are not eligible for prizes. All music operators, their employees and families are. Send your entries before Nov. 16 to

Advertising Dept. AMI Incorporated, 1500 Union Ave., S.E., Grand Rapids, Mich. All ads will be judged on the basis of sincerity, originality and idea content, and NOT on professional skill of execution.

**grab**

**a**

**pencil**

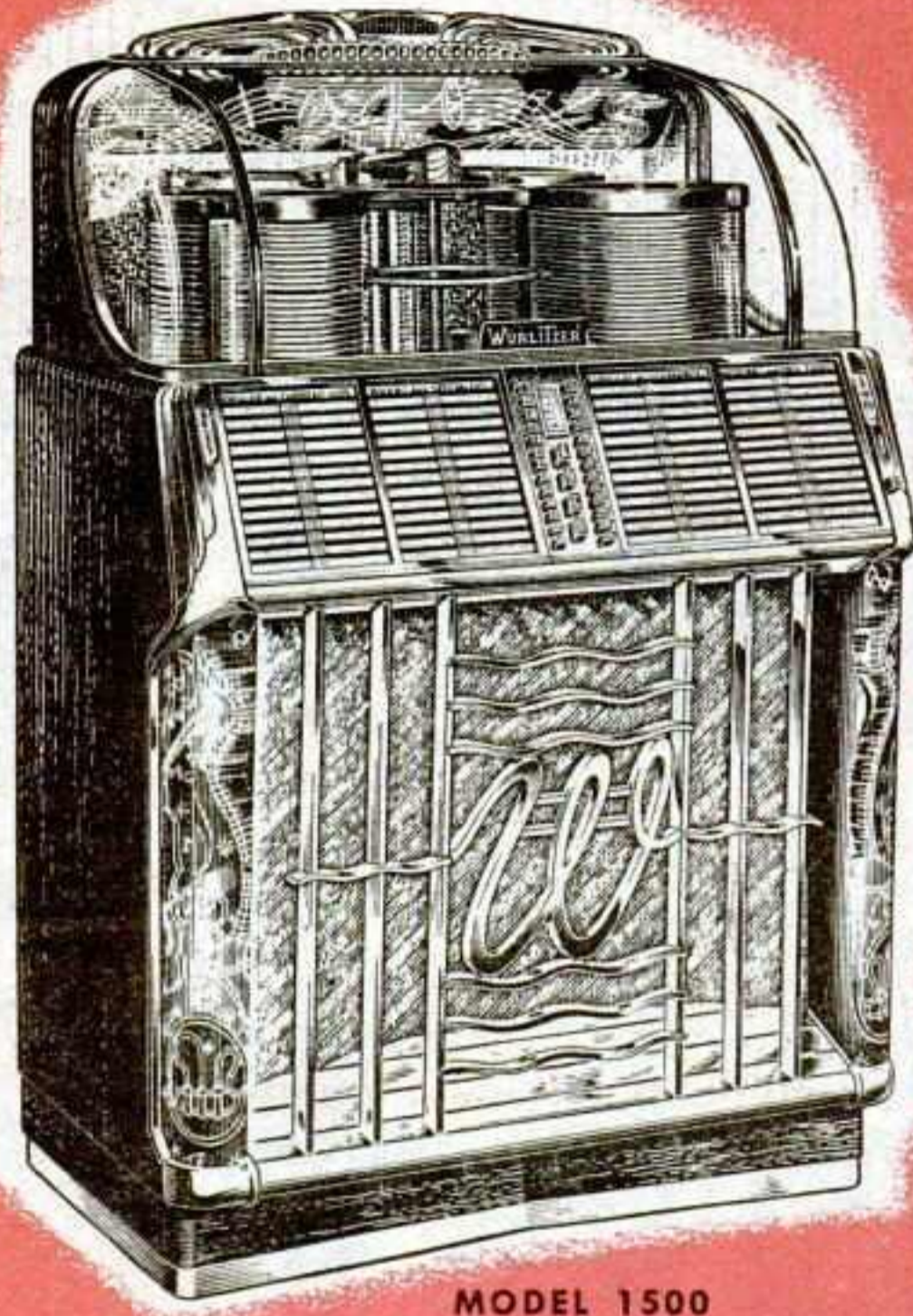
**...turn adman**



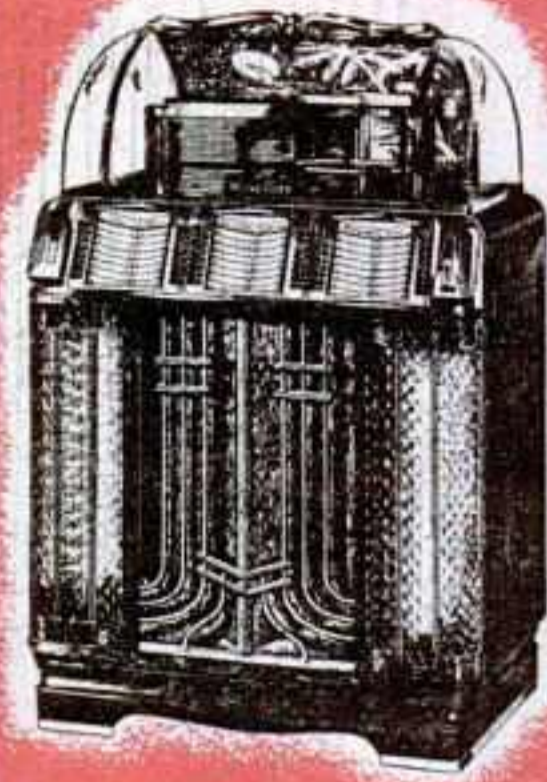
Grab a pencil and turn adman right now. Dash off your ad ideas with dash and daring—don't tighten up, just put down what comes into your mind. Make a separate layout or sketch for each ad—the more entries you submit the greater your chance of winning a valuable, useful prize. Do it now—sometimes, in advertising, the spur of the moment inspiration is the best of all.

**AMI** *Incorporated*

General Offices and Factory:  
 1500 Union Avenue, S.E., Grand Rapids 2, Michigan



MODEL 1500

5100 SPEAKER  
5204 WALL BOX  
WITH ADJUSTABLE WALL PLAQUE

MODEL 1400

ELECTRONIC VOLUME  
LEVEL CONTROL

## No line-up like it for **Quality**

Wurlitzer is the only name in the automatic music business that has been associated with good music and great musical instruments for nearly 100 years.

For close to 20 years it has set the pace of progress in commercial phonograph development. Among Wurlitzer's outstanding *firsts* was the use of lighted plastics to enhance the attractiveness of cabinet design. The *first* to play 45 RPM records. The *first* to provide automatic volume control and the *first* with a visible record changer.

The current Wurlitzer line carries on this tradition with two more great exclusive features...104 selections in 8 classifications and the ability to play 45 and 78 RPM records intermixed.

It all adds up to this. Year after year Wurlitzer has given the operator merchandise and music that excelled in quality and in earning power.

Pictured above are the latest examples of this operator-profit-producing leadership.

See Your

*Wurlitzer*

D I S T R I B U T O R

The Rudolph Wurlitzer Company, North Tonawanda, New York



# Coinmen You Know

## Los Angeles

**Al Weymouth** of Weymouth Service Company was in Chicago to attend the convention of the National Automatic Merchandising Association. **Charles B. Stancliffe**, who was associated with the Weymouth Company as head of the stock room for 12 years, retired recently. He was tendered a party by Weymouth and the staff. **Jack Owens**, formerly with General Vendors, has been named to succeed him. **Jack Stewart** is on vacation. **Joe Richardson** is the new Weymouth route supervisor.

**Al Silberman**, Badger Sales, spent last week in Chicago attending the NAMA meeting. **George Miller**, Moore Company, Portland, Ore., was a recent visitor. He combined his business trip to Los Angeles with a visit with his parents. **Johnny Johnson**, of the Leuenhagen Record Bar, is on the sick list. **Jack Leonard**, Badger Sales, was back on the job following a vacation.

Leonard reports that merchandise is arriving daily for the Christmas trade.

**Acme Cigarette Service** of Pomona has installed cigarette machines on the grounds of the Los Angeles County Fair in that city. Business should be brisk this year for the attendance at the event is running well ahead of 1951. Event attracts over 1,000,000 persons.

**H. D. McClure**, who is now operating in the San Luis Obispo section, reports that his firm, **Los Osos Vendors**, has bought the route of **M. E. McGrew**, known as **McGrew sales**. Los Osos, which means "the bears," now has a general operation, having everything except cigarette machines. McClure plans a vacation soon and expects to spend a few days in Colorado fishing.

A cocktail party was held Monday (8) at the Leuenhagen Record Bar with **Spade Cooley** and **Bill Leuenhagen** jointly hosting operators. The occasion celebrated

the release of Cooley's Decca recording, "Carmen Boogie." Also in attendance with the band-leader will be his vocalist, **Ginny Jackson**, and a new singer, **Darla Hood**.

**Phil Weinberg**, regional representative for Bally, flew into town from Texas for a short visit. **Tex Mitchell** and **W. R. Murphy**, who operate in Fresno, in town shopping. **Ed Wilks**, of the Paul Laymon Company, back at his desk following a vacation in Balboa. He has moved from LaCrescenta to Long Beach, his original stomping grounds.

**Victor Young**, composer, and **George Jay**, disk jockey, visited Leuenhagen's Record Bar. Young made the trek in the interest of his record "When I Fall in Love" on Columbia by **Doris Day**. **Artie Wayne** also was a Record Bar visitor. **Kay Solle** and her niece, **Barbara Chandler**, are back from a visit to Santa Catalina Island. **Andy Anderson**, vending machine operator, enjoyed his visit to Colorado and stopped in at the Badger Sales Company to discuss it with **Bill Happel**, who has charge of the vending department.

**Harry Stephens** has been awarded the contract for the installation of vending machines at Camp Irwin, Calif. **B. & B. Enterprises** installed a number of SodaShoppe venders at the Naval Air Station in San Diego and several Drink-o-Mats at Santa Marguerita Marine Camp. The many friends of **Bernard Lipin**, one of the partners in B. & B., will regret to learn of the passing of Mrs. Lipin. **Comer Vending Company**, operated by **Mrs. Helen Palmer** and **Mrs. Rita Corwin**, has added a number of Refreshers, canned juice venders, and U-Pop-It corn machines.

(Continued on page 91)

## Kansas Ops

(Continued on page 77)

May. In June, representatives of the Kansas operators attended the first annual convention of the Music Guild of Nebraska at Omaha to obtain first hand information on the methods of organizing an association.

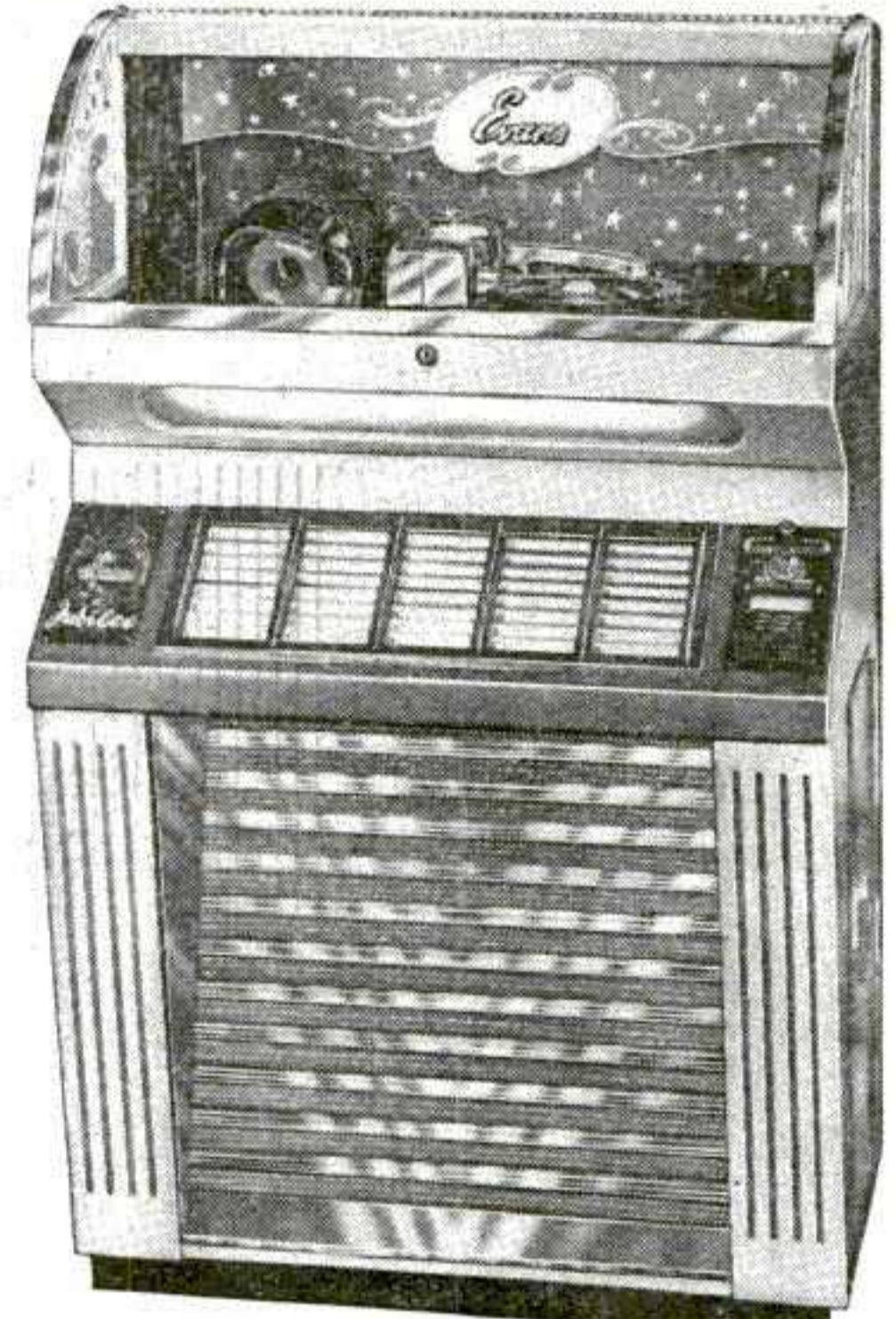
Plans for the coming meeting were made at the first get together of Kansas operators at a meeting last July. **Ptacek** was elected temporary president at that time.

According to **Ptacek**, the purposes of the new group are twofold: the association is expected to provide a medium thru which operators in the State can get to know each other better, and also a means by which public relations can be fostered.

# 2 WAYS TO IMPROVE YOUR OPERATING ALL WAYS

**EVANS' JUBILEE 40/45**  
20 Records—40 Selections  
45 RPM

**EVANS' JUBILEE 40/78**  
20 Records—40 Selections  
78 RPM



Lowest Operating Costs—Highest Performance Efficiency—Most Consistent Player Response to the Richest, Most Life-Like Tone Reproduction! Jubilees Do More Than Promise Profits . . . They Deliver 'Em on Your Locations! See Your Evans' Distributor Now!

SOON ON DISPLAY AT YOUR DISTRIBUTOR

**EVANS' CENTURY PHONOGRAPH**

50 RECORDS • 100 SELECTIONS • 45 RPM

"CENTURAMATIC" SELECTION

"ENCORE" MECHANISM

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

# SEEBURG OPERATORS

THIS IS FOR YOU!

WE ARE NOW CONVERTING 20 SELECTION WALLBOXES TO PLAY ALL 100 SELECTIONS ON THE M-100

The following boxes can be converted:

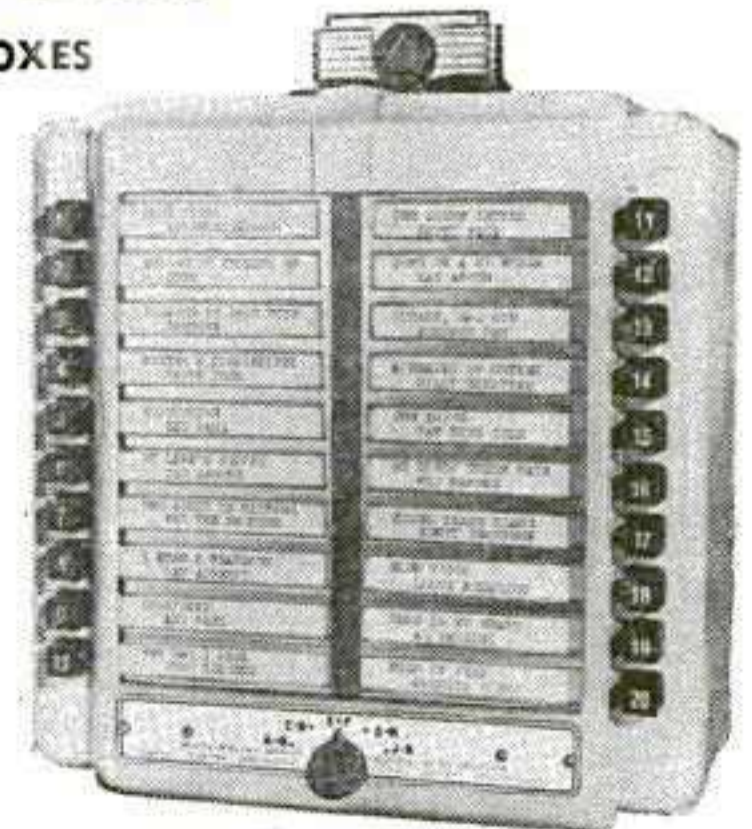
- 3-Wire
- Post-War
- Wireless
- 5c
- Pre-War
- 5-10-25c

WE DO THE ENTIRE CONVERSION. YOUR BOXES ARE RETURNED READY TO OPERATE.

No more straining or twisting your neck to see titles. With each box is included a beautifully colored program selector that holds individual title strips, food menu and wine list.

CONVERSION PRICE  
**\$35.00** per wall box

ASK FOR ILLUSTRATED LITERATURE SHOWING THE MUSIC MENU.



One of the many models converted. Only one button to press.

# STANDARD ADAPTER CO.

2746 N. California Ave. Chicago 47, Ill. Phone: CApitol 7-7447

## THE BILLBOARD Index of Advertised Used Machine Prices

### Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6	Issue of Aug. 30
<b>AMI</b>				
Model A	\$249.00	\$225.00	\$249.00	\$249.50
	350.00	350.00	350.00	350.00
Model B			450.00	450.00(2)
Model C	475.00	460.00	475.00	445.00
				475.00
<b>EVANS</b>				
Constellation	425.00	425.00	425.00	
<b>PACKARD</b>				
Manhattan 76	89.00	89.00	89.00	89.50
<b>MILLS</b>				
Constellation	150.00	150.00		175.50
<b>ROCK-OLA</b>				
49 & 50	295.00	295.00	295.00	295.00
1422	94.50	99.00	99.00(2)	99.00(2)
	150.00	150.00	140.00	150.00
1422 Blonde	135.00			
1426		115.00	119.00	119.00
			165.00	135.00
1428	259.50			295.00
1432	450.00	450.00		
1946			59.50	
<b>SEEBURG</b>				
Classic	49.00	49.00	49.00	49.00
Envoy	49.00	49.00	49.00	49.00
H-146 M Hideaway	79.50	139.00	139.00	139.00
H-147 M Hideaway		110.00	110.00	110.00
H-148 M Hideaway		229.00	229.00	229.00
H-246 M Hideaway	99.00	99.50	99.00	99.50
Hightone		49.00	49.00	49.00
Lotone		52.50		
M-100-A 78 RPM	599.50	599.50	625.00	599.00
	695.00(2)	695.00	675.00	675.00
			695.00(2)	695.00
M-100-B 45 RPM			845.00	
A-100-BL 45 RPM			965.00	
Major	49.00	49.00	49.00	49.00
Regal		39.00	39.00	39.00
46	99.50	99.50	99.50	95.00
46 M		99.50		
47	139.50	139.50	139.50	139.00
47 M		124.50		
146 H		98.50		
146 M	110.00	129.00	110.00	129.00
146 S	110.00	129.00	110.00	129.00
147 M	135.00	149.00	135.00	149.00
147 S		135.00	135.00	135.00
148 Blonde		275.00	265.00	275.00
148 ML	240.00	260.00	240.00	260.00
	289.50			
148 SL	219.00	219.00	219.00	219.00
1941 Hideaway	49.00	49.00	49.00	49.00
<b>WILLIAMS</b>				
Music Mite	99.50	99.50	100.00	99.50
<b>WURLITZER</b>				
500	49.00	42.50	49.00	49.00
600		42.50		
750	69.00	54.50	69.00	69.00
750 E	79.50	79.50		
780 E Colonial			99.50	
800	54.50			
850	59.00	59.00	59.00	59.00
1015	125.00	109.50	125.00	125.00
	169.50	139.00	169.00	175.00
		169.50(2)	185.00	185.00
		175.00		
1017			99.50	
1080	125.00	150.00	125.00	150.00
1080A		124.50	169.50	169.50
1100	289.50	324.00	324.00	310.00
	325.00	339.50	324.00	325.00
1217 Hideaway	399.00	425.00	399.00	425.00
1250			399.00	425.00

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**

Write The Billboard  
2160 Patterson Street  
Cincinnati 22, Ohio.

## CREATE CANADIAN DIVISION

### Expansion, Harmony Key Second NABV Convention

By TOM McDONOUGH

CHICAGO, Sept. 20.—Expansion, harmony and the direct approach to industry problems keyed the second annual convention of the National Association of Bulk Vendors. Action-packed during its three-day run, Sunday thru Tuesday (14-16), at the Morrison Hotel, the meeting was highlighted by the creation of a Canadian division. Streamlined from its initial session on Sunday afternoon when nominations for officers and a board of directors were made, the NABV gathering was keyed to a closely timed agenda. Monday (15) the first business session was convened with Milton P.

Raynor, association general counsel, reviewing the group's progress since the 1951 meeting in Cleveland. Raynor told the members that their wholehearted co-operation in the past 12 months had successfully carried NABV thru a critical period and insured steady expansion in the immediate future.

Trade ethics also were discussed and a resolution was adopted demanding a strict code of sanitation to be subscribed to by all present and future members. The code was not fully worked out by the close of the convention and all members will have a chance to study it in the next few months before voting on its final adoption. An integral part of this sanitation program will be the issuance of stickers for members' venders.

#### Officers Elected

The NABV convention was climaxed by the election of officers and directors on Wednesday (16). Executive officers chosen were: Alvin R. Kantor, Chicago, president; Warner C. Smith, Dallas, executive vice-president; Bert Fraga, Oakland, Calif., secretary,

and Bernard K. Bitterman, Kansas City, Mo., treasurer.

The seven regional vice-presidents voted into office were: West—Sid Bloom, Los Angeles; Midwest—Samuel J. Phillips, St. Louis; Northwest—Leo Ellingsworth, Minneapolis; East—Ed Flanagan, Boston; Southwest—Al Gunn, San Antonio; South—Max Hurvich, Birmingham, and Canada—Archie Campbell, Ottawa.

The NABV also named 16 members of the board of directors for one year terms. They are: Meyer Abelson, Pittsburgh, Harry Bell, Chicago, Neil Davis, Coopersville, Mich., Herman Eisenberg, Cleveland, Sam Eppy, Roger Folz and Robert Guggenheim, New York; Les Hardman, Pittsburgh, H. B. Hutchinson, Atlanta, Ish Kimbriel, Dallas, Rolfe Lobell, Chicago, Don McClinton, San Francisco, Ken McPhail, Chatham, Ont., Harris Shafton, Jacksonville, Fla., Phil Sparacino, Chicago, and Sid Weinstein, Pittsburgh.

#### Two Chairmen

Another important election resulted in the choosing of two permanent chairmen. Those hon-

(Continued on page 85)

## GREENE

### Sees Rapid Expansion In Vending

CHICAGO, Sept. 20.—With the economics of the future favoring automatic merchandising, Robert Z. Greene, president, Rowe Manufacturing Company, New York, urged NAMA members to continue with experimentation in a trail-blazing effort that would lead to greater profits than the industry has ever known.

Pointing to the constantly increasing self service retail units blanketing the country, Greene said that it was only another step to vending. The Pennsylvania Railroad, which has successfully operated vending machines in some of its coaches, is preparing a club car that will feature a bar at one end and coin-vended buffet items at the other.

Coin-operated snack bars will be introduced on highways in New Jersey, next spring, Greene said. The interest in this endeavor is widespread, and its successful application may lead to its adoption in many other areas. Likely locations might be found along Connecticut's super highway, the Merritt Parkway, which has gas stations but no eating establishments.

#### Traces Rowe Growth

Greene, a past president of NAMA, traced the growth of his own company in pointing out that the vending business was founded and prospered because of men with vision and faith.

Altogether generally thought of as a Goliath in the field, the guesses regarding Rowe are fantastic.

(Continued on page 87)

## Re-Elect Goldman President of NAMA

CHICAGO, Sept. 20.—Aaron Goldman, president of the G. B. Macke Corporation, Washington, D. C., was re-elected president of National Automatic Merchandising Association during the group's 17th annual meeting this week at the Palmer House.

The board of directors re-elected all four of the association's officers to another one-year term. On the opening day of the convention, the nominating committee, chaired by Robert Z. Greene, presented its slate of five nominees—three new names and the names of two men who served on the board during the past three years.

The new directors slated were Maurice Heffer, vice-president of Johnson Tobacco Company, Chicago; Doug C. Letz, Chickasaw Canteen, Knoxville, and Richard Wood, vice-president of the Coca-Cola Bottling Works, Gary, Ind., I. H. Houston, Spacarb, and Davre Davidson, nominated to serve another three-year term. The nominations were unopposed from the floor and were approved unanimously.

Meeting the second day of the convention, the directors re-elect-

ed the following officers, in addition to Goldman: I. H. Houston, first vice-president; John T. Pierson, Vendo, second vice-president, and William Fishman, Automatic Merchandising Company, treasurer.

NAMA's officers again include two manufacturers (Houston, Pierson) and two operators (Goldman, Fishman).

Preceding the election, the board entertained Svend A. Bruun, of A-S Wittenborgs, Copenhagen, at luncheon.

## LOOKING TO TOMORROW

### Take-Home Sales Big Potential—Houston

CHICAGO, Sept. 20.—"So much ballyhoo has been put out about our industry that it is difficult for even the most hard-headed realists among us to separate dreams or wishful thinking from practical probabilities," I. Payne Houston, president of Spacarb, told members of the NAMA.

Houston, a featured speaker on Monday's (15) convention program, spoke on "Vending's Role in Distribution." He reviewed progress of the industry and sketched in some of the probable future developments.

"Prior to 1926-27," Houston said, "excluding a few million in sales thru toilet locks, penny scales and 1-cent gum and nut machines, vending was just a plaything of promoters. About that time certain developments took place which gave our industry its first real start toward large-scale growth and prosperity."

Those developments, Houston said, were the improvement of coin mechanisms and slug rejectors and the introduction of mechanical refrigeration.

#### Praises Pioneers

Houston paid tribute to "a handful of top-quality pioneers who had the courage and vision to stake their futures on vending—men like Ben Fry, Nathaniel Leverone, Bob Greene and J. W. Coan."

From 1933 to the outbreak of World War II, Houston said, the

## DAVIDSON WINS SCHEUER AWARD

CHICAGO, Sept. 20.—

Henry Davidson, chairman of NAMA's Region X, was awarded the annual Bernard Scheuer trophy at the convention here this week for his group's work in building association membership.

The trophy, honoring the memory of the late Bernard Scheuer, president of the Vendomat Corporation of America, Baltimore, was accepted by Davre Davidson. The Davidsons own and operate Davidson Brothers, Los Angeles operating concern.

Region X increased its membership by 40 per cent in the past 10 months, thus leading all 13 regions in membership building. Latest figures released by NAMA showed the association had 1,215 members as of September 1, 1952.

## New Hot Dog Vender Shown

CHICAGO, Sept. 20.—A new hot dog vending machine was unveiled at the NAMA show here this week by Juice Bar Sales Corporation, New York. The new unit, designed in conjunction with Radio Receptors, Brooklyn, has a capacity of 160 frankfurters encased in rolls. Each food product is wrapped and contained in a cardboard cylinder.

At the show, the product was being cooked by diathermy and delivered in about 20 seconds. Jack M. Cross, of Juice Bar, said that it is expected to cut the cooking time for operation in the field to between 10 and 15 seconds. The machine is designed to vend for 20 cents and to return a nickel change when a quarter is inserted.

Line production will not start before January or February. The price is expected to be around \$1,200.

## NAMA Leader Urges Venders Become Expert

### Goldman Tells of Requirements for Operator Success

CHICAGO, Sept. 20.—Aaron Goldman, president of National Automatic Merchandising Association, set the stage last Sunday (14) for the group's annual convention by urging operators in attendance to "become automatic merchandising specialists" to assure their future.

Goldman, addressing his remarks to the man already in vending, listed five major points which he said were necessary to automatic merchandising expertness:

1. Become adept at salesmanship.
2. Know good merchandising practices.
3. Know how to analyze your business.
4. Have good employer-employee relations.
5. Engage in public relations.

"There probably is not one in a hundred," Goldman said, "who is as good a salesman as he could be if he were to take the time and trouble to improve himself. There are opportunities in every city for the placement of vending machines, which are going begging, because operators have been unable to persuade the responsible party that vending machines have a place in his business, his factory or in his university."

Of merchandising, the NAMA

(Continued on page 87)

## Nat'l Rejectors Licenses Aussie Firm on Ejector

CHICAGO, Sept. 20.—National Rejectors, Inc., producers of coin control devices, has licensed Servit, Ltd., of Sydney, to produce the National slug rejector line in Australia.

Raymond Gottfried, of National, said here this week at the NAMA show that Servit would confine its manufacturing and sales activities to that country.

National displayed its new "four-in-one" mechanism at its booth on the exhibit floor. The mechanism enables machines to handle a wide range of even and odd-cent prices.

## NEW VENDING MARKET

### Try Outside Vending, Says Danish Speaker

CHICAGO, Sept. 20.—U. S. automatic merchandising might expand its market potential by street selling, Svend A. Bruun, of A-S Wittenborgs, Denmark, told the NAMA convention. He spoke on "The Future Role of Automatic Merchandising in the American Economy."

Bruun was introduced by G. R. Schreiber, of The Billboard Publishing Company and program chairman of this year's NAMA convention.

Schreiber said Bruun's company had been engaged in the manufacture of automatic merchandising machines for the past 60 years, and that it was Europe's largest manufacturer of vending equipment.

#### Vending Differs

Bruun pointed out that European vending differed from that

in the U. S. in this principal respect: Most of the venders are placed outside where the public can buy 24 hours a day. The machines sell standard products as cigarettes and candies, but they also handle a wide variety of food items from fresh vegetables to cheese and eggs.

Because most of the venders are placed in the open, Bruun said European vending machine design and manufacture has been affected—machines are so constructed as to resist wind and weather; they also are narrow, since the law determines how far they can extend over the sidewalk.

Retail stores in Europe use vending machines to keep open around the clock, Bruun pointed out. All stores closed at 6 p.m.,

(Continued on page 85)

## Warn Higher Cig Tax Will Dig Into Sales

CHICAGO, Sept. 20.—Vending machine operators can help combat further increases in cigarette taxes by working closely with the tobacco industry, F. M. Parkinson, executive director of the National Tobacco Tax Research Council, told the NAMA convention.

"By virtue of the fact that your group repeatedly has been subjected to tax impositions by city, county and State governments," Parkinson said, "you are already seasoned veterans in the art of articulate opposition to unreasonable levies."

Today the combined federal, State and local taxes on cigarettes reaches upward of \$2 billion annually, Parkinson pointed out.

"The combined federal and State taxes on cigarettes," he continued, "range from 10 to 16 cents a pack, with an average of 11½ cents in the cigarette taxing States (41 States). Out of every dollar spent for cigarettes

throughout the United States, 51 7/10 cents is represented in excise taxes. So half your packs go for tax."

#### Warns Industry

The tobacco industry will be a continued target for heavier taxation, Parkinson predicted. Ten States now impose a tax of 4 and 5 cents per pack, and 25 States impose a tax of 2 and 3 cents.

"The States imposing the lesser tax rate feel that because there is no apparent opposition to the higher rate of tax there is little reason why they should not join the ranks of the States imposing 4 and 5 cents a package," Parkinson stated.

This fact, plus the ever-increasing demand for State revenue and the lack of economy in government, were cited as proof that higher taxes are in store for the cigarette industry.

High taxes, and the corresponding high retail price, have a direct effect on the per-capita

(Continued on page 87)

**OUT NEXT WEEK...The Fall Export Quarterly**

**BOSSSES BOTHERED**

**Execs Seek Answers To Labor Problems**

CHICAGO, Sept. 20.—Facing problems akin to those confronting the leaders of all of the nation's major industries, NAMA devoted its Tuesday morning business session at the Palmer House as an aid to management. Answers were sought to such perplexing questions as the hiring and training of good personnel and labor relations, the need for insurance and the job of the executive in the vending field.

Disclaiming the often-voiced but seldom documented complaint that "good men" have ceased to exist and that it is now impossible to get a day's work

from an employee, P. W. Bullock, Piedmont Canteen Service, Greensboro, N. C., indicated that perhaps the hiring technique was at fault.

He listed as a prevalent weakness the failure of management to explain fully to the prospective employee just what would be expected from him. The future of the firm and its promise of growth and expansion should be outlined, he said, before hiring negotiations were fully launched.

**Gauge Employee**

It would help in gauging a prospective employee to study his living standard in relationship to the opportunities offered by the job. The rewards, of course, would be judged by job performance.

Bullock listed the following as requisites in hiring personnel:

1. Physical fitness of the applicant.
2. The approach—whether the primary interest appears to be opportunity or the desire for easy money.
3. The potential number of work years promised. While age is no barrier, youth remains desirable.

Hugh Howes, Howes-Shoemaker Company, Detroit, warned that complacency during a period of good labor relations was dangerous. It is important, he said, to work at establishing good relations with employees even better when calmness prevails.

**Seek Legal Aid**

There is no reason to be alarmed or frightened if labor trouble does develop, Howes said. He told operators to avoid being high pressured. This could be circumvented by securing competent legal advice and contacting the NAMA, he said.

Howes told operators, who had not yet been a party to collective bargaining, that the process could conceivably benefit management as well as labor and suggested that negotiations be entered with this in mind.

John Guthrie, Miller Automatic Sales Company, Louisville advocated constant and thorough attention to securing complete insurance coverage. His method of deductions from commissions to pay premiums is outlined in a Vend magazine reprint, "Self Insurance Is Practical," which was distributed at the meeting.

**Coverage Listed**

Policies carried and recommended by Guthrie included, those covering owners and landlords, blanket honesty; monthly report on inventory; auto-truck, money and securities, transportation-merchandising, standard workmen's compensation and plate glass.

Herb Geiger, Geiger Automatic Sales Company, Milwaukee, who recently completed a special management course at the University of Wisconsin, said that it was necessary to learn to solve problems on the executive level to be a good "boss."

Geiger said that success or failure was due more to the competence of individuals on the executive level than it was to outside conditions. Too many individuals, he said, are prone to blame "conditions" for failure.

**Snively Kit Allows Soup To Be Served**

CHICAGO, Sept. 20.—Snively Groves, Inc., displayed a heating conversion kit at the NAMA show which enables operators to convert the Snively canned juice-to-cup machine to handle soup.

Paul Sullivan, Snively sales representative from New York, said the kit could be installed in approximately 15 minutes. It costs the operator \$50. Once the heating element is installed, it becomes a permanent part of the vender, and the operator determines whether he will serve hot or cold drinks by throwing a switch.

The Snively machine, without the heating element, lists at \$800 cash or \$850 on an 18-month time-payment plan. It dispenses either soup or juice in cups by puncturing 46-ounce cans (approximately 110 five-ounce drinks per case of 12 cans).

**King-Size Cig Trend Review At Convention**

CHICAGO, Sept. 20.—The trend toward king-size cigarettes is an indication of changing fashions in cigarettes, and operators must be cognizant of such changes to capture their full sales potential, the NAMA convention was told.

Arthur F. Schultz, of Arthur F. Schultz Company, Erie, Pa., told the Monday (15) morning session that king-size cigarette sales are winning more new business than the standard size and have long since passed the marginal point. The increase in women smokers, Schultz declared, started the king-size trend. People buy king-size because of economy, mildness, taste and "because it is the fashion these days."

Edward Beresth, Cigarette Machine Sales Company, Stamford, Conn., sketched some of the problems which the new trend caused in the operating business, but he added that no cigarette operator could afford to eliminate longer-size brands from his columns.

The Chesterfield king-size package has caused some confusion, Beresth added. Since the packages are identical, except in size, customers often pull the wrong plunger or push the wrong button despite plain markings which indicate the king-size column.

**Vending Target of Syndicate Muscle Police Exec Warns**

**Los Angeles Police Chief Tells How Hoodlums Prey on Industry**

CHICAGO, Sept. 20.—Organized crime, working thru the Mafia, has moved increasingly into legitimate business enterprises and one of its targets is the vending machine industry, the NAMA convention was warned by W. H. Parker, Los Angeles police chief.

Speaking at the final session Wednesday (17) morning, Parker said, "The vending machine industry is one of their (Mafia's) targets. They plan to take over supply and service, distribution, and ultimately, manufacturing."

"They plan this because the vending machine industry is considered ideal for their needs. They have available, intimidation and strong-arm experts successful in persuading small proprietors of the advantages of one machine over another. Existing punch-board, horse race information, and bookie chains can be counted upon to supply new customers and control old ones."

Parker was introduced by George Seedman, president of the Rowe Service Company, Los Angeles, and past-president of NAMA. Seedman outlined Parker's career as a police officer, lawyer, sociologist, Army officer,

civic leader and police chief. He told how, under Parker's administration, crime and criminals had been reduced steadily in the California city.

**Points Out Dangers**

Three great dangers confront modern America, Parker stated: The Communist fifth column, armed might of Russia and organized crime.

"I do not despair," Parker said, "or fear for an America alert to the dangers of these first two threats." But, he added, organized crime "can accomplish our downfall more quickly than an enemy."

By organized crime, Parker explained, he did not mean the penny-ante hoodlum, the half-tramp half-thief, the alley prostitute or any of the several million cheap criminals constituting a nuisance and hazard on the streets.

"When I speak of organized crime I speak of a tightly-knit, disciplined, arrogant and worldly-wise group which makes crime pay, and pay well," he declared.

Parker brought crime home to his vending audience with the story of how criminals attempted to muscle into the cigarette vending business.

**Muscle Instance**

"Recently," he said, "a Pacific Coast representative of a national vending machine company—who is here today—was contacted by Mafia representatives from the Ohio Valley. These criminals had organized a California corporation and established an office in a city to the South of us."

"This Pacific Coast representative was instructed to meet these men at a certain time, in a certain room, of a certain hotel. When he demurred, he was told in no uncertain terms to carry out his instructions, and "that it was their intention to purchase cigarette vending machines."

"Shortly thereafter," the chief concluded, "the appointment was cancelled without explanation. When he (the vending representative) called these facts to my attention, I was able to give him a complete explanation as to the reason for the cancellation. The answer lay in the operation of our intelligence division, which is charged with the single responsibility of combatting organized crime."

As businessmen, Parker said, vending operators should be interested in police affairs and should act in their own community, with other citizens, to see and correct faults in the local police structure.

**OVERLOOK NO TRICKS**

**Ops Utilize All Sales Aids to Gain More \$\$**

CHICAGO, Sept. 20.—Many sales aids, ranging from a radio program to "do good" endeavors in home communities were offered as trade stimulants in developing the theme of the Wednesday morning business session of the NAMA at the Palmer House.

Louis Golden, Ace Cigarette Service Company, Cleveland, said that the most ambitious undertaking by his group in building sales stimulants was the sponsoring of a twice weekly 15-minute radio program on WERE. Titled "Forward America," the Wednesday segs are devoted to tracing the careers of famous athletes while the Saturday shows tell of the Horatio Alger-like growth of many famous Clevelanders. Four locations, which are notified in advance, are mentioned each week.

The commercial emphasizes the "freshness" of the cigarettes, their 24-hour availability, plus the advantages of buying by the pack. The latter statement is not elaborated on but is deemed necessary since the emphasis in much cigarette advertising is on carton purchases.

Golden said that the percentage increase in sales had run higher than ever before following the inauguration of the radio program, but he was reluctant to attribute the total gains to the air seg since, he said, conditions in the Cleveland area were generally excellent.

While the public's acceptance of vending has increased considerably, the industry is still far from its potential, Golden stated. The job of selling must be thorough and constant he said, listing as aids, the participation in community endeavors, such as Red Feather and Community Chest campaigns and the striving for perfection in service.

It is a mistake, Golden said, to minimize the endeavors of rival operators. Rather, it is better to boost the automatic merchandising field as a whole since the goal is still to sell the public on using the machines.

**Seek Community Identity**

John F. Saxon, Ace-Saxon Incorporated, Miami, said that his firm took an active interest in all community and civic affairs in a continuing effort to have it identified closely with the locale and its endeavors. All charity drives are participated in and friendship with public officials is cultivated.

All of Ace-Saxon's route men are uniformed and signs, bearing the company name, are prominently displayed on all mobile equipment and machines. Book matches also serve as an advertising aid, the part of the available message space is sold to a radio station. The idea behind the liberal use of the firm's name in advertising fashion is to acquaint the public with the vending service and to impress people with the fact that it is a local and stable business endeavor, and thus good for the community.

Joseph Dobson, Dobson Vending Service Incorporated, Dallas, said that success in vending depended upon an honest selling program with a professional approach. He said that each location should undergo careful analysis by top management or there would result the risk of losing it to a more capable competitor.

Dobson said that the South was profiting by the pioneering that had taken place in the North. He intimated that vending endeavors in his area were really in their infancy and predicted a bright future for automatic merchandising.

**Show Danish All Purpose Merchandiser**

CHICAGO, Sept. 20.—A multi-purpose merchandise vender, built by A-S Wittenborgs, Copenhagen, was displayed at the NAMA show by Automatique, New York agents of the manufacturer.

On hand for the exhibit was Robert L. Ferman, vice-president of Automatique. Ferman has been operating Fruit-O-Matic refrigerated fruit vending machines.

The model displayed was a two-column machine in the cabinet with circular trays segmented in 2, 3, 4, 6 or 8 sections, depending on the size of the package to be accommodated. Each column is controlled by a separate coin mechanism, and each column contains 12 such revolving trays.

Prices for the machine range from \$295 for a single column for flush mounting without the cabinet to \$895 for a three-column model in an enamel cabinet with a stainless steel column for outdoor installations.

**COMMISSIONS**

**Costs Must Fix Rental, Says Simon**

CHICAGO, Sept. 20.—Operating companies are headed for economic troubles unless they stop giving away their gross in the form of too high a rental commission, NAMA members were warned by Mort Simon, J & M Vending Company, Ltd., Miami.

Simon, speaking at the association's annual convention, broke down typical average costs on a cup vending machine to illustrate his point. Operating costs, including materials, labor, and a 21 per cent commission leave the firm 11.7 per cent out of each nickel, and from this must come such large expense items as depreciation, he pointed out.

The principal reason why operating companies pay too much rental commission, Simon said, was because they do not know their costs. He advised operators to study their costs carefully and adjust commission rates accordingly.

**Stoner Bows Cig Vender At Chi Show**

CHICAGO, Sept. 20.—Stoner Manufacturing Company introduced a seven-column, manual cigarette vending machine tentatively priced, with stand at \$150, at the NAMA show this week. Bip Glassgold, sales manager, said deliveries of the cigarette vender would start in January.

Subject to revision, the price quoted on the vender at the show was \$134.50. The base is an additional \$14.50. Fluorescent light, which is optional, costs \$5. A self-locking coin box is also available as optional equipment.

Designed to handle king or regular-size cigarettes in each of its seven columns, the machine has four shift columns, a 321 pack capacity and a free match capacity of 325 book matches. Operators can set the machine to operate at a quarter or 30 cents by simply moving a price button.

The vender is 66 inches high on the stand (44-inches without the stand), 23 inches wide and 14 1/2 inches deep. It weighs 164 pounds, and the base is an additional 23 pounds. Of all steel construction, the vender will be offered in a variety of eight colors.

Features of the new machine are an overload clutch mechanism, removable columns, large package display which permits the customer to see the pack he buys, a single coin insert receptacle and removable coin mechanism. Wall brackets will be offered.

**Lily Tulip Bows New Hot Cup**

CHICAGO, Sept. 20.—A new hot cup especially designed for vending was introduced at the NAMA show here this week by the Lily Tulip Company.

**Ideal Shows Milk, Drink Unit at NAMA**

CHICAGO, Sept. 20.—A new, selective combination milk, chocolate drink and orange drink vender machine was displayed at the NAMA show by Ideal Dispenser Company, Bloomington, Ill.

The Model 300-C will list for \$350.80 F.O.B. Bloomington.

Housed in a cabinet of the same design as Ideal's other milk and soft drink machines, the combination unit is 54 1/2 inches long, 32 inches wide and 39 inches high. Crated, it weighs approximately 450 pounds.

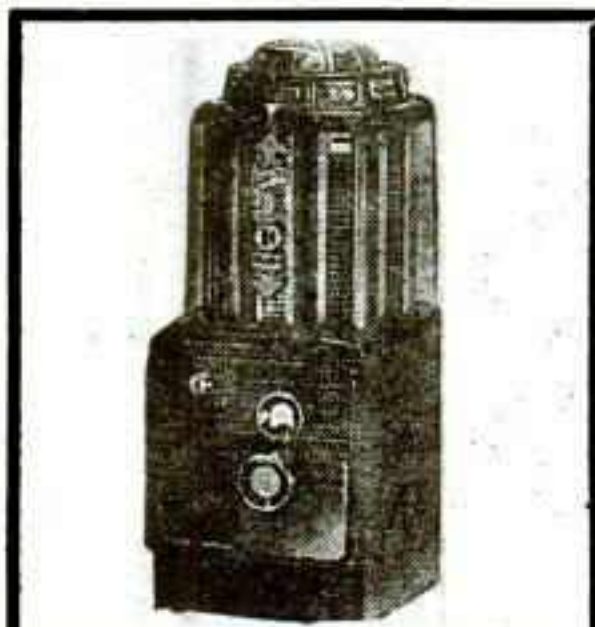
The 300-C has two coin control mechanisms, one set to handle the racks containing milk, the other controlling the soft drink racks.

Its capacity varies, depending on the items stocked: 51 12-ounce beverage bottles and 50 Pure-Pak Containers or for alternate capacities, milk and orange, 60 American Can containers, 68 half-pint glass bottles, 60 one-third quarter glass bottles and 56 pint glass bottles.

## New Wrappers for American Chicle

CHICAGO, Sept. 20.—American Chicle Company is starting to ship penny Dentyne and California Fruit gum in new wrappers designed to present a more distinctive appearance in penny gum venders.

Face panels of the two brands remain unchanged, but the side panels have been changed to enable customers to readily distinguish between the two flavors.



**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... ten column... wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
899 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

## SANITATION

### Sell Health Execs First —Mallmann

CHICAGO, Sept. 20.—A closer relationship between operators and public health authorities in their communities will aid the growth of the industry, Dr. W. L. Mallmann, Michigan State College sanitation expert, told members of the NAMA at their Wednesday morning session.

Dr. Mallmann, consultant to the NAMA Cup Vending Division, said that a "lot of people" were still afraid to patronize the beverage machines. He said that operators could do much to erase this prejudice by showing health authorities that they knew and practiced good hygiene.

While some 10,000 cases of food poisoning were reported by the U. S. Public Health Service last year, Dr. Mallmann estimated that at least 100,000 cases went unreported. All of these, he said, were caused by carelessness and ignorance.

#### Disease Control

Such infections can be easily controlled, he said, adding that it is necessary to build machines so as to eliminate all possible transmission of disease.

Machines must be designed to be easily cleaned and not receptive to gathering dust or dirt. Adequate refrigeration should be provided when needed and the machine in operation should be kept clean at all times, Dr. Mallmann said. He also emphasized the necessity of servicemen being clean and trained in personal hygiene.

## Vending Makes Jobs, Groves Tells NAMA

### Venders Increase Output, Raise Living Standard

CHICAGO, Sept. 20.—Automatic vending machines will help multiply production output and make the work of human beings easier and more efficient, Gen. Leslie Groves, U.S.A. (Ret.), told the opening session of the NAMA convention.

Groves, now vice-president in charge of development for Remington Rand, Inc., said, "The vending machine business is not dissimilar to the business in which I am engaged—that is, the office machine business. We have the same aim, the raising of the standard of living of our fellow Americans."

Machines create two problems, Groves told the convention: What happens to the men and women whose jobs are taken over by machines? And how will society as a whole benefit?

The answer to the first question, Groves stated, is that machines create more skilled jobs, thus raising the level of the worker. When more skilled jobs are created, he continued, the standard of living rises and society benefits.

"Unskilled labor," Groves declared, "will not be left jobless; it will be trained and promoted to semi-skilled occupations."

Speed and convenience have established the vending machine as a modern method of retailing, Groves pointed out.

"You cannot afford," he said, "to have enough salesmen to render all the services your customers would appreciate. So you establish mechanical salesmen. They do not need to know the psychology of selling, because they sell things that people want—such as soft drinks, sandwiches, stamps, etc. They do that job just as well as, even better than, a human salesman. They do not go out to lunch. And they do not keep customers waiting."

Despite this fact, the general continued, vending machines do not take the place of the clerk behind the counter.

"The automatic selling machine is not in competition with the personal salesman," he stated, "and it does not replace (over-the-counter) retail merchandising. It extends it, making it possible for more things to be sold than would otherwise be possible. And it is axiomatic that if more things are sold, more things must be produced, and there will be more jobs."

## VENDING TOPIC AT SALES CLUB

CHICAGO, Sept. 20.—Dick Schreiber, of The Billboard Publishing Company, will be one of four business paper editors to speak October 7 before the New York Sales Executives Club at the Hotel Roosevelt on the subject of "Distribution Dynamite—or, the Revolution in Retailing."

On the program, in addition to Schreiber, who will discuss automatic merchandising, are the editors of Chain Store Age, the Fairchild Publications and the Haire Publishing Company. E. D. Weiss, economist, will moderate the program.

The speeches will cover automatic vending, self-service, branch stores and suburban shopping centers, showing distribution problems and how product manufacturers are affected.

## Rowe Preems New Ice Cream Vending Unit

CHICAGO, Sept. 20.—A new ice cream vending machine was introduced by the Rowe Manufacturing Company Inc., New York, at the NAMA show here this week. The new machine, priced at \$575, has a 200 unit capacity. Delivery is about four months away.

Designed to sell ice cream on sticks or in sandwiches, the new machine is 53 inches high, 44 inches wide and 30 inches deep. It weighs 415 pounds. The cooling system consists of a Nash-Kelvinator sealed compressor with a one-quarter horsepower motor. The cabinet is constructed of heavy gauge cold rolled steel and all mechanical parts are stainless steel and aluminum. Fiber glass is used for insulation. The unit is rust proofed and the cabinet is finished in baked enamel. All voltage at contact points is reduced to 30 volts AC to eliminate the possibility of shock. Coin mechanism accepts nickles, dimes and quarters and gives change.

All Rowe Diplomat cigarette venders are featuring a new low height, added chrome trim, better illumination, wood grain finishes and, in the electric models, new electric registers.

With the introduction of the new ice cream machine, Rowe is now concentrating on package deals, being able to offer its cigarette, candy, milk and ice cream units for "complete" installations.

## Outline Need For Concise Accounting

CHICAGO, Sept. 20.—Accounting forms should be designed efficiently with a view to aiding all personnel, Wally Collett, W. W. Tibbals Company, Cincinnati, told NAMA members attending the Tuesday morning convention session at the Palmer House.

Acting as moderator of a panel that included Frank Ghinelli, Capital Vending Inc., Lansing, Mich., and Charles H. Ashley, Cup Machine Service Corporation, Philadelphia, Collett told the gathering that correct and permanent forms were particularly needed to answer possible government inquiries.

Initially, the customer should receive statements on forms that are concise so as to eliminate any possibility of misunderstanding, he said. Special forms also were advocated for the serviceman and bookkeeper with master reports going to company executives so that all necessary facts and figures would be available at all times and serve as a base for decisions.

Sample accounting forms were projected on a screen and explained by Ghinelli and Ashley.

## No Variance Seen in Good Sales Methods

CHICAGO, Sept. 20.—Lessons in salesmanship as it is practiced by big business, and the ease with which they can be applied to the automatic merchandising field, were outlined by H. A. Bergdahl, the Crane Company, Chicago, at the Wednesday morning business session of the NAMA convention at the Palmer House.

Speaking on "A Bonus Every Month," Bergdahl pointed out that the awards were contingent on the earning of the extra money.

The principals of salesmanship which apply to all other businesses, beginning with the initial offer of service and the outlining of the mutual advantages resulting from any one sale and the approach to competition, can be applied by the vending trade, he said.

## New 6-Drink Unit Shown By Automatic

CHICAGO, Sept. 20.—Automatic Products introduced its new six-drink SodaShoppe unit at the NAMA show here this week. Priced at \$1,397 complete, f.o.b. Minneapolis, the new unit dispenses four carbonated and two non-carbonated beverages.

For demonstration purposes here orange and grape sirups were used for the dual dispensing role with the grape labeled "burgundy" for delivery as a non-carbonated drink.

Features of the new unit include a 1,000-cup capacity and a 2,500 drink sirup capacity. It weighs 550 pounds, is contained in an all-electric welded cabinet and requires the same 24 by 27 inch floor space of the standard three-flavor SodaShoppe.

Automatic's Smokeshop Lo-Boy, featuring eye-level selectivity, is priced at \$239.50 with a change maker and penny match venter included. Grain finishes are \$10 extra.

## Eppy Intros Seven Charms At Bulk Meet

NEW YORK, Sept. 20.—Returning here Thursday (18), Samuel Eppy, of the charm manufacturing company bearing his name, termed last week's Chicago convention of the National Association of Bulk Venders as the most satisfying and productive ever held.

Several new items were shown by Eppy for the first time at the show. They include a harmonica, gold and black cameos, gold-plated four leaf clovers, and auto tires with hub caps which bore the names of all leading makes of autos. Also shown were Eisenhower and Stevenson campaign charms, and a religious cross, the latter being the second of its kind to be added to the line. Gold and silver-plated scout knife charms also made their debut at the convention.

## New Counter Sorter Shown

CHICAGO, Sept. 20.—Johnson Fare-Box Company displayed the new Downey-Johnson Model 40-SC combination coin sorter and counter at the NAMA show this week. No price was announced.

The counter-sorter handles mixed coins from 1 to 50-cent pieces and gives a running total reading of all the coins handled. A plainly visible meter mounted in the top of the counter gives the reading in dollars and cents.

Counted coins are sorted into proving drawers and then dumped by a lever into the lower compartments. The machine can be obtained to operate on DC if desired. It is 24 inches long, 10 inches deep and 20 inches high and weighs approximately 90 pounds.

## Dime Vs. Nickel Still Hot Topic For Vending Ops

CHICAGO, Sept. 20.—Candy operators attending the NAMA convention heard opposing views concerning the candy trade's biggest controversial subject—dime versus nickel bars.

Nels C. Lang, Canteen Service Company, Erie, Pa., told the convention Monday (15) that his firm began converting to 100 per cent dime-merchandise a year ago. The conversion was completed early this summer, Lang said, and dollar volume had increased about 35 per cent.

Land said his company may have lost some outlets, but customer and management reaction—after a careful explanation of the reasons which prompted the switch—was generally good.

In rebuttal to Lang, Harold Gallarneau, Gallarneau Bros., Amarillo, Tex., said candy operators who go to a dime are contributing to the inflationary trend.

"We owe it to the public to hold the nickel line even if it means less profit," Gallarneau said. He pointed out his own company had tried out dime bars in its machines, but that the public complained the bars were "too much candy" at "too high a price."

## 30 DAY MONEY BACK TRIAL

**Northwestern**

Sensational Model 49  
1c-5c-10c

Try this famous vendor 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.

Prices:  
LESS THAN 25 \$17.35  
LESS THAN 100 \$17.15  
100 OR MORE \$16.95  
F.O.B. Factory



### GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination... \$13.95  
Model 33 BALL GUM, PORCELAIN, 1c ..... 7.45  
MASTER 5c ..... 7.45

CHALLENGER 5c, 3 Col., Plastic Globe, \$22.50  
HUNTER, Like New ..... \$22.50  
ESQUIRE, 1c ..... 6.95

### MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen \$ .46	VIRGINIA PEANUTS \$ .38	BALL GUM, All Sizes (200 Lbs. Min.) Prepaid . Per Lb. \$ .28
ZENOBIA PISTACHIO Fancy Shell .38	SPANISH PEANUTS .28	ADAMS GUM, All Flavors, 100 Count .42
PISTACHIO 4-STAR .66	ALMONDS, 480 Count, 5 Lb. Vac'um Packed 85	WRIGLEY'S GUM, All Flavors, 100 Count .47
PISTACHIO Vendors .57	ITALIAN CHICK PEAS, Roasted and Salted .25	SUCHARD CHOCOLATE, 200 Count .120
MIX .39	RAINBOW PEANUTS .28	HERSHEY'S CHOCOLATE, 200 Count .130
CASHEW, Whole .65	BOSTON BAKED BEANS .28	Minimum Order, 25 Boxes
CASHEW, Butts .60	LICORICE LOZENGES .25	
FILBERTS .58	M & M .39	
MIXED NUTS .55		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc  
1/3 Deposit, Balance C.O.D.  
TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longacre 4-6467

put PROFITS in your pocket with PICTURES

## Auto Photo STUDIO

develops 700% Gross Profit!

- Professional Pictures—sharp focus, clear finish!
- Produced in 2 minutes—fast and economical!
- All Automatic—easy servicing for operator!
- Attractive Easily Recognized Studio—suits any location!

4 poses 25¢ ... less than 3¢ cost per strip!

Write today, to Auto-Photo, for your brochure—  
"Picture Yourself in the Money"  
Contact Auto Photo Co. for distributor nearest you

**Auto Photo Company**  
DEPT. 103 • 1444 SOUTH SAN PEDRO STREET  
LOS ANGELES 15, CALIFORNIA

### Canadian Division

Continued from page 82

ored were Leo Leary, of H. K. Hart Confections, Union City, N. J., membership chairman, and Sterling B. Douglas, Ball Gum, Inc., Chicago, convention chairman.

The finale was the Tuesday (16) luncheon session at which President Kantor was introduced and promised to give NABV continued progressive leadership. Raynor also addressed this session and pointed up the need of forming local trade organizations to watch local tax proposals. He also disclosed that the membership had more than doubled since the 1951 convention.

#### List Exhibitors

One of the features of the over-all convention was the NABV exhibit rooms in the Morrison. Firms displaying wares were:

American Bulk Confections, Inc., Dallas, (confections).

Ball Gum, Inc., Chicago, (ball gum, confections and venders).

Champion Vendors Supply Company, San Antonio, (bulk venders, supplies).

Samuel Eppy & Company, Inc., Jamaica, N. Y., (charms).

Karl Guggenheim, Inc., New York, (charms).

H. K. Hart Confections, Inc., Union City, N. J., (confections).

Leaf Brands, Inc., Chicago, (ball gum, confections).

Oak Manufacturing Company, Los Angeles, (venders).

Penny King Company, Pittsburgh, (charms).

Plastic Processes, Inc., New York, (charms).

Plastic Specialties, Pittsburgh, (charms).

Paul Price, Inc., New York, (charms).

## Fruit-o-Matic Unveils Milk Unit at Show

CHICAGO, Sept. 20.—Fruit-o-Matic Manufacturing Company, Los Angeles, unveiled a completely automatic, selective milk and juice vender during the NAMA convention. Tradenamed Dari-o-Matic, the vender will be available in 45 days at a list price of \$895.

J. C. De Graaf, sales manager of Fruit-o-Matic, said the new milk machine would supplement the company's refrigerated fruit vender in many outlets.

The machine is 75 inches high, 40 inches wide and 27 inches deep, and weighs approximately 700 pounds. Its cabinet has a two-tone baked enamel finish, with 2½ inches of rock wool insulation.

#### Sealed Compressor

A sealed compressor unit, 110 AC, is mounted for easy removal for cleaning or servicing. The unit is equipped with four separate coin mechanisms for dime or two nickel operation. National's new "four in one" coin changer is available as optional equipment for operators who sell at odd-cent prices above a dime.

The four individually operated vending levels offer different products, thus enabling as many as four persons to buy from one machine at a time. If one level becomes inoperable, the remaining levels keep the machine in business.

### Vending Market

Continued from page 82

at which time the vending machines take over and often account for one-third the store's total sales.

#### Operating Firms

Bruun said there were no operators as such in his own country, but sizable operating companies are starting up in Sweden, France and Switzerland. He commented that the Swiss electric industry is now utilizing venders to make such household necessities as light bulbs and fuses available day or night.

Bruun suggested U. S. industry might:

1. Try street selling thru venders. It has been done successfully in Europe for years.

2. Design machines specifically to accomplish the big job of in-plant feeding.

3. Expand the type of goods sold.

## Nat'l Biscuit Adds Lorna Doone to Vender Pack Line

CHICAGO, Sept. 20.—Lorna Doone Shortbread, a standard product of the National Biscuit Company for some 50 years, was added to the company's vender packet line and introduced at the NAMA show here this week. It is packed in 100 units and priced at \$2.65, f.o.b. New York. Discounts are available in quantity lots.

National Biscuit's vender packet line now includes seven varieties.

### WISHFUL THINKING

CHICAGO, Sept. 20.—Here is a dreamy way to promote route efficiency conjured up by Lewis A. Sloan and offered to NAMA members here this week.

1.—Have electronically controlled tacks in truck seats.

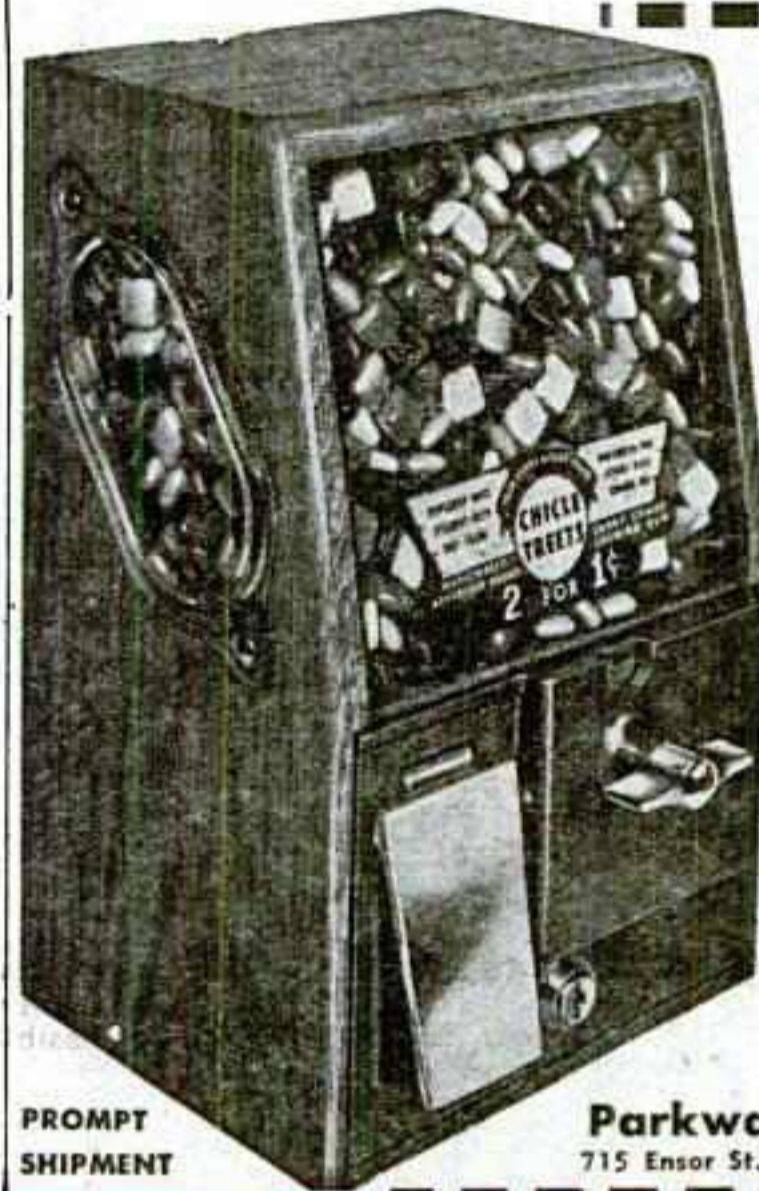
2.—Get rid of all marginal accounts by giving them to your competitors.

3.—Hire New York taxi drivers.

### FOR NEW CHARMS and FEATURE ITEMS



220 Broadway New York 38, N. Y.



PROMPT SHIPMENT

Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md.

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—45¢ per pound.

Chloro Treet Gum—52¢ per pound (for 1¢ model)

Chloro Treet Gum—70¢ per pound (for 5¢ model)

5c model brings fast returns of \$6.25 per pound.

ORDER NOW

# COIN INDUSTRY'S MOST SENSATIONAL LITTLE GOLD MINE

## Now Available for Immediate Delivery

# IT WILL BE YOUR FORTUNE TOO!

### AMAZING NEW FORTUNE-TELLING NAPKIN-DISPENSER CLEANS UP TERRIFIC PROFITS!

### We Challenge You!

To Try This Wonderful Money-Maker. Put them in an average location. You'll be amazed at the profits returned from a small investment. Don't wait, though. Get in on the ground floor. Get the best locations for this terrific money maker. It's offered to you at a special introductory low price. Actually it's made to sell for over twice the \$12.95. Send your check or money order today!

Only \$12.95 EACH COMPLETE  
For quantities over 20 write for special prices.

NO FEDERAL TAX

Nothing else to buy. Sent to you complete, ready to operate. 500 cards included.

THE CENTIME COMPANY  
Dept. B-2 • 320 N. Elizabeth, Chicago 7 • Phone MOnroe 6-0787



These little "Gold Bricks" mean dollars in your pocket



NIGHT AND DAY THEY WORK FOR YOU



AT EACH TABLE



AT EACH BOOTH

ALL ALONG COUNTER

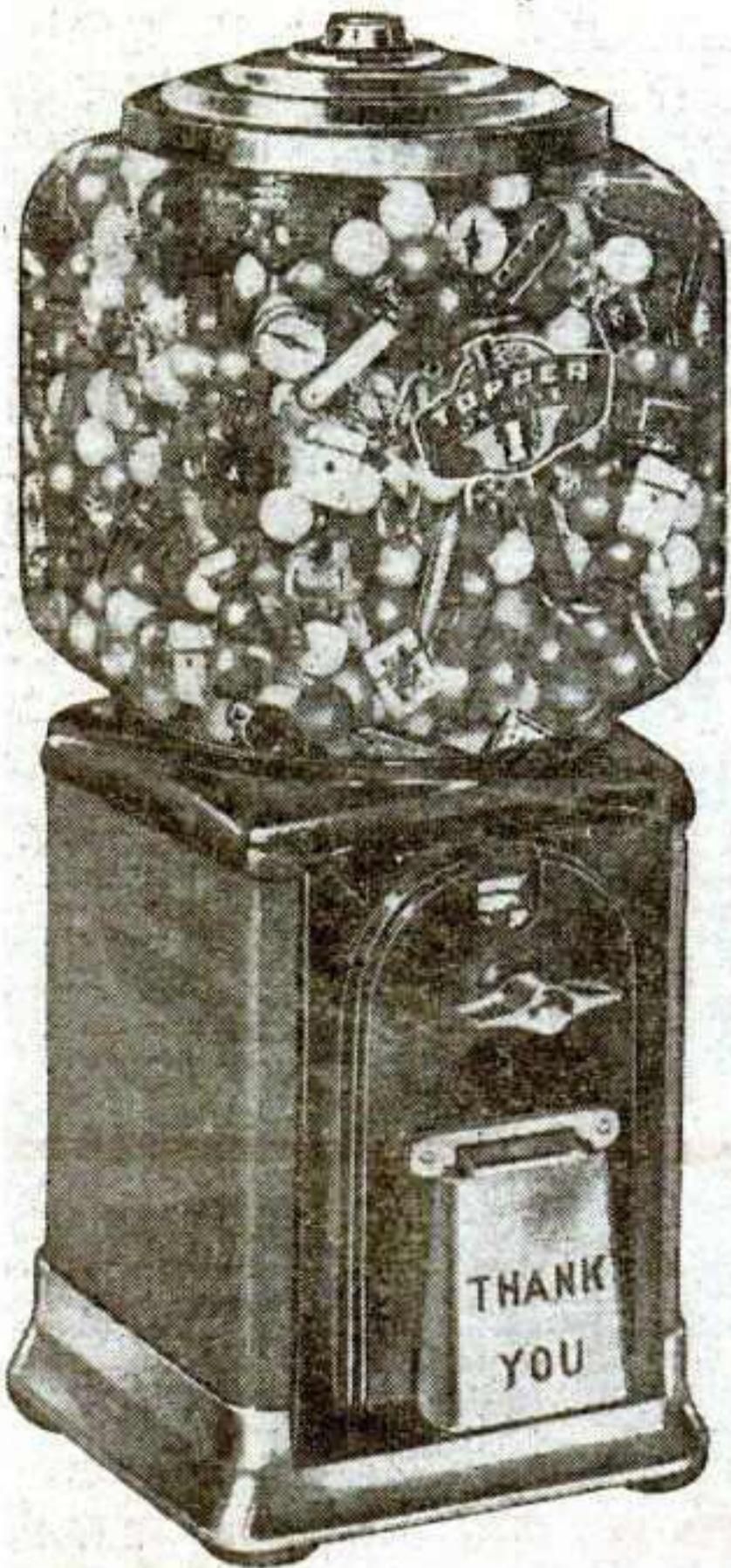


LONG LIFE

LOW COST

BIG PROFITS

**TOPPER DELUXE**  
globe style



**BABY GRAND**

Victor's Baby Grand. Chicle Treetts and Chloro Treetts, the right combination for greater profits and steadier income. Vends Chicle Treetts 2 for 1c 300 count per pound, or Chloro Treetts, 336 per pound. Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.

**Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case.**  
One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

**VICTOR VENDING CORPORATION**

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors

**SUPERIOR SUPER-SALESMEN**

The Big 3 by Victor

**TOPPER DELUXE**  
globe style

**BABY GRAND**

**TOPPER DELUXE**  
half-cabinet style

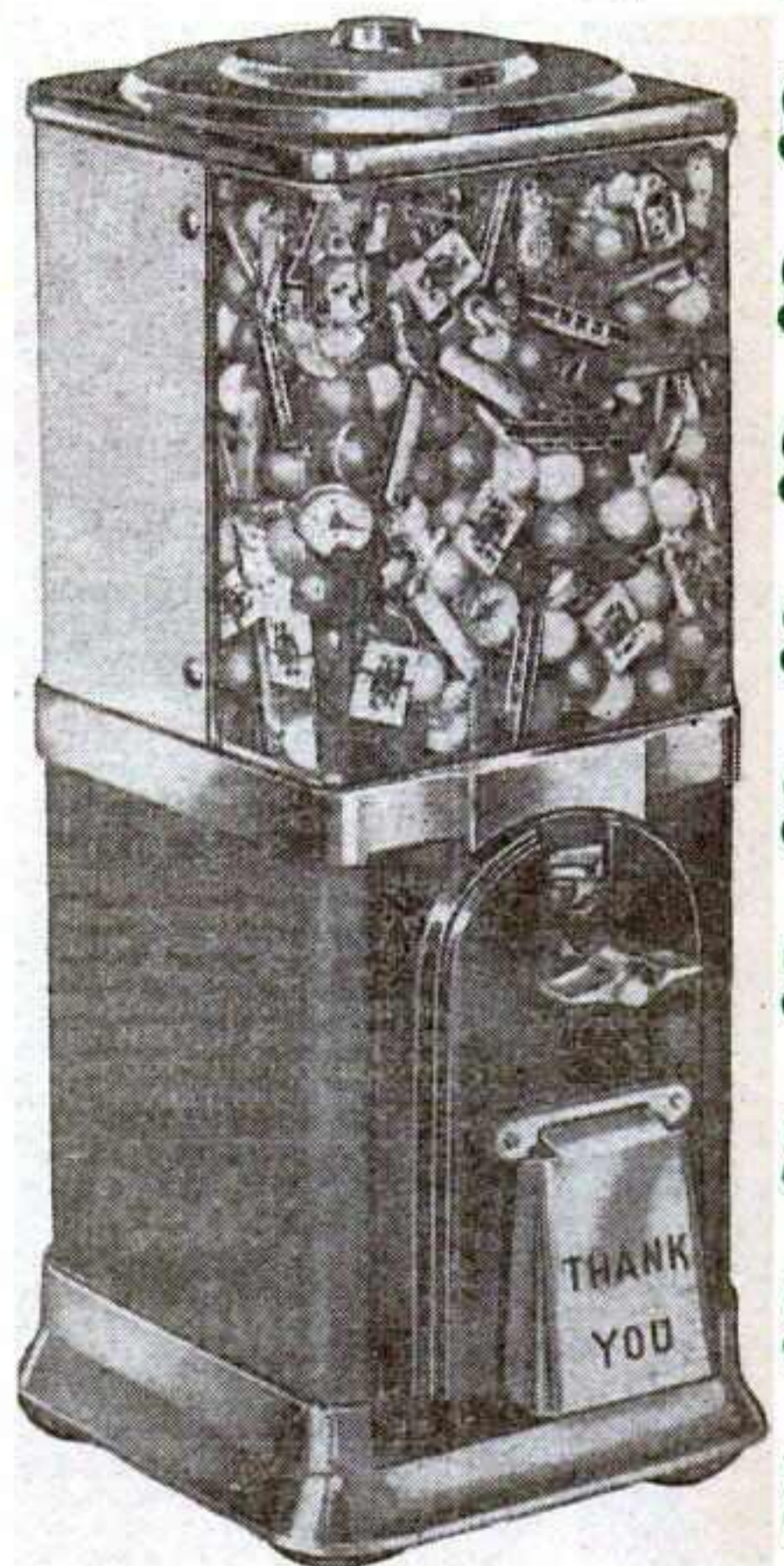
Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style

- 1 to 5 cases at \$56.80 per case of 4 F.O.B. Factory
- 6 to 11 cases at \$56.00 per case of 4 F.O.B. Factory
- 12 to 24 cases at \$55.00 per case of 4 F.O.B. Factory
- 25 or more cases at \$52.80 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALLGUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**TOPPER DELUXE**  
half-cabinet style



## Wooing Public Continues Big Selling Need

CHICAGO, Sept. 20.—The job of selling cigarettes, or any other merchandise, thru machines, is just begun with the placing of the vending equipment, according to a group of experts attending the NAMA convention at the Palmer House.

Point-of-sale merchandising efforts must be made part of a continuing program, if the potential is ever to be approached. Alex Kiriakides Jr., Atlas Distributing Company, Greenville, S. C., said that it had been possible for his firm to increase cigarette sales 750 packs per month for each machine thru a vigorous sales program.

Kiriakides warned that operators could not afford to run the risk of losing a good, or top, location since it would take three or more lesser stations to fill in the gap. He also said that good equipment should be used, with old units being disposed of in some manner other than selling them as used equipment.

### Nixes Free Matches

Prime locations could be secured, he said, by contacting builders in advance of the actual erection of principal structures. Savings are possible by eliminating the inclusion of book matches, except where there is a tie-in, such as has, with an ad agency, or some other group that will assume the cost of the product in return for the advertising value.

Kiriakides is all in favor of the use of decals, or any other sales stimulants supplied by product houses so long as they tend to build volume.

Robert Kyle, American Chic Company, Long Island City, N. Y. said the proper packaging, proper lighting and proper display in machine windows, considerably heightened the appeal of the product and so helped stimulate sales. He urged operators to make their problems known to suppliers who, in turn, could secure the aid of the manufacturers.

Oscar Bregman, Keystone Vending Company, Philadelphia, outlined the big job ahead in stimulating sales after the machines were placed on location.

## Wilson Back To Mutoscope

CHICAGO, Sept. 20.—International Mutoscope Corporation, producers of photo, book and card vending machines, announced this week that Ken Wilson had been appointed to handle sales for the photo vender in all of the Middle Western States.

Wilson has formed Kenneth C. Wilson, Ltd., with headquarters in Chicago, and announced that he would confine his sales activities to the photo vender. A pioneer in this field, Wilson was associated with Mutoscope for 17 years prior to 1944 when he went into other lines. Most recently Wilson was sales manager for Miniature Train Company, Rensselaer, Ind.

## 10 Firms Vie For Sirup Sales at Show

CHICAGO, Sept. 20.—A small army of sirup suppliers were represented at the NAMA show here this week. Without exception representatives of the 10 companies exhibiting reported that their firms were registering gains in the vending field and predicted that the volume of sirup used in automatic merchandising would increase in rapid fashion.

Concerns with a national reputation are right in the thick of the battle to consolidate their gains and to expand the use of their sirups. Pepsi-Cola had a heavy representation, headed by Don Kendall and Paul Little. Little, recently appointed head of Pepsi's vending sales, said that an all-out effort was under way to increase the use of their sirup.

Carl Boyle, Royal Crown-Cola, reported the show as the biggest and best for his firm. Royal Crown recently added a separate cup vending department and will shortly add a cup vending field service, Boyle said.

### New Chocolate Sirup

Offered at the show for the first time was a new chocolate drink, created by the Sero Sirup Company. George T. Herald said the new drink could be dispensed either hot or cold.

John F. Gorski Jr., of Charles E. Hires Company, said that the sale of his firm's root beer product for vending purposes had increased its operator list by 300 per cent and its total sales by 200 per cent in the past year. The variance between the outlet and sales gain figures reflected the fact that many small operators had joined the ranks of its customers, he said.

S. Myron Newmeyer utilized the show to introduce Sparkoffee, a division of Airline Food Corporation, to the vending trade for the first time. Concentrates of the carbonated coffee beverage are available. For many years the product was handled only by Macy's New York department store.

Also exhibiting were Coca-Cola, Dad's Root Beer, Hutry-Peck, Nehi Corporation and Orange Crush.

## Higher Cig Tax

Continued from page 82

consumption of cigarettes, Parkinson also asserted. In the 41 States which have a tax on cigarettes, per-capita consumption is lower than in the seven States which do not have such a levy.

To illustrate this point, Parkinson reviewed developments in West Virginia, where the tax was increased, and in South Carolina, where a decrease in tax was

### Taxes Tax Rates

"Last year," he said, "West Virginia increased its cigarette tax rate from 1 to 4 cents a package, an increase of 300 per cent. If the consumption of cigarettes in West Virginia remained static, following the increase of the tax, State revenue from cigarettes should have increased 300 per cent. But it didn't. The actual increase was 233.5 per cent. So the wholesalers and retailers in West Virginia suffered a loss of 21.8 per cent in sales volume or 55,600,000 packages of cigarettes."

"Conversely," he continued, "the State of South Carolina reduced its cigarette tax rate from 5 to 3 cents, a 40 per cent reduction. Revenue dropped 25.9 per cent. But revenue was collected on 34,900,000 more packs than during the previous year at the higher rate, representing an increase of 23.4 per cent in volume to wholesalers and retailers."

Parkinson suggested cigarette vending companies work closely with the tobacco tax council, organize committees to oppose any further increase in cigarette taxes and keep informed as to how they affect sales volume.

NEW YORK, Sept. 20.—American Chic Company has brought suit against Topps Chewing Gum, Inc., and Bio-Gum Laboratories, Inc., charging the firms' "Clor-Add" name and package so closely resemble American Chic's "Clorrets" that confusion has resulted.

The suit, filed in Federal Court in Brooklyn, seeks an injunction and an accounting against Topps and Bio-Gum.

## Looking to Tomorrow

Continued from page 82

grossing from \$350 million to \$450 million a year, or 0.8 per cent.

The war checked this growth and held back the development of the nation's total retail of vending, Houston pointed out. By 1946 over half a billion dollars in goods and services were being vended but this came to only 0.5 per cent of total retail sales, he said.

"This year," he asserted, "vending should gross about \$1,250,000,000, or better than 0.8 per cent of the U. S. total. During the past five to six years we have more than doubled our volume, while that of retailing as a whole has gone up only 50 per cent."

### Inflation Factor

Inflation will be a governing factor on the continued growth of the industry, Houston said, but the industry is far better equipped to deal with inflation than it was five years ago.

Major reasons for past and future growth, Houston said, were the manufacturers' continuous research and determination to open new markets; operators'

trend toward diversification, and the rising costs of conventional types of selling.

"Vending is, and always will be, a supplemental form of selling," Houston said, "one that is virtually non-competitive with other forms, since we take over when and where the others become too expensive to be practical."

"More and more types of retailing are turning to self-service in an effort to combat this trend. Their next and most logical step is to make certain departments, such as tobacco, candy, soda fountains and packaged drugs and sundries wholly automatic."

"Some day," Houston predicted, "we will break into the take-home market. In fact, we are already probing it with ice, milk, ice cream and a few automatic gift shops in terminals. Wherever the primary appeal to customers is convenience or speed of service, vending is the logical answer—and certainly this includes after-hour and supplemental rush-hour service in such spots as shopping centers, supermarkets and drug stores."

## NAMA Leader

Continued from page 82

president said: "If you don't know what your customers want, you will have to make it your business to find out. In a new field, a great deal of merchandising 'know-how' must come from experimentation, from trial and error."

Goldman declared manufacturers "have done a good job in the merchandising aspects of their machines. Their equipment is generally attractive and is becoming so increasingly uniform in operating characteristics that the public is better informed how to use them."

In addition to salesmanship and merchandising, Goldman stressed that "operators are going to have to become more expert in their ability to secure and analyze and understand financial and statistical information relating to their business. The balance sheet and the P & L statement are historical in the sense that they record what has happened. But that history is being written every day by the decisions you are called upon to make."

### Working Relations

"Employer - employee relations have become a real factor in the success of vending machine operations," Goldman pointed out, since most vending machine operators now have employees. Selecting, training and holding the people needed to run the operation is an increasing problem, in operating, he said.

Goldman concluded by telling the convention gathering that the industry had done a great deal to clear up public misconception concerning automatic merchandising. But, he added, the industry had not evoked as good a response as it should. The service, which the industry performs, has to be impressed upon the public. "Education, management," Goldman asserted, and then operators will be "on the way to becoming specialists in automatic merchandising."

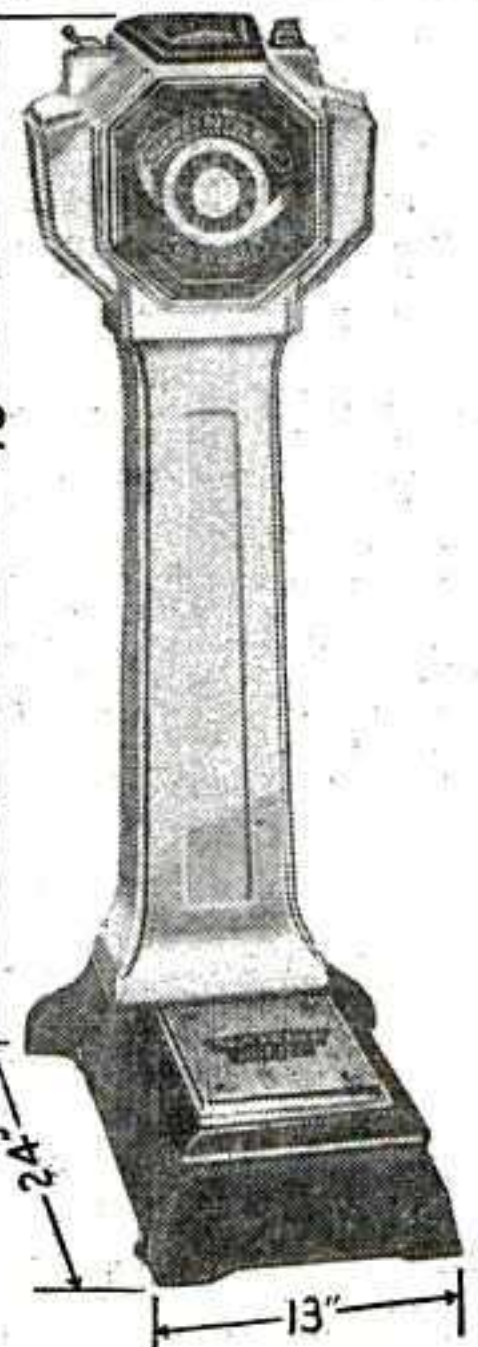
## See Expansion

Continued from page 82

Greene said. Of an estimated 450,000 cigarette machines placed in this country, Rowe operates only 32,000 in some 33 localities. The growth of the firm was gradual, with the parent company taking over operations in major centers because of timidity on the part of investors, the desire of incumbent operators to retire and deaths that left solid operations without adequate management.

Stating that competition was necessary to the development of any business, Greene said that Rowe encouraged operators to the extent that his company was competing with its own products in all localities.

Rowe continued its experimentation after the last war by building a refrigerated sandwich machine, Greene said. While the unit normally offers only low profit, it is a good leader and adjunct to drink machines, he said.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED. FOR OUTSIDE LOCATIONS. WRITE FOR PRICES

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1929 - Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

## ATTENTION: VENDING MACHINE OPERATORS!!!



Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grands Vending 2 for 1c Chiclé Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chloro Treats. Topper Deluxe at \$14.20 per unit; Baby Grands at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION

**GRAFF VENDING SUPPLY CO.**

2841 WEST DAVIS STREET

DALLAS, TEXAS

## 5c BABY GRAND & JORDANETTES



(Candy coated Tiny Almonds assorted flavors and colors)

JORDANETTES 30 LB. CS

75c lb. (350 Count)

HOLDS 5# EMPTY MACHINE

GROSS APPROX. \$12.50

Baby Grands also for Chloro Treats, \$13.00 per unit—\$12.00 hundred lots

**STANDARD SPECIALTY CO.**

5115 E. 14TH ST.

OAKLAND 1, CALIF.

## Miniature Vending PLAYING CARDS

(With Silver—They Do Not Fall Apart)

\$6.50 per M—Assembled \$4.95 per M—Unassembled

Freight prepaid in full on all orders accompanied with full payment. Write for FREE SAMPLES of other terrific new items.

**OHIO GUM CO.**

P. O. BOX 3621

CLEVELAND 19, OHIO

## GET READY FOR KING SIZE!

Convert your older equipment to King Size with completely new cigarette magazines capable of holding regular 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 NATIONAL 9-30 & 9-50**

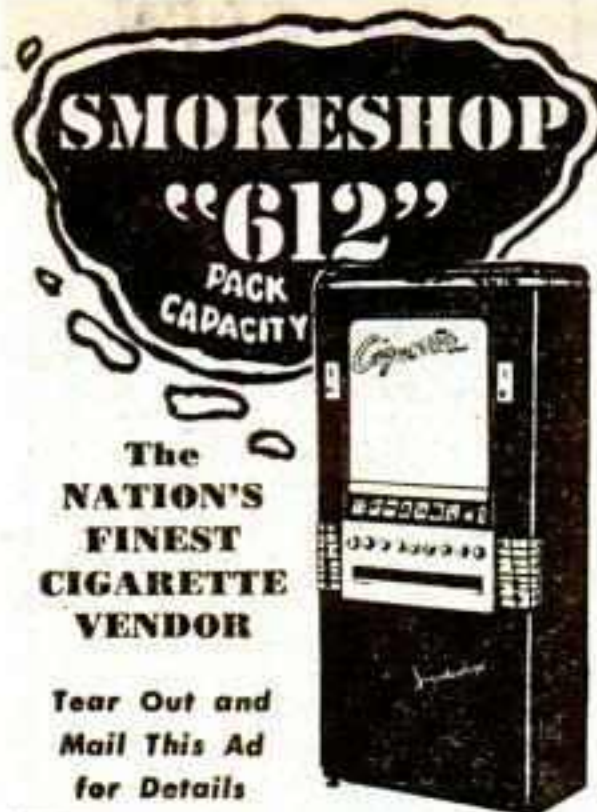
We have kits to convert any Dugrenier Champion that is now partially King Size to ALL King Size. Thanks to all who visited us at the N.A.M.A. Convention. We certainly appreciate your wonderful reception of our products, and assure you that we'll fill your orders promptly and satisfactorily.

**BE READY FOR ANY COMING EMERGENCY!**

For further information contact

**CENTRAL VENDING MACHINE SERVICE COMPANY**  
3967 Parrish Philadelphia 4, Pa.  
Phone: EV 4-4244 or BA 2-2718

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!



**SMOKESHOP "612"**  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

## Tux Co. Debuts Hanky Vender At NAMA Show

CHICAGO, Sept. 20.—A pilot model of a quarter, men's handkerchief vending machine was displayed for the first time at the National Automatic Merchandising Association's convention here by the Tux Handkerchief and Vending Machines Company of Rock Island, Ill.

Elroy Gellerman, sales manager, said the model was made by another firm and would be in production shortly. Its price was listed at the convention as \$99.50 f.o.b. Rock Island but Gellerman described this as a "suggested price" and said it would be scaled downward by some \$10 to \$20.

The cabinet of the machine is a green hammerloid finish with the word "Tux" at the top in raised gold letters. It is 7 inches wide, 6 inches deep and 24 inches high and weighs 16 pounds.

The handkerchiefs, sealed in cellophane, were listed at \$19.80 per gross. Gellerman said the machines would be shipped complete with a full load of five dozen handkerchiefs.

The machines are equipped with national slug rejectors and a window to display the product will be added before production starts.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6	Issue of August 30
Ajax Electric (8 col.).....				
Ajax Wrigley Gum & Life Savers (2 col.).....		\$19.50		
Asco Hot Nut, 5c.....		14.50		
Atlas Bantam.....		9.95		
Burrel 1c (3 col.).....		19.50		
Cebco Hot Nut, 5c (2 col.)..		19.50		
Cigaramat (3 col.).....		64.00		64.00
Cigaramat (6 col.).....		84.00		84.00
Columbus Ball Gum, 1c.....		5.95		
Columbus Model M, 1c or 5c.		8.50		
DuGrenier Candyman.....	\$57.50	62.50	57.50	62.50
DuGrenier Challenger 5c (3 col.).....	22.50	22.50	22.50	22.50
DuGrenier Champion (11 col.)	125.00	97.50	99.50	97.50
Eastern Electric C-8.....	189.50	189.50	189.50	185.00
Electro (10 col.).....		225.00		189.50
Esquire 1c.....	6.95	6.95	6.95	6.95
Foot Ease (Exhibit).....	85.00	85.00		
Foot Vibrator.....	119.50	95.00	119.50	119.50
Hawkeye, 1c.....		12.50		
Hoff for Wrigley Gum (8 col.).....		12.95		
Ice Cream Bar or Cup.....		450.00		450.00
Keeney (9 col.) Elec.....			450.00	450.00
Kwik Shoe Shine Machine.....	54.50	54.50	54.50	54.50
Kleenex Vender 5c (2 col.)..		27.50		27.50
Lobby PX (9 col.).....		125.00		125.00
Marion Scale.....	89.50	89.50	89.50	39.50
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy Vender (5 col.)..	65.00	65.00	65.00	65.00
Mills Penny Personal Lobby..		50.00		50.00
Minut Pop.....	145.00	145.00	145.00	145.00
Mutoscope Card Vender.....	39.50	39.50	39.50	39.50
National 9-18.....	115.00	115.00	115.00	115.00
National Electric Cigarette Vender.....				125.00
National 9 E Electric.....	149.50	149.50		
National 750.....				95.00
National 930.....	99.50	130.00	130.00	95.00
National 950.....	119.50	145.00	145.00	145.00
Northwestern 33 Ball Gum.....		7.50	7.45	7.50
Northwestern 39, 1c.....		8.50		
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Roll Type Postage Stamp, 1c & 3c.....		39.50		
Northwestern Standard, 1c or 5c.....		7.50		
Northwestern Tri Selector, 1c-5c (3 col.).....	59.50	69.50	59.00	69.50
Poo Corn Sez.....				59.00
Postage Stamp Vender (4 col.).....	18.00	18.00	18.00	18.00
Robbins 2 in 1 (2 col.).....		9.95		
Rock-Ola Lobby Scale.....			40.00	40.00
Rowe Candy (8 col.).....	155.00	155.00	155.00	155.00
Rowe Crusader (10 col.).....		95.00		
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	95.00	130.00	95.00	130.00
Rowe Royal (8 col.).....	95.00	140.00	95.00	140.00
Rowe Royal (10 col.).....		9.95		
Rowe Stick Gum (6 col.).....				
Shipman Stamp Vender (2 col.).....	18.00	18.00	18.00	18.00
Silver Ball Gum, 1c.....		8.50		
Silver King, 1c or 5c.....	7.45	8.50	7.45	7.45
Silver King Hunter.....	22.50	22.50	22.50	22.50
Siros Brush-Up.....	50.00	50.00	50.00	50.00
Smokeshop Custom 612.....		149.50		
Snacks, 1c (3 col.).....		12.50		
Snacks Wrigley Gum (1 col.)..		6.95		
Stewart-McGuire (9 col.).....		85.00		
Uneeda Model E (6 col.).....		85.00		
Uneeda Model E (12 col.).....				85.00
Uneeda Model E (15 col.).....				95.00
Uneeda (9 col.) Model 500.....				110.00
Uneeda (15 col.) Model 500.....				115.00
Uneeda Monarch (9 col.).....				110.00
Uneeda Monarch (12 col.).....				135.00
Uneeda Monarch King Size 25c.....	89.50			79.50
Uneeda Monarch 500 (7 col.)			130.00	85.00
Uneeda Pak, Model 500 (7 col.)	130.00	130.00		130.00
U-Pop-It.....	195.00	195.00	195.00	195.00
U-Select-It.....	49.50	49.50(2)	49.50	49.50
Variety Shop, 1c (5 col.).....		14.50		
Yu-Chu Ball Gum, 1c.....		3.95		

## SCALES



"PRICES REDUCED \$125.00 CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

MANUFACTURED BY SPARKS SPECIALTY COMPANY PHONE 33 SOPERTON, GEORGIA

**AUTOMATIC PRODUCTS CO.**  
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Plaza 7-3123

READY FOR DELIVERY NOW!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**ORDER YOUR KING SIZE CONVERSIONS NOW!**

We have King Size conversions for all ROWE, DU GRENIER, U-NEED-A-PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

**SPECIAL!**  
ROWE TAB GUM, 5 Cols., 1g, 400 Cap. .... **\$17.50**  
Mounting Bracket \$1.50 Extra

Our Paints Are VENDERIZED Prevents Peeling, Flaking & Rusting.

**SPECIALS ON CANDY MACHINES**  
DuG. Candyman, 72 Cap., Without Base ..... \$ 57.50  
DuG. Candyman With Base 62.50  
National 9-18, 162 Cap. .... 115.00

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep., Bal. C.O.D.

**Silver Quarter Operation; King Size Incl.**  
Here are the most sensational buys of factory overhauled and rebuilt cigarette machines ever offered!



Rowe Imperial, 8 Cols., 240 Pack Cap. .... Special \$85.00

Rowe Royal, 6 Cols., 320 Pks. or 10 Cols., 400 Pks. .... **\$95.00**

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"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
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The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

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- Polished, easy-to-clean merchandise chute.
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- Guaranteed mechanically—weighs less than 7 lbs.

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**SILVER STREAK**  
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East & Midwest: M. J. Abelson Gen. Sales Mgr. 2033 Fifth Ave. Pittsburgh Phone: AT 1-5478  
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles

**IAK Manufacturing Co., Inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

## NAMA CREDITS AID OF FOX, MILL, SCHREIBER

CHICAGO, Sept. 20.—Ernest H. Fox, chairman, John Mill, in charge of space sales, and Dick Schreiber, program chairman, were honored at the Wednesday morning (17) NAMA business session for the part they played in staging "the most successful annual meeting in the history of the National Automatic Merchandising Association."

President Aaron Goldman did the honors, presenting Fox with a traveling bag and Mill and Schreiber with brief cases.

## Chlorophyll Ball Gum Machine Shown at NAMA

CHICAGO, Sept. 20.—A new 1-cent tray, chlorophyll gum vender was shown by the Atlas Manufacturing and Sales Corp., at the NAMA convention.

W. A. Jenkins, president of Atlas, said the vender has a 2 1/4 pound capacity with a 210 count to the pound. The price was not disclosed.

Metal parts, including the tray and base, are finished in chrome and the ball gum is displayed in an all-glass container.

**NEWER CHARMS**

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards Com asses  
Silver Tipped Photo.  
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Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

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**VICTOR**  
1c—BABY GRAND—5c

\$13.00 each 4 to case  
\$12.00 each 100 or more  
\$15.95 each Sample filled with gum



VENDS Chloro Trees, Chicle Trees, 2 for 1c, Large Chloro Trees, 2 for 5c.

WRITE FOR Lowest prices on Ball Gum, Bulk Vendors and all merchandise for vending operations.

Now Stocked in Kansas City.

Victor Topper Deluxe Half Cabinet ..... \$14.20  
Victor Topper Deluxe with glass globe ..... 14.20

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**Victor's Topper Deluxe HALF CABINET STYLE SHOWN**

Also available with glass globe

**\$14.20** EACH (cases of four)  
(Minimum Order)

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We have lowest prices on gum and charms

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- Sold on liberal weekly payments

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- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

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America's Original Masters in Roasting and Salting of Pistachio Nuts

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## Panel Shows How Venders Serve Stops

CHICAGO, Sept. 20.—How vending machines serve industry, retail outlets and high-volume locations was the subject of a panel discussion Monday (15) at the NAMA convention.

Participating in the panel were Otha T. Coburn, Coburn Vending Service, Fort Worth; John Skaggs, Greyhound Post Houses, Inc., Chicago; Hugh Putnam, Ideal Dispenser Company, Bloomington, Ill., and Frank Finneran, Union News Company, New York.

Coburn, who opened the discussion, operates a catering and vending service exclusively in Consolidated-Vultee Aircraft facilities. He explained how his catering company started in vending in 1949 to offer economical and efficient service around the clock.

To serve the 26,000 people employed in the Consolidated plants, Coburn has 160 candy, 55 beverage and 50 cigarette vending machines which his men service with 15 motor scooters.

Skaggs outlined the benefits venders provide for newstands and restaurants. His Greyhound Post Houses annually serve some 50,000,000 people who "want prompt service without waiting." Greyhound uses operator-owned vending machines to free funds for other purposes, to provide fast service, to eliminate pilferage and to free employees for more profitable work.

At present, Skaggs told the convention, Greyhound venders are selling cigarettes, ice cream, stamps, books, gum, insurance, nuts, bobby pins and a variety of other merchandise. His outlets now need a practical periodical (magazine) vending machine, he said, to round out the service.

Putnam showed how the placement of milk vending machines in industrial plants provides plus sales for national milk brands without detracting from cafeteria volume. Instead of taking sales away from the cafeteria, Skaggs declared, vending machines actually increase sales.

Finneran outlined the uses of venders in high-volume transportation centers. "It is a common misconception" he said, "that all railroad stations are high-volume outlets. Such is not the case."

In the commuter station, Finneran pointed out, it is impossible to sell the man or woman on the way to work anything more than a newspaper or perhaps a package of cigarettes. But commuters on their way home from work, and waiting for a train, are a natural market for such products as beverages.

Union News competes with itself, Finneran said, because it stands and venders both handle some of the same products. "But the fountains (stands) do not want the 5 and 10-cent drink customer," Finneran declared "they want the 35 and 40 cent customer."

## Hosp. Specialty Tampax Venders Debut in Chicago

CHICAGO, Sept. 20.—The Hospital Specialty Company, Cleveland, showed an improved Tampax vending machine during the NAMA show this week. L. E. Emsheimer, vice-president and treasurer, said his firm was already making deliveries on the new unit, latest in a complete line of sanitary venders produced by the Ohio firm.

The machine is housed in a cabinet finished in white enamel with chrome trim. It is 6½ inches wide, 25 inches high and 4½ inches deep and holds 25 Tampax. Cased shipping weight is approximately 16 pounds.

## Coldrinx Launches 3 Conversion Kits

CHICAGO, Sept. 20.—Coldrinx, New York, offered three new conversion units, designed for changing over the Lyons, Westinghouse and Mills one-drink units into three flavor cup dispensers, at the NAMA Show here this week. The company previously manufactured and sold conversion units for the Drink-O-Mat and Sneed machines.

**NORTHWESTERN MODEL 49**  
\$17.35 EA.  
1c or 5c Bulk or 1c Ball Gum. Specify when ordering.

**NORTHWESTERN TAB GUM VENDOR**  
\$25.95 EA.

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A guide to efficient and economical operation of coin operated machines.

**Rake** COIN MACHINE EXCHANGE

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Distributors of Coin-Operated Machines and Supplies

### FALL SPECIALS New Machines

Silver King, 1c or 5c	\$13.95
Acorn, 1c or 5c	14.75
Challengers	55.00
Shipman Postage Stamp Mach.	39.50
3 Col.	45.00
Hunters	45.00

Write for Quantity Prices

#### Reconditioned Machines Priced for Quick Sale

Silver King, 1c or 5c	7.95
Acorn, 1c or 5c	8.95
Advance Model D	6.95
Columbus, 1c or 5c	7.95
Northwestern DeLuxe, 1c and 5c Comb.	12.95
Northwestern 49	7.95
Hunters	22.50
Challengers	29.50

1/3 Dep. With Order, Bal. C.O.D. To avoid C.O.D. charges remit in full. All machines shipped F.O.B. N. Y.

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**New BABY GRAND CHICLE TREETS VENDOR**

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**OAK'S ACORN VENDOR**  
The finest in the vending industry!

**LEAF BALL GUM**  
The latest and newest in all types of charms. Contact the nearest office for immediate delivery!

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501 Gladstone Ottawa, Ont. Ottawa 3-5782

## Continue Quest For More Good Servicemen

CHICAGO, Sept. 20.—Warning that the acceptance of vending machines by the public, automatically led to the expectation that all machines would work at all times, Gael Sullivan of the Rowe Manufacturing Company, New York, urged the training of more good mechanics as an aid to the continued growth of the industry.

Since the training program can be both lengthy and expensive, and because the loss of a single good man means an additional heavy investment, the accomplished repairman should be paid "all he is worth—and then a little more," Sullivan told NAMA members attending the business session at the Palmer House Tuesday.

With five years experience as a Rowe field man behind him, Sullivan said that he sought men with mechanical ability, a reasonable mechanical background and with a proficiency in the use of hand tools when in need of additional personnel. Prospects are secured thru the use of classified ads. He said that men with a background in radio and refrigerator repair work usually were admirably equipped for work in the vending field.

### Schooling Method

As for a preferred schooling method, Sullivan said that the student repairman should be taught first to disassemble and to assemble all equipment. To be proficient the repairman should have a thoro knowledge of machine operating sequences, he said.

Sullivan pointed out that the operator faced with the job of schooling new personnel should provide: 1) An adequate, tho not elaborate, shop with all of the necessary tools; 2) stock a reasonable amount of spare parts; 3) see to it that the mechanic keeps a complete file of instruction manuals such as are provided by all manufacturers; 4) offer periodic encouragement to the mechanic; 5) see that the mechanic is available to talk to manufacturer's representatives and field men; 6) make it possible for him to attend schools to acquire additional technical knowledge, and 7) bring him to NAMA conventions so that he will have an opportunity to study all makes and models, refinements and improvements, and obtain the answers to any questions that he might have.

With the job of developing a good man almost endless, Sullivan said that it was a wise investment to pay him something more than the figure that would be settled on as his actual worth. Bertone Steir, Automatic Merchandising Corporation, Medford, Mass., who was to have shared this topic with Sullivan, was absent, being on his honeymoon.

## Coffee Suppliers Brew Up Interest In Vending Field

CHICAGO, Sept. 20.—The growth of coffee vending was pointed up at the NAMA show by the increased participation of the makers of soluble coffees. Last year only one manufacturer, the Maxwell House division of the General Foods Corporation, exhibited. This year four manufacturers occupied booths.

All coffee exhibitors reported brisk interest and predicted continued rapid expansion in the vending of the beverage with the potential virtually inestimable.

Altho catering to the coffee vending field for only 18 months, L. C. (Lou) Powell, American Home Foods, Inc., suppliers of G. Washington Coffee, said that use of his product was extensive. George Harrison, the Harrison Company; Robert Covin, Schroeder Products, and C. R. Duke, Maxwell House, all reported rapid gains.

The Dean Milk Company and the M&R Diabetic Laboratories exhibited soluble creams. M&R introduced Kaf-E-Kreme, an instantly soluble cream powder, but it is designed primarily for use with urns.

## AN OPEN LETTER...

Dear Friends:  
Thank You . . . "Officers and Directors" of the National Association of Bulk Vendors for a year of work and achievements, par excellent.

Thank You . . . "Ted Raynor" for being such a gol-darn fine lawyer-man. The things you have accomplished will be a permanent boon and boom to our industry.

Thank You . . . "Members" for nearly perfect attendance at the Convention. What was a pleasure to see was the friendliness and co-operation that prevailed . . . and the enthusiasm.

Thank You . . . "Friends" for coming to our rooms to see our "New Charms" . . . and for the fine orders you placed. Never before did we receive so many and such fine orders. We are working day and night, around the clock, to fill them.

We are in a fine industry . . . and we have a wonderful Association.

Sincerely yours,  
Samuel Eppy  
George Eppy

P.S.: To those who missed the NABV Convention: You missed a lot. Too much. It's a bit early, but you should think about attending next year. In the meantime JOIN THE NATIONAL ASSOCIATION OF BULK VENDORS. IT'S YOUR ASSOCIATION for YOUR BENEFITS.

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91-15 144th Place Jamaica 2, N. Y.

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Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume. Combs, Sanitary Products or other Merchandise?

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Is the Vendor for You

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\$13.00 Ea.  
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in Lots of 100

VENDS THE FOLLOWING MERCHANDISE:  
Chicle Treets, 2 for 1c, count 300 to lb.  
Chlorophyll Treets, 2 for 1c, count 324 to lb.  
Chlorophyll Treets, 2 for 5c, count 250 to lb.  
Chlorophyll Ball Gum, 1 for 1c, count 216 to lb.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.  
1/3 Dep., Bal. C.O.D.  
**CHAMPION NUT CO.**  
1194 Tremont St. Boston, Mass.

- We are roasters and salters of Nut Meats
- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Wrigley's Gum
- Squash Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Strands
- Brackets
- Charms
- Globes
- Parts

Northwestern "49"  
1-24 ..... \$17.35 ea.  
25-99 ..... 17.15 ea.  
100 or more 16.95 ea.

**NORTHWESTERN SALES & SERVICE**  
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More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

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**World Famous Manufacturer of Amusement Rides**

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Mt. Clemens, Mich.



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**Keep Your Eye on KEENEY COMING SOON A TESTED AND PROVEN WINNER!**

**WANTED FOR CASH**

Highest Prices Paid!  
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WURLITZER 1100  
WURLITZER 1250  
WURLITZER 1400  
A.M.I. MODEL "A"  
A.M.I. MODEL "B"  
A.M.I. MODEL "C"  
SEEBURG M-100 A  
ROCK-OLA 1428  
ROCK-OLA 1432

**LATE MODEL HIDEAWAYS**  
SEEBURG H-147M, Metal Cabinet  
SEEBURG H-148M, Metal Cabinet  
SEEBURG 100-M, Metal Cabinet  
WURLITZER 1017 & 1017 A, Cobra Arm  
WURLITZER 1217, Cobra Arm  
A.M.I. MODEL "A," Metal Cabinet  
A.M.I. MODEL "B," Metal Cabinet  
A.M.I. MODEL "C," Metal Cabinet

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1/3 deposit with all orders.  
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**THE BILLBOARD Index of Advertised Used Machine Prices**

**Amusement Games**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6	Issue of August 30
ABC (United).....	\$185.00 195.00(3) 225.00(2)	\$195.00(3) 225.00(2)	\$175.00 195.00(3) 225.00(2)	\$175.00 195.00(4) 225.00(2)
Advance-Roll (Genco).....	39.50	25.00	39.50	39.50
Alice in Wonderland (Gottlieb).....	49.50	79.50	49.50	79.50
Acquacade (United).....	99.50	99.50	99.50	99.50
Arizona (United).....	375.00	469.50	485.00	439.00
Atlantic City (Bally).....	489.50	49.50	49.50	49.50
Baby Face (United).....	99.50	37.50	39.50	99.50
Banjo (Exhibit).....	99.50	37.50	39.50	99.50
Bank-a-Ball (Gottlieb).....	195.00	225.00	144.50	225.00
Basketball Champ (Chicago Coin).....	275.00	275.00	275.00	275.00
Batting Practice.....	29.50	75.00	95.00	95.00
Be Bop (Exhibit).....	94.50	94.50	94.50	60.00
Bing-A-Roll.....	64.50	74.50	64.50	74.50
Big Top (Genco).....	59.50	74.50	59.50	74.50
Black Gold (Genco).....	40.00	40.00	40.00	40.00
Blue Skies (United).....	275.00	300.00	275.00	300.00
Bolero (United).....	325.00	330.00	325.00	330.00
Bomber (Chicago Coin).....	339.50	350.00	339.50	350.00
Boston (Williams).....	90.00	90.00	90.00	90.00
Bowling Champ (Gottlieb).....	89.50	89.50	89.50	89.50
Bright Lights (Bally).....	39.50	69.50	39.50	50.00
Bright Spot (Bally).....	74.50	75.00	60.00	69.50
Buccaneer (Gottlieb).....	324.50	340.00	324.50	340.00
Buffalo Bill (Gottlieb).....	345.00	349.50(2)	345.00	349.50
Buttons and Bows (Gottlieb).....	349.50(3)	365.00(3)	349.50	355.00
Camel Caravan (Genco).....	365.00	375.00	365.00(2)	375.00
Campes (Exhibit).....	50.00	64.50	50.00	64.50
Canasta (Genco).....	74.50	74.50	74.50	74.50
Caravan (United).....	74.50	60.00	74.50	74.50
Carolina (Chicago Coin).....	39.50	65.00	65.00	69.50
Catalina (Chicago Coin).....	69.50	99.50	94.50	99.50
Champion (Bally).....	94.50	99.50	94.50	99.50
Champion (Chicago Coin).....	25.00	50.00	39.50	50.00
Cinderella (Gottlieb).....	89.50	89.50	89.50	89.50
Circus.....	220.00	220.00	220.00	220.00
Citation (Bally).....	30.00	30.00	30.00	30.00
College Daze (Gottlieb).....	25.00	29.50(2)	25.00	29.50(2)
Coney Island (Bally).....	60.00	74.50	47.50	49.50
Control Tower (Williams).....	85.00	89.50	74.50	85.00
County Fair (United).....	69.50	70.00	69.50	70.00
Crazy Ball (Chicago Coin).....	79.50	79.50	79.50	79.50
Cross Roads.....	39.50	39.50	39.50	39.50
Dallas (Williams).....	15.00	15.00	15.00	15.00
De-Icer (Williams).....	37.50	49.50	29.50	40.00
DeLux World Series (Williams).....	75.00	79.50	49.50	75.00
Dew-Wa-Ditty (Williams).....	89.50	89.50	89.50	89.50
Domino.....	275.00	275.00	275.00	275.00
Double Action (Genco).....	39.50	25.00	39.50	39.50
Double Feature.....	185.00	115.00	115.00	95.00
Double Shuffle (Gottlieb).....	84.50	90.00	60.00	84.50
Dream (Williams).....	60.00	64.50	60.00	84.50
8 Ball (Williams).....	84.50	90.00	90.00	90.00
El Paso (Williams).....	99.50	99.50	99.50	100.00
Fighting Irish (Chicago Coin).....	190.00	165.00	190.00	190.00
Fighting Phils.....	49.50	49.50	49.50	49.50
Five Star (Universal).....	110.00	114.50	100.00	114.50
Flipper.....	45.00	129.50	135.00(2)	129.50
Floating Power (Genco).....	129.50	134.50	135.00(2)	149.00
Fly Saucer (Genco).....	135.00(2)	135.00(2)	149.00	159.50
Football (Chicago Coin).....	139.50	170.00	149.50	159.50
Four Horsemen.....	175.00	170.00	170.00	175.00
Four Stars (Gottlieb).....	15.00	15.00	15.00	15.00
Freshie (Williams).....	39.50	49.50	29.50	49.50(2)
Futurity (Bally).....	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Georgia (Williams).....	69.50	69.50	69.50	75.00
Gin Rummy (Gottlieb).....	69.50	69.50	69.50	50.00
Gizmo (Williams).....	210.00	210.00	115.00	95.00
Gold Cup (Bally).....	94.50	94.50	94.50	104.50
Gold Mine.....	100.00	100.00	95.00	100.00
Golden Gloves (Chicago Coin).....	39.50	39.50	39.50	39.50
Gondola (Exhibit).....	55.00	59.50	55.00	59.50
Grand Award (Chicago Coin).....	100.00	190.00	100.00	100.00
Happy Go Lucky (Gottlieb).....	59.50	59.50	59.50	59.50
Harvest Time (Genco).....	49.50	50.00	50.00	109.50
Hayburner (Williams).....	109.50	109.50	109.50	109.50
Hits and Runs (Genco).....	200.00	220.00	195.00	220.00
Hit 'N' Run (Gottlieb).....	250.00	250.00	230.00	250.00
Hit Parade (Gottlieb).....	90.00	95.00	95.00	75.00
Holiday (Chicago Coin).....	190.00	185.00	190.00	190.00
Holiday (Keeney).....	29.50	29.50	29.50	29.50
Horseshoes (Williams).....	345.00(2)	345.00	345.00	345.00
Hot Rod (Bally).....	\$39.50	\$99.50	\$54.50	\$60.00
Humpty Dumpty (Gottlieb).....	29.50	29.50	29.50	29.50
Hy Roll (Bally).....	65.00	65.00	65.00	65.00
Jack & Jill (Bally).....	195.00	210.00	240.00	240.00
Jalopy (Williams).....	240.00	240.00	230.00	240.00
Jeanie (Exhibit).....	109.50	109.50	109.50	119.50
Jockey Special (Bally).....	45.00	54.50	35.00	54.50
Joker (Gottlieb).....	45.00	54.50	45.00	54.50
Judy (Exhibit).....	99.50	99.50	115.00	115.00
Just 21 (Gottlieb).....	19.50	25.00	25.00	40.00
K C Jones (Gottlieb).....	40.00	69.50	40.00	60.00
King Arthur (Gottlieb).....	69.50	69.50	69.50	69.50
King Pin (Chicago Coin).....	150.00	200.00	150.00	150.00
Knock Out (Gottlieb).....	65.00	90.00	60.00	75.00
Lady Robin Hood (Gottlieb).....	99.50	100.00	90.00	99.50
Leader (United).....	39.50	39.50	39.50	39.50
Lite-a-Line (Keeney).....	289.50	289.50	289.50	289.50
Lucky Inning (Williams).....	325.00(2)	325.00(2)	325.00(2)	325.00(2)
Madison Square Garden (Gottlieb).....	335.00	350.00	335.00	350.00
Major League Baseball (United).....	134.50	140.00	140.00	155.00
Majorettes.....	60.00	79.50	39.50	60.00
Majors of '49 (Chicago Coin).....	84.50	84.50	84.50	84.50
Maryland (Williams).....	54.50	69.50	69.50	80.00
Mercury (Genco).....	80.00	74.50	94.50	80.00
Mermaid.....	80.00	74.50	94.50	80.00
Merry Widow (Genco).....	39.50	39.50	39.50	39.50
Minstrel Man (Gottlieb).....	39.50	39.50	39.50	39.50
Mountain Climber.....	165.00	165.00	165.00	165.00
Monterrey (United).....	39.50	39.50	39.50	39.50
Moon Glow (United).....	39.50	25.00	39.50	39.50
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	190.00	190.00	190.00	190.00
Nifty (Williams).....	100.00	110.00	100.00	110.00
Oasis (Exhibit).....	89.50	90.00	89.50	90.00
Oklahoma (United).....	109.50	109.50	109.50	109.50
Olde King Cole.....	59.50	74.50	74.50	74.50
Olympic (Williams).....	74.50	74.50	74.50	74.50
One Two Three (Genco).....	210.00	210.00	210.00	210.00
Paradise.....	34.50	29.50	34.50	34.50
Photo Finish (Universal).....	29.50	29.50	29.50	29.50
Pin Bowler (Chicago Coin).....	40.00	40.00	40.00	40.00
Pinch Hitter (United).....	75.00	60.00	60.00	60.00
Pinky (Williams).....	25.00	25.00	25.00	25.00
Playland (Exhibit).....	100.00	100.00	100.00	100.00
Playtime (Exhibit).....	89.50	104.50	89.50	104.50
Pop Up.....	74.50	74.50	74.50	74.50
Punchy (Chicago Coin).....	90.00	100.00	90.00	100.00
Quarterback (Williams).....	79.50	89.50	49.50	79.50
Quartet (Gottlieb).....	90.00	100.00	90.00	100.00
Rainbow (Williams).....	90.00	100.00	90.00	100.00
Ramona.....	89.50	89.50	89.50	89.50
Red Shoes (United).....	180.00	180.00	180.00	180.00
Rip Snorter (Genco).....	37.50	37.50	37.50	37.50
Robin Hood (Gottlieb).....	25.00	30.00	30.00	30.00
Rocket (Genco).....	99.50	84.50	99.50	109.50
Rockette (Gottlieb).....	99.50	84.50	99.50	109.50
Rondevo (United).....	115.00	100.00	115.00	139.00
Round Up (Bally).....	100.00	100.00	100.00	100.00
Rose Bowl.....	39.50	39.50	39.50	39.50
St. Louis (Williams).....	29.50	74.50	39.50	74.50
Sally (Chicago Coin).....	29.50	24.50	29.50	29.50
Samba (Exhibit).....	29.50	29.50	29.50	29.50
Saratoga.....	49.50	29.50	49.50	49.50
Screwball (Genco).....	39.50	39.50	39.50	39.50
Sea Jockey (Williams).....	225.00	225.00	225.00	225.00
Select-a-Card (Gottlieb).....	25.00	40.00	24.50	29.50
Shantytown (Exhibit).....	74.50	39.50	40.00	40.00
Sharpshooter (Gottlieb).....	80.00	89.50	80.00	89.50
Shoo Shoo (Williams).....	79.50	90.00	79.50	80.00
Show Boat (United).....	80.00	89.50	80.00	89.50
Sluggfest.....	79.50	90.00	79.50	80.00
South Pacific (Genco).....	100.00	100.00	100.00	100.00
Spark Plug (Williams).....	190.00	165.00	190.00	165.00
Special Entry (Bally).....	190.00	165.00	190.00	165.00
Spinball (Chicago Coin).....	89.50	89.50	89.50	89.50
Sportsman.....	285.00	349.00(2)	349.50	359.30
Spot Bowler (Gottlieb).....	349.00(2)	375.00	375.00	385.00
Spot-Lite (Bally).....	385.00	385.00	385.00	385.00
Springtime (Genco).....	395.00(2)	395.00(2)	395.00(3)	410.00
Stadium.....	399.50	410.00	410.00	410.00
Steeple Chase (United).....	39.00	39.00	39.00	39.00
Stop and Go (Genco).....	275.00	280.00	2	

**Chicago**

**Vic Weiss**, Allied Coin & Premium House, now is well on the road to recovery after an extended illness. He says the medics were a big help but a recent pickup in used game sales proved to be mental therapy. **Billy Knapp** has been getting a good reception on his current road trip. Firm is expected to announce some surprising new plans in a couple of weeks.

Over at United Manufacturing, the accent was on the new Circus game, featuring several new ideas in in-line scoring games. The firm lost one of its key staffers Thursday (18) when **Millie Lynch** passed away, following an operation. She was one of the oldest employees in point of service and

well known to operators and distributors throuout the country. First Distributors is pleased over initial reception of its house organ, published this week for the first time. **Wally Finke** and **Joe Kline** had a steady run of visitors all week. Tho many of the group were old customers, the over-all crowd was swelled by visitors from the NAMA convention. Kline states new and used games are moving well with Exhibit Supply's Super Twin Rotation setting the pace.

**Purveyor Shuffleboard**, President **Herb Perkins** reports, had one of its best weeks of the year. Most of the inquiries and sales revolved around shuffleboard and supplies for both the longboards and Bank-Shot... World Wide Distributors reports steady action on the new William game Paratrooper. Firm key sales staffers, **Al Stern**, **Len Micon**, **Monty West** and **Fred Skor** were in town this week to meet operators attending the MOA show.

**Bronx op; Toby Halpern** and **Herman Blank**, Brooklyn ops; **Hy Weiner**, of Speedy Juke Box Service; **Bob Luitman**, Forest Hills, L. I. op., and **Joe Plastik**, of New York & Brooklyn Automatic Music Company.

**Jim Sherry**, of Sherry Music, is happy about the **Chuck Davey** win over **Rocky Graziano**. So happy, in fact, that he's taking **Murray Kaye** and several others from Atlantic New York Corporation to lunch. Other visitors to Atlantic were **Bill Chase**, owner of the W. H. Steubinger Company, and **Louis Nekos**, Kingston, N. Y., op. . . **Wilbur Aaronson**, of United Play Machines, is putting in United six-players on his locations, and taking out the two-players. . . **Young Distributing, Inc.**, now getting delivery on the new Wurlitzer juke which play 104 records, either 78 and 45, or inter-mixed. Model 1550 comes with leather and Model 1500 in wood, **Joe Young** points out.

The street was saddened by the death of 31-year-old **Morris Salzberg** Saturday (13). Morris headed the parts department of the Atlantic New York Corporation for nearly nine years. Burial was in Washington Cemetery, Brooklyn. He is survived by his parents, a brother and a sister.

**Perry Wachtel**, head of the De

Perri ad agency, New York, had five accounts among exhibitors at the NAMA show in Chicago. They were Automatic Products, Indevco, Lunch-o-Mat, Central Vending and Coldrinx.

**Indianapolis**

**Mrs. Blanche Janes**, Janes Music, has taken up residence in the new Essex Apartments and is happy with her new home. **Hal Baily**, firm collector, is vacationing in New York with his wife. **Lyle Harper** returned last week from his vacation. **Don Martin** is vacationing at home. **Roberta Hunt** is suffering from a strange malady. Business at the record and music shop was reported good.

Sicking has added to its stock United's new bingo game. **Mrs. Lottie Berman** reports many orders are on hand.

The Shaffer Music Company has completed repairs and improvements at its headquarters. Business is reported good, and Seeburg phonographs are arriving from the factory on time, according to Manager **John Stockdale**.

The Calderon Distributing Company is expecting a new Rock-Ola phonograph, and another new Bally game. **Al Calderon** reports business good. Visiting the Calderon headquarters were **John Hall**, Noblesville; **B. A. Holliday**, La Fayette; **Charles Yeagley**, Richmond; **Roy Snodgrass**, Terre Haute. Most of the visitors were interested in the new equipment now being offered by the company. . . One of

(Continued on page 92)

	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6	Issue of August 30
Triple Action (Genco).....	\$29.50	49.50	\$29.50	49.50
Triplets (Gottlieb).....				110.00
Tri-Score (Genco).....	90.00	99.50	47.50	90.00
Tucson (Williams).....		64.50		64.50
Tumbleweed (Exhibit).....		84.50		84.50
Turf King (Bally).....	100.00	119.50	110.00	119.50
Utah (United).....	39.50	84.50		84.50
Virginia (Williams).....		29.50		29.50
Wild West.....		120.00		150.00
Watch My Line (Gottlieb).....		129.50		129.50
Winner (Universal Industries).....	89.50	95.00	49.50	60.00
		175.00	61.50	80.00
		89.50	95.00	175.00
		175.00	30.00	30.00
Wisconsin (United).....	14.50	30.00	25.00	39.50
		39.50		39.50
World Series (Rock-Ola).....		75.00	95.00	75.00
Yank (Williams).....	29.50	49.50	25.00	49.50
Zingo (United).....		310.00		310.00

# Coinmen You Know

**New York**

**Joe Connors**, of Connors Automatic Music Company, is a patient in the Kew Gardens (L. I.) Hospital. . . **Dave Berkowitz**, of Winthrop Music, has bought out his partner, **Sid Gorman**, and is now operating the business under his own name. . . **Al Miniaci**, of Paramount Music, is one of the many industry people returning last week from the NAMA convention in Chicago.

Seen on the street last week were **I. Edelman**, manufacturer of conversion scoring units; **Harry Wasserman**, AMOA secretary; **Joseph Weiz**, Larch Vending Company, Larchmont, N. Y.; **Joseph Falcaro**, New York City operator; **Mrs. Gertrude Brown**, Paramount Vending Corporation, Beacon, N. Y.; **L. C. Boyd**, New York operator; **Jack Garvin**,

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

**Business Opportunities**

Coin radios and televisions; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.

**TERRIFIC SACRIFICE**

Pokerino 34 Table Game and 6 Rifle ABT Range, long established, good boardwalk location, Coney Island area; fully equipped, in A-1 shape.

MUST SELL AT ONCE FOR BEST OFFER, AND WE MEAN IT

LUCKY'S

Bdwlk. & Brighton 1st Rd. Brooklyn 24, N. Y. Phone: Es 2-7088 week-ends

**Parts, Supplies & Services**

Coin-o-Matic Changers—Gives nickels for quarters and dimes; holds \$50 in nickels; bargain at \$65. Kelnor Vendors Co., 3730 W. Division St., Chicago 51.

Decals for Vending Machines; catchy designs, low price; write for folder. Grand, 2506B 52nd, Kenosha, Wis.

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery, write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

**VENDING STANDS**

Flat base steel, 15x15, 16 lbs., 1" pipe, cast steel flange with four holes, painted silver, immediate delivery.

\$3.25 EACH.

F.O.B. Elizabeth, New Jersey 1/2 dep., bal. C.O.D.

MOHAWK VENDING STANDS 462 Fourth Ave. Elizabeth, New Jersey

**Used 1c-5c Candy, Nut, Ball Gum Venders**

Bought, sold, exchanged All parts, coin wrappers, 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.). Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. in case lots (25 lbs.). Chiclet Trees—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory. 1/3 deposit, balance c.o.d.

KING & CO.

Distributors of Northwestern Model 49 and Tab Gum Venders 2700 W. Lake St. Chicago 12, Illinois

**VENDING TOP PLATES**

For two machines, containing 12 standard holes and two 3/4 holes for Topper Machines, painted silver.

80¢ EACH.

F.O.B. Elizabeth, New Jersey 1/2 dep., bal. C.O.D.

MOHAWK VENDING STANDS 462 Fourth Ave. Elizabeth, New Jersey

**Positions Wanted**

ATTENTION!

Refugees From Kefauver Top One Ball Mechanic wants steady job. Shop or route work. Sober family man. Box M-18, c/o Billboard, Cincinnati 22, O.

Pinball Mechanic desires permanent position in Florida; 13 years' experience, reference. Roy Van Dyne, P. O. Box 1, Roosevelt Sta., Dayton, O.

**Routes for Sale**

Cigarette and Juke Box Route—Over 50 pieces in locations, Southern Calif.; \$15,000; 1/2 cash down payment, terms balance; work mornings only, 5-day week. Coast Amusement, 2167 Miner St., Costa Mesa, Calif.

Juke and Game Route—L. A., Calif.; estb. 20 yrs., 1 owner; retiring; \$12,500; \$8,500 down, balance 24 months. Box 564, The Billboard, Chicago 1, Ill.

**Used Coin-Operated Equipment**

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Vendors: National, DuGrenier and Lehigh P-X with King columns at bargain prices; reconditioned. Kelnor Vendors, 3730 W. Division St., Chicago 51, Ill.

Exhibit Dale Guns, \$49.50; QT Belgian Pool Tables, \$49.50; Chicago Coin Pistols, \$79.50; Keeney Air Raider, \$75; Bally Undersea Raider, \$75; Genco Bankroll, 15 ft., \$69.50; Wurlitzer Skeeballs, \$69.50; all in A-1 condition. Weisser, 3465 Atkinson, Detroit 6, Mich. TYler 8-1664.

For Sale or Trade—Latest model Deluxe Photomatic. C. E. Garrett, 21036 Cohasset, Canoga Park, Calif.

For Sale—Wurlitzer Phonographs: 250 1015's, 25 1080's, 25 1017's, 25 750's; plus 250 Wurlitzer 3031 Wall Boxes. Write Box 563, The Billboard, Chicago 1, Ill.

For Sale—5 AMI Wallboxes and 1 Stepper; all in very good condition; \$110 takes the lot; 1/3 deposit with order. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

For Sale—5 Rock-Ola 1428 Blonde, 1 United Shuffle Alley, 5 Pin Balls, all on location now; 2 39 Rock-Olas, 1 38 Rock-Ola Bill Johnson, St. Ignace, Mich.

For Sale—20 like new Federal Stamp Machines, in cartons, \$22.50 each. B. L. Roll Vending Co., 422 S. Main St., Memphis, Tenn.

Mutoscope Photomatic, late model, good condition; best offer takes. Ballard, 119 State Line Road, Niles, Mich.

Statler Cookie Vendors, excellent condition; low price of \$59.50. Kelnor Vendors Co., 3730 W. Division St., Chicago.

U-Select-It, 72-bar size, \$27.50; 74-bar size, \$37.50; Shipman 3 column like new Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation, all makes, \$22.50 up. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Wanted—Mills and Jennings Bells. For Sale—Mills, Jennings, Pace, Waffling Bells; like new Majorettes Pin, \$195; Spot Bell, Clover Bell, Double Up, perfect condition; Evans Races, \$100. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAInut 2-4378.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

Williams Box Score Baseball, \$59.50; Mercury Grippers, latest Gottliebs, \$14.50; 10 ABT Target Skills, Challengers, \$18.50; Skill Guns, \$29.50; Kunkel Popcorn Vendors, \$24.50; Stamp Vendor, \$12.50; Anti-Aircraft, \$37.50; Belgian Pool, \$65.00; Mutoscope Photomatic, \$195; Bally Defender, \$75; Scientific Jungle Joe, \$175; Chicken Sam, \$75; Mutoscope Mechanical Hockey, \$47.50; Hit-a-Homers, \$12.50; 1/3 deposit. Woodrow McLennan, 2149 Campbell, Detroit, Mich.

**Wanted to Buy**

Wanted—Chicago Coin Bowling Alleys, United Twin Rebound; games must be ready for location. RAndolph 6-0879, Chicago, or write Streamliner Coin, 9842 Calhoun Ave., Chicago 18, Ill.

Wanted—25¢ Coin Operated Radios: Columbian, Tradios, Coradios, Phil Gutter, 1071 E. Livingston, Columbus, O.

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- Display Classified
- Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

- Next 6 issues
- Next 4 issues
- Next 3 issues
- Next issue only

\$ \_\_\_\_\_ Payment enclosed  Bill me (on 3 or more issues only)

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### ADVERTISING RATES

**REGULAR-CLASSIFIED**

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.  
 Per word ..... \$ .20  
 3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
 52 CONSECUTIVE insertions, per word ..... .16  
 Minimum \$3.

**DISPLAY-CLASSIFIED**

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.  
 Per agate line ..... \$1.00  
 3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
 52 CONSECUTIVE insertions, per agate line ..... .90  
 1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

DOUBLE YOUR COLLECTIONS!

— with "First" Conditioned Equipment ... It pays to buy the best!



BINGO 5 BALLS

NEW Bally FROLICS United CIRCUS

Special Price! UNITED BOLERO \$275 ABC 195

BALLY SPOT LIGHT \$395 BRIGHT SPOT 355 CONEY ISLAND 355 BRIGHT LIGHTS 295

KEENEY LITE-A-LINE \$155

"FIRST EDITION"

New monthly illustrated publication... chuck full of coin machine news, values, humor, gossip and Trading Post.

Exhibit's SUPER TWIN ROTATION

Exclusive for Exhibit in N. Illinois, Eastern Iowa and N. W. Indiana.

5 BALLS

Gottlieb SKILL POOL Write Genco "400" Write Chi Coin KINGPIN \$200 Large stock of reconditioned Five Ball games. Write for latest listings.

ONE BALLS

NEW Bally SUNSHINE PARK Universal WINNER \$225 "First-Conditioned" TURF KING 165 CHAMPION 85 CITATION 75 GOLD CUP 55 JOCKEY SPECIAL 45 SPECIAL ENTRY 35

SHUFFLE GAMES

NEW KEENEY SUPER DELUXE LEAGUE BOWLER

HIGH SCORE LEAGUE BOWLER

"First-Conditioned" & Resurfaced

Genuine Formica Tops installed on United & Keeney Games—\$15 extra.



UNITED DELUXE & PLAYER \$345 6 PLAYER 265 5 PLAYER 245 4 PLAYER 220 SHUFFLECADE 165 TWIN REBOUND 145 SHUFFLE SLUGGER 65 SHUFFLE EXPRESS 49 SHUFFLE ALLEY 29

UNIVERSAL HI SCORE BOWLER \$145 SUPER TWIN BOWLER 69 TWIN BOWLER 49

KEENEY DE LUXE LEAGUE BOWLER \$295 SIX PLAYER LEAGUE BOWLER 255 LEAGUE BOWLER 165

CHICAGO COIN SIX PLAYER \$295

WILLIAMS DOUBLE HEADER \$ 65 DE LUXE BOWLER 45 TWIN SHUFFLE 25

ARCADE

Exhibit's Saddle Horse BIG BRONCO "First-Conditioned"

Seeburg SHOOT THE BEAR \$275 Exhibit GUN PATROL 215 Exhibit SIX SHOOTER 185 TELEQUIZ, w/film 139 Keeney AIR RAIDER 125 CHICKEN SAM 105 Chi Coin PISTOL 95 RIFLE RANGE RAY GUN 105 TEAM HOCKEY 95 C. Coin GOALEE 85 Ex. FOOT EASE 85 Ex. DALE GUN, late 75 Ex. DALE GUN 65 Bally HY ROLL 65 Chi. Coin HOCKEY 69 Keeney TEXAS LEAGUER 49 Exhibit HI BALL 45

Counter Games KICKER & CATCHER \$29 ABT TARGET SKILL 19 CIRCUS 15 FLIPPER 15

VENDING

MINIT POP Finest of all popcorn vendors! It pops while you watch! Amazing Profits! Originally \$690. Now perfectly reconditioned. Limited quantity. only \$145

Keeney's Electric Cigarette Machine. "The Pack You See is the Pack You Get."

POP CORN SEZ ... \$59 CANDY KING. New ... 19

CONVERSIONS

Newest Design! GENUINE FORMICA TOPS

Genuine silk screened tops at the right price! Absolutely highest quality! Instructions, gutters and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, & 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. \$17.50 & 9 sizes.

KEENEY SHUFFLEBOARD ATTACHMENTS — for long boards. 4 Player BOWLER \$225 2 Player BOWLING CHAMP 95

Coinmen You Know

Continued from page 91

Indianapolis

the new pieces shown was the Billy Sunshine Park, the new jumbo pinball game, meeting the usual sales success.

The Calderon Distributing Company now is distributing the Bally Frolic Game. Al Calderon, head of the company, said there are many orders on file, and delivery is being made as fast as the games arrive. Calderon has one complaint "we can't get the merchandise."

Roberta Hunt, Janes Record Shop, underwent an operation at the Methodist Hospital. She is recuperating at home. Clarence (Dutch) Hohman, of the Janes Record Shop, reports business 20 per cent over last year.

Pittsburgh

Elmer Willetts reports every effort is made to get good juke box tunes plugged on the air first, so people will recognize the tunes.

Dan Feldman, Stanton Distributors, believes picking up "stray" locations doesn't mean much if one is trying to expand in one direction and keep transportation time costs down. M. J. Abelson, general sales manager, Oak Manufacturing, believes that driving is the best way to cover a locality. Officials at Automatic Catering after handling cigarettes and candy have been specializing recently in beverage vending.

Sidmor Vending acts as the distributor for four manufacturers and keeps a supply of parts on hand. Leon Paschales, Capitol Vending, is remodeling, gradually.

Monroe Green's Coin Machine Agency has taken on the handling of kitchen sets, chrome furniture and clocks, utility lamps. Danny O'Neill points out that just a few years ago there were few drink machines in this area, and now there are thousands. Recent picture story on the Greater Pittsburgh Airport, published in The Pittsburgh Press, included a shot of a youngster using a gun in the Penny Arcade.

M. J. Abelson, Oak Manufacturing, inspecting the new gum wheel on the Acorn machine, which has three round holes, and instead of needing adjustment works automatically. Max Kleckner, publisher of The Oakland News, on a vacation trip to Atlantic City writes he stopped off in Philadelphia. "My daughters came across one of those Automat restaurants and that was it. We loaded up with nickels, placed them in slots and out came the food and drinks we wanted," he said. "It was a novelty for the children."

Practice of awarding a contract to the lowest bidder resulted in Pittsburgh's purchase of 758 parking meters that "did not receive coins properly and twisted the coins so badly they couldn't be counted automatically."

James Thompson, Thompson Music, reports this general area is saturated with bowling machines to the extent that older equipment is disposed of even when it can be repaired.

Morris Vinocur, president, Monarch Music, reports that any juke older than a '50 is obsolete, and there's no market for used machines.

John P. Paulus, Victory Vending, reports the prize-winning award to Mount Lebanon Township for its profusely illustrated, pocket-sized booklet describing the township's government in terms the average citizen can understand. It was written and compiled by Paulus' predecessor, David B. Rowlands.

Herbert Cohen, of Confection Specialties Company, reports business holding up much better since he literally "packed" charms into his vending machines. With 19 concessions out of a (Continued on page 94)

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.

Table with columns for machine names and prices across four issues: Sept. 20, Sept. 13, Sept. 6, and August 30. Includes items like Ace Bomber, Air Raider, All Stars, Art Portraits, etc.

SHUFFLEBOARDS New and near new National '49ers, \$75.00 F.O.B. St. Louis. 20 and 22 ft. lengths. We have 30 on hand, must sell by October 20, 1952. HAROLD HUDSON 2628 WOODSON ROAD ST. LOUIS, MO.

FIRST DISTRIBUTORS Joe Kline & Wally Finke 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

On The Record of LOW PRICES, TOP QUALITY and SERVICE, You Win With LONDON SHUFFLE GAMES TAKE YOUR CHOICE NEW GAME SPECIALS NEW LOW PRICES!

S. L. London Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

FOR SALE RCA 25c Radio \$22.50 Keeney Submarine \$95.00 4-Col. Postage Stamp Vendors 18.00 United Bolero 339.50 Shipman 2-Col. Stamp Vendors 18.00 United Leader 325.00 Packard Wall Boxes 9.75 Coney Island 365.00 Mills Candy Vendor, 5 Col. 65.00 Spot Light 395.00 Mercury Athletic Scale, Brand New 69.50 Wms. Deluxe World Series 275.00 Chicago Coin King Pin 150.00 Bright Spot 375.00 Dale Gun 69.50 Bright Lights 290.00 Keeney Air Raider 110.00 Evans Super Bomber 125.00 Mutoscope Card Vendors 39.50 Mutoscope 4 Player Derby Write ABC United 225.00

MONROE COIN MACHINE EXCHANGE, Inc. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.: Superior 1-4600)

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6	Issue of August 30
ABC Bowler (Chicago Coin)				
Ace Bowler (Chicago Coin)	\$70.00		\$70.00	
Baseball (Bally)	49.50	49.50		59.50
Big League Bowler (Keeney)	185.00		185.00	185.00
Bowling Alley, 2 player (Chicago Coin)		59.00		
Bowler (Chicago Coin)	40.00	40.00	40.00	40.00
Bowler, 4 player (Keeney)	225.00	225.00		24.50
Bowlette (Gottlieb)	24.50	24.50	25.00	24.50
Bowling Alley (Chicago Coin)	49.50	49.50		49.50
Bowling Alley, 6 Player (Chicago Coin)	295.00	319.50	295.00	319.50
Bowling Champ (Keeney)	95.00			285.00
Bowling Champ, 2 player (Keeney)				295.00
Bowling Classic (Chicago Coin)	70.00	109.50	70.00	109.50
Bowling League (Genco)	24.50	24.50		95.00
De Luxe League Bowler (Keeney)	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Deluxe Bowler (Williams)	45.00	49.50	45.00	49.50
Double Deluxe Shuffle Alley (United)	70.00w/p	70.00w/p	70.00w/p	70.00w/p
Double Bowler (Keeney)	125.00	79.00	125.00	125.00
Double Header (Williams)	29.50	35.00	35.00	44.50
	45.00	60.00	45.00	60.00
	65.00	79.50	75.00	79.50
Double Shuffle Alley (United)	50.00	50.00	50.00	50.00
Double Shuffle Alley Express Rebound (United)	139.00	139.50	139.50	139.50
Five Player Shuffle Alley (United)	245.00(3)	245.00(3)	245.00(3)	245.00(3)
		254.50	269.00	
Four Player Shuffle Alley (United)	220.00(2)	219.00	220.00(2)	220.00(2)
		220.00(2)		29.00
Glider (Genco)		39.00		39.50
Hi Score Bowler (Universal)	179.50	145.00	179.50	145.00
Hook Bowler (Bally)	175.00	99.00	175.00	175.00
League Bowler (Keeney)	150.00	165.00	150.00	165.00
	185.00	185.00	185.00	185.00
League Bowler, 4 Player (Keeney)	139.50	195.00	139.50	175.00
		195.00	175.00	195.00
League Bowler, 6 player (Keeney)	255.00	255.00		225.00
Match-A-Score Free Play (Banner)	160.00	160.00	160.00	170.00
Match-A-Score Novelty Play (Banner)	110.00	110.00	110.00	120.00
Pin Boy (Keeney)	24.50	24.50	24.50	24.50
Shuffle Alley (United)	24.50	29.00(2)	24.50	29.50(2)
Shuffle Alley Deluxe 6 Player (United)	335.00	335.00	375.00	335.00
		375.00(2)		339.00
Shuffle Alley Express (United)	49.00	49.50	45.00	49.00(2)
		50.00	49.50	50.00
Shuffle Alley Express 7 Player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 8 Player (Genco)		149.50	149.50	149.50
Shuffle Alley 6 Player (United)	265.00(2)	265.00(2)	265.00(2)	275.00(2)
Shuffle Baseball (Chicago Coin)	25.00	45.00	25.00	45.00
Shuffle Bowler (Bally)	24.50	29.00	24.50	29.00
			24.50	29.50
Shuffle Champ (Bally)	75.00	75.00	89.00	75.00
Shuffle Horseshoe (Chicago Coin)	129.50	129.50	129.50	129.50
Shuffle Lane (United)	24.50	24.50	24.50	24.50
Shuffle Lam. Rock-Dia)	29.00	29.00	29.00	29.00
Shuffle Line (Bally)	99.50	115.00	99.50	115.00
		125.00(2)	125.00(2)	125.00(2)
Shuffle Slugger (United)	70.00	75.00	70.00	75.00
		79.50	79.50	79.50
Shuffle Target (Genco)	90.00	119.00	90.00	119.00
		129.50	139.00	129.50
Single Shuffle Alley Rebound (United)	70.00	89.50	70.00	89.50
		90.00	90.00	90.00
Skee Alley (United)	70.00	79.50	49.50	70.00
			79.50	70.00
Speed Bowler (Bally)	39.00	49.50	25.00	39.00
			49.50	39.00
Strike (Exhibit)	350.00	350.00	350.00	350.00
Super Deluxe Twin Bowler (Universal)	89.50	89.50	89.50	89.50
Super Shuffle Alley (United)	95.00			45.00
			40.00w/p	40.00w/p
Super Twin Bowler (Universal)	69.00(2)	109.50	69.00(2)	109.50
		24.50	24.50	24.50
Ten Pins (Keeney)	119.50	119.50	119.50	119.50
Trophy Bowl (Chicago Coin)	49.00	49.50(2)	49.00	49.50(2)
Twin Bowler (Universal)		24.50		40.00
Twin Shuffle Alley Rebound (United)		120.00		120.00
Twin Shuffle Alley Rebound (United)	145.00(2)	145.00(2)	145.00(2)	145.00(2)
		165.00	165.00	165.00
Twin Shuffle (Williams)	24.50	25.00	24.50	29.00
Twin Shuffle-Cade (United)	110.00	195.00	110.00	195.00

BETTER BUY FROM BANNER

**BINGO GAMES**  
NEW  
**UNITED CIRCUS**

**BINGO TYPE GAMES**  
USED

Bolero	\$330
Five Star 15 Card Bingo Type	170
3x5 (Bingo Type)	240
Zingo	310

**ARCANE EQUIPMENT**  
NEW

Auto Photo	Write
Spot Pool (Coin Operated Pool Table)	\$ 90
United Team Hockey	90

**USED**

Auto Photo	Write
Bak-A-Score	\$190
Bowl-O-Matic	290
Exhibit Big Bronco	Write
Grip Meter Deluxe	140
Panoram Solo-Vue	240
Pitch 'Em & Bat 'Em	110
Quizzer	110
Spot Pool	60
Total Roll	40
United Team Hockey	70
Wilcox Gay Recordograms	120

**PIN GAMES**  
USED

Blue Skies	\$ 40
Buccaneer	50
Caravan	220
Crossroads	210
County Fair	230
Eight Ball	190
Fighting Irish	100
Four Stars	210
Georgia	100
Hayburner	210
Hits & Runs (Gott.)	190
Jalopy	240
Just 21	40
Knockout	90
Lucky Inning	60
Majorettes	180
Mercury	90
Oasis	90
Olympics	210
Red Shoes	90
Punchy	90
Robin Hood	30
Select-A-Card	40
Shanty Town	80
Shoe Shoe	100
Slug Fest	190
South Pacific	100
Steeple Chase	280
Step & Go	90
Sweetheart	90
Tampico	90
Thing	40
Tri-Score	90
Wisconsin	30

**NEW**

Gottlieb Skill Pool	Write
Williams Paratrooper	Write

**VENDING**  
NEW

Bradley Carbonated Drink Vendor, 2-Flavor, 1000 Cup Capacity	\$480
Cigaromat, 3 Col.	64
Cigaromat, 6 Col.	84
Keeney Cigarette Vendor	Write

**Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.**

1/3 Certified Deposit, Balance C.O.D. or S/D. Full Payment Saves C.O.D. Charges.

**NEW**  
BANNER'S Original Match-a-Score (Novelty Play) \$160  
BANNER'S Original Match-a-Score (Free Play) 210  
UNITED Star Shuffle Alley Immediate Delivery Write  
UNITED Super Six-Player. Immediate Delivery Write

**NEW CONVERSION UNITED LITE-A-SCORE**  
Will convert any United Shuffle Alley into a MATCH-A-SCORE Game \$57.50

Used  
BANNER'S Original Match-A-Score Novelty Play \$110  
BANNER'S Original Match-A-Score Free Play 160  
Chicago Coin Ace Bowler 40  
Chicago Coin Bowler 70  
Chicago Coin Classic 90  
Genco Shuffle Target 50  
Single Shuffle Alley Express 70  
Single Shuffle Alley Rebound w/Formica 90  
United Double Shuffle Alley 50  
United Shuffle Alley Double Deluxe 70  
Five-Away Pin Conversion 70  
United Shuffle Slugger 70  
United Skee Alley 70  
United Twin Shuffle Cade 110  
Universal Super Deluxe Twin Bowler 95  
Williams Double Header 60

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DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY  
**AMI**

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**Wico's MAJOR LEAGUER**  
Scientifically Engineered, Field-Tested. AUTOMATIC BASEBALL PITCHING UNIT.  
\$1095.00 per unit

**5-BALLS**

**NEW UNITED CIRCUS**

Genco "400"	300
Chi. Big Hit	24.50
Gott. Skill Pool	24.50
Wms. Paratrooper	24.50

**BINGO**

Spot Lite	\$400
Zingo	300
Bolero	325
Bright Lights	290
A-B-C	195
5-Stars	175
Lite-A-Line	175

**ARCANE**

Mercury	\$ 94.50
Campus	94.50
College Daze	89.50
Tahiti	89.50
Shantytown	89.50
So. Pacific	89.50
Lucky Inning	84.50
Boston	89.50
Maryland	84.50
Utah	84.50
Double Shuffle	84.50
Tampico	79.50
Champion	79.50
Quarterback	79.50
Aquacade	79.50
Oklahoma	74.50
Playtime	74.50
Dallas	74.50
Buffalo Bill	74.50
Bowling Ch	74.50
Majors of '49	74.50
Selectcard	74.50
Just 21	69.50
Buccaneer	64.50
Barnacle Bill	64.50
Triple Action	49.50
Baby Face	49.50
Yanks	49.50
Ali Baba	49.50
Ballerina	49.50
Thrill	49.50
Rondevevo	49.50
Sunny	49.50
Gizmo	49.50
Cinderella	49.50
Magic	49.50
Sally	49.50
Moonglow	49.50
Carnival	49.50

**CIGARETTE VENDERS**  
FACTORY REBUILT 25c, 1 KING SIZE COL.

Unedapak, Mod. 500, 7 Col.	\$130
Rowe Royal, 8 Col.	130
Rowe Royal, 10 Col.	140
National 930, 9 Col.	130
Rowe Crusader, 10 Col.	155
DuGrenier Champion, 11 Col.	125
Rowe President, 10 Col.	125
National Model 950, 9 Col.	145

**NEW CLOSEOUTS**

Chi King Pin	\$200
Horsefeathers	350

**Empire Coin MACHINE EXCHANGE**  
1012-H MILWAUKEE AVE. CHICAGO 22, ILL.

**SHUFFLE GAMES**

**UNITED 6-PLAYER STAR S. A., 8 or 9 Ft.**  
United DeLuxe 6-Player \$375.00  
Chicoin 10th Frame Bowler, 6 Player  
UNITED 6-PLAYER SUPER SHUFFLE ALLEY  
Star Bowler, 10", 2-player, wood balls. \$350.00  
Exhibit Super Twin Rotation. Write for Prices

Formica Tops Installed on United and Chicoin Shuffle Games—\$15.00 extra

United DeLuxe 6-Player \$375.00  
United 5-Player 245.00  
United 4-Player 220.00

**UNITED TWIN REBOUND 165.00**

United Twin Shufflecade	195.00
Un. Double SA Express Rebound, 8"	139.50
United Skee Alley	79.50
Un. 2-Player SA Express	139.50
United Single SA Rebound	89.50
Univ. Super Twin Bowler	109.50
Chicoin 6-Player, Formica Top	319.50
Chicoin Shuffle Horse Shoes	129.50
Chicoin Bowling Classic	109.50
Chicoin Trophy Bowl	119.50
Bally Hook Bowler	175.00
Bally Shuffle Line	125.00
Keeney DeLuxe League Bowler	229.50
Keeney League Bowler, 4 Player	195.00
Keeney Double Bowler	125.00
Wms. Double Header	79.50
Genco Shuffle Target, 10" or 8"	129.50
Genco 8-Player Shuffle Table	149.50

**VENDERS**

**ACORN VENDOR, 1c or 5c. \$14.95**

Marion Scale	89.50
Silver King	13.95
25c Razor Blade	19.95
S.K. Hot Nut	29.95
N.W. 49, 1c, 5c.	17.35
72-Bar	99.50
U-Select-It	49.50
De Luxe, 1-5c	24.50
N.W. Tab Gum	25.95
33 Ball Gum	7.50
N.W. Stamp	69.00
U-Pop-It	195.00

**SMOKESHOP 612 CUSTOM \$245.00**

**1-BALLS**

Bally Sunshine Park Bally Futurity	
Turf King	\$175.00
Winner	175.00
Champion	89.50
Citation	79.50
Gold Cup	59.50
Jockey Special	54.50
Special Entry	49.50

**UNITED'S Genuine FORMICA TOPS**  
8" Size \$18.50  
9" Size \$19.50  
Minimum Order—5 Tops.

**BINGO GAMES**

United Stars	Write
Bright Spot	\$349.50
Bright Light	249.50
Atlantic City	Write
New Gottlieb Skillpool	Write
Gottlieb Knockout	99.50
Gottlieb Sharpshooter	79.50
Watch My Line	49.50
Genco Tri-Score (New)	129.50
Chi Coin Play Ball (New)	99.50
Exhibit Jet Gun	275.00
Exhibit Six Shooter	179.50
Dale Guns	59.50
Turf Kings	149.50

**WRITE, WIRE, PHONE**  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. High Columbus 15, Ohio  
Phone: AD. 7254

**WHAT'S NEW IN COIN MACHINES!**  
**WHAT ARE THEY GETTING FOR USED EQUIPMENT!**  
**WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!**

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

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Realigned and Resurfaced. 75¢ each.  
ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.  
**ELECTRONIC INDUSTRIES**  
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**EVERY PIECE GUARANTEED**  
YES, WE HAVE THEM NOW  
★ BRIGHT LIGHTS ★ BRIGHT SPOTS ★ SPOT LITES ★  
★ ATLANTIC CITY ★ PALM BEACH ★  
One Balls Miscellaneous Equipment

FUTURITY	WRITE	BALLY'S HORSE CHAMPION	WRITE
TURF KING	\$134.50	C. C. 4 PLAYER DERBY	WRITE
WINNER	74.50	MINSTREL MAN	\$124.50
CHAMPION	49.50	KNOCK OUT	74.50
CITATION	24.50	FLYING SAUCERS	64.50
GOLD CUP	22.50	QUE ETTE POOL TABLE	74.50
JOCKEY SPECIAL	22.50	EXHIBIT SIX SHOOTER	124.50
SPECIAL ENTRY	17.50	EXHIBIT JET GUN	194.50

**ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT.**  
**PARKER DISTRIBUTING CO.**  
311 8TH AVE., S. NASHVILLE, TENN. PHONE: 4-0194 OR 42-1231

<p><b>WILLIAMS PARATROOPER</b> Captures locations everywhere! It's different, with bullet-like action for steady repeat play. Side rollover channels, hi-score game, free play, automatic flipper, 4 paratroopers. It's sensational — and how. Contact us today, you'll find it will pay!</p>		<p><b>BALLY FROLICS</b> Sensational new 6-card game with super score features. Extra ball feature and skill shot feature are different! Many other new attractions. A PROFIT BOOSTER for any location. See it now at World Wide.</p>	
<p><b>MISCELLANEOUS ARCADE GAMES</b> Exhibit DALE GUN ..... \$ 60 DOUBLE HEADER ..... 35 Keeney BOWLING CHAMP ..... 75 Bally TURF KING ..... 145 Chi Coin BASKETBALL CHAMP ..... 195 Scientific BATTING PRACTICE ..... 75 Chi Coin GOALIE ..... 95 Exhibit KISS-O-METER ..... 75 LOVE PILOT ..... 95 UNDERSEA RAIDER ..... 75 WHEEL GEE MYSTIC ..... 35 ART PORTRAITS ..... 35 THE LOVE CLINIC ..... 35</p>		<p><b>GENUINE DE LUXE FORMICA TOPS</b> The only original Formica Top with original silk-screened playing instructions. New Low Prices—Volume is what we want. Why refinish playfields when Formica Tops are so economical. For all United, Chicago Coin, Universal and Keeney games. Includes Can of Special Glue. 8' x 9' Size \$16.95 Lots of Five \$15 or More</p>	
<p><b>NEW GAMES</b> Bally CHAMPION HORSE Genco "400" United 6 Player STAR BOWLER Gottlieb SKILL POOL  <b>LONG BEACH WILLIAMS</b> Terrific money maker. Exceptional player appeal. Don't miss this game!</p>		<p><b>WANT TO BUY FOR CASH</b> BALLY Bright Spot Coney Island WILLIAMS Hayburners Spark Plus Jalopy Super World Series Deluxe World Series  Late Shuffle Games Late Pin Games</p>	
<p><b>ACE COIN COUNTER</b> 1953 Model. Precision operation. Tubes, meter tray. Counts, 1c, 5c, 10c, 25c. Only..... \$159.50</p>		<p><b>WORLD WIDE DISTRIBUTORS</b> Chicago 47 2330 N. Western Ave. Phone: Everglade 4-2300</p>	

## Coinmen You Know

Continued from page 92

**Pittsburgh**  
possible 43 operating at Greater Pittsburgh Airport, July revenue totaled \$56,037, with total revenue from rentals received by the county totaling \$97,117. Dimes dropped in the turnstile alone amounted to \$13,398.

William F. Hamel, divisional sales manager, Cole Products Company, reports vending machines at drive-in theaters do a rushing business during intermission periods when as many as 200 persons line up to get refreshments fast.

Raymond Watts, Mills Automatic Merchandising, reports chain accounts enable higher commissions on sales since they sell volume and keep up grosses.

Harry Opter, long-time penny man with machines all over Western Pennsylvania, vending nuts and gum, was a guest at the Maryland Hotel in Atlantic City.

Howard Johnson's on the Pennsylvania Turnpike has gone in for vending cones, with the place so crowded customers have to patronize the open air snack bar where they "stand and grab".

There are plenty of 100-record juke machines across the Turnpike, and the machines apparently are going much of the time.

In East Liberty, a spot at Penn and Highland Streets has had heavy play on 100-record boxes. The location appears to have at least 40 wall boxes. . . . Verscharen's Food Center is vending films. The machine takes two quarters, and the change comes back taped to the film package. Set-up looks like a revamped cigarette machine. Mr. and Mrs. Phil Greenberg, hurt recently in an auto accident on the Pennsylvania Turnpike, are "coming along satisfactorily." Phil is head of Atlas Music here. . . . Elmer Willeits reports every effort is made to get good juke box tunes plugged on the air first. . . Dan Feldman of Stanton Distributors believes picking up "stray" locations doesn't mean much if one is trying to expand in one direction and keep transportation costs down.

Leon Paschales, Capitol Vending, is remodeling.

**Miami**  
The principal topic of discussion among coinmen the past humid days has been the forthcoming second annual banquet and dance of the Amusement Machine Operators Association November 29 at the Saxony Hotel, Miami Beach. . . . Committeeman Joe Mangone, Dave Shedd, Buster Anshell and David Friedman are working hard to make the event a success. A souvenir journal is in the making, and efforts are being made to line up theatrical talent appearing in the area at that time.

Harry Goldberg, H & G Vending Company, returned from a vacation to Lake Washington, near Melbourne, Fla. An avid fisherman, Goldberg had an equally rabid angling partner, Pappy Cox, of Flamingo Music Company, West Palm Beach. The two caught 20 bass before a strong northeast wind forced them to quit for the day.

Ken Willis, Bush Distributing Company, no sooner returned from a vacation trip to Canada than he was on the road again—this time on a selling trip along the West Coast of Florida. . . . X. Y. Zeverly, Radio Center coinman, is on vacation. . . . Al Borrison, Al's Music Company, Key West, and his wife were in town on a combination business-pleasure trip.

Manny Brookmire, Mercury record distributor, spent some time with Charley Cantor, former head of the Amusement Machine Operators' Association of Cleveland, while the latter was vacationing at the Sea Gull Hotel, Miami Beach. . . . There is such a high degree of harmony among members of the local AMOA that Jimmy Bonnie, business manager and arbitrator, has had little to do.

Overton Ganong, Florida Record and Music Company, says local juke box operators are buying in volume "Meet Mister Callaghan" and "Somewhere Along the Way" on the Capitol label. Ganong expects all the local record distributors to show up en masse at the AMOA banquet in November. . . . Guy Hunter, Hunter Music Company, West Palm Beach, is visiting in Mississippi where he owns a hotel.

Jack McGriff Jr., son of the West Palm Beach coin machine operator, is recuperating from an attack of polio. . . . Gleason Stambaugh, Florida Music Company, West Palm Beach, and his wife have returned from a vacation in the North.

**SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL-PANORAMS**  
Guaranteed Reconditioned WRITE.

**NEW ROCK-OLA SHUFFLEBOARD TOPS ..... \$135**

**NEW-WRITE**  
Bally Frolics ..... Ex. Super Twin  
Circus ..... Rotation  
Skill Pool ..... Keeney High Score  
Star Shuffle Alley ..... Leg. Bowl.  
Genco "400" ..... Exhibit Big Bronco  
Chicago Coin 10th Inning & Match Bowler

**RECONDITIONED EQUIPMENT**  
Bright Spot ..... \$365 Spot Life ..... \$416  
Coney Island ..... 365 Turf King ..... 150  
Leader ..... 335 5-Stars ..... 135  
Boiero ..... 300 A-B-C ..... 195

**SPECIAL!** Natl. 9-E Cig. Machine, Fauty. Recond. .... \$149.50

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Phone: Lincoln 9-3996-7-8

**Add New Life to Your Old Shuffle Alleys**

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**Greatest MATCHING Shuffle Alley CONVERSION UNIT**

**ONLY \$42.50 COMPLETE**

**OTHER FEATURES**  
\* 25 numbers to match  
\* Multi-colored silk-screened Wheel and Backboard with space for high score Bowler and Highest Score Matched  
\* Stunning polished cabinet  
\* Foot-proof operation; fully location tested  
\* All factory precision parts  
\* Lowest price

\* Coin Spins Colorful Wheel—Arrow Stops at Number to match  
\* Remarkable Play Stimulator—New Action Principle Commands Attention  
\* Installed in Minutes on Location—Only Two Wires to attach  
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Winners ..... 95.00	Sharpshooter ..... 90.00

Double Shuffle ..... \$90.00

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**We Shall Be Pleased to Demonstrate This New Equipment**  
Keeney Electric Cigarette Vendor  
Keeney Refrigerated Sandwich Machine  
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Sunshine Park—Skill Pool—Frolic

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A.M.I. Model C ..... 475	A.M.I. Model A ..... 350
A.M.I. Model B ..... 450	Wurlitzer 1250 ..... 425
Wurlitzer 1100 ..... 325	Wurlitzer 1015 ..... 175
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Pucks (set of 8) ..... 10.50  
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Wax, Doz. .... 3.00  
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C.C. Football ..... 49.50  
Bally Shuffle Line ..... 99.50  
Keeney 4-Pl. Leg. Bowler, 9 Ft. .... 139.50  
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**NEW 22' SHUFFLEBOARD, Maple Top, Complete, Crated ..... \$169.50**

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Gottlieb Telecard ..... 54.50  
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C.C. Super Hockey ..... 54.50  
C.C. Sally ..... 29.50  
C.C. Catalina ..... 29.50

Ex. Swanee ..... \$54.50  
Ex. Campus ..... 79.50  
Genco Mercury ..... 69.50  
Genco Bog Top ..... 49.50  
Genco 1-2-3 ..... 34.50

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Atlantic City ..... 489.50  
United Stars ..... 489.50  
5 Star ..... 134.50  
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Coney Island ..... 349.50

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15-21-50 pts. Wall Model 15-21 pts. and 15-21 50 pts. ..... \$95.00 ea.

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Shuf. Scorepads, Ea. 25  
Pucks (set of 8) ..... 10.50  
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Wax, Doz. .... 3.00  
Telex & Film ..... 99.50  
C.C. Football ..... 49.50  
Bally Shuffle Line ..... 99.50  
Keeney 4-Pl. Leg. Bowler, 9 Ft. .... 139.50  
8' New Side Cushion Shuffleboards ..... 89.50  
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C.C. Sally ..... 29.50  
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Ex. Swanee ..... \$54.50  
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FIRST BALL IN TOP HOLE NO. 1 SCORES 1/2 MILLION AND JUMPS TO HOLE NO. 2 WHICH LITES UPPER LEFT-HAND RED THUMPER BUMPER AND RED ROLLOVER BUTTON TO ADVANCE PARATROOPER ON BACK GLASS. SECOND BALL LITES UPPER CENTER (YELLOW) THUMPER BUMPER AND YELLOW ROLLOVER AND THE TWO BALLS JUMP FORWARD. A THIRD BALL LITES THE UPPER RIGHT HAND (PURPLE) THUMPER BUMPER AND PURPLE ROLLOVER AND THE THREE BALLS JUMP FORWARD. A FOURTH BALL SHOOTS THE HEAD BALL INTO "BALL TURN" FOR REPLAY! HERE'S REAL BULLET-LIKE ACTION THAT INCITES STEADY REPEAT PATRONAGE.

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 3 MEN DOWN THE LEFT AUTOMATIC FLIPPER GOOD FOR 1/2 MILLION!  
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CREATORS OF DEPENDABLE PLAY APPEAL!  
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**LATE 5 BALLS**

Thoroughly Reconditioned

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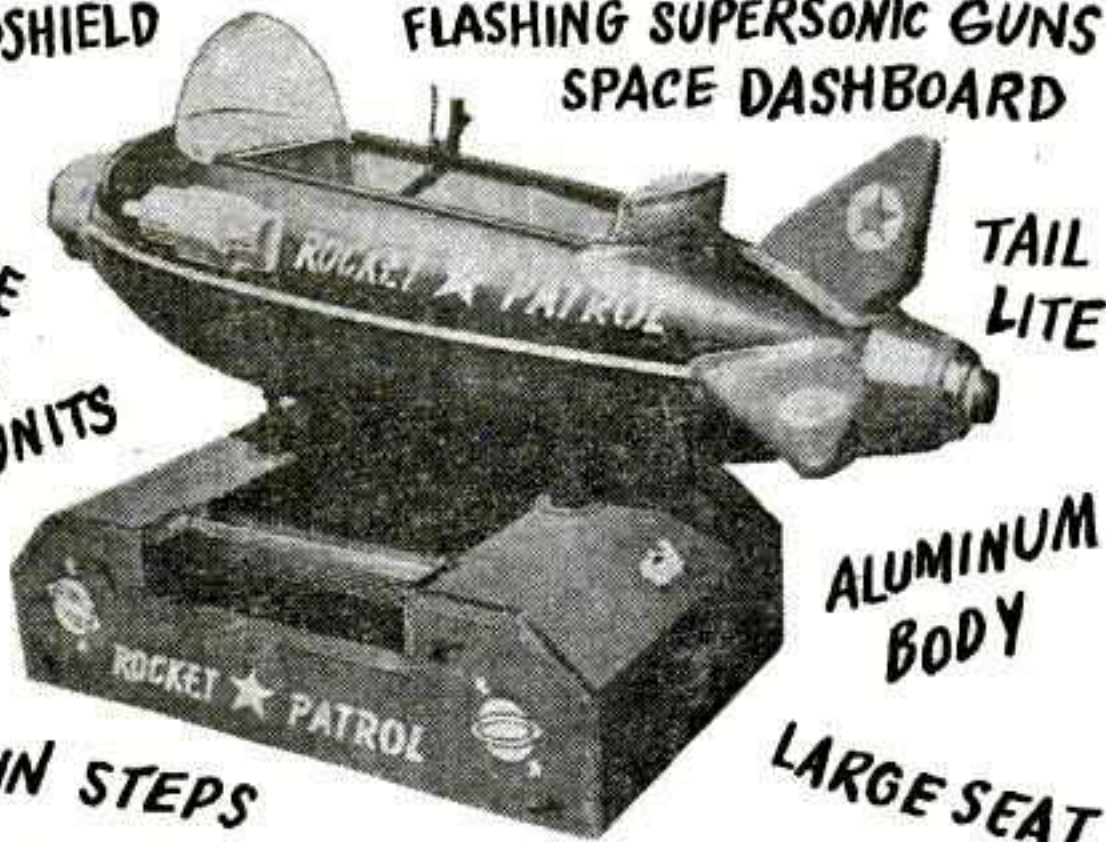
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Now with steel control panel box instead of outmoded Joy Stick. Consists of Death Ray, Space Guns and Space Meter!

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1 OR 2 CHILDREN FOR 10c  
WITH MUSIC

**THUNDERBOLT**  
AMERICA'S BEST and CHEAPEST HORSE!

IT  
GALLOPS

IT  
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ALL ALUMINUM  
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A new body for your old horse. Easy to install on horses. All aluminum body. Eyes, tail and nose lite up. All parts supplied with instructions. Send your jaded and faded old horse out to pasture. Let the REINDEER do his work. Stimulate renewed interest in your locations!

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Wanted — Any Bingo  
games, liberal trades.

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Ex. Silver Bullet	150.00
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Ex. Big Bronco	99.50
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Keeney Sub Gun	125.00
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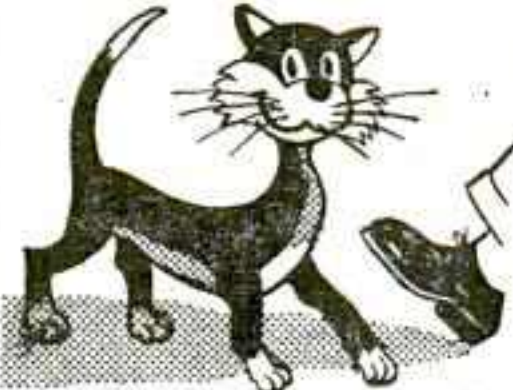
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National 750 ..... 95  
Rowe 10 Col. President ..... 100  
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Uneda 400—8 col. .... 95  
Uneda Monarch, 10 col. .... 110  
Uneda E, 6 col. .... 50  
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7 col. .... 125

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Both new and used—immediate delivery, lowest prices. Financing available. Write or call.



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**THE "BLACK CAT"**  
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**KEENEY**  
for a  
**BIG NEW GAME  
ATTRACTION!**

**PRICES REDUCED—SATISFACTION GUARANTEED**

**SPECIALS!**

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HAYBURNER ..... 200  
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BALLY SPOT LITE ..... 425

**PRICES SLASHED**

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**USED ONE BALLS**

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Bally Shuffle Line ..... 45  
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Keeney Deluxe League 4-Player ..... 45  
Genco Shuffle Target ..... 45  
Williams Double Header ..... 45  
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Turf King  
Winner  
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**AMI** Distributors for Northern Ohio  
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Score Sheets, 10 Pads 7.50  
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Use Rock-Ola Shuffleboard Lites, pr. 12.50  
Adjusters ..... 18.50

**SHUFFLE GAMES**

United & Player ..... \$245.00  
5-Player ..... 245.00  
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Bally Shuffle Line ..... 125.00  
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DeLuxe League Bowler ..... 295.00

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With original silk screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago Coin and Universal Games. In lots of three—\$15.95 each. Write for quantity prices.

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**Buckley CRISS-CROSS JACKPOT BELLS**  
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Also made for many foreign coins

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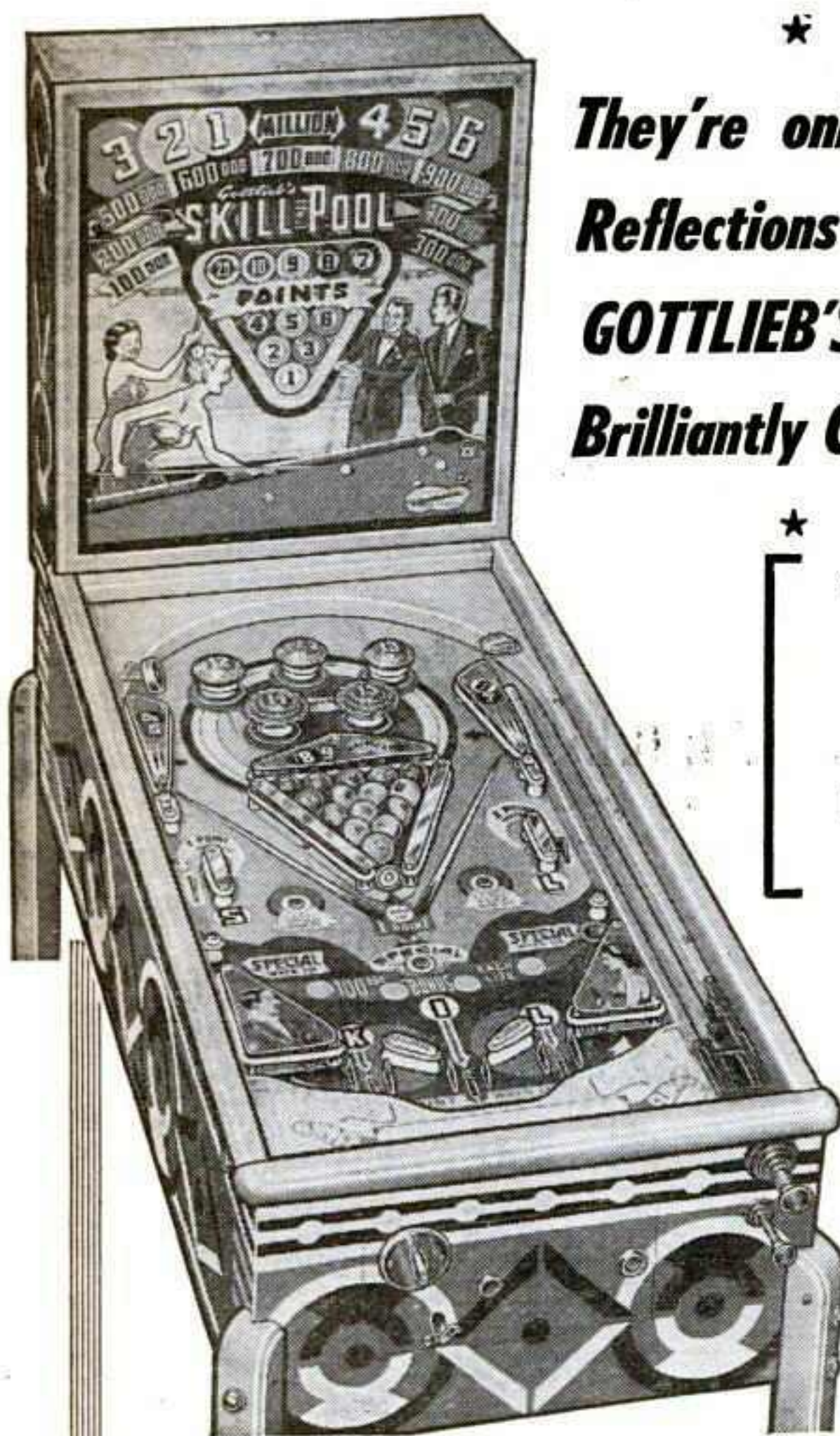
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 1 to 15 POOL-BALL SEQUENCE . . .  
 TARGET, When Lit . . .  
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 SCORE POINTS  
 REPLAYS for } KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence  
 MYSTERY ROLL-OVER, When Lit  
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 HIGH SCORE TO 6 MILLION

**FLASHING CENTER "RACK-UP" ILLUMINATION!**  
 All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

"POP" BUMPERS      COMPLETED SKILL SEQUENCE      EACH ROLL-OVER BUTTON  
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 CYCLONIC KICKERS      Scoring Values Up to 400,000      When Lit  
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 CHICAGO 51, ILLINOIS  
 "There is no substitute for Quality!"

**EXPORTS FOR  
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We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated; and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

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**NEW 1c GAME ONLY \$29.50!**  
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Wurlitzer 219 Stepper	22.50
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GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

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PULL REINS TO TROT OR GALLOP
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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.

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REQUIRES ONLY  
22 IN. BY 44 IN.  
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110 VOLT  
A. C.



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CHAMPION is a registered trademark

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**FROLICS**  
See Page 100



Chicago Coin's

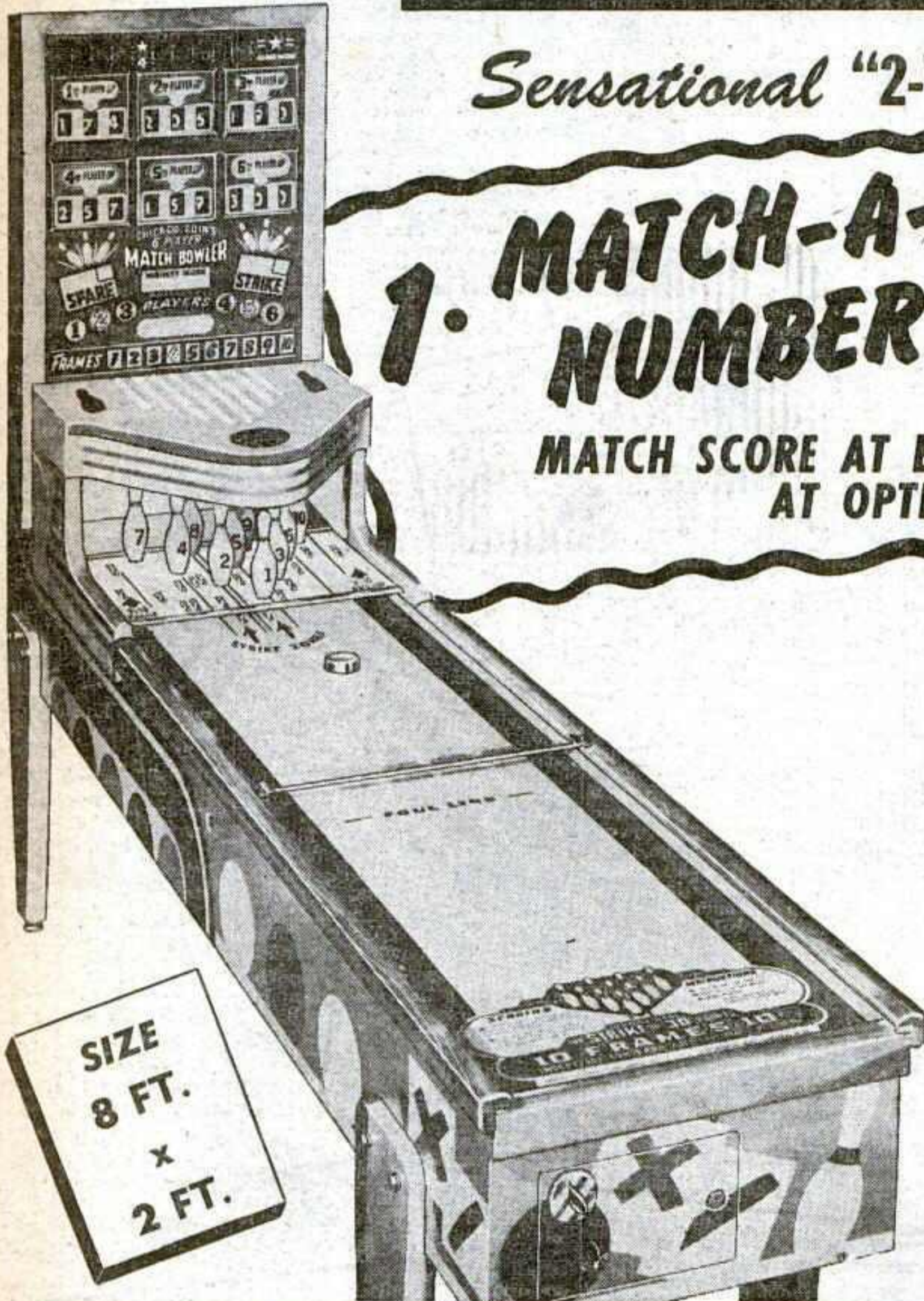
# MATCH BOWLER

Sensational "2-WAY" MATCHING FEATURE

1. MATCH-A-NUMBER

2. MATCH-A-STAR

MATCH SCORE AT BEGINNING OR END OF GAME AT OPTION OF OPERATOR



EASY TO READ

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- HIGH SCORE OF THE WEEK

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x  
2 FT.

GOING BACK INTO PRODUCTION SHORTLY ON **10th FRAME BOWLER** PLACE YOUR ORDER NOW!

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Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over.

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Horsecollar (15-21-50 pts.) \$125.00 ea.  
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Terms: 1/3 dep., bal. C.O.D. or S.O.

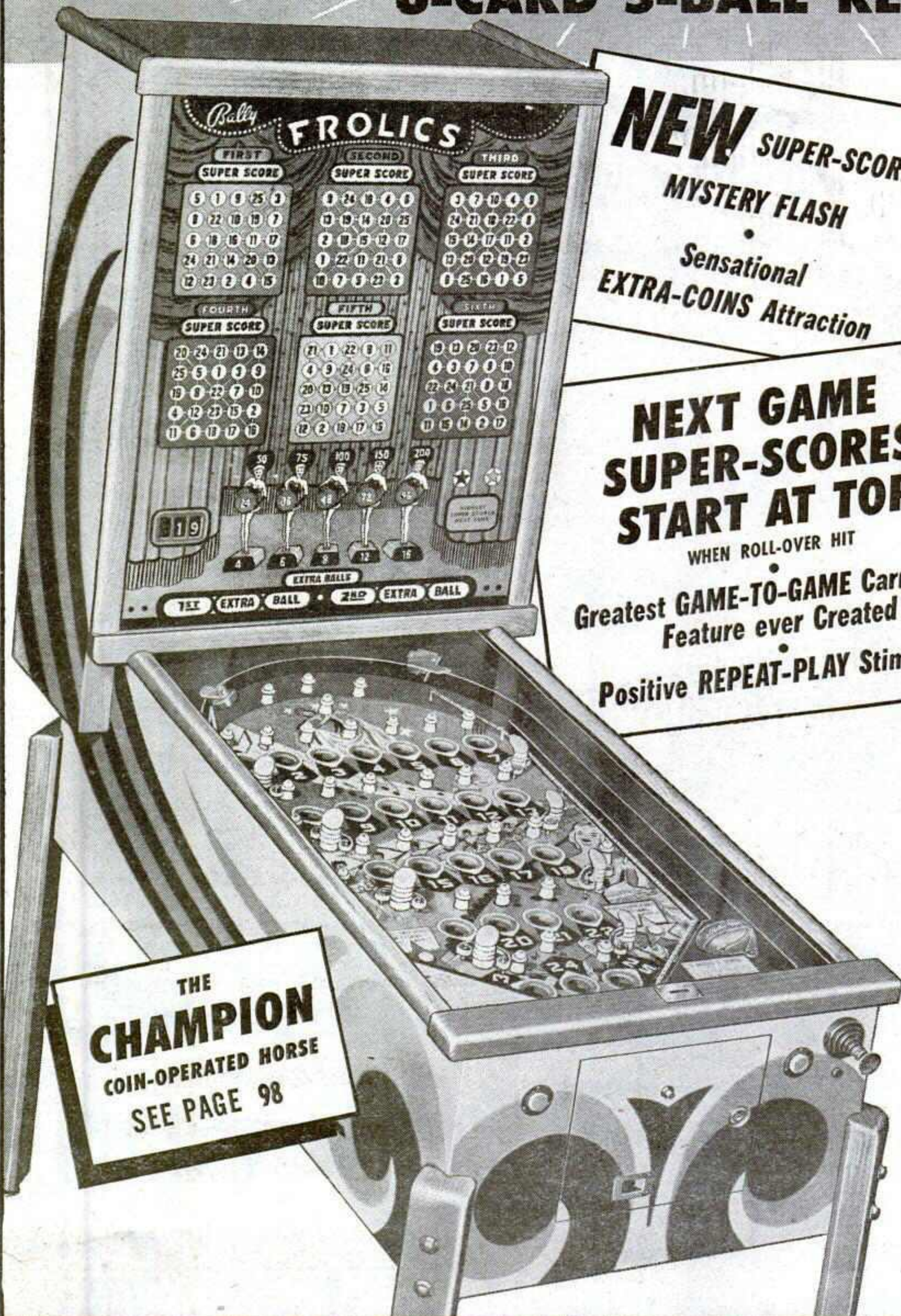
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**NEW SUPER-SCORE**  
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REGULAR "IN-LINE" SCORES  
**PLUS**  
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WHEN ROLL-OVER HIT  
Greatest GAME-TO-GAME Carry-over Feature ever Created  
Positive REPEAT-PLAY Stimulator

**POPULAR EXTRA-BALLS**  
FEATURE  
More Fun!  
More Profits!

THE **CHAMPION** COIN-OPERATED HORSE SEE PAGE 98

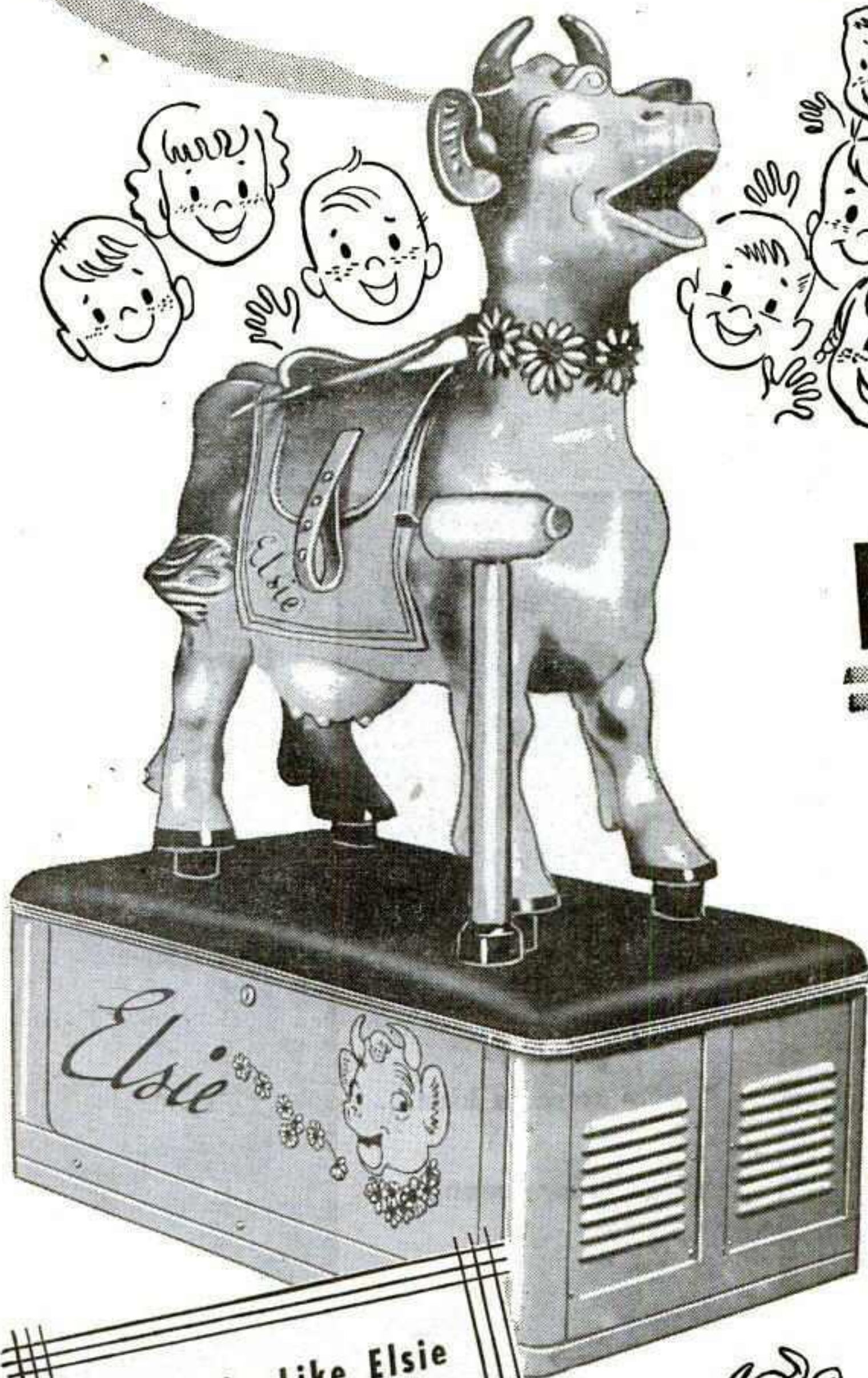
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**MILLIONS OF CHILDREN**

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Underwriters approved  
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Rich tooled all-leather  
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Lifetime Bearings.

Fully retractable—  
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Completely designed  
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Holds locations...  
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- ALL CARDS DOUBLED**
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- SPOTS Nos. 15, 16, 17**
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ALSO SPOTS ABOVE NUMBERS SINGLY

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1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

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THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

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**NEW HINGED FRONT DOOR**

EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK-DOOR.

STANDARD PINBALL CABINET SIZE.

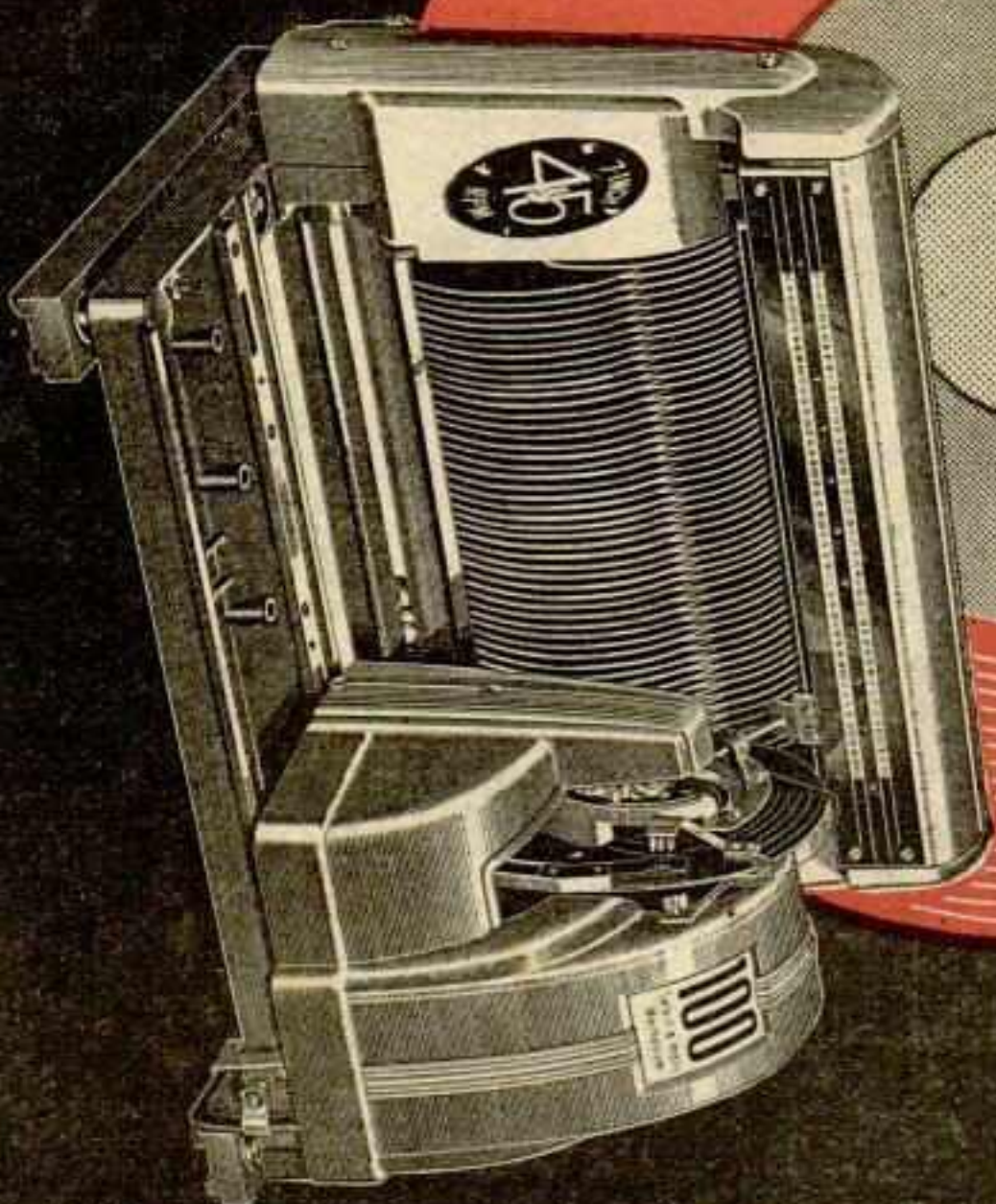
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ONLY SEEBURG HAS THE  
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