



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-heralded Senate Judiciary Subcommittee on Internal Security (The Billboard, August 30), the McCarran subcommittee is preparing to state 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

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. (Continued on page 7)

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.

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 Hadcock, 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 of 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.

Kevel to teen-agers because (Continued on page 7)

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 masters.

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 most 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 bulldozing effects of the campaign thus far are the following results:

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.

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)

Benny to M.C. CBS All-Stars

HOLLYWOOD, Sept. 20.—Jack Benny will emcee the all-star hour-long TV show 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. Although 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 Programming 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'Neill'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'Neill expects to launch his "film network" within the next month. According to the report, O'Neill 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'Neill and participating in profits from sale of same. Stations include O'Neill's own TV outlets WJAC-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 DuMont 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!

'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 is 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 a "sizeable 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.

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 "Quadriga" 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 Theatre 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-bleed 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 significant 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)

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.

Paris Peek

By ANNE MICHAELS

PARIS, Sept. 20.—Two theater companies with big plans—one established, the other on the way up—were inaugurated 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, 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 in the company's 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 Frank Suedstrom, 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 Berthaut and Jacques Charon, to pass final judgments over the season's work. Theater National Populaire's latest addition to its schedule is Buchner's drama, "The Death of Danton." The play, "Jesus La Calle," which has suff

(Continued on page 51)

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 34G. Readings of "John Brown's Body" and Emlay 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 Stem 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 how 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 (18). James Bammarco, 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 Antonietta Perry, enters the managerial ranks with William McDowell Shucky'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 Sutton 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 Elaine 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 Dias 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 8, 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, Nanette" 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 Jessa Blomfield in "A Tree Grows in Brooklyn" October 10-11. Herbert Brodtkin will direct Trudi Michal's production of Scott Michal's "Rise by Sin" for Broadway this season.

BROADWAY SHOWLOG

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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 concessions. . . . 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 mope 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 spoilsport 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 it 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, registrar 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 KRZYZAK

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 advancing 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 characters 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

pewitter 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 soundreel 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 thoro 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 ménage; Lawyer Buztuz; Joe the fat boy, and others.

George Howe, imported for the little 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 implausibly 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 viewer 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, unburied 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, 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, the 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 slight 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 ark'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 8:30 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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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 radio 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 Clark 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. Filmmcraft Productions filmed the original "Riley" series in 1948. 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 Filmmcraft-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.

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 Weiss, who becomes general manager. Weiss' sales management 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. WPJX, 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 Crap, 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 to-night 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 shores.

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 vacated since Ted Strubert, 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 shore-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 junkies for correspondents of television, radio and all other mass 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 billing 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.

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.—Baton Benny Strong will launch a TV band show from Trianon Ballroom in the KECA-TV in late October. Hour show was set for Strong by Harold Jowen, 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. On 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.

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 of the American Broadcasting Company-United Paramount Theaters merger proceedings, is teaming up as a law partner with Arthur W. Scharfeld, a veteran TV-radio lawyer and old-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.

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 and 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 trade-in 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.

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.

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 slated 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 reported at 20 per cent by the NARTB State chairman there. In Connecticut, where broadcast activities are directed by Fritz Moroney, 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 jumped 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 11:30 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 Masterplan, 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 filmed 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 exclusive 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, tho, 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.—Dance king 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, Jerry 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 Dalaban and Katz contingent on FCC's approval of the ABC-UPT merger.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by ROBERT MEEKER ASSOCIATES

New York San Francisco This One



EG90-FPA-HOCH

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

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

sponsors following the resumption of hearings this week at which the Federal 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 Owen 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, NARTB (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 bankrolled 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."

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

increase of 34 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-homes 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 the fact that the indie consistently aims special promotion at Manhattan's roving 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.

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

UHF EYES ON TEST CITIES

WASHINGTON, Sept. 20.—Eyes of applicants for UHF TV stations are focusing 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 Uberto 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

HOUSE SUBCOMMITTEE HEARS SHOCKER TALE FROM WILSON

WASHINGTON, Sept. 20.—Something next in "shocker" testimony came this week from a witness at 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 averting whining 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 Belleue, Ky., promised a proportionate share.

NBC May Give Talluh 5 More Shots at Video

NEW YORK, Sept. 20.—An agreement was reached this week between Talullah Bankhead and the National Broadcasting Company whereby the unpredictable one may get five more TV shows this season plus a regular slot of her own next year. La Bankhead 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 Bankhead 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 telecast operations.

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.

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

tracts covering radio and TV performers after the sessions get well under way. AFTRA, of course, will handle the entire negotiations.

The TVA convention, which was to be held here during the latter part of next week, has already been cancelled. Its main subject of discussion was to be merger with AFTRA, but since this has been accomplished, the confab would have been academic. TVA however, had not decided upon its new demands or its forthcoming negotiations. Probability is that wages and working conditions committees will be set up in New York, Chicago and Los Angeles. Their recommendations would then be coordinated by the AFTRA board.

Once the merger is digested by both unions, talks will begin again in the 4 A's toward broadening the merger and inviting other performer unions to join AFTRA. The American Guild of Variety Artists has already signified its willingness to join AFTRA.

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. McCollough, Pres.

Represented by

ROBERT MEERER ASSOCIATES
Chicago San Francisco New York Los Angeles

NEWS CAPSULES

WCBS-TV Racks Up Eight New Clients

• Continued from page 4

tion 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 116,618, 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 newscast, "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, Bowles, Yale, Lock, Dammur, 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 KHZ-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. Sportscast 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 Niewenhaus 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 KHZ-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 Grango 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 flight 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

Basic NBC Affiliate
First Michigan TV Station
-WWJ-TV

AM - 98 KILOCYCLES - 500 WATTS
FM - CHANNEL 34 - 3.1 MEGACYCLES

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

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 dials in a total of 7,700 TV homes. The city reports for these 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 during these 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 combining 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		SIGN ON TO SIGN-OFF		Rtg	
Rank	Prog.	Time	Net	Rank	Prog.
SUNDAY					
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		4. IDIAS OF THE TOWN	CBS	8:00-9:00	41.0
5		5. DREW PEARSON	ABC	11:00-11:15	41.0
6		6. SPORTS SCHOLAR (Film)	Non-Net	10:00-10:15	37.2
7		7. THIS WEEK IN SPORTS (Film)	Non-Net	11:15-11:30	30.8
8		8. LITTLE THEATER (Film)	Non-Net	10:15-10:30	24.4
9		9. YOU ASKED FOR IT	ABC	5:30-6:00	23.9
10		10. STAR PLAYHOUSE	Non-Net	11:30-1:00	23.9
		11. MY LITTLE MARGIE (Film)	CBS	7:00-7:30	20.5

MONDAY		Rtg			
Rank	Prog.	Time	Net		
1		1. SUMMER THEATER	CBS	10:00-11:00	50.0
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.	37.9
4		4. FORT PITT NEWS	Non-Net	11:00-11:15	35.2
5		5. TELESPORTS DIGEST (Film)	Non-Net	9:00-9:30	29.5
6		6. VOICE OF FIRESTONE	NBC	8:30-9:00	26.9
7		7. MASQUERADE PARTY	Non-Net	8:00-8:30	21.8
8	34.5	8. WILD BILL HICKOK (Film)	Non-Net	5:30-6:00	20.4
9		9. SEARCH FOR TOMORROW	CBS	12:30-12:45	18.3
10	34.5	10. VIDEO ADVENTURES	Non-Net	6:00-6:30	16.9

TUESDAY		Rtg			
Rank	Prog.	Time	Net		
1		1. ORIGINAL AMATEUR HOUR	NBC	10:00-10:45	55.5
2		2. GUESS WHAT	Non-Net	9:00-9:30	43.6
3		3. FORT PITT NEWS	Non-Net	11:00-11:15	42.3
4	48.5	4. HOLLYWOOD THEATER	Non-Net	9:30-11:00	41.0
5	41.5	5. KEEP POSTED	Du M.	8:30-9:00	39.8
6	29.5	6. FEATURE THEATER	Non-Net	11:15-12:30 A.M.	36.4
7		7. PULSE OF THE CITY (Film)	Non-Net	10:45-11:00	34.6
8		8. SEARCH FOR TOMORROW	CBS	12:30-12:45	25.4
9		9. PERRY COMO (Film)	CBS	8:15-8:30	24.4
10		10. LOVE OF LIFE	CBS	12:15-12:30	21.1
	35.5	11. VIDEO ADVENTURES	Non-Net	6:00-6:30	21.1

WEDNESDAY		Rtg			
Rank	Prog.	Time	Net		
1	59.5	1. AMOS 'N' ANDY (Film)	CBS	9:30-10:00	57.7
2		2. PABST BLUE RIBBON BOUTS	CBS	10:00-10:45	52.1
3	58.5	3. GODFREY AND FRIENDS	CBS	8:30-9:00	45.6
4	46.5	4. GUEST TO GHOST	Non-Net	9:00-9:30	42.3
5		5. SPORTS SPOT	CBS	10:45-11:00	38.5
6	28.8	6. ANCHOR THEATER	Non-Net	11:15-12:30	36.4
7		7. PULSE OF THE CITY (Film)	Non-Net	10:45-11:00	29.5
8		8. SEARCH FOR TOMORROW	CBS	12:30-12:45	25.4
9		9. THE UNEXPECTED (Film)	Non-Net	8:00-8:30	24.4
10		10. LOVE OF LIFE	CBS	12:15-12:30	23.9

THURSDAY		Rtg			
Rank	Prog.	Time	Net		
1	58.0	1. GRIEN PLAYHOUSE (Film)	Non-Net	10:00-10:30	49.4
2		2. DANGEROUS ASSIGNMENT (Film)	Non-Net	9:30-10:00	48.7
3		3. CURTAIN TIME	Non-Net	10:30-11:00	43.6
4		4. CHANCE OF A LIFETIME	ABC	8:30-9:00	37.2
5	54.5	5. PICK THE WINNER	CBS	9:00-9:30	34.6
6		6. BIG TOWN	CBS	8:00-8:30	34.0
7		7. FORT PITT NEWS	Non-Net	11:00-11:15	33.3
8		8. TALES OF TOMORROW (Film)	ABC	11:15-11:45	30.2
9		9. SEARCH FOR TOMORROW	CBS	12:30-12:45	23.9
10		10. ARTHUR GODFREY SHOW	CBS	11:45-12:15	21.2

FRIDAY		Rtg			
Rank	Prog.	Time	Net		
1		1. ALL STAR FOOTBALL GAME		9:30-12:30 A.M.	48.3
2		2. LIFE BEGINS AT 80	Du M.	9:00-9:30	43.6
3	51.5	3. WE, THE PEOPLE	NBC	8:30-9:00	38.5
4		4. SEARCH FOR TOMORROW	CBS	12:30-12:45	23.9
5		5. ARTHUR MURRAY PARTY		8:00-8:30	23.1
6		6. LOVE OF LIFE	CBS	12:15-12:30	21.1
7	34.0	7. OSCO KID (Film)	Non-Net	5:30-6:00	19.7
8	30.5	8. VIDEO ADVENTURES	Non-Net	6:00-6:30	19.7
9		9. NEWS	Non-Net	10:00-11:15	16.9
10	28.0	10. E 2 CREDIT TIME	Non-Net	5:00-5:30	14.8

SATURDAY		Rtg			
Rank	Prog.	Time	Net		
1	43.0	1. BOSTON BLACKIE (Film)	Non-Net	10:00-10:30	57.7
2		2. ASSIGNMENT MANNING	Non-Net	10:30-11:00	47.4
3		3. PLAYHOUSE OF STARS (Film)	CBS	9:30-10:00	44.3
4		4. ELECTRIC THEATER (Film)	Non-Net	8:30-9:00	42.3
5		5. DOUBLE PLAY (Film)	Non-Net	9:00-9:15	37.2
6		6. NEWS REVIEW	Non-Net	9:15-9:30	37.2
7		7. BURNS AND ALLEN (Film)	CBS	8:00-8:30	37.2
8		8. HOPALONG CASSIDY (Film)	Non-Net	5:30-6:30	31.7
9	32.8	9. THE NAME'S THE SAME (Film)	ABC	4:00-4:30	28.9
10		10. THE ERWINS (Film)	ABC	3:30-4:00	28.2
	41.0	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

Day	7 P.M. to Midnight	Radio % of Total Aud.	TV % of Total Aud.
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

Day	6 A.M. to 6 P.M.	Radio % of Total Aud.	TV % of Total Aud.
MON.-FRI.	21.7	78.3	26.3
ENTIRE WEEK	37.8	62.2	29.6

NEXT WEEK

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 of 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 UREAU, 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

Station	Watts	Daylight	Net.	Station	Watts	Daylight	Net.
KMOX	50,000	daylight	Ind.	KOLW	1,000	daylight	Ind.
KSD	5,000	daylight	ABC	NBC	5,000	daylight	Ind.
KSTL	3,000	daylight	Ind.	KWKW	1,000	daylight	Ind.
KWKW	5,000	daylight	Ind.	WFL	5,000	daylight	Ind.

Pulse radio surveys are conducted in 39 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview 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 noon-time 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 WFL 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.

Rank	Prog.	Time	Net.	Rating
SUNDAY				
1	PHILLIP MORRIS PLAYHOUSE	CBS	7:30-8:00	KMOX 6.8
2	FRANK FONTAINE	CBS	7:00-7:30	KMOX 6.3
3	THEATER GUILD, MEET MILLIE	CBS	8:00-8:30	KMOX 6.0
4	INNER SANCTUM	CBS	8:30-9:00	KMOX 5.5
5	BEST PLAYS	NBC	7:30-8:30	KSD 5.8

Rank	Prog.	Time	Net.	Rating
MONDAY				
1	BASEBALL, MISC.	Non-Net	8:30-11:00	WFL 6.0
2	8.0	1. GODFREY'S TALENT SCOUTS CBS	7:30-8:00	KMOX 6.8
3		2. VOICE OF FIRESTONE NBC	7:30-8:00	KSD 6.0
4	7.0	4. RAILROAD HOUR NBC	7:00-7:30	KSD 5.8
5		5. TELEPHONE HOUR NBC	8:00-8:30	KSD 5.5

Rank	Prog.	Time	Net.	Rating
TUESDAY				
1	8.8	1. MR. AND MRS. NORTH CBS	7:30-8:00	KMOX 6.8
2		2. PEOPLE ARE FUNNY CBS	7:00-7:30	KMOX 6.3
3		3. TRUTH OR CONSEQUENCES NBC	8:30-9:00	KSD 6.0
4		3. BASEBALL, MISC. Non-Net	8:30-11:00	WFL 6.0
5		5. MEET YOUR MATCH NBC	8:00-8:30	KSD 5.5

Rank	Prog.	Time	Net.	Rating
WEDNESDAY				
1		1. BEST OF GROUCHO NBC	8:00-8:30	KSD 7.3
2		2. THE GREAT GILDENSLØFFE NBC	7:30-8:00	KSD 6.8
3		3. BASEBALL Non-Net	8:30-11:00	WFL 6.5
4	8.3	4. DR. CHRISTIAN CBS	7:30-8:00	KMOX 6.3
5		5. INSPECTOR HEARTHSTONE CBS	7:00-7:30	KMOX 5.5

Rank	Prog.	Time	Net.	Rating
THURSDAY				
1	8.3	1. DRAGNET NBC	8:00-8:30	KSD 6.8
2		2. COUNTERSPY NBC	8:30-9:00	KSD 6.0
3		3. FATHER BEST, LIFE IN HANDS NBC	7:00-7:30	KSD 5.8
4	7.5	3. FBI IN PEACE AND WAR CBS	7:30-8:00	KMOX 5.8
5		3. MR. CHAMELEON CBS	8:00-8:30	KMOX 5.8

Rank	Prog.	Time	Net.	Rating
FRIDAY				
1		1. BASEBALL, MISC. Non-Net	7:00-10:30	WFL 7.0
2		2. CHUKY NORMAN, MISC. Non-Net	10:30-11:30	WFL 5.0
3		2. MUSICLAND, U.S.A. CBS	7:00-8:00	KMOX 5.8
4		4. THE BIGTIME CBS	8:00-8:30	KMOX 4.8
5		4. THIS IS YOUR FBI ABC	7:30-8:00	KMOX 4.8

Rank	Prog.	Time	Net.	Rating
SATURDAY				
1		1. YARZAN CBS	7:30-8:00	KMOX 6.8
2	8.5	2. THE GENE AUSTRY SHOW CBS	7:00-7:30	KMOX 5.8
3	7.0	3. GANG BUSTERS CBS	8:00-8:30	KMOX 5.5
4		3. CARAVAN, TIM PAN ALLEY, NBC	9:00-9:30	KSD 5.5
5		5. GRAND OLE OPEY NBC	8:30-9:00	KSD 4.5

Rank	Prog.	Time	Net.	Rating
MONDAY-FRIDAY 6 A.M. TO 7 P.M.				
1	11.3	1. OUR GAL SUNDAY CBS	11:45-12:00	KMOX 9.9
2	11.3	2. HELEN TRENT CBS	11:30-11:45	KMOX 9.7
3		2. NEWS-BEX DAVIS Non-Net	12:00-12:15	KMOX 9.7
4	11.9	2. ARTHUR GODFREY CBS		

UNION AND TV FILMS—3

Growing Pains Deter Artist From Top Work

By EMELINE C. ROCHE

Rec. Sec'y., 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 various 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 directors 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 26 15-minute shows were produced by Beacon Television Features. They have been sold in four markets so far. . . . Ivan Patcevitich, president of Telenews 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 Fly 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.L.D." and "The Outer World." . . . John Jay Franklin has given the first 13 of his "Hawaiian Paradise" shows to William F. Brudis 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 Ele 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 Dramas," the films were produced by Bernard Procter.

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 made 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 Dufour, 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 throughout 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 taping 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 ad 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 programming 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.

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 WBBN-TV, Buffalo, for 13 weeks. . . . CBF, Montreal, has bought "Sports Parade" and "John Kieran's Kaleidoscope" from United Artists Television. UA-TV previously sold their "Teleports Digest" to CBLT, Toronto. . . . WCBSTV, 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 WBTW, 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 KRLL-TV, Dallas.

THEATRICALS ON RISE

Outlets Use More Pix In Plain Presentation

Theatrical films are playing an ever increasing role in TV station programming. 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 ensue 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-air promotion in general. This is especially apt for theatrical films since trailers can so naturally be integrated into the spots.

PIX SPREE

Four Chicago TV Stations Schedule 83

CHICAGO, Sept. 20.—Chi go's four TV stations have gone on an unprecedented feature film binge. There are 83 features scheduled during the coming week. That is 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.

Terry Starts Rolling at RKO

HOLLYWOOD, Sept. 20.—Production of "Terry and the Pirates" series starts rolling September 30 at the RKO-Palms lot in Culver City. Canada Dry has signed to sponsor 18 half-hour episodes in the series. Dougfair Corporation, producers of the series, has concluded a long-term contract with John Baer, who plays Terry. Pact covers both TV and theatrical films for Baer, who recently finished a feature role with Tyrone Power in "Mississippi Gambler" for Universal-International.

Part of "Hotshot Charlie" will be portrayed by William Tracy. Warren Lewis, associate producer of the series, will cast other principals next week. Lew Landers and Arthur Pierson will alternate as directors. Official Films, Inc., serves as sales-distribution reps for Dougfair in this series and concluded the first-run sale with Canada Dry.

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 program 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. Repeats Available	ARB Rating
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MYSTERY

Big Town .30 .26
Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Brownsville, Dallas, Fort Worth, Glensboro, Houston, Huntington, Miami, Norfolk, Providence, Phoenix, San Diego, Seattle.** ALSO CURRENTLY SHOWING VIA CBS-TV NETWORK.

Boston
Blackie .30 .78
Dist.: Fox Television Productions
BALTIMORE (3 stations)
WBAL, 10:30-11, Sun.
Avg. ARB Rating: 22.4
ARB Rating of:
Prec. Show: Summer Theater 10.4
Opposition Shows: 10:30-11: 4
WBAR—The Big Question, 4
WAAA—What's My Line, 4
CHICAGO (4 stations)
WBKB, 9:30-10, Thurs.
Avg. ARB Rating: 32.1
ARB Rating of:
Prec. Show: Racket Squad 25.0
Opposition Shows: 9:30-10: 6.7
WBQB—Ask Me Another 6.7
WBEB—Dr. Froom, Your Own Home 4
CINCINNATI (3 stations)
WLWT, 7:30-8, Thurs.
Avg. ARB Rating: 13.0
ARB Rating of:
Prec. Show: Best of Growth 20.9
Opposition Shows: 7:30-8: 10.0
WVBC—Amos 'n' Andy 16.7
COLUMBUS (3 stations)
WBNS, 9-9:30, Fri.
Avg. ARB Rating: 25.0
ARB Rating of:
Prec. Show: Police Story 23.5
Opposition Shows: 9-9:30:

Cases of Eddie Drake .30 .13
Dist.: CBS Television Film Sales
Currently Showing in Nashville.**

Craig Kennedy, Criminologist .30 .26
Dist.: Louis Weiss and Company
CURRENTLY SHOWING IN: None.

Files of Jeffrey Jones .30 .39
Dist.: CBS Television Film Sales
CHICAGO (4 stations)
WBKB, 9:30-10, Sat.
Avg. ARB Rating: 9.6
ARB Rating of:
Prec. Show: Riller Derby 7.9
Opposition Shows: 9:30-10: 8.0
WBEB—The Star Theater 8.0
WGN—Wrestling 11.1
DETROIT (3 stations)
LOS ANGELES (7 stations)
KCBS, 9-9:30, Sun.
Avg. ARB Rating: 9.5
ARB Rating of:
Prec. Show: My Little Margie 16.0
Opposition Shows: 9:30-10: 3.4
KWBH—Wrestling 6.0
KTLA—Thrill Features 6.0
KECA—Film 9.5
KJ—Baseball 19.0
KTVU—Baseball 19.0
KLCB—Million Dollar Movie 5.9
SAN FRANCISCO (3 stations)
Also Currently Showing In: Charlotte, Louisville, Nashville, Pittsburgh, Rochester, Syracuse, U.S.A.**

Front Page Detective .26 1/2 .39
Dist.: Consolidated Television Sales
Baltimore (3 stations)

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
WVBC—Cameo of Stars 13.7
DAYTON (2 stations)
WHIO, 8-8:30, Thurs.
Avg. ARB Rating: 13.0
ARB Rating of:
Prec. Show: Keep Posted 19.2
Opposition Shows: 8-8:30: 15.4
WLWC—Boss Lady 15.4
DETROIT (3 stations)
WBKB, 9:30-10, Thurs.
Avg. ARB Rating: 40.4
ARB Rating of:
Prec. Show: Racket Squad 33.0
Opposition Shows: 9:30-10: 9.4
WBQB—Ask Me Another 9.4
WBEB—Dr. Froom, Your Own Home 4
LOS ANGELES (7 stations)
KWBH, 9-9:30, Sun.
Avg. ARB Rating: 13.1
ARB Rating of:
Prec. Show: Big Payoff 15.1
Opposition Shows: 9-10: 11.4
KWBH—The Star Theater 11.4
KTLA—Thrill Features 11.4
KECA—Movie Time 3.4
KJ—On the Air 3.4
KTVU—Chevrolet Feature, Ken's Pandit, 5.1
KLCB—Movie Heidi 9.0
PHILADELPHIA (3 stations)
WCAU, 10:30-11, Tues.
Avg. ARB Rating: 20.6
ARB Rating of:
Prec. Show: Danger 20.6
Opposition Shows: 10:30-11: 14.9
WP12—Original Amateur Hour, Tuesday Night Playhouse 14.9
WFIL—PAL Fights 14.9
WASHINGTON (4 stations)
WBWB, 10:30-11, Mon.
Avg. ARB Rating: 11.1
ARB Rating of:
Prec. Show: Robert Montgomery 19.1
Opposition Shows: 10:30-11: 16.7
WBEB—Summer Theater 13.2
WMAA—WMAA TV Playhouse 5.0
ALSO CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Birmingham, Grand Rapids, Charlotte, Dallas, Fort Worth, Houston, Huntington, Indianapolis, Jacksonville, Kansas City, Lansing, Memphis, Miami, Milwaukee, St. Paul, New Haven, New Orleans, Oklahoma City, Phoenix, Pittsburgh, Rock Island, Salt Lake City, San Diego.**

Hollywood Offbeat .30 .13
Dist.: United Television Programs, Inc.
BOSTON (2 stations)
WBZ, 11-11:30, Sat.
Avg. ARB Rating: 16.0
ARB Rating of:
Prec. Show: Assignment March 17.4

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. Repeats Available	ARB Rating
Opposition Show: 11-11:30			
WMAA—Wrestling, Sports Spot			15.6
COLUMBUS (3 stations)			
WLWC, 10:15-10:45, Wed.			
Avg. ARB Rating			11.0
ARB Rating of:			
Prec. Show: 5 City Final			10.0
Opposition Shows: 10:15-10:45:			
WTVB—Golden Theater			18.6
WTVB—Spotlight Review			18.6
Telephone Digest			1.7
DAYTON (2 stations)			
WLW, 10:15-10:45, Wed.			
Avg. ARB Rating			14.6
ARB Rating of:			
Prec. Show: 3 City Final			16.9
Opposition Shows: 10:15-10:45:			
WHIO—Film: Frozen Fingers			1.1
DETROIT (3 stations)			
WXYZ, 9-9:30, Tues.			
Avg. ARB Rating			18.7
ARB Rating of:			
Prec. Show: Al Arthur Murray's			6.2
Opposition Shows: 9-9:30:			
WVBC—Al Pearce Show			4.2
WVBC—Election Party, Film			20.0
WJ—Original Amateur Hour			20.0
LOS ANGELES (7 stations)			
NEW YORK (7 stations)			
WJZ, 8-8:30, Thurs.			
Avg. ARB Rating			5.8
ARB Rating of:			
Prec. Show: Long Range			11.2
Opposition Shows: 8-8:30:			
WVBC—Al Pearce Show			4.2
WVBC—Best of Crooked			23.8
WVBC—Operation Information			1.3
WVBC—Broadway TV Theater			2.9
WVBC—Day With the Giants, Baseball			3.3
WVBC—Earl			4
SAN FRANCISCO (3 stations)			
KPIX, 10-10:30, Sat.			
Avg. ARB Rating			7.1
ARB Rating of:			
Prec. Show: Last Side Kick			10.4
Opposition Shows: 10-10:30:			
KGO—Home Theater			28.2
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

Title	Production	Length	Category
AGAINST THE WIND	Adventure	16mm	Feature
BLACK ABBOT	Unity Television Corp., 1501 Broadway, New York	16mm	Feature
CHINESE BUNGALOW	Drama	16mm	Feature
CRIME INC.	Du Mont Network, Film Dept., 515 Madison Ave., New York	16mm	Feature
CROOKED WAY	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
DIVORCE	Television Exploitations, 1450 Broadway, New York	16mm	Feature
THE SCALE	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
ETERNALLY YOURS	Hugo Television, 60 W. 46th St., New York	16mm	Feature
GALLANT POOL	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
HALFWAY HOUSE	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
MAD INTRUDER	Du Mont Network, Film Dept., 515 Madison Ave., New York	16mm	Feature
MAN IN THE IRON MASK	Quality Films, Inc., 1040 N. Los Palms, Los Angeles	16mm	Feature
MEET JOHN DOE	Peerless Productions, Inc., 729 7th Ave., New York	16mm	Feature
MOON AND SIXPENCE	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
OPEN CITY	Standard Television Productions, Inc., 307 S. Hill St., Los Angeles	16mm	Feature
PAROLE, INC.	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
SCARLET LETTER	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
SMALL TOWN BOY	The Warner Bros. Film Dept., 515 Madison Ave., New York	16mm	Feature
SUNBONNET SUE	Olio Video, 20 E. 42d St., New York	16mm	Feature
VIOLENCE	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature
WOMAN WHO CAME BACK	Motion Pictures for Television, 655 Madison Ave., New York	16mm	Feature

OTHER

Title	Production	Length	Category
A STITCH IN TIME	The Venard Organization, Peoria, Ill.	16mm	Feature
4-H HEADLINES	The Venard Organization, Peoria, Ill.	16mm	Feature
GHOST TOWN OF THE DAKOTAS	Stimmi-Messervy, 321 S. Beverly Drive, Beverly Hills, Calif.	16mm	Series
GOVERNMENT IS YOUR BUSINESS	The Christopher, 18 E. 49th St., New York	16mm	Feature
HOLIDAY IN BERMUDE	William P. Wolfe Organization, 500 8th Ave., New York	16mm	Feature
MOZART METROPOLITAN QUARTET	Shell Oil Co., 624 S. Michigan Ave., Chicago	16mm	Feature
PROSPECTING FOR PETROLEUM	U. S. Dept. of Agriculture, Oklahoma A & M College, Stillwater, Okla.	16mm	Feature
STRANGE INTERVIEW	General Motors, 1044 W. Grand Blvd., Detroit	16mm	Feature
TELEPHONE AND THE FARMER	U. S. Dept. of Agriculture, Oklahoma A & M College, Stillwater, Okla.	16mm	Feature
THAT INSPIRING TASK	The Venard Organization, Peoria, Ill.	16mm	Feature
THE STRAIN	Films of the Nations, 62 W. 45th St., New York	16mm	Feature
WINGS TO IRELAND	Pan American Airlines, 300 N. Michigan Ave., Chicago	16mm	Feature

Meet the

Series Name	Length in Minutes	No. Repeats Available	ARB Rating
Victim .15 .13 Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: Johnston, Grand Rapids, Indianapolis, Pittsburgh.**			
Public Prosecutor .12 .45 & 17 1/2 .26 Dist.: Consolidated Television Sales CURRENTLY SHOWING IN: Atlanta, Miami, Minneapolis, St. Paul.**			
Scotland Yard .30 .13 Dist.: Du Mont Television Network CURRENTLY SHOWING IN: None.			
Fitpatrick Travelogues .15 .26 Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: Dawsonport, Memphis.**			
It's a Small World—Burton Holmes .30 .26 Dist.: Moler TV Productions CURRENTLY SHOWING IN: None.			
American Wit and Humor .30 .8 Dist.: The March of Time CURRENTLY SHOWING IN: None.			
Counterpoint (Rebound) .30 .26 Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Pittsburgh.**			

Electric Theater

Series Name	Length in Minutes	No. Repeats Available	ARB Rating
Theater .26 .13 Dist.: Stuart Reynolds Productions CURRENTLY SHOWING IN: Atlanta, Birmingham, Birmingham, Bloomington, Dallas, Fort Worth, Des Moines, Erie, Grand Rapids, Indianapolis, Jacksonville, Kansas City, Lansing, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, New Haven, New Orleans, Norfolk, Phoenix, Providence, Richmond, Rochester, St. Louis City, San Diego, St. Louis, St. Petersburg, Seattle, Syracuse, Toledo, U.S.A., Wichita.**			
Playhouse .30 .52 Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Charlotte, Denver, Grand Rapids, Houston, Kansas City, Louisville, Milwaukee, New Haven, New Orleans, Phoenix, Pittsburgh, Richmond, San Diego, Tulsa.**			
Strango Adventure .15 .52 Dist.: CBS Television Film Sales LOS ANGELES (7 stations) ALSO CURRENTLY SHOWING IN: Denver, Kansas City, Miami, Seattle.**			
Teleideo Theater .26 .13 Dist.: Stuart Reynolds Productions CURRENTLY SHOWING IN: Birmingham, Buffalo, Erie, Lancaster, Milwaukee, Minneapolis-St. Paul, Pittsburgh, Providence, San Francisco, Schenectady.**			
This Is the Story (Historical) .15 .78 Dist.: Motion Television Productions, Inc. LOS ANGELES (7 stations) KECA, 6:30-6:45, Tues. & Thurs. Avg. ARB Rating (Average) 1.5 ARB Rating of: Prec. Show: Adventure Time 8.1 Opposition Shows: 6:30-6:45: KURT—Watch and Win Amateur Bowling 3.0 KWBH—Morley Fish 3.0 KTLA—Time for Dray 13.9 KJ—Action Theater 2.6 KTVU—Bill Walsh Sports News 5.2 KJ—Ed Lynn 4 ALSO CURRENTLY SHOWING IN: Denver, Dallas, Fort Worth, Indianapolis, Kansas City, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle.**			
Playhouse .26 .15 Dist.: Guild Films, Inc. CURRENTLY SHOWING IN: None.			
Hollywood Half Hour .30 .13 Dist.: Consolidated Television Sales CURRENTLY SHOWING IN: Houston, Phoenix, Milwaukee.**			
Invitation Playhouse .26 .15 Dist.: Guild Films, Inc. LOS ANGELES (7 stations) ALSO CURRENTLY SHOWING IN: Buffalo, Kansas City, Pittsburgh.**			
The Jonathan Story .15 .52 Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: None.			
Little Theater .15 .39 Dist.: In Via Company CHICAGO (4 stations) DETROIT (3 stations) ALSO CURRENTLY SHOWING IN: Bloomington, Denver, Erie, Grand Rapids, Grandville, Indianapolis, Johnston, Kansas City, Milwaukee, Nashville, Pittsburgh, Rochester, Salt Lake City.**			
Pulse of the City .15 .13 Dist.: Telecolor Film Production Company CURRENTLY SHOWING IN: Indianapolis, John-			

Meet the

Series Name	Length in Minutes	No. Repeats Available	ARB Rating
Electric Theater .26 .13 Dist.: Stuart Reynolds Productions CURRENTLY SHOWING IN: Atlanta, Birmingham, Birmingham, Bloomington, Dallas, Fort Worth, Des Moines, Erie, Grand Rapids, Indianapolis, Jacksonville, Kansas City, Lansing, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, New Haven, New Orleans, Norfolk, Phoenix, Providence, Richmond, Rochester, St. Louis City, San Diego, St. Louis, St. Petersburg, Seattle, Syracuse, Toledo, U.S.A., Wichita.**			
Royal Playhouse .30 .52 Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Charlotte, Denver, Grand Rapids, Houston, Kansas City, Louisville, Milwaukee, New Haven, New Orleans, Phoenix, Pittsburgh, Richmond, San Diego, Tulsa.**			
Strango Adventure .15 .52 Dist.: CBS Television Film Sales LOS ANGELES (7 stations) ALSO CURRENTLY SHOWING IN: Denver, Kansas City, Miami, Seattle.**			
Teleideo Theater .26 .13 Dist.: Stuart Reynolds Productions CURRENTLY SHOWING IN: Birmingham, Buffalo, Erie, Lancaster, Milwaukee, Minneapolis-St. Paul, Pittsburgh, Providence, San Francisco, Schenectady.**			
This Is the Story (Historical) .15 .78 Dist.: Motion Television Productions, Inc. LOS ANGELES (7 stations) KECA, 6:30-6:45, Tues. & Thurs. Avg. ARB Rating (Average) 1.5 ARB Rating of: Prec. Show: Adventure Time 8.1 Opposition Shows: 6:30-6:45: KURT—Watch and Win Amateur Bowling 3.0 KWBH—Morley Fish 3.0 KTLA—Time for Dray 13.9 KJ—Action Theater 2.6 KTVU—Bill Walsh Sports News 5.2 KJ—Ed Lynn 4 ALSO CURRENTLY SHOWING IN: Denver, Dallas, Fort Worth, Indianapolis, Kansas City, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle.**			

Series Name	Length in Minutes	No. Episodes Available	ARR Rating
MUSICAL			
Ballets			
De France	15	26	
Dist.: The March of Time CURRENTLY SHOWING IN: N.M.			
Concert Hall 15-30 62			
Dist.: Starting Television Co., Inc. CURRENTLY SHOWING IN: Richmond**			
Enchanted			
Music	30	13	
Dist.: Sterling Television Co., Inc. CURRENTLY SHOWING IN: N.M.			
Holiday in			
Paris	30	13	
Dist.: CBS Television Film Sales LOS ANGELES (7 stations) KBYT, 7:30 P. M. Aug. ARR Rating 1.7 ARR Rating of Rec. Show Range: 6.1 Continued Shows: 7:30 P. M. KWBH—Film, Game, News, Caravan 3.0 KTLA—Movie Theater 8.1 KCCA—Doubtful 11.6 KQJ—Sports Jubilee 3.3 KTTU—The Club 5.6 KLCB—Film Playhouse 3.9 ALSO CURRENTLY SHOWING IN: Davenport,			
Music of the			
Masters	30	13	
Dist.: Screen Gems, Inc. CURRENTLY SHOWING IN: N.M.			
Musical			
Sketchbook	60	9	
Dist.: Majar TV Productions CURRENTLY SHOWING IN: N.M.			

Series Name	Length in Minutes	No. Episodes Available	ARR Rating
Old American			
Barn Dance	30	26	
Dist.: United Television Programs, Inc. CURRENTLY SHOWING IN: Atlanta, Birmingham, Charlotte, Birmingham, Birmingham, Greensboro, Huntington, Indianapolis, Jacksonville, Memphis, Minneapolis-St. Paul, Nashville, Oklahoma City, St. Louis, San Antonio, Syracuse, Toledo, Tulsa**			
Telescriptions			
Library	No. 1 & 2	2	800
Dist.: Snazer 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, St. Antonio, St. Diego, Schenectady, St. Louis**			
TV Disk			
Jockey Toons	3	60	
Dist.: Screen Gems, Inc. CURRENTLY SHOWING IN: Boston, Chicago, Columbus, Dallas, Detroit, New York, Philadelphia, Toledo, Washington ALSO CURRENTLY SHOWING IN: Atlanta, Charlotte, Nashville, Toledo**			
The Vienna Philharmonic Orchestra 15-30 13			
Dist.: CBS Television Film Sales CURRENTLY SHOWING IN: New Orleans**			
The World's Immortal Operas 30 7			
Dist.: CBS Television Film Sales CLEVELAND (8 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 CPs 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 CPs 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

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

THE MARKET PLACE for TELEVISION FILM INDUSTRY

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

Feature Films
Alexander Korda Features—18 new feature length films, finest British production. Snazer Telescriptions, S.A., Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Adventure-Mystery
TV's greatest combination super-sleuth super-salesman

The National Weekly Exchange for Film Sellers for TV Programming

CLASSIFIED ADVERTISING

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

News
TELENEWS—INS Complete TV News Service, daily film release, news-wire service, spot news stills, Robert H. Reed, International News Service, 235 East 45th Street, N.Y.C. MU 7-3800.

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

"BOSTON BLACKIE"
starring Kent Taylor, Lois Collier, Frank Orth as "Blackie" as "Henry" as "Parade" and an all-star supporting cast! Each half-hour program a complete episode planned for 3 full-length commercials.

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

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

Sports
Sportsman's Club 15 minutes exciting fishing hunting adventures, feature Dave Newell; 52 units, syndicated films, 1022 Forbes St., Pittsburgh, Pa.

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, 3 sponsored identifications including 3 full-length commercials.

Western
America's greatest salesman with a sensational record sales

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

"THE CISCO KID"
"O. Henry's Famous Robin Hood of the Range" starring Lupo Rinaldi as "Cisco" and Lupo Rinaldi as "Parcho" supported by a top-notch Hollywood cast. 3 full-length commercials on each half hour weekly program.

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.

Miscellaneous
AUDITION PRINTS Available for Leona Carroll's "Danny and the Snake," "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.

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

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

Children's
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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 production. Whereas in "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 overall 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 de-parmentalized 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 better 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 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, unhappy 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 couturier 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 cross-jurisdictional problems evolve a little further.

ADVERTISING RATES

REGULAR-CLASSIFIED
 usual masthead style, one paragraph, no display. First line set in 6 pt. bold, balance 8 pt. light.
 Per word \$.30
 3 or more CONSECUTIVE or 25 insertions, per word 18
 52 CONSECUTIVE insertions, per word 16
 Minimum \$3.

DISPLAY-CLASSIFIED
 Any advertisement using display make-up or white space. First line space between cut-off rules, 1 pt. rule borders permitted only on 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60, 72, 84, 96, 108, 120, 144, 168, 180, 216, 252, 288, 324, 360, 432, 468, 504, 540, 576, 612, 648, 684, 720, 756, 792, 828, 864, 900, 936, 972, 1008, 1044, 1080, 1116, 1152, 1188, 1224, 1260, 1296, 1332, 1368, 1404, 1440, 1476, 1512, 1548, 1584, 1620, 1656, 1692, 1728, 1764, 1800, 1836, 1872, 1908, 1944, 1980, 2016, 2052, 2088, 2124, 2160, 2196, 2232, 2268, 2304, 2340, 2376, 2412, 2448, 2484, 2520, 2556, 2592, 2628, 2664, 2700, 2736, 2772, 2808, 2844, 2880, 2916, 2952, 2988, 3024, 3060, 3096, 3132, 3168, 3204, 3240, 3276, 3312, 3348, 3384, 3420, 3456, 3492, 3528, 3564, 3600, 3636, 3672, 3708, 3744, 3780, 3816, 3852, 3888, 3924, 3960, 3996, 4032, 4068, 4104, 4140, 4176, 4212, 4248, 4284, 4320, 4356, 4392, 4428, 4464, 4500, 4536, 4572, 4608, 4644, 4680, 4716, 4752, 4788, 4824, 4860, 4896, 4932, 4968, 5004, 5040, 5076, 5112, 5148, 5184, 5220, 5256, 5292, 5328, 5364, 5400, 5436, 5472, 5508, 5544, 5580, 5616, 5652, 5688, 5724, 5760, 5796, 5832, 5868, 5904, 5940, 5976, 6012, 6048, 6084, 6120, 6156, 6192, 6228, 6264, 6300, 6336, 6372, 6408, 6444, 6480, 6516, 6552, 6588, 6624, 6660, 6696, 6732, 6768, 6804, 6840, 6876, 6912, 6948, 6984, 7020, 7056, 7092, 7128, 7164, 7200, 7236, 7272, 7308, 7344, 7380, 7416, 7452, 7488, 7524, 7560, 7596, 7632, 7668, 7704, 7740, 7776, 7812, 7848, 7884, 7920, 7956, 7992, 8028, 8064, 8100, 8136, 8172, 8208, 8244, 8280, 8316, 8352, 8388, 8424, 8460, 8496, 8532, 8568, 8604, 8640, 8676, 8712, 8748, 8784, 8820, 8856, 8892, 8928, 8964, 9000, 9036, 9072, 9108, 9144, 9180, 9216, 9252, 9288, 9324, 9360, 9396, 9432, 9468, 9504, 9540, 9576, 9612, 9648, 9684, 9720, 9756, 9792, 9828, 9864, 9900, 9936, 9972, 10008, 10044, 10080, 10116, 10152, 10188, 10224, 10260, 10296, 10332, 10368, 10404, 10440, 10476, 10512, 10548, 10584, 10620, 10656, 10692, 10728, 10764, 10800, 10836, 10872, 10908, 10944, 10980, 11016, 11052, 11088, 11124, 11160, 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16344, 16380, 16416, 16452, 16488, 16524, 16560, 16596, 16632, 16668, 16704, 16740, 16776, 16812, 16848, 16884, 16920, 16956, 16992, 17028, 17064, 17100, 17136, 17172, 17208, 17244, 17280, 17316, 17352, 17388, 17424, 17460, 17496, 17532, 17568, 17604, 17640, 17676, 17712, 17748, 17784, 17820, 17856, 17892, 17928, 17964, 18000, 18036, 18072, 18108, 18144, 18180, 18216, 18252, 18288, 18324, 18360, 18396, 18432, 18468, 18504, 18540, 18576, 18612, 18648, 18684, 18720, 18756, 18792, 18828, 18864, 18900, 18936, 18972, 19008, 19044, 19080, 19116, 19152, 19188, 19224, 19260, 19296, 19332, 19368, 19404, 19440, 19476, 19512, 19548, 19584, 19620, 19656, 19692, 19728, 19764, 19800, 19836, 19872, 19908, 19944, 19980, 20016, 20052, 20088, 20124, 20160, 20196, 20232, 20268, 20304, 20340, 20376, 20412, 20448, 20484, 20520, 20556, 20592, 20628, 20664, 20700, 20736, 20772, 20808, 20844, 20880, 20916, 20952, 20988, 21024, 21060, 21096, 21132, 21168, 21204, 21240, 21276, 21312, 21348, 21384, 21420, 21456, 21492, 21528, 21564, 21600, 21636, 21672, 21708, 21744, 21780, 21816, 21852, 21888, 21924, 21960, 21996, 22032, 22068, 22104, 22140, 22176, 22212, 22248, 22284, 22320, 22356, 22392, 22428, 22464, 22500, 22536, 22572, 22608, 22644, 22680, 22716, 22752, 22788, 22824, 22860, 22896, 22932, 22968, 23004, 23040, 23076, 23112, 23148, 23184, 23220, 23256, 23292, 23328, 23364, 23400, 23436, 23472, 23508, 23544, 23580, 23616, 23652, 23688, 23724, 23760, 23796, 23832, 23868, 23904, 23940, 23976, 24012, 24048, 24084, 24120, 24156, 24192, 24228, 24264, 24300, 24336, 24372, 24408, 24444, 24480, 24516, 24552, 24588, 24624, 24660, 24696, 24732, 24768, 24804, 24840, 24876, 24912, 24948, 24984, 25020, 25056, 25092, 25128, 25164, 25200, 25236, 25272, 25308, 25344, 25380, 25416, 25452, 25488, 25524, 25560, 25596, 25632, 25668, 25704, 25740, 25776, 25812, 25848, 25884, 25920, 25956, 25992, 26028, 26064, 26100, 26136, 26172, 26208, 26244, 26280, 26316, 26352, 26388, 26424, 26460, 26496, 26532, 26568, 26604, 26640, 26676, 26712, 26748, 26784, 26820, 26856, 26892, 26928, 26964, 27000, 27036, 27072, 27108, 27144, 27180, 27216, 27252, 27288, 27324, 27360, 27396, 27432, 27468, 27504, 27540, 27576, 27612, 27648, 27684, 27720, 27756, 27792, 27828, 27864, 27900, 27936, 27972, 28008, 28044, 28080, 28116, 28152, 28188, 28224, 28260, 28296, 28332, 28368, 28404, 28440, 28476, 28512, 28548, 28584, 28620, 28656, 28692, 28728, 28764, 28800, 28836, 28872, 28908, 28944, 28980, 29016, 29052, 29088, 29124, 29160, 29196, 29232, 29268, 29304, 29340, 29376, 29412, 29448, 29484, 29520, 29556, 29592, 29628, 29664, 29700, 29736, 29772, 29808, 29844, 29880, 29916, 29952, 29988, 30024, 30060, 30096, 30132, 30168, 30204, 30240, 30276, 30312, 30348, 30384, 30420, 30456, 30492, 305



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CITY-BY-CITY RATINGS OF APRIL 1952*

Source: ARB		
<i>April City Report</i>		
Boston	19.7	(Sat. 1:30-2:30 PM)
Philadelphia	20.5	(Sun. 1:30-2:30 PM)
Baltimore	21.8	(Sat. 6:00-7:00 PM)
Washington	23.8	(Sun. 1:00-2:00 PM)
New York	11.5	(Sat. 4:30-5:30 PM)
Detroit	24.3	(Sun. 4:30-6:30 PM)
San Francisco	24.4	(Th. 6:30-7:30 PM)
Cleveland	26.6	(Sat. 4:00-5:00 PM)
Source: Videodex		
Buffalo	28.5	(Sat. 3:00-4:00 PM)
Columbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)
Source: Pulse		
New Orleans	47.8	(Sun. 1:00-2:00 PM)

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- *Houston
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- *Jacksonville
- Kalamazoo
- Lancaster
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- *Miami
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The Joey Adams Show

TELEVISION—Reviewed Sunday (7), 10-10:30 p.m., EDT. Sponsored by Leon Levi via W.A.A.M., Baltimore. Producer, Bert Claster. Director, Ken Calfee. Cast: Joey Adams, Al Kelly, Mayor Thomas D'Alesandro Jr., Sunny Gale, Lloyd and Susan Willis and the Three Peppers.

A fast opening and rapid pacing throughout marked the first in a series of variety shows starring and emceed by Joey Adams. The diminutive comic was on camera most of the 30 minutes, stepping out of range only during the turns by singer Sunny Gale, the dance team of Lloyd and Susan Willis and the instrumental trio of the Three Peppers. Adams poured out a stream of rapid-fire gags, punctuated by frequent jibes at Jimmy Levi, president of the jewelry store which sponsors the show, and pulled apparently spontaneous guffaws from the studio audience.

Well Wishing

For the first 15 minutes, Adams ignored the cameras and played to the studio audience. He switched his tactics during the second half of the show and gave all of his attention to the home viewers. Baltimore's affable mayor welcomed Adams to the city and wished him well in his new undertaking, then used the comic as stooge for several gags. This bit of business, involving double-talking Al Kelly, wound up with the biggest laugh of the skit when His Honor had trouble fishing the traditional key to the city from his inside jacket pocket.

A burlesqued ballet routine by Lloyd and Susan Willis, the man playing it straight and the girl aping Imogene Coca, drew a smattering of applause. She then joined Adams and Kelly in a version of Pat Rooney Sr.'s soft shoe dance. Susan Gale followed with "I Laughed at Love" and sang "Wheel of Fortune" with the shadow of a chance wheel spinning in the background. The Three Peppers played "St. Louis Blues" on tom-toms, while the guitarist did the vocal.

Like "Toast"

The format reminded one of a fast, abbreviated "Toast of the Town." Three backdrops were used. One simulated a view of downtown Baltimore from Federal Hill Park, another was the shadow of the chance wheel used for Miss Gale's number and the third was draperies.

Adams and Kelly jointly handled the plugs for three items currently being pushed by the sponsor, a Remington electric razor, Benrus wristwatch and Paper Mate fountain pen. While Kelly ran the razor over his face, Adams stressed that a clean shave, without the mess or bother of lather, could be had in 60 seconds with the expenditure of but 5 cents worth of electricity. A trade-in on any make of electric or other type of razor was offered the first 50 razor customers at the store the following day. Adams also said that he would give each of them a copy of his revised joke book. August Maher

See It Now

TELEVISION — Reviewed Sunday (7), 6:30-7 p.m., EDT. Sponsored by Aluminum Company of America, thru Fuller, Smith & Ross Agency, via Columbia Broadcasting System TV, Co-producers, Edward B. Murrow and Fred Friendly. Director, Don Hewitt. Narrator, Edward R. Murrow.

Returning to the air after a summer's lay-off, "See It Now" still registers on the occasion of this armchair in the top bracket of news reporting sets. Perhaps the most skillful editing goes into it of anything of its kind on TV, and narrator Ed Murrow has a faculty for injecting drama, while sticking conscientiously to straight reporting.

A viewer may (and likely will) find fault with occasional news selections. Sunday (7) this reporter found an interview with the fabulous Amos Stagg and his 26-man football squad at Susquehanna College very dull going. Fabulous in the coaching field the old gentleman may be, but on the tele screen he is a dud. Still some pewsitters may be liked it, which is what makes horse racing. However, the over-all of a Murrow program usually packs interest, and this week's seg was no exception.

For an opener, Murrow

Television—Radio Reviews

Red Skelton Show

RADIO — Reviewed Tuesday (16), 8:30-9 p.m., EDT. Sustaining via National Broadcasting Company. David Rose, musical director. Cast: Red Skelton, Smith Twins.

Red Skelton's return to the kilocycles started off with the same formula that was such a success for him in previous years. The studio audience had a big time, to judge from its yocks. This studio audience presence poses a renewal of a problem that's as old as radio. Are the millions put on for them, or for the millions of radio listeners who are left mystified by gales of laughter uncaused for by the gags? Slight bits are wonderful for live audiences. Skelton has proved it on his TV shows. But on radio it is irritating.

Skelton's giggling delivery of his tag lines plus his situation comedy readings were still as skillful as ever. His characterizations of the well-known characters, Clem, the country bumpkin; Junior, the squawling precocious brat, and Cauliflower McPugg, the punch-drunk boxer, were all played for maximum returns and got them.

The Smith Twins' yodeling of "Noodling Rag" made for good listening, with Dave Rose's ork giving the kids solid backing.

The sketches written for the first of the Skelton series are apparently tied into future shows, at least one future show. It dealt with Red's offering his barn for a theater, the subject being gradually built up for a tie-in on upcoming shows. Bill Smith.

Elliot Lawrence Show

RADIO — Reviewed Sunday (14), 11-11:15 p.m., EDT. Sponsored by U. S. Coast Guard via American Broadcasting Company. Producer, George F. Foley. Director, James Lister. Cast: Elliot Lawrence and Eileen Barton.

While it may be hard to estimate the number of youngsters this unpretentious aircr will impel to enlist in the Coast Guard, the 15-minute seg should please most who tune it in. The Lawrence Quartet contributes smooth instrumental renditions of pleasant music, in a semi-jazz and sophisticated manner. And Eileen Barton serves up a few vocal efforts in the cute style that has made some of her Coral diskings valuable properties. Both artists engage in bantering conversation that sets an informal tone. Coast Guard plugs are easy to take.

Is Horowitz.

smacked over a graphic picture of what he termed the current, "6th Page" war in Korea. Via an excellently integrated news pic, he visualized the routine of a marine company in "Beetle Gulch," so named from its tanks currently spotted there. Film showed tanks in action being washed and reloaded with crews eating and at rest. It was a sharp and timely reminder that there is still a war on over there, projected in a manner to ram it thoroely home.

Unbiased Report

Outstanding, however, was an extremely clever piece of political reporting, catching the speech of presidential candidates Eileen Fowler and Stevenson, with each picking up a similar phrase where the other left off. Both appeared to be saying essentially the same thing, but from which ever end of the political telescope a viewer was watching, his personal favorite appeared to be getting the breaks. Murrow commented subsequently that he would be accused of partisanship by both sides, but that in future telecasts he will try to keep matters entirely unbiased. In any event, the current editing was brilliant.

Commercials for Alcoa products were well filmed as usual. Mid-program plug centered on aluminum canoes, stressing capacity, safety and durability of unsinkable craft. The wind-up selling talk was devoted to aluminum utensils and paint.

Bob Francis.

CAPSULE COMMENT

All Star Revue, NBC-TV, Saturday (13), 8-9 p.m., EDT.

George Jessel, off his first starring TV venture, indicates a potential for the medium, but must get off the sentiment and schmaltz kick that characterized this show. He was surrounded by a fine bunch of performers. Clearly, to become a regular factor in the medium, Jessel must forget he is George Jessel and concentrate more on turning out quality shows. (See full review this issue.)

Gangbusters (TV), NBC-TV, Reviewed Thursday (18), 9-9:30 p.m., EDT.

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 production was outstanding in every aspect—direction, acting, writing. It was a fascinating, authentic study of the life and methods of a super-criminal and the ways and means used to trap him. Jay Novello's portrayal of "The Actor" should project him into the big time. The Chesterfield commercials were acceptable. (See full review on page three.)

The Jerry Lewis and Dean Martin Show (Radio), NBC, Tuesday (16), 9-9:30 p.m., EDT.

The screwy antics of Jerry Lewis lost none of their quality on the first of the Lewis and Martin radio shows. Jerry's high squeals of indignation carry enough authority to make them sound believable. The story line was extremely thin to the singing of Martin and the warbling of guesster, Rosemary Clooney, made up a little for the lack. (See full review this issue.)

Red Skelton Show (Radio), NBC, Tuesday (16), 8:30-9 p.m., EDT.

The transcribed show, in its return to the air, showed the same basic format on previous programs. The annoyance of studio yocks coming thru on what sounded as straight lines was a major irritant thruout most of the 30 minutes. Skelton's apt characterizations of his now standard characters, the moppet, the punch drunk fighter and the corn knocker were as amusing as ever. The opener is apparently the start of a situation theme to be used on upcoming aircers. (See full review this issue.)

Elliot Lawrence Show (Radio), ABC, Sunday (14), 11-11:15 p.m., EDT.

A pleasant and unpretentious aircr that offers pop tunes smoothly performed by the Lawrence Quartet and thrush Eileen Barton. Seg is sponsored by the U. S. Coast Guard.

Here's Morgan (Radio), WJZ, New York, Monday (8), 6-6:15 p.m., EDT.

Henry Morgan is back in local radio, as flippant and as satirical as ever. But the years do not seem to have done too kindly with the wit. He sometimes takes as subject of his comments situations which do not lend themselves to humor and becomes a wiseacre instead of a wit. On occasion, however, the old flashes of cleverness appear, and he is the Morgan of old. The comic also delivered the commercial. (See full review this issue.)

Whistling Wizard (TV), CBS, Saturday (6), 11-11:30 a.m., EDT.

Current events in the marionette series take place under the sea, where schools of fish occasionally swim by. Latest addition to the long cast of fantastic characters is Walter, the water-proof whale, who's crazy about salt-water taffy. It's a delightful show, and it would be sad to see it permanently discontinued. (See full review this issue.)

Texaco Star Theater

TELEVISION—Reviewed Tuesday (16), 8-9 p.m., EDT. Sponsored by Texas Company via National Broadcasting Company-TV thru Kudner Agency. Director, Gregg Garrison. Writers: Goodman Ace, Aaron Ruben, Arnold Auerbach, Ray Golden, Jay Burton, Selma Diamond, Commercials, Texaco Men & Jimmie, Elicsey Choreography, Edith Barstow, Music, Alan Roth, Cast: Milton Berle, Martha Raye, Dennis King, Frank Gallop, Bobby Sherwood, Roland Winters, Ruth Gilbert, Murray Davis, Jack Cowans and others.

• Continued from page 3

than most men of like age) had forsaken the program for a comic book long before the song came on, and when dragged back to hear it, seemed eminently unimpressed. It is indeed questionable whether the adult approach adopted in the new format will prove interesting to the youngsters, and certainly debatable whether a single song dropped in toward the last quarter of the show will suffice to convince them that this is their kind of program.

The often sharply witty lines of Goodie Ace and his battery of writers were neatly delivered by Dennis King, who additionally pressed a sock reading of the dagger scene from Macbeth. Martha Raye sold a sometime over-pretentious "There's No Business Like Show Business," and "It's Great to Be Alive" in her usual impressively dramatic manner, and turned in a sound comic performance in several bits with Berle. Bobby Sherwood is a nice touch as a rather indifferent member of the band, and did a pleasant "Sunny Side of the Street," touched off by a chilling hunk of trumpetoting. Frank Gallup, as producer Insignias, who gives the newly uncertain Berle a back time, was excellently gruff and boorish. A Macbethian satire on "Dragnet" featuring Berle and Raye was only occasionally chucklesome.

Jimmy Nelson with Danny O'Neil, Farful and Humphrey Higsby came close to being the most amusing part of the show in his usual clever delivery of the Texaco commercials. Alan Roth did his typically able job with the music, and fed and read a couple of comic lines well. And the Texaco Men opened and closed, wearing full dress in the latter spot, to further demonstrate the high comedy tone the show has taken unto itself.

The Berle format switch, in this viewer's book, represents the biggest single gamble ever taken with a successful video property. Much finger-crossing is recommended.

Gangbusters

TELEVISION — Reviewed Thursday (18), 9-9:30 p.m., EDT. Presented on alternate weeks by Ligggett & Myers for Chesterfields, thru Cunningham & Walsh, via NBC-TV. Creator-producer-narrator, Phillips H. Lord. Director, George Habib. Announcer, Phil Lord. Host, Announcer, Bill Shipley. Cast: Jay Novello, Mark Krah, Betty Lou Gerson, Peggy Stewart, Ray Walker, Eddie Marr, Jac George, Darby Jones and Stan Jolly.

• Continued from page 3

lest to its climactic moment. If the other two parts of the series are comparable to the first, he should make every effort to produce the property for theatrical distribution.

The two detectives are played by Ray Walker and Eddie Marr. They gave the audience a better sense of what it means to match brains with a master-criminal.

The camera work was also handled expertly. During the jewel robbery the frightened eyes of the porter gave an added insight into his predicament. George Habib's top-notch direction was polished, knowledgeable and meaningful.

Were the Chesterfield commercials nearly as good as the product, the sales might have soared. Opening plug was the new "sound off" theme, a great improvement on its first effort along this line. The other commercials mentioned the ingredients in the product and its mildness.

Whistling Wizard

TELEVISION — Reviewed Saturday (6), 11-11:30 a.m., EDT. Sustaining via Columbia Broadcasting System. Producer, Bill Baird. Director, Frances Buss. Script, Pool Pray and Alan Stern. Puppeteers, Bill and Cora Baird, Franz Fazaka, Frank Sullivan, Ray Hedge. Music, Mildred Alexander.

This delightful marionette show is being axed this week. CBS, it is understood, wants to develop a more commercial format for the Bairds. A number of protests on the demise of "Wizard" have already been expressed, and so there is just a chance it may yet get a reprieve. The end of "Wizard" would indeed be unfortunate. Besides being a most refreshing fantasy for children, it has a lot of appeal for adults, for it contains a lot of very sophisticated satire. Most of the many characters in the fantasy are take-offs on human types.

Current events in the series take place under the sea, where the little boy, JP, and his pal, Heathcliff, the awkward hulk, are consorting with Casey Jones and a mermaid. The newest character in the story is Walter, the water-proof whale, who talks like Finnegan of "Duffy's Tavern," and who's just wild about salt-water taffy. When they don't have taffy for him, the only way to keep Walter from getting noisy is to tell him how wonderful he is in a charming little song.

Bill and Cora Baird have devised a lovely underwater setting, with an octopus and schools of fish occasionally floating by.

"Wizard" has that same quality of "the taste of a wild strawberry," that a certain promotion department once attributed to a certain other puppet show whose first name is Kukla. And "Wizard" could certainly endear itself to the intelligentsia as much as Kukla has, which it's hardly had a chance to do at 11 a.m. Saturday mornings. Gene Plotnik.

I Love Lucy

TELEVISION — Reviewed Monday (15) 9-9:30 p.m., EDT. Presented by Philip Morris, Ltd., thru the Show Company, via CBS-TV. Producer, Jess Oppenheimer. Director, William Asher. Scripters, Madelyn Pugh, Bob Carroll and Jess Oppenheimer. Camera, Karl Freund. Music, Wilbur Hatch and ork. Stars, Lucille Ball and Desi Arnaz. Features, Bill Frawley and Vivian Vance.

"I Love Lucy" got itself off to a flying start this season with a rollicking comic situation titled "Job Switching." The situation was based on the old comic premise that hubby thinks his frau's kitchen-policing is ridiculously easy and that the old girl has the same low opinion of the battle for bucks.

The couples, Lucille Ball and Desi Arnaz, and Bill Frawley and Vivian Vance, then changed functions and the fun began. Of course, it all ended, as it should have, with each individual recognizing the difficulty of his mate's task. Interspersed however, were several hilarious sequences: Lucy and Vivian as candy wrappers fighting a speedling belt line and Desi and Bill trying to cook chicken and rice.

As mentioned earlier, the premise has been treated before, but this did not interfere with the audience's appreciation because of the first-rate writing and slick, low-key comedy playing of the principals. Miss Ball is her usual assured self, a personality much like the typical housewife, if more talented. And now Arnaz has emerged as a solid comedy foil for her foibles. The other two troupeurs, Bill Frawley and Vivian Vance, with their acute sense of timing, do not miss an opportunity to get their quota of laughs. Indeed, they make the stars keep on their toes.

The camera work by Karl Freund is still outstanding, as is the direction by William Asher who has taken over this season.

Philip Morris is now plugging away at a new theme, "smoke for pleasure." In this guilt-ridden world the idea is salutary, although it will take a great deal of convincing to make smokers believe they should enjoy the burning weed. The pitch is a good one and should be hammered at because it is a genuine switch. It will get attention. Leon Morse.

The Price of Liberty

TELEVISION—Reviewed at a press preview Friday (19). A 30-minute film. Producers, Seymour N. Siegel and John De Prospro. Director - photographer, Frank Rosa Jr. Script and commentary, Ben Kerner. Introduction, Arthur Wallander. Narration, Kenneth Banghart.

The City of New York and its broadcasting adjunct can be justifiably proud of its documentary film on civil defense titled "The Price of Liberty." The film was an intense dramatization of a mock air raid drill held in New York on November 14, 1951. It authentically communicated the difficulty, the complexity, the singleness of purpose needed to cope with so onerous a task. Beyond that the film was also a study in black and white of humanity under fire. It had all the horrible aspects of reality and should do a great deal to awaken many Americans from their lethargy in connection with civil defense.

The film opened with a shot of that modern-day smoke signal, the radar net, our listening eyes, scanning the skies for the winged powers of destruction. Then it went to New Yorkers going home from their day's work. A few transitions and we were into the air raid.

The complexity of the communications center, the spine of the civil defense effort, was expertly illustrated with the unending relays of messages to key units in combatting the bombing. The dispatching of vehicles to the scene of the disaster was also tellingly portrayed in celluloid. Perhaps the most impressive and emotional scenes were of disaster victims, their rescue and treatment. Kenneth Banghart's narration, perhaps in too poetic a key, was another vital element in communicating to televisioners an understanding of the entire picture.

The introduction of the film by Arthur Wallander, director of the New York City Office of Civil Defense, was effective. More strategic placing of his message on civil defense, perhaps at the end of the movie, might get better results. After viewing the film the audience would understandably be more receptive to his message.

But this is a minor point. Seymour Siegel and John De Prospro have turned in a first-rate production effort, as well as director-cameraman Frank Rosa Jr. Leon Morse.

Here's Morgan

RADIO—Reviewed Monday (8), 6-6:15 p.m., EDT. Presented by Carol Motors Inc. Cavanaugh-Shore & Company via WJZ, New York. Producer, Joe Baumer. Script, Henry Morgan. Commentary, Henry Morgan.

The years do not seem to have dealt too kindly with Henry Morgan. Once the whiz kid of radio and subsequently a radio and TV star, Henry is now back in AM in a format similar to the one he developed when he began locally on WOR. Somehow Morgan's flippancy satirical style has not grown any sharper and, in many cases, seems to fall flat.

The fact also seems to be that Morgan's judgment as to what to satirize may be questionable. He opened his program by growling in an off-beat voice that baseball has become a sissy game. This he deduced from the fact that Larry Jansen of the Giants threw a pitch at Billy Cox of the Dodgers for which he was nearly ejected. To Morgan this situation becomes a matter of humor. To National League officials it is a matter of concern which affects the health and welfare of the ball players.

He struck a softer and more humorous note with his commentary on the American Meat Institute's institutional ad. Morgan's point was that everyone was aware of the virtues of the meat. The only need was for money to buy sirloin steaks, and he saw the ad as raising the price. The wit also pointed out that barbers know only one time period—five minutes. No matter how many times he calls his barber for an appointment, Morgan gets the same answer, "five minutes." There were also two of the weird records which are a Morgan specialty.

The commercial was also presented by the comic. In sotto voce gangster style, Morgan delineated the virtues of Carol Motors for buying and selling used cars. Leon Morse.

Dean Martin and Jerry Lewis Show

RADIO—Reviewed Tuesday (16), 9-9:30 p.m., EDT. Sponsored by Liggett & Myers for Chestertield thru Cunningham & Walsh via National Broadcasting System. Producer, Dick Mack. Hosts, Jerry Lewis, Dean Martin, Rosemary Clooney. Music by Dick Stabile. Announcer, George Fenneman.

Dean Martin and Jerry Lewis are two guys who can sound as funny on radio as they frequently are on TV, and almost always are in personal appearances. The tone of their first show of the new season was supposedly to be based on a burlesque of the flick, "Greatest Show on Earth." Apparently between the announcement and the rehearsals a couple of changes were made. The only nod to "Greatest Show" was a bit in which Jerry takes a dive into a damp noodle. It was a good thing the subject was not pursued too far. It wasn't too funny to begin with.

The high squeals of indignation uttered by Jerry against the backwall of Dean's placid assurances still make for high comedy. For some strange reason young Jerry's bits, of what he calls "shicklüh," even tho' only heard via radio, take on an element that is almost visual.

Martin's roller-bearing singing was as pleasant as always, even tho' he's acquired a Dixie accent along the road. Dick Stabile's show cutting was right on the nose.

Rosemary Clooney's line reading was surprisingly good. She gave plenty of heft. Her warbling of "Botcha Me" was equally listenable. Bill Smith.

Theater Guild on the Air

RADIO—Reviewed Sunday (14), 8:30-9:30 p.m., EDT. Sponsored by U. S. Steel, thru Barton, Durstine & Osborn, via National Broadcasting Company. Producer, Armina Marshall. Director, Homer Fickett. Script adaptation, Theodore Apstein. Cast: Helen Hayes, Joseph Cotten, Bethel Leslie, Viola Dean, Florida Friebus, Emory Richardson, Wesley Addy, Henry Barnard and Edward Jerome.

Except for a telling performance by Helen Hayes, this reporter didn't think much of the stage version of "The Wisteria Trees" a season or so back. Transplanting Chekov's "Cherry Orchard" to the Deep South seemed pointless, and it was hard to work up much sympathy for a parcel of decadent merry-go-rounds who were so busy being genteel that they couldn't read the writing on the wall. They're easier to take, when they're Russian and sad. But "Cherry Orchard's" original tribe were a lousy lot.

So, the adaptation of "Trees" for radio doesn't seem a happy choice for an opener of the Theater Guild's eighth season on the air. Too many little side issues in the play must build to strengthen its mood for successful compression into an hour's presentation. All that came across was a relatively simple yarn about a slightly tarnished Southern belle returning with a grown daughter to the old plantation and her beloved Wisteria trees, which symbolize her sole remaining sense of security. The hometown lad from the wrong side of the tracks has got rich and still loves her from afar. But he's a practical guy. The place has to be auctioned, so he bids it, and then offers himself and his trees to the lady on a platter. When she turns him down to go back to her gent in Paris, he chops them down. That's about all there was to it.

All Miss Hayes. What was in it was all Helen Hayes. The star, who can seldom do wrong, gave a gracious vocal performance of the central character, building to far greater dimensions than the script warranted. Joseph Cotten was not quite successful with the social upstart, but gave good support, considering the limitations put upon him. There were competent contributions from Bethel Leslie and Wesley Addy, and the rest of the cast comprised well-selected, seasoned players.

Otherwise, George Hicks had the program on its standard beam via his public relations appeals for U. S. Steel. But this reporter thinks that the Guild sold itself a dull bill of goods with an opus like "Trees." Bob Francis.

CAPSULE COMMENT

I Love Lucy (TV) CBS-TV, Reviewed Monday (15), 9-9:30, EDT.

"I Love Lucy" got itself off to a flying start this season with a rollicking comic situation titled "Job Switching." As the title states, the laughs were built around the couples exchanging jobs—the men became homemakers and the females wage earners. There were several hilarious scenes, the most notable of which was Lucy as a candy wrapper battling a belt-line. All the principal-gals gave an exercise in slick, low-key comedy playing that was exemplary. Philip Morris is trying to get cigarette buyers to "smoke for pleasure." (See full review this issue.)

See It Now (TV), CBS-TV, Sunday (7), 6:30-7 p.m., EDT.

Fall return of "See It Now" stamps it still in the top bracket of news reporting segs. Pic content is over-all brilliantly edited, and Edward R. Murrow's narration injects drama, while sticking conscientiously to strict reporting of facts. (See full review this issue.)

Theater Guild on the Air (Radio), NBC, Sunday (14), 8:30-9:30 p.m., EDT.

"Wisteria Trees" is a poor choice for Theater Guild's season opener. Play fails to project in an hour's condensation. Star Helen Hayes gave a gracious performance, bringing much to the production, which was sadly lacking in a dull script. (See full review this issue.)

Philco Television Playhouse (TV), NBC-TV, Sunday (7), 9-10 p.m., EDT.

Maria Riva starred in a timely, substantial yarn about Russian oppression in Germany. Supporting cast, headed by Tod Andrews, contributed solid support, keeping script off the melo beam and making "The Last Hour" something like a believable arraignment of the current East German scene. (See full review this issue.)

The Kate Smith Hour (TV), NBC-TV, Wednesday (10), 4-5 p.m., EDT.

The Kate Smith show is back and Mrs. Televisioner is probably rejoicing. The variety seg offers enough to please most any taste. Show caught had some dancing, opera, piano playing and the dramatic serial, "The House in the Garden." All were presented expertly, and the several diverse pastis knit together in amiable fashion by Miss Smith. (See full reviews this issue.)

Welcome Travelers (TV), NBC-TV, Monday-Friday (8-12), 3:30-4 p.m., EDT.

The TV camera certainly helps to highlight the human interest values in this old audience-participation format. It should be as great a lure for housewives as any show that plays on the sympathies of its viewers. (See full review this issue.)

Quiz Kids (TV), CBS-TV, Sunday (14), 4-4:30 p.m., EDT.

Infant prodigies with quizmaster Joe Kelly return to the CBS banner under new sponsorship. Program is fast-paced as usual, and the half-hour school bell rings, if anything, too soon. (See full review this issue.)

This is Showbusiness (TV), CBS-TV, Sunday (7), 7:30-8 p.m., EDT.

The opening half-hour of this panel-variety show for the new season was generally good. Genial Clifton Fadiman was back on his emcee's podium, and panel veterans George Kaufman and Sam Levinson were on hand, with the weekly guest new filled by Betty Furness. Performer guests were well-selected for variety contributions. Bert Wheeler's clowning came over best, but John Raitt's chanting and Martha Ann Bentley's dancing registered solidly. Program is off to a good start. (See full review this issue.)

Philco Television Playhouse

TELEVISION—Reviewed Sunday (7), 9-10 p.m., EDT. Sponsored by Philco Corporation, thru Hutchins Agency, via National Broadcasting Company TV. Producer, Delbert Mann. Director, Fred Coe. Writer, Lionel Shapiro. Cast: Maria Riva, Tod Andrews, Marian Seldes, Anatole Winogradoff, Michael Gorrin, Vinton Hayworth, John D. Seymour.

A good timely drama of current interest was devised by writer Lionel Shapiro for Sunday (7) edition of Philco's weekly hour of TV dramaturgy. "The Last Hour" is familiar in premise, based on the plight of a refugee silenced by fear for a relative in the hands of oppressors. This time the focal point is the daughter of a German philosopher, who with her democratic father is enmeshed by the Russians when the latter take over Weimar. The yarn is located in a Frankfurt court where the girl is being tried for espionage by American authorities. Despite pleas from her fem attorney and an American newsmen who loves her, she refuses to defend herself.

The background is then filled in, via flashbacks, as to how the newshound has forged his way into the Russian zone to see her, and subsequently written a piece about conditions there. She is blamed for this and gets a Russian alternative of spying for them or seeing her father in a prison camp. She accepts the assignment. The reporter senses this and publishes a statement that her father had died. Thereupon, she tells the court that she deliberately let herself be caught and had no intention of ever delivering the information. The switch is that the father really has died, and when the court gets the full story, there is an obviously happy ending.

Sound Direction

Fred Coe gave a well-selected cast sound direction. Maria Riva was excellent as the girl torn between parental duty and refusal to compromise her principles of democratic freedom. Tod Andrews gave her solid support as the newsmen who loves her. There was a telling performance from Marian Seldes as her sympathetic attorney, and solid contributions from Vinton Hayworth, Anatole Winogradoff and Michael Gorrin. Their combined efforts made what could easily have been a heavy-handed melo something of a provoking assignment of present conditions in Germany.

Philco commercials centered on 1953 models, attractively filmed. Stress was on new mechanical developments and reduced prices which include federal tax on new sets. Sales talks laid it off to fancy trimmings.

Bob Francis.

Anne Frank: The Diary Of a Young Girl

Reviewed Thursday (18) 10:05-10:30 p.m., EDT. Sustaining via Columbia Broadcasting System. Producer, George Crothers. Director, Bruno Zirato. Radio Adaptation, Meyer Levin. Music, Ben Ludlow. Cast: Paul Lukas, Joan Lazar and others.

The first radio adaptation of "Anne Frank: The Diary of a Young Girl" was presented over CBS Thursday (18) in co-operation with the American Jewish Committee's special radio-TV programming schedule this week commemorating Rosh Hashana.

The half-hour dramatization of a Dutch-Jewish girl's tragically brief span of years from early adolescence to death at 15 in a Nazi concentration camp, was a particularly powerful force against bigotry because its impact as entertainment alone was as shattering to the emotions as its sociological message.

Author Meyer Levin, who is also working on a legit adaptation of the best seller for a Broadway production this winter, serves a large share of the credit for this wonderful radio version. His script retained all of the sensitivity and moving qualities of the original, which is a high tribute to his delicacy of selection, since the most sincere diary scribbles are apt to take on

All-Star Revue

TELEVISION—Reviewed Saturday (13), 8-9 p.m., EDT. Sponsored by Kellogg's, Del Monte and Pet via National Broadcasting Company TV. Producer-director, Ernest Glucksman. Writers, Manny Manheim and Larry Gelbart. TV director, Sid Smith. Music, Al Goodman. Cast: George Jessel, Jimmy Durante, Tony Martin, Dorothy Kirsten, Joe DiMaggio, Carmen Cavallaro, Peggy Ryan and Ray McDonald, and the Skylarks.

The marriage of George Jessel with video, off his initial starring appearance on the "All-Star Revue," gives indication of presenting several obstacles which must be overcome before the two will prove they are made for each other. First and foremost is the question of material. On this show, too much schmaltz was the order of the evening. This was especially true in the words given to Jessel to utter in his capacity of "Toastmaster General." A twist on the usual emcee role which was generally effective and in perfect order for Jessel.

It also manifested itself in a superabundance of sentiment, which would be quite alright in a farewell or requiem show, seemed a bit too strong for a "welcome to TV" type stanza. Jessel's references to his own long career, and to his conferees such as Walter Winchell, Al Johnson and Eddie Cantor—along with imitations of the latter two in action—were too frequent and too lengthy. Similarly, the brief bit wherein Joe DiMaggio handed Jessel a gold pass good for any baseball park seemed totally out of place.

Schmaltz

Otherwise, as for the boy singer turned music producer, he showed that he still is very much a showman. He did the absolute best he could with what he was handed, although doubtless a good portion of the responsibility for choice of the material was his own. Some of the routines were welcome despite their age and schmaltz, as his revival of the telephone conversation with his mother.

Jessel was certainly surrounded by capable supporting talent, with Jimmy Durante on hand to introduce him—one bit which could not be criticized because of Durante's ability to make it seem warm but not corny; Dorothy Kirsten to warble an aria from Tosca and walk thru a Scotch skit with Jessel, complete with brogue; Carmen Cavallaro to do some nimble pianistics from "Rhapsody in Blue"; Peggy Ryan and Ray McDonald with their zany hoofing to "Hambone," and Tony Martin with his usual great projection belting out "I'm Yours" and "Lullabye of Broadway."

Different Emphasis

With a group of talent such as that surrounding Jessel on this stanza, and with his own natural drive and enthusiasm, there is no reason why Jessel could not make frequent appearances on this series. What is necessary, more than anything else, is a realization that the viewers are more interested in the specific entertainment on hand than in the history, background and local jokes surrounding the personality involved. In other words, Jessel should concentrate less on the fact that he is George Jessel and more on turning out the quality shows of which he is certainly capable. Sam Chase.

maudlin overtones when translated into the spoken word.

Levin's restrained script treatment was further enhanced by the tender performance of Paul Lukas as Anne Frank's father, sole survivor of the Frank family; and 14 year old Joan Lazar's poignant portrait of the tragic young heroine.

Wisely underplaying the stock "dear diary" technique, Levin concentrated the bulk of his script on straight dramatization. Drama opened with Anne's birthday party before the Nazi purge of the Jews reached its height, and followed thru her family's years of self-imprisonment in the home of Dutch friends. The more brutal aspects of the Gestapo's terror reign were relegated to the background, where they remained as ever-present ominous threats to the Franks' existence, climaxed by the inevitable pounding at the door and "Open Jews!" command at the close. June Bundy.

Welcome Travelers

TELEVISION — Reviewed Monday (8-12), 3:30-4 p.m., EDT. Participating sponsorship via National Broadcasting Company TV. Producer, Tom Hicks. Director, Don Meier. Cast: Tommy Bartlett, Bob Cunningham and people.

The TV camera definitely does something for the "Welcome Travelers" format. The show, which is also continuing on NBC radio in a morning slot, is based on the proposition that nobody is more wonderful than people, especially the suffering kind. It's essentially the same as the idea behind "Strike It Rich" only without the troublesome quiz.

What video does for both these shows is give the homebodies a chance to see the deep facts that go with the quivering voices of these wonderful, suffering people. To see the sparkle in their eyes as the loot is wheeled out and to see the smiles and the frowns of the commiserating studio audience.

The video version of "Travelers" is staged in a restaurant setting put up in the Studebaker Theater in Chicago. Bob Cunningham leads Tommy Bartlett from table to table, introducing him to each of the honored guests. Bartlett maintains a cheerful, encouraging air, while Cunningham is the serious, sympathetic type. Their guests this week included a young man whose wife is laid up in a hospital with a spinal injury received in an auto accident they had on their way to their wedding, a 35-year-old mother of five boys who is just starting law school and a middle-aged Army captain who is on his way to Korea with the hope of getting into the same outfit as his beloved stepson. As the interviews proceed, the camera occasionally picks up the faces of the interesting types seated around the studio.

Commercials

At mid-show, Bartlett brings on a pretty blonde and has three ladies of the audience guess which side of her head was shampooed with Procter and Gamble's Pirel, and of course they always guess right. For Ivory Snow they have a film clip that integrates sprightly animated drawings, white on black.

Shows that exploit the sympathies of the public have usually managed to hold a substantial audience, and that's good enough reason to expect that "Welcome Travelers" will solidify NBC-TV's afternoon audience.

Gene Plotnik

Quiz Kids

TELEVISION — Reviewed Sunday (14), 4:40-5 p.m., EDT. Sponsored by Cat Tex, thru S. A. Levine & Company, via Columbia Broadcasting System TV. Producer, Rachel Stevenson. Quiz master, Joe Kelly. Panel: Frankie Vander Ploeg, Janet Ahern, Melvin Miles, Sally Ann Wilhelm, Patrick Conlon. Guests, Laurie Miles and Gale Dyth.

After a summer hiatus under other sponsorship, quiz master Joe Kelly and his infant prodigies have returned to the CBS fold. The format has changed no whit, with the kids as usual leaving a viewer in a state of mental consternation at his own abysmal ignorance.

Sunday (14) opening seg posed several questions having to do with shoes (obviously a nod to the program's new sponsor, Cat Tex Soles). Jother matters ranged from a debate on the origin of flying saucers to such mundane items as opera and politics. An amusing interlude had moppets Laurie Miles and Gale Dyth act-

What's My Name?

TELEVISION — Reviewed Monday (8), 8-9:30 p.m., EDT. Presented by Speidel and Crowley, thru Sullivan, Stauffer, Crossley and Bayles and Benton & Bowles respectively, via the NBC-TV network. Executive producer, Sherman Marks. Director, Harold Elias. Writers, Ed Brimbery, Herb Rickles, Walter Stone, Russ Beggs and Paul Winchell. Music, John Gari and ork. Announcer, Ted Brown. Features Paul Winchell and Jerry Mahoney; assisted by Ilona Massey, Herb Nelson and Nina Varella. Songs, Dorothy Claire.

Paul Winchell and Jerry Mahoney, in their catch-all quiz format, "What's My Name," have started another video season which should please their fans. There is no question that the producer, Sherman Marks, has done an imaginative job in shaping the stanza to comedy-variety. It offers a smidgen of everything.

The quiz part of the program acts as an excuse for Winchell and his dummies to run the gamut of TV entertainment—comedy, variety and drama. In addition to this, he departs from the quiz show when the notion strikes him. This of course makes for an all-embracing format. In some cases however, because he is more talented in one direction than another, the show feels it. For example, Winchell is far from an accomplished actor. One sketch had him as a down-at-the-heels opera star making believe he was a steel tycoon. He was helped by the cliché-ridden script, but still his accent was not constant. Ilona Massey helped him considerably. In another, playing comedy with Jerry Mahoney who sassed back his teacher, Winchell was first rate. Comedy is his natural strength. The sturdily built Nina Varella scored several times as the school teacher, especially in an elephantine terping bit which came close to collapsing the set. Her huge proportions and comedy ability make her a good foil for Mahoney. She could be used more regularly on this and other programs.

Dorothy Claire sang "Everything Happens to Me," with the song highlighted by ingenious camera work. Other parts of the screen told some of the song's story even while she was chanting. These shots however, were a bit too filled with action, thus detracting from her effort. In addition, she does not seem to handle rhythm as well as pops. In the slower section of the number, her improvement was noticeable.

Norman Brokenshire's commercial for Speidel was a model of the relaxed pitch. "Broke" concentrated on moving watchbands and identification bracelets. In both, his easy delivery helped stomach an overlong hard commercial. Speidel, however, continues to pile it on. "What's My Name" gives Speidel watchbands to each contestant.

Leon Morse

ing out a bit variously tabbed to rep" the basket scene, from the "Merchant of Venice" and the legend of Pandora. The youngsters were completely on the ball, and, as is their custom, one or another almost invariably came up with the right answer.

Cat Tex commercials were well written. Feature is a finger-puppet kitten, which may be had via a coupon obtainable from shoe repair dealers, a good pitch toward building kid interest in the product. Under new aegis, the program holds to its usual fast pace and literally ends too quickly.

Bob Francis

CAPSULE COMMENT

Stars in Khaki 'n' Blue (TV), NBC-TV, Saturday (13), 7:30-8 p.m., EDT.

This is virtually the radio show of the same name, transplanted with little or no change of format to TV. However, it proved sufficiently visual to make it a good video bet. Wendy Barrie, as fensee, proved a warm and ingratiating hostess, who was able to put the servicemen contestants at ease almost immediately. There should be room for an interesting and worthy series such as this. (See full review this issue.)

Letter to Lee Graham (TV), WJZ-TV, Monday (15), 3-3:15 p.m., EDT.

This program hands out advice to the more confused among its audience. It, however, concerns itself only with personal problems. It is conducted in fairly good taste by Lee Graham whose manner is authoritative and yet warm. The problem on the telecast was treated fairly superficially. Because of its time limitation and its personal rather than psychiatric approach, the handling necessarily had to be superficial. And yet its need is for problems which are more dramatic and have more interest. (See full review this issue.)

This Is Show Business

TELEVISION — Reviewed Sunday (7), 7:30-8 p.m., EDT. Sponsored by the American Tobacco Company, thru Batten, Barton, Durstine & Osborn, via Columbia Broadcasting System TV. Producer, Irving Mansfield. Director, Byron Paul. Emcee, Clifford Fadiman. Panel: George Kaufman, Betty Furness, Sam Levenson. Guests: Bert Wheeler, John Raitt, Marsha Ann Benleyer.

"This Is Show Business" returns to the air for another season under the genial hosting of Clifford Fadiman. "Show Business" format is the pretense of solving personal problems of various greater and lesser performer guests, via a panel made up of four George Kaufman, ebullient Sam Levenson and a weekly guest panelist, in this case handsome Betty Furness. Of course, the problems are silly, and the real pitch is for variety contributions by each of the guests, highlighted by amusing advice from the panel.

Obviously, the program's impact depends on the careful selection of guests and how witty the trio behind the table happens to be feeling. The seg's Sunday (7) return was generally a good one. Toe-dancer Marsha Ann Benleyer advised that her husband was also her manager and wanted to know who ought to be boss. The advice given her was hardly sparkling, but the lady offered some showy terping on points to a military march tempo. Better was the follow-up, introducing John Raitt, one of our best song-and-dancer tenors. His beef was to know whether he ought to help mama in the care of his newest offspring. Naturally, this was right up the Levenson funny-bone alley, with dead-pan Kaufman abetting with some grim humor. Raitt contributed solidly with a fine arrangement of "If I Loved You" from "Carousel," which set him up stem-wise some seasons back.

Fun Side

On the fun side, best moments of the seg were with comic Bert Wheeler, whose problem was obtaining a straight man. The dour Kaufman obliged first and then bowed-out in favor of Levenson. Material was amusing and wound up with a burly snapper for a good laugh finish for the half-hour.

As stated, guest panelist Betty Furness looked highly decorative, but comedy chat-chat doesn't seem to be her forte. Most of the time she remained handsomely on the sidelines.

Lucky Strike plugs followed the familiar cigarette-tearing pattern, in this instance tied up with Brooklyn Dodger's Gil Hodge's hands.

Bob Francis

Stars in Khaki 'n' Blue

TELEVISION — Reviewed Saturday (13), 7:30-8 p.m., EDT. Sustaining via NBC-TV. Producer, Bob Jennings. Director, Craig Allen. Writer, Bob Condon. Production supervisor, George Spota. Music, Bernie Green. Announcer, Lionel Rico. Fensee, Wendy Barrie.

This is virtually the radio show of the same name, transplanted with little or no change in format to TV. However, it proved sufficiently visual to make it a good video bet. Edition caught was the first of two trial shots. As in AM, it is, in effect, an amateur talent contest for servicemen — except that some of them were professionals.

Wendy Barrie, as fensee, carried off the major honors. She proved a warm and ingratiating hostess, who was able to put the contestants at ease almost immediately. Her forte generally is conceded to be her ability to get the most out of a brief interview, and this certainly proved the case here. She was assisted by Lionel Rico.

The servicemen themselves included a double-voiced singer, a one-man band, a comic and a pop singer, and the comic walked off with the prize—round trip for two to Bermuda, plus sundry other benefits. The lad used some Danny Kaye routines with his own material with results which paid off in audience response.

As in the radio version, a count was made of the studio audience reaction with teller in the aisles indicating the number of votes by holding up their hands while Rico tolled off the count in multiples of 20 to a drum roll accompaniment. It's different and effective, if a bit theatrical.

Based on this edition, it would seem that there should be room in the regular schedule for a series of this kind, which gives talented servicemen a break, and which offers acceptable and interesting entertainment.

Sam Chase

Letter to Lee Graham

TELEVISION — Reviewed Monday (15), 3-3:15 p.m., EDT. Sustaining this program via WJZ-TV, New York. Producer, director, Roger Bower. Lecturer, Lee Graham. Announcer, John Hicks.

"Letter to Lee Graham" is a program which seeks to clarify the thinking on personal problems of the most confused members of its audience. They, of course, write in asking for advice and afterward are invited on the program.

To Miss Graham's credit it can be said that she does not delve into the dirty laundry of her customers. No medical, legal or psychiatric advice is given. But personal problems very often have psychiatric aspects.

The case on the telecast was of a woman married to a man for 25 years who wanted her at home after his working day, which finishes at 10:30 p.m. He evidently had some small retail business. She, however, resented this, a resentment which was nurtured by her friends. Miss Graham told her that the continuance of her marriage depended upon her meeting her husband's requests and advised her to comply. Tho on the face of it, Miss Graham's suggestions were intelligent, the problem did not seem to be fully explored. It could not have been within the 12 or 13 minutes allotted.

The problem was dealt with so superficially that not much interest was awakened. Miss Graham must select those cases which have a great deal more drama and perhaps, more complexity. In addition to shots of Miss Graham seated at her desk, the camera tried to lend drama to the program by showing the woman's hands and other parts of her body. Since the case itself was not dramatic in the terms it was presented, the camera could not create suspense where it did not naturally exist.

Miss Graham's manner is authoritative and yet is warm enough to put her guests at ease.

The advice-seeker was given a Hamilton watch. This gift, her reward for her appearance, was not necessary since, presumably, she was getting something else—advice. It is another example of the medium giving away free time. The Hamilton Company should be made to pay for such plugs.

Leon Morse

Kate Smith Hour

TELEVISION — Reviewed Wednesday (10), 4-5 p.m., EDT. Sponsored by Procter & Gamble via National Broadcasting Company TV thru Dancer, Fitzgerald & Sample (last quarter-hour); Pillsbury Mills thru Ted Bates and Campbell-Mithun (3rd quarter-hour), and Gerber Baby Foods thru D'Arcy (last quarter). Second quarter-hour sustaining. Producer, Ted Collins. Associate producer, Barry Wood. Director, Kevin Joe Johnson. Drama director, Alan Bowman. Opera director, Kirk Browning. Writer, Ed Brainard. Writer of "The House in the Garden," Agnes Ridgway. Musical director, Jack Miller. Scenic designers, Hjalmar Hermanson and William Moore. Singers: Elaine Malbin, Joseph Mor-dino and Jack Russell. Solo pianist, Evalyn Tyner. Dancers, The Kayteds Trio. Actors in serials: Mattinson, Monica Lovett, Mimi Strongin, Zolya Talmis, James Vickery, Virginia Sale, Viola Roache and Bob Patten.

La Smith opened with a song and closed with another, and between times there was enough varied entertainment to please almost any afternoon viewer. The fabulous Kate is back, and if Mr. Wage Earner's dinner is often skimpy or late this season, it may well be because the Missus spent too much of her time before the family set.

Miss Smith and producer Ted Collins have lined up an impressive program of show caught there, a smattering of opera, some dancing, a bit of piano playing and the device that provides the daily continuity—the serial play, "The House in the Garden." In addition to contributing her own song renditions, Miss Smith tied the whole into a neat package thru her amiable commentary. And, if anything, she further contributed to the commercial with acceptability via her intimate-approach introductions.

Following Kate's opening warble of the hit ditty, "Half as Much," The Kayteds Trio took over. The dancers used the theme of a hat fashion show. If they demonstrated something less than true precision it was probably due to slight nervousness that should disappear in later efforts.

Opera Excerpts

The opera segment, devoted this time to two excerpts from "Pagliacci," was expertly presented. The singers were young and in good voice; the language was English and sets and costumes appropriate. Elaine Malbin and Jack Russell contributed a moving rendition of the "Love Duet" from same. Paul Frank, in the famous aria, "Vesti La Giubba," showed that he well knew how to handle his ample vocal talents. A short interview of Miss Malbin by Miss Smith closed the segment.

"The House in the Garden" serial had about 15 minutes to itself. It's still in the build-up stage, with characters yet to be fully delineated and the plot unfolded. From the installment caught, the dramatic action seems to have the ingredients that make for longevity.

Several women are indulging in the favorite female sport of match-making. Their target is a handsome young minister who is trying to work up courage to put the question to the daughter of the house. As soon as the action approaches any degree of intimacy, the usual interruptions combine to delay the proposal. Here, it seems, there will be competition for the girl's favor from another young man, who came on the scene at the close of the seg caught. On the minister's side, trouble appeared on the horizon from a woman who was seeking his ear to discuss a spiritual problem. No one, however, really believed that was her true intent. The actors were uniformly good, if not particularly outstanding.

Evalyn Tyner

The final quarter-hour featured Evalyn Tyner in several piano solos designed to show her fleet finger technique. Frequent close-ups of the keyboard added eye interest. Her most spectacular effort was an elaborate arrangement of "Malaguena," shot partly as a montage of Miss Tyner and the terping Kayteds.

Kate Smith presided mainly behind a flower-laden desk. To explain her frequent glances at the desk top, she graciously admitted that it held notes that enabled her to keep all in order. The show closed with the songstress doing "If Someone Had Told Me."

Is Horowitz

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Blue Soils Room, Sans Souci Hotel, Miami Beach, Fla.

(Tuesday, September 9)

Capacity, 350. Price policy, \$2.50 beverage minimum Saturday nights. One show nightly at 11:15. Owners-operators Harry Musson, Elmer Nowak. Booking non-exclusive. Publicity, Jay Click. Estimated talent budget, \$500.

June Gardner comes into this room at the height of the so-called Miami Beach "dead season" when most clubs and hotel rooms have a one or two-month hiatus. But it looks as if this poperative thrush will more than pay her way, chalking up pretty fair business on opening night.

Miss Gardner first got herself known to locals a season or two ago when she warbled at Ciro's here, with a musical background of 15 violins. She was highly dramatic and effective. Now, however, the gloss of the string section is lost with only one violin in Mal Malkin's muscibomb.

Her selections range from operetta to pop, with an exciting rendition of "Granada" copping the biggest mitt of the eight tunes she knocked out on opening night. Once the orchestra quiets down somewhat she'll be a big attraction. The gal looks good and handles herself with ease.

Herb Rau.

Versailles, New York

(Wednesday, September 17)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Pronis-Arnold Rossfield. Booking non-exclusive. Publicity, John O'Malley. Estimated talent budget current show, \$7,500.

The return of Edith Piaf jammed the street with slowly moving cars, creating a traffic problem that had the cops yelling themselves hoarse. Inside the club, the jam was equally overwhelming with tables crowded like a big New Year's Eve. There was little doubt that Miss Piaf could draw. If the opening night's biz could be placed on ice, spot could make enough to keep it going for a couple of weeks without taking an additional reservation.

Miss Piaf's routine has changed only slightly. She now introduces her French songs with English chatter. Even when she blew the lingo she was good. In fact, the blow-ups were good enough to keep in the act. It made for additional rapport between her and the audience.

Her songs differed very little from those caught the last time. They again depicted the poor little girl whose misery was translated thru gestures and a pathetic little face, always the butt of misfortune. Gal threw in a few new ones like a French version of "Jezebel" and some additional English lyrics on some of her Gallic numbers. But whatever she did apparently wasn't enough for the crowded room. They yelled, whistled and roared for more. Twice Miss Piaf had to return for bows.

Incidentally, Miss Piaf's bows are superb milking routines in themselves. She comes back, biting her lower lip in a scared little-girl fashion, looking startled and self-effacing in such a manner that they get still bigger hands.

As on previous dates, singer worked again a drawn curtain on a platform. The ork (augmented with a fiddle and accordion) was hidden from view as was the nine-person glue club of mixed voices. Bill Smith.

BEN YOST

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Night Club-Vaude Reviews

Cotillion Room, Hotel Pierre, New York

(Friday, September 19)

Capacity, 265. Price policy, \$10-\$15 cover. Shows at 9:30 and 12:15. Owners, Piégre Hotel. Booking non-exclusive with Stanley Melba, room manager and ork leader, as talent buyer. Publicity, Kurt Hofmann. Estimated talent budget, \$3,000.

In his first date here, Morton Downey continued to show the shrewd showmanship that helped bring him to the top and incidentally made him a Coca-Cola semi-tycoon. Working to a room filled with his friends (around the ringside anyway), Downey could not do any wrong—and he didn't. In his usual slick manner, he pounced on a series of medleys, tying them into story forms, and added a batch of oldies, standards, even a couple of pops, tying up each seg with his by now familiar Irish number. Each medley was built for consummate effect. They began slowly, picked up the pacing, and then—wham! Into a finisher that was the epitome of a sock finish.

As per usual, Downey was on a minipiano down front, but this time the bass and guitar were pulled out of the band to hang with him on the floor. The light hanging was superb. As each seg went down, so did the lights, right on cue. As the pacing became faster, the lights went up, also right on the button. When Downey finally finished after two comebacks, he was easily a smash.

Stanley Melba's slick sweet outfit was at its slickest. Chico Reill rumbas relieved.

Bill Smith.

Le Ruban Bleu, New York

(Tuesday, September 16)

Capacity, 130. Price policy, \$3.75 to \$4.75 minimum. Shows start at 10 and grind to 3. Operators, Al and Tony Mele. Booking non-exclusive. Publicity, Charles Dreyfus and Alan Delynn. Estimated talent budget, \$1,700.

Sophisticated song and comedy satire are again the keystones in this intimate room. Much of the spot's charm stems from the seemingly casual schedule on which that perennially genial emcee, Julius Monk, runs the entertainment. Nothing and nobody is ever hurried at Le Ruban Bleu. Everything is extremely informal, with pauses for chat and refreshment, while the Norman Paris Trio sounds off with tricky subdued rhythms.

The new fall show spots two return engagements, with Connie Sawyer topping the bill. Miss Sawyer evidently knows just

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Blue Angel, New York

(Tuesday, September 16)

Capacity, 150. Price policy, \$4-\$5 minimum. Operators, Herbert Jacoby-Max Gordon. Booking non-exclusive. Publicity, Curt Weinberg. Estimated talent budget, \$2,500.

Month in and month out, this spot manages to come up with a show that entertains even if it doesn't pack a hefty marquee wallop. This one's no exception. Even acts which were only fair in other spots get production here that makes them look better; consequently they do better.

Alice Ghostley and her piano-partner, G. Wood, for example, do the same basic act they did at the Bon Soir. But here they project; their special lyrics don't sound cloying and so wind up to hilarious applause.

Odette Myrtil, in a return date, is the same accomplished showman. She kids her age and manages to get the audience with her from the first eight bars. In fact, they were so much with her she almost stopped the show.

The Golden Gate Quartet, with two new guys, get the same terrific strong dose in their spiffy originals, and Anita Ellis can sell a ballad with as much heart as the best in the business. Backing this array of talent is Ellis Larkin Trio, which in its soft way is quietly authoritative.

Bill Smith.

Palace Theater, New York

(Friday, September 19)

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

Current bill doesn't rate up to predecessor for overall solid balance. It is very weak in the key No. 3 slot, and the fourth seg doesn't pick it up.

Artie Dann, who has hit the standard act class, registers just fine with a Palace audience in new to closing. Comic gets off to a slow start but warms them up as minutes pass for a strong finish. It's good selling all the way thru, but this pewitter wishes he'd scrap that corny parody wind-up of "Smiles." He gets a grand hand without needing to thank the customers for it. Another standard on the bill is Senator Murphy with his familiar political convention address. Current campaign has obliged with opportunity for some new gags. Murphy's nonsense goes over smartly as usual.

Opener spots The Fleetwoods, four-man tap team. Boys handle themselves well and set a fast pace, both individually and as a group. Act is likewise well-tailored for projection. Follows a good novelty, Lolo and Lita. Latter is a good clown mime and juggler, making things tougher by wearing elongated, clown shoes. Gal has little to do except lobber in Portuguese and hand out his props. Lolo's finale of spinning saucers makes a sock finish.

This reporter hasn't seen pianist Leon Navara around in a good while. Navara is a competent musician, but his so-called comic salesmanship is strictly wishful thinking. Opens with a composition of his own for a polite hand, but hits a high spot with Chopin's "Fantasie Impromptu," varying it

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The Biltmore Bowl, Los Angeles

(Wednesday, September 17)

Capacity, 850. Price policy, \$1-\$1.50 cover charge. Shows at 9 and 12. Booking policy, exclusive thru Joe Faber. Producer, Dorothy Dorben. Publicity, Maury Foldare. Estimated budget this show, \$4,000. Estimated budget last show, \$4,000.

This cavernous hostelry room maintains its policy of well-paced three-acters with the current revue that stars Noonan and Marshall. The young duo has progressed greatly in the past three years, primarily because it now has more good material. Noonan has developed into a fine dialectician and actor. As basic format, they have the standard parody on "Angels in TV Cheesecake," and such newer items as their "plug hit and a sock burly on British movie makers. Newest addition is a slap at the mushrooming d.j. from an eatery fad. Latter gives Noonan a chance to show his versatility as a linguistic twister and can be added upon as he developed new characters. Two come in great for hotels. Their material is funny without soaring into the blue.

Opening production, with the Dorben dancers as football cheerleaders, was pertinent and segued well into Bill Finch's outstanding baton twirling. Finch has a different slant on this standard novelty, for he's developed a fine ballet dance background for his top lingering of the baton. Careful selection of back-up music helps this act become top-drawer. His closer, in which he twirls twin illuminated batons in the darkened room, won him salvos.

The Rudells, youthful trampoline trio, offered their standard rubber-spring turn. The Bobby Clark-ish youngster would do well to get with a capable writer, for his delivery is good but his material lacks originality. Addition of stronger comedy would give this standard act more allure. All three are tops in trampoline gymnastics.

Hal Derwin's band played fine background job and did well during the dance sets.

Johnny Sippel.

Chicago, Chicago

(Friday, September 19)

Capacity, 4,300. Price policy, 46, 59, 98 cents daily. House booker, Harry Levine. Show played by Bill Snyder and the house band.

There probably are more people on stage for this show than there have been in any previous three entries, but this is further proof that quantity does not always add up to quality. Despite the 35 performers, the lack of marquee value is obvious.

Strongest of the four acts are Mr. Ballantine, who has gained somewhat of a rep here as a result of his recent TV efforts, and Bill Snyder, who not only spells the vacationing Louis Basil as house band fronter, but takes over as a solo turn in the third spot. These two acts save what otherwise might have been a lost cause.

Ballantine's routine is well-established, but he has gained considerably since he last appeared in the Windy City. He's an adept technician as he goes thru his magic buffoonery. He has much good material, uses excellent timing to get the most out of each line and his byplay with off-stage workers is good for solid laughs. His intro line, "and now for my first miracle," may actually come true if he can lure a full house during the scheduled two-week stand.

Snyder Scores

Bill Snyder, a former ork fronter, composer and of late a single act along the nitery and vaude trail, is especially strong here in his own bailiwick. One of the top 88-ers around, Snyder has developed into a smooth worker, both as emcee and performer.

Alto he has hit heavily with some of his recent disks. Snyder doesn't refer to this phase of his activity, but his "Bewitched" number, still a best-selling platter, which is unannounced, brought one of the show's top hands. In working his own bit, Snyder played three tunes and could have done that many more. His "Riding the Off-Beat," and "Don't Close Your Eyes," done as a concerto, were excellent.

Opening the bill are Hal Sands' Manhattan Rockets, a 16-girl line which recently worked the Du

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Clover Club, Miami

(Wednesday, September 10)

Capacity, 450. Price policy, \$3.50 minimum. Shows at 9:30 and 12:30. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent budget this show, \$3,500.

With the Nov-Elites Trio returning, Jack Goldman has put in a line of girls again, a few vocalist and a pair of tap and eccentric dancers for a full-scale show, the only one of its kind now operating in the Greater Miami area.

If the show can't be described as "good," it can easily be called "loud." Whether it was due to opening night high spirits, everything except the tap-dancing Taylor Twins blasted customers' eardrums. But the din notwithstanding, the patrons were lavish with their palms, and everybody took encores.

The Selma Marlowe girls (6) opened with a sprightly penguin routine and also hoofed another mid-way. The Taylor Twins, a fresh-looking couple of lads, did fine with their conventional and specialized terp routines.

Peggy Greer

Co-starring with the Nov-Elites is Peggy Greer, who belts out blues, ballads and jump tunes. The gal has a flock of new pop class material tunes, and some hefty arrangements. Loud musical backgrounding on some of her numbers, however, was devastating.

Something new, in addition to over-amplification, has been added to the hot-shot Nov-Elites Trio. They made their big hit in this spot, parlaying their act into about 90 per cent routine and 10 per cent serious routines. Today, however, they're splitting it even-up, and it's less of an exciting act than before. Seems as if they're trying to make a big decision: Shall we be comedians or musicians? Herb Rau.

Paramount, New York

(Wednesday, September 17)

Capacity, 3,654. Price range, 80 cents-\$1.80. Four shows daily. Chain booker, Harry Levine. Show played by Tommy Reynolds and his ork.

This is a nice fast-moving stage show that sells a lot of entertainment consisting of top dancing, solid singing and yock comedy. In the top comedy slot it is Jean Carroll with a completely new theater act.

This time around Miss Carroll did routines based on child rearing and feminine dieting, getting enough bits into her material for hilarious audience identification for resultant yocks that rocked the house. Her timing was on the button, giving her almost a show-stop.

The Mills Brothers, in the closing slot, kept them enthralled with their always commercial rhythmic reprises of their Decca recording hits. They mixed up their songs nicely, even throwing in a novelty to show off the father's bass profundo. Pay-off was an excellent mitt.

Show started off with Ray Malone in his always wonderful tautology. This time the lad came in with a new thing, a Dr. Jekyll Mr. Hyde routine that showed effort if not imagination. Getting a new routine for a hooper is always a problem. Malone has at least tried to solve it via a rubber mask. His cavortings 'round stage ending in a leap into the ork pit was startling enough to scare the audience and give him an added plus. Incidentally, Malone's speaking voice is one of the pleasant among the hoofers.

Danny Lewis, on in two, did his customary belting out of oldies tied into a bow for the late Al Jolson which permitted him to segue into a Jolie medley. For an encore, band leader Tommy Reynolds brought him back via the "secret" that Danny Lewis was the father of Jerry Lewis, which in turn gave papa a chance to sing the praises of Jerry via a special built around "Sonny Boy." The customers ate it up.

The Tommy Reynolds ork (15 with the leader on reeds) didn't have much of a chance to shine. However, on their only number the band showed clean, crisp, driving style, fronted by a guy who was personable and handled the emcee chores with assurance. Pic, "Big Jim McLain."

Bill Smith.

Moe's Main Street, Cleveland

(Monday, September 15)

Capacity, 150. Price policy, \$1 week-days, \$1.25 Saturday cover. Two shows nightly, 9 and 12. Operators, Josephine and Moe Nahas. Publicity, Fred Strauss. Booking agent, Tony Sennes. Booking policy, exclusive. Estimated talent budget, \$3,000.

This is the Four Aces' fifth appearance in Cleveland and their third booking at Moe's this year. The place was packed and the noise of the performers and the ork was surpassed only by the applause. Teenagers swooned and sighed as the Decca recording artists — Al Alberts, Dave Mahoney, Sid Vocoar and Lou Silvestri — spooned out "T.M. Yours and "Perfidia." Changing the pace, they sang their version of "My Hero." The crowd wouldn't let them go without hearing "Begin the Beguine" and their latest hits, "Sin" and "Should I?"

The Aces work well; in fact they work a lot better than when caught last year.

The show was backed by Freddie Carlone and ork.

Marjorie Rickards.

Steuben's Vienna Room, Boston

(Friday, September 12)

Capacity, 350. Price policy, \$1.50 to \$2.50. Shows at 7:30 and 11:30. Owners, Joe and Max Schneider. Manager, Arnold Benck. Exclusive booker, Jack Mandel. Estimated talent budget this show, \$2,200.

Many a fancier package hasn't delivered the wallop of Ed and Wilma Leary's cameo ice show here, which teed off the season's best. The bistro is departing from its usual role of three or four acts plus Don Dennis to present the grand finale which is pretty and colorful enough to provide a sock evening's entertainment.

Called "Lee Ahoy!" and employing seven performers who

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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.

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 589.

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; Jetty 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 Slato, New York; Joe Smith, New York; George West, Los Angeles; Russell Swann, New York; Jackie Bright, New York; Harry Mendzpa, Los Angeles; Ben Ber, New York; Buddy Walker, Miami; John Bubbles, New York; Bill Baird, Chicago; Allan Walker, New York; and Frank Richardson, Philadelphia.

To Propose Chi AGVA Hq.

HOLLYWOOD, Sept. 20.—Gus Van, former AGVA prez 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 kayoted 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 he 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.

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 Nat 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 (\$3,954 seats) did \$130,000 for its seventh week with "Ivanhoe" after 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 (3,954 seats) wound up its three-week run 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 ork.

Palace (1,650 seats) did \$24,000 with its eight acts and "Sweet 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. . . . Henry 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) Tover is town looking for a wife. . . . 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.—Fast 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, too keeping their fingers crossed.

Two weeks ago, Monte Proser reopened his La Vie club 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.

Fiat'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, but on early returns it looks as if the room will cover that 40G by an empire margin.

The Plara 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 (16) 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 switcheroo, 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'hoite 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 ex-

Chicago Latin Quarter, now in the planning 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. . . . Fred Starke, 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.

planation 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.

Miami Beach Bars Female Impersonators

MIAMI BEACH, Sept. 20.—Night clubs featuring female impersonators are now illegal in Miami Beach as well as 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 confines.

The Miami City Commission voted unanimously for the ordinance to close down night clubs featuring "femmes." 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 prez, 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 (28) 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 uses 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 Lucchi, secretary, and Joseph Lindwurm, 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

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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 clefter 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 Olson, 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

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 8 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.

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 Kubla's "Eiberto," 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 not 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.

lens to which the legalists have been addressing themselves. One

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 discounts 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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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 terperly. 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 inking 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 kayned the additional \$500 nip for promotion.

Heidt Relights Coast Terperly

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 sporadic week-end and one-night stunts. 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	3.81	—	—
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 programming 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" 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 1,680 dancers at \$2 (inc. tax). Previous record was held by Harry James, who did 1,528.

Anthony took out \$1,750 September 15 at the Harvost 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 surprised as they are gratified. While the top tunes have accounted for the biggest part of the upswing,

most traders 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 standard and school folios. While the latter is more or less expected with the reopening of school, the sudden jump in pop sales was unexpected.

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, kiddish subdivision 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 28,000,000 records.

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 eatery, 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 sprints over two lines 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 jock's 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 Joanne 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 Symp 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 a 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.

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 executives 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 no men in the straight of four in the pit for the next year, 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 Dutehmen.

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.—Switchback to a name policy for the new Saturday night operations is planned for the new Edgewater Gardens. Spot has set 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 super-market technique into their stores.

The brochure contains a series of large photographs of various sections of Music City, Hollywood retail shop operated by Clyde Walliles, brother of Glenn, the Capitol proxy. The brochure also contains a reprint of the recent Billboard story of the Walliles' merchandising technique, utilized in the Sunset 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, receive 1 1/2 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 \$0 to \$80.

Music Publishers' Record Scoreboard

A complete weekly report, and a continuing tabulation from January 1, 1952, to date of record sales 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	2
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	87
COLUMBIA	241	157	80
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 throughout 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 reducing 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-date 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 throughout 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 Fleet, 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 offered 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, 1948. 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 WLAB, 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, lists of each week are all listed releases on which The Billboard has been able to secure information from all available reliable sources. Sides noted may actually be issued a few days prior to the following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF ROSE	She Isn't Guaranteed Wonder Is All I Do	Ray Acuff, Cap (17) Roy Acuff, Cap (17)
AMUSEMENT	There's A Star Coming	Bert Sayers, RCA (17)
ARMORE	Pat Man Wance	Billy May, Cap (17)
BARTON	My Thrill	Dick Beavers, Cap (17)
BAXTER-WRIGHT	Bulet Village	Les Baxter, Cap (17)
CENTRAL	Kiss, Kiss, Kiss	Billy Strayer, Cap (17)
CHAPPELL GROUP	The Whipping Saverade	Georgia Carr, Cap (17)
—CHAPPELL	I Can't Get Started	Coleman Hawkins, Dec (17)
—T. B. HARMS	Bricks in the Moonlight	Billy May, Cap (17)
COMET	Crazy Guit Rig	Billy Strayer, Cap (17)
CRESTWOOD	Talk to Me	Billy Williams, RCA (17)
DISNEY	It's	Bill Squires, RCA (17)
FAIRWAY GROUP	Big Big Boo-Boo	Merrill Moore, Cap (17)
—FAIRWAY	The Sun Forgot to Shine This Morning	Georgia Carr, Cap (17)
FAMOUS GROUP	My Love, My Life	Jane Frazee, Cap (17)
—PARAMOUNT	Side Show	Jimmy Mahly, Cap (17)
FORSTER	Awaken I Wander	Jan Peerce, RCA (17)
FRANK	No	Jane Frazee, Cap (17)
GODDAY	Carrie Corina	Merrill Moore, Cap (17)
GOTHAM	Mid-Way Harbor	Guy Lombardo, Dec (17)
HILL & RANGE GROUP	My Heart's in the Ring	Guy Lombardo, Dec (17)
—HILL & RANGE	Older and Bolder	Eddy Arnold, RCA (17)
—HILL & RANGE	The Closer to the Bone	Gracinda Jones, RCA (17)
—HILL & RANGE	Sass-A-Cap	Coleman Hawkins, Dec (17)
—HILL & RANGE	I'll Trade All of My Tomorrow	Eddy Arnold, RCA (17)
—HILL & RANGE	I Want to Your Wedding	Jimmy Mahly, Cap (17)
—HILL & RANGE	Yoo Doopee Doo	Plano Red, RCA (17)
—HILL & RANGE	Dawg	Francis Red, RCA (17)
—HILL & RANGE	I Care No More	Braver Valley Sweethearts, RCA (17)
—HILL & RANGE	Butterflies	Jeanne Gayle, Cap (17)
—HILL & RANGE	Marie My Own	Jan Peerce, RCA (17)
—HILL & RANGE	Early Every Evening	Bob Williams, RCA (17)
—HILL & RANGE	A Prisoner of War	Jim Eames, Dec (17)
—HILL & RANGE	Night and Day	Frances Faye, Cap (17)
—HILL & RANGE	Indian Summer	Les Baxter, Cap (17)
—HILL & RANGE	Blues in the Night	Rosemary Clooney, Col (17)
—HILL & RANGE	If I Could Be With You	Coleman Hawkins, Dec (17)
—HILL & RANGE	Do You Care for Me?	Tommy Warren, Cap (17)
—HILL & RANGE	I'm Just in Time to Be Too Late	Tommy Warren, Cap (17)
—HILL & RANGE	Tomorrow May Be Different	Jan Peerce, RCA (17)
—HILL & RANGE	Takes Two to Tango	Jeanne Gayle, Cap (17)
—HILL & RANGE	You Do Something to Me	Mario Lanza, RCA (17)
—HILL & RANGE	Love-A-Go-Go	Mario Lanza, RCA (17)
—HILL & RANGE	Who Knew My Last Night	Rosmary Clooney, Col (17)
—HILL & RANGE	Last Night's Party	Red Saunders, Col (17)
—HILL & RANGE	Price of Passion	Red Saunders, Col (17)
—HILL & RANGE	Ride, Cowboy Ride	Dick Beavers, Cap (17)
—HILL & RANGE	Tweet, Tweet, Tweet	Francis Red, RCA (17)
—HILL & RANGE	Who'sa Ear Thous	Braver Valley Sweethearts, RCA (17)

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 book, 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 the concert. 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 solo 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.

broke up the house. Te lid 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 hottest 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 emcees 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 chump from the program and Basie dropped Bixie Crawford, another fem who falls 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 80 or more auditoriums this package will play shortly are a disservice, 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!'



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

RICHARD HAYES

"FORGETTING YOU"

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DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 39

TO BUILD PROFITS

NEW RELEASES—SINGLES

RIVER RIVER 28395*	HIDE-AWAY HARBOR 28385*	IF I COULD BE WITH YOU (One Hour Tonight) 28386*	A PRISONER OF WAR 28387*
SANS SOUCI Peggy Lee and Gordon Jenkins	MY HEART'S IN THE RING Guy Lombardo	I CAN'T GET STARTED Coleman Hawkins	TOMORROW MAY BE DIFFERENT Jim Eanes

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

12	IT WASN'T GOD WHO MADE MONKY TONK ANGELS I Don't Want Your Money, I Want Your Time	28232*	Kitty Wells
3	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	28355*	Goldie Hill
6	FORTUNES IN MEMORIES SO MANY TIMES	28310*	Ernest Tubbs
1	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369*	Webb Pierce
20	THAT HEART BELONGS TO ME So Used To Loving You	28091*	Webb Pierce
22	WILD SIDE OF LIFE It's So Long and Good-bye To You	28055*	Burl Ives and Grady Martin
2	GOODBYE LITTLE DARLIN' No. 2 (Just Met No. 3) MONKY TONK SWEETHEART	28363*	Lonzo and Oscar
46	PEACE IN THE VALLEY Where Could I Go But To The Lord	14973*	Red Foley
6	TRYING Sweet Jennie Lee	28322*	Grady Martin
43	WONDERING New Silver Bells	46364*	Webb Pierce
1	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN	28356*	Bill Monroe

RHYTHM AND BLUES

6	ALL OF ME THERE GOES MY HEART	28335*	Louis Jordan
9	ONCE IN A WHILE CONFESSIN' (That I Love You)	28306*	Louis Armstrong
9	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Tharpe with Anita Kerr Singers
5	DING-DONG BOOGIE PREVIEW	28321*	Ella Fitzgerald with Sy Oliver Ella Fitzgerald
21	There'll Be Peace In The Valley For Me NEAR THE CROSS	48279*	Sister Rosetta Tharpe with Anita Kerr Singers

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

Wonderful New Children's Records by FRANK LUTHER

SONGS OF POOH AND CHRISTOPHER ROBIN K-48 • 1-173	RAGGEDY ANN AND ANDY AND THE NICE FAT POLICEMAN K-53 • 1-178	THE STORY OF BABAR K-59 • 1-184
"NOW WE ARE SIX" SONGS K-49 • 1-174	RAGGEDY ANN AND THE GOLDEN BUTTERFLY K-54 • 1-179	THE TRAVELS OF BABAR K-60 • 1-185
CHRISTOPHER ROBIN SONGS K-50 • 1-175	RAGGEDY ANN IN THE MAGIC BOOK K-55 • 1-180	BABAR THE KING K-61 • 1-186
		THE GLOB AND SMOKEY THE BEAR K-70 • 1-196

78 RPM (K-) Decalite (Unbreakable under normal use) Records—\$1.00
45 RPM (1-) Records (in Decorative Envelope)—95¢

BEST BETS

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

POSITION THIS WEEK

1.	"BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE	Louis Armstrong and Valma Middleton and The All Stars	28372*
2.	YOU BELONG TO ME I WENT TO YOUR WEDDING	Grady Martin	28388*
3.	I LAUGHED AT LOVE TAKES TWO TO TANGO	Louis Armstrong	28394*
4.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*
5.	COMMON FOLKS I WAS THE LAST ONE TO KNOW	Roberta Lee	28362*
6.	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	Bernie Roberts	28331*
7.	IT WASN'T GOD WHO MADE MONKY TONK ANGELS TENNESSEE WARBLES	Jane Turzy	28374*
8.	MADMOISELLE JAMBALAYA (On The Bayou)	Music by Camarata	28367*
9.	OH, BRAVE OLD ARMY TEAM ANCHORS AWEIGH	Jerry Gray	28383*
10.	MY LOVE AND DEVOTION JUST SAY THE WORD	Gordon Jenkins	28364*
11.	SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOMMY EV'RY DAY	Dick Todd with Anita Kerr Singers	28353*
12.	I'M NEVER SATISFIED SOME FOLKS DO AND SOME FOLKS DON'T	Trudy Richards	28389*
13.	NO TWO PEOPLE THUMBALINA	Danny Kaye, Jane Wyman and Gordon Jenkins Danny Kaye and Gordon Jenkins	28380*
14.	WHERE THERE'S SMOKE THERE'S FIRE MY LITTLE NEST OF HEAVENLY BLUE	Connie Boswell and Artie Shaw	28377*

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

9	ZING A LITTLE ZONG	28255*	King Crosby and Jane Wyman The Maiden of Guadalupe Jane Wyman
35	BLUE TANGO	27875*	Belle Of The Ball Leroy Anderson
8	SHOULD I THERE'S ONLY TONIGHT	28323*	Four Aces
12	AUF WIEDERSEHN' SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
6	WISH YOU WERE HERE MONKY TONK SWEETHEART	28308*	Guy Lombardo
5	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	28341*	Red Allen with the Nashville Dixielanders
2	DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU	28343*	Red Foley and Roberto Lee
2	MEET MISTER CALLAGHAN	28373*	Runnin' Wild Boogie Carmen Cavallera
2	CARMEN'S BOOGIE A-O-I-O-S	28342*	Andrews Sisters
1	THE GLOW-WORM AFTER ALL	28384*	Mills Brothers and Hal McIntyre
1	TRYING	28375*	Ella Fitzgerald MY BONNIE LIES OVER THE OCEAN Ella Fitzgerald with Bobby Horton's Teen-Ages
7	A TRUMPETER'S LULLABY FIDDLE-FADDLE	28300*	Leroy Anderson
4	WALKIN' TO MISSOURI	28351*	ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else) Rust Morgan
11	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	28224*	Jeri Southern with Victor Young
3	YOU LIKE? SUNSNOWERS	28352*	Guy Lombardo
8	WALKIN' MY BABY BACK HOME -ONCE IN A WHILE	28277*	Guy Lombardo

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

THE NEW INSTRUMENTAL SMASH!



VERADERO

Music by

CAMARATA

and BRIEF INTERLUDE

Decca 28376 (78 RPM) and 9-28376 (45 RPM)





HOW TO SELL MORE RECORDS

Today's



TOP TUNES

Published by The Billboard

YOU BELONG TO ME

JO STAFFORD—Columbia (78) 39811: (45) 4-39811 (Pretty Boy)

PATTI PAGE—Mercury (78) 5599: (45) 5599X45 (I Went to Your Wedding)

DEAN MARTIN—Capitol (78) 2165: (45) 2165 (Hominy Grits)

OTHER RECORDS AVAILABLE: J. Garber, Capitol; K. Griffin, Columbia; T. Hayes, Victor; J. James, MGM; F. Martin, Victor; G. Martin, Decca; S. Thompson, Mercury



● TODAY'S TOP TUNES INCREASES RECORD SALES

Bigger Profits—More Sales—Few Returns! That's the chorus sung by music-record dealers that run TODAY'S TOP TUNES. And no wonder...

Because Today's Top Tunes is the ideal, handy, weekly tipsheet of the music-record derby. It's The Billboard's weekly

HONOR ROLL OF HITS—carried to 30 songs—complete with artists, labels and numbers of the best records of each listed in ORDER OF POPULARITY and all conveniently condensed in a single 8 1/2"x11" sheet, attractively printed both sides. And this valuable list INCLUDES BEST SELLING FOLK RECORDS and BEST SELLING ALBUMS.

● THE MOST COMPLETE AND ACCURATE SALES-HELP SERVICE

The HONOR ROLL OF HITS (from which comes Today's Top Tunes) is scientifically calculated each week from sheet music and record sales reports—from reports of songs most played by disk jockeys and in jukeboxes and from data

of the John G. Peatman Audience Coverage Index and the R-H Teleglog. No other service offers such expensive research and analysis—guaranteeing such accurate working facts for the buying and selling of records!

● TODAY'S TOP TUNES MAKES YOUR PROMOTION INVESTMENT PAY DIVIDENDS!

Hundreds of record dealers are now using Today's Top Tunes every week as envelope stuffers with record purchases—as window and record department posters—as counter giveaways. And with the handy customer order form imprinted on each copy—Today's Top Tunes becomes an ideal direct-mail promotion piece. There's nothing like it to stimulate demand among your customers and prospects to keep them coming into your store!



SPECIAL

\$1

TRIAL OFFER

Only \$1 buys you a generous trial offer of 50 copies of this week's Today's Top Tunes—with your name, address and phone number imprinted on each.

Where else can you get such tremendous selling help—every week—and for as little as \$1 per order.

ACT RIGHT AWAY!

Rush \$1 with this coupon now!

(Your money back if not completely satisfied that Today's Top Tunes helps you sell more records!)

The Billboard

2160 Patterson Street

Cincinnati 22, Ohio

Yes—Here's my \$1—Please Rush 50 copies of this week's Today's Top Tunes as soon as they come off the press. Imprint each as indicated below.

762

Name of Store

(Please Print)

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City

Zone

State

Phone Number

Your Own Name

TIRED OF PHIFFILORIUM? BUY AT THIS EMPORIUM

NEW YORK, Sept. 20.—A lot of mail constantly crosses the desks of transcription companies. This week, a real wicker was received from the Cascade Record Company with offices in Vancouver, Washington, soliciting recording work. Attached to the letter was a mimeographed release which is quoted in part:

"Attention Loyal Americans to Cascade Records. They are the only record in the United States which are not controlled by totalitarians. If you are in favor of the American free enterprise system of national existence, then, by supporting the Cascade Records, you encourage highest types of professional talent.

"Stock up on Cascade Records, thus prove to the American public you are a free American in fact, not in theory only as now, as it is clear to all intelligent Americans their national entertainment heretofore has been dominated by foreign totalitarians. That condition has prevailed in our nation too long already. It is now time to call a halt.

"By supporting Cascade Records, you deprive the totalitarians of the greatest source of revenue for undermining our national constitution and American bill of rights.

"By flooding our nation with an endless chain of phiffilorium (sic), the cartellists hope to keep the public mind confused, as it is clear to all the public cannot think straight when mesmerized thru the volumes of phiffilorium injected into all channels of communication; thereby preventing the higher degree of morals to become established, as our people cannot think straight so long as they are amused with much humbug.

"Cascade Records are free from such intoxicating influences put out by totalitarian cartels."

AMERICANS IN SCANDINAVIA

M. Anderson Breaks All Records; Others Skedded

COPENHAGEN, Sept. 20.—Marian Anderson appears to be breaking all records for sell-outs during her concert tour of Scandinavia, which started at the Skansen open-air museum in Stockholm on September 8. Jumping to Gothenburg, Sweden, she sang to a sell-out in the big Concert Hall in Liseberg amusement park on Wednesday (10) night and was held over for a second concert on Friday, after which she returned to Stockholm for a concert in the Concert House on Tuesday (16). This was such a draw that a second concert was presented today.

Engstrom & Sodring, local concert booking agency, had Miss Anderson set for a single concert in Copenhagen in the large auditorium of Odd Fellows Palace on Tuesday (23), but all seats were sold out within less than one hour after going on sale. A second concert was arranged for the night of Friday (26) but seats went so rapidly that a third concert was set for the afternoon of Thursday, October 2.

While in Denmark Miss Anderson will also sing at Odense—on Sunday (28)—and in Aarhus the following Tuesday. Sol Hurok, who has been in Copenhagen lining up the Danish Royal Theater Ballet troupe for an American tour, flew to Gothenburg to confer with Miss Anderson last week, after which he returned to Paris. Two other American singers of spirituals are also skedded for Copenhagen appearances. Ellabelle Davis, soprano, will give a concert of classics and spirituals at the Odd Fellows Palace on Wednesday, October 1, and Mahalia Jackson, gospel singer, will be here early in November.

Yehudi Menuhin, the violinist, appeared as soloist with Oslo's Philharmonic Orchestra at the Aulaen Hall in Oslo, Norway, on Sunday (14). He is skedded to give a concert, on Friday (26), in the Concert House in Stockholm, Sweden.

Mavotape Bows Tape Series At N.Y. Meet

CHICAGO, Sept. 20.—Mavotape, Inc., will introduce a series of recorded tapes for commercial sale, featuring top conductors and soloists, at the Audio Fair in New York October 29-November 1.

Known as "Magne recordings by Vox," the tapes will be sold in time segments, i.e., an hour program, on a 7-inch reel of 1,200 feet, or 2,400 feet of recorded music, will be tabbed at \$9.95; a half-hour tape will go for \$4.95, while other time segs will be priced in proportion.

Tapes will be made by Magne-cord from the master tapes of Vox Productions, Inc., and will be distributed by Magne-cord reps. Current plans call for six releases per month, with the initial output to include six selections by the Vienna Symphony Orchestra.

A. Lionel Whyte will serve as sales manager of Mavotape.

Cetra-Soria Fair Trading

NEW YORK, Sept. 20.—The record ads in local newspapers recently have used price—the lower the better—as a consumer bait. Cetra-Soria is prepping a series of co-op displays that will stress the list-price peg. The ads, to be run in conjunction with the New York shops, Liberty, Doubleday, Schlrner and Record Hunter, will point out that Cetra disks have been fair traded at \$5.95 each.

The only diskery to have fair traded its product, Cetra has signed dealer contracts in 39 States. Its co-op ads start September 21 in the Sunday Times.

Hill-Range at Germany Meet

DUSSELDORF, Sept. 20.—The Music Publisher's Convention closed here Tuesday (16) after a one-week meeting. Publishers from practically every European country attended the conclave, with Hill and Range Music the only American firm present. Hill and Range acquired a number of continental hits for its catalog, including "Friesenled Tango," "Max Piecolinto" and "Drei Dich Einmal Um Kornblumen."

Opera Disks Get Send-Off

NEW YORK, Sept. 20.—Parade Records, low-priced indie LP line, has kicked off a drive on its Milton Cross opera highlight series with local promotions being spearheaded by a leading department store in a number of cities thruout the country. The series consists of nine 12-inch LP's. Each is an abridged version of a popular opera with scene-setting narration by Cross on separate bands. The promotion is being aimed at an educational level, according to Maurier Wolsky, president of the label.

The local Macy's and Hecht's, in Washington, have already opened the advertising campaigns in those cities. Stores in 14 other cities have agreed to join in the drive to date. Included are such stores as Jordan Marsh in Boston, J. L. Hudson in Detroit and the Los Angeles May Company.

Wolsky has recently added Joes Taus to the sales force. Taus, formerly with Remington Records, will serve as general sales manager for the label. Lou Baird, sales manager for Parade, has just returned from a field trip on which he lined up four new distributors.

Music as Written

'SANS SOUCI' IS ALL-DECCA TUNE ... Decca's newest Peggy Lee-Gordon Jenkins diskings 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 set, first formed more than 20 years ago, will guest on television until January, when Tobias hopes to construct 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.



You can get Three for Golf and it's just as easy to GET THREE TO VOTE

The free of freedom burn brighter when everybody votes. Be sure you're registered and eligible to vote. Be sure you vote. And do a little needling of those friends of yours so they'll feel the same way you do about voting. "See you at the polls." See that you and your friends there, too! November 4.



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Occupation

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 a.&w. and r.&b. records, is on a week's field trip covering Springfield, Mo., Dallas and Tulsa. The American Music 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 Winston has started his own label, Rosemay. Label will specialize in hillbilly and r.&b. music. First release has "Grand Ole Opry" singer Jimmy Ralph 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, P.A.L., and religious organizations. Co-sponsors of the concert include Charles Paul, Bud Collyer and Eugenia 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 Lehrer,

owner of the Rainbow Ballroom, Denver, is plugging attendance at the dance by way of sponsorship of a daily 15-minute program over that city's radio station KMYH.

Chicago Dewey Bergman, a.&r. topper for King, signed thru 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 United International picture "The Glenn Miller Story."

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 York. 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 Janaster, Associated Booking handling son, Midwest best bet for Tommy Dorsey, set the band for the Aragon, then routed him to Iowa where Jimmy Tyson took over.

Cincinnati Ben 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 B. Rackley, is specializing in rhythm and blues and splittin' numbers.

Hollywood Bernie Silverman, sales manager for Norma's JATP and Jazz Series, distributed by Mercury, has set up Cief Distributors of California here, with the Granz firm taking that portion of the Mercury line. Perry Polkin has organized his own publicity. Long Ridge, 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, Mighty Spangler 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 titles. 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, Loree Becker, Artie Malvin and the Brigadiers

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 Lizzi Mills with Sharkey Bonono'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 Rulek, 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 \$3,900 per week. Frank Bull, KFWB, 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 Beiderbecke. Other units appearing are Jack Teagarden, George Lewis' New Orleans crew, Bob Scobey, Pete Kelly, Eddie Skrivanyk, 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 8 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 Alabama, 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.

Philadelphia

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 Fitty 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 88 weeks at Cincinelli'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

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 set 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 Saraoma, piano soloist, and 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 Lindenwood, N. J. Ross Raphael set for the fourth consecutive week 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 Leard 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 Hollow, Toddy Stewart, Courtney Wright, Leonardo and Anita, the Nancy Swain Trio and Kuda Buz.

Col Pitches For Nelson

HOLLYWOOD, Sept. 20.—Columbia Records' s.&r. chief here, Paul Weston, this week was putting thru a minor's contract for Superior Court approval of 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.

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



sey SIDNEY and MEL KOENIG, of ALL-STATE DISTRIBUTING CO., Mercury Record Distributors, Newark, N. J.

RICHARD HAYES

"FORGETTING YOU"

and **"FORGIVE AND FORGET"**

Mercury 5910 • 5910 & 45



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 Double, Record Mgr. RCA Dist. Corp., Detroit.

Buddy Morrow ONE MINT 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

Ready, Music, Great

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 records received September 17, 18, 19.

Last Week | This Week

1. 1. You Belong to Me

By Pre Wee King, R. Stewart and C. Price. Published by Redgwyn (BMI).

RECORDS AVAILABLE: M. Foster and Rovers, Republic 7015; J. Carver, Cap 2166; Ken Griffin, Cal 39857; T. Hayes, V 20-4943; Joni James, MGM 11245; E. McGuff-Sony Tili Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 29380; P. Page, Mercury 5808; J. Stafford-Weston Ori, Cal 39811; S. Thompson, Mercury 6107.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Earl Shelton, Associated.

5. 2. I Went to Your Wedding

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

RECORD AVAILABLE: J. Bond-M. Carter, Cal 21007; H. Brock 0844 4910; E. Gibson and Red Cap, V 20-4815; E. Kaye, Cal 20956; Little Sybil, Jubilee 5073; G. Lombardo, Dec 28411; G. Martin, Dec 29388; P. Page, Mercury 5808; H. Stone, V 20-4404; J. Waddy, Cap 2221; S. Wright, Savoy 864.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

3. 3. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP).

RECORDS AVAILABLE: J. Casside, V 14-0017; E. Fisher-H. Winterhalter V 20-4810; J. Fromm, Cap 2154; Harmonica, Mercury 5900; G. Lombardo Dec 28308; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Long Hermin, Long-Worth; Earl Shelton, Associated.

2. 4. Auf Wiederseh'n Sweetheart

By Parsons & Storck—Published by Hill & Renner (BMI).

RECORDS AVAILABLE: Amos Brothers, Coral 64773; L. Ballard, Grenabel 803; L. Basin, Cap 2143; Chamo Butler, 88114; Cal 39774; DeWarcio Sisters, MGM 11279; Ken Griffin, Cal E. Howard, Mercury 5813; G. Lombardo, Dec 28273; V. Lynn, London 1234; Sharkey & Bard, Cap; B. Shepard-H. Winterhalter, V 20-4777; Stubby and the Buccaneers, Ronco 299.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Fawn, Thesaurus; Julian Gould, Long-Worth; George Sirois, Associated.

4. 5. Half as Much

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

RECORDS AVAILABLE: L. Ballard, Grenabel 804; R. Clooney, Cal 39710; K. Griffin, Cal 39809; G. Lombardo, Dec 28271; K. Warren, Mercury 6346; D. Washington, Mercury 6294; C. Williams, Cal 20579; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Lee Payne, Long-Worth; Earl Shelton, Associated.

7. 6. Jambalaya

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

RECORDS AVAILABLE: R. Allen, Dec 28343; Con Vista 408-S, London, Dec 28367; H. Hertz-J. Wayne, Coral 68816; Moon Mulligan, King 1104; J. Stafford, Cal 39816; T. Turner, Decca 4907; Hank Williams, MGM 11283.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Long-Worth; Don Terry, Associated.

10. 7. High Noon

By Dimitri Terzin—Published by Feist (ASCAP).

RECORDS AVAILABLE: B. Mayer, MGM 11244; B. Keith, King 15198; P. Lane, Mercury 5970; Ten Titter, Cap 2170; E. Rara, London 1232.

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

9. 8. Meet Mr. Callaghan

By Eric Spear—Published by Leeds (ASCAP).

RECORDS AVAILABLE: C. Atkins, V 20-4896; C. Cavillare, Dec 28333; H. Crow 174, London 1248; Harmonica, Mercury 5900; Melachrine Springs, V 20-4893; L. Paul-M. Ford, Cap 2193; P. Todd, MGM 10640; L. Weis, Coral 68828.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

9. 9. Somewhere Along the Way

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

RECORDS AVAILABLE: G. Amner, Dec 28282; T. Bennett, Cal 39498; Nat (King) Cole, Cap 2049; A. Gray, Dec 28143; I. Joquet, Mercury 69014; G. Lombardo, Dec 28411; H. Winterhalter, V 20-4491.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Siles, Long-Worth; Glenn Oser, Associated.

8. 10. Walkin' My Baby Back Home

By Ray Turk & Fred Albert—Published by De Sylva, Brown & Henderson (ASCAP).

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 21309; G. Lombardo, Dec 28272; D. Martin Apollo 1080; F. Norman's Ori, Top-Ten 78-125; J. Ray, Cal 39750; G. Spahn, London 1092; J. Stafford, Cap 2195.

ELECTRICAL TRANSCRIPTION LIBRARIES: Ian Arnold Ori, Sincere Rara, Ten Danks, Thesaurus; Henry Busse, Long-Worth; Earl Shelton, 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. KAT'S LAMENT FOOL, FOOL, FOOL	K. Starr 2151
6. WALKIN' MY BABY BACK HOME FUHNY	M. Cole 2130
7. STAR DUST BEEHIVE	S. Kenton 2214
8. YOU BELONG TO ME NOMINY GRITS	D. Martin 2165
9. ADIOS DARLIN', YOU CAN'T LOVE TWO	G. MacKenzie 2156
10. MARILYN RANDLE'S ISLAND	B. 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	M. 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	Nal (King) Cole 332
8. THE MERRY WIDOW	Gordon MacRae & Lucille Norman 335
9. YOGI YORGESSON'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

Sheets McDonald's biggest Capitol record!

—the annual love song

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

and his clever novelty

"BIG FAMILY TROUBLE"

Record No. 2216

TOP COUNTRY and HILLBILLY

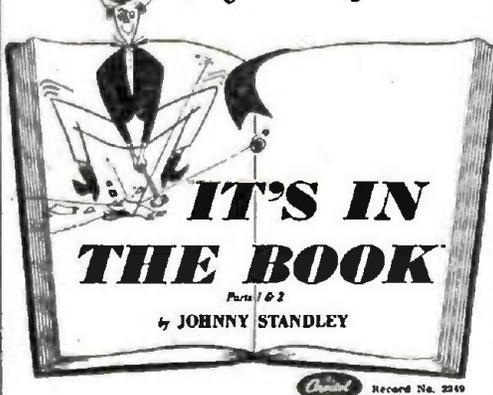
Based on Actual Capitol Sales Reports

	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	M. 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	M. Thompson 2169
7. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN	M. 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. Tuttle 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 BAG	M. Travis 2245
HORNPIPE MAMBO LEGASTE 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

The zaniest record
of the year!



BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

- BOZO HAS A PARTY
Cap(78)DBX-3133; (45)CBXF-3133
- ROBIN HOOD
Cap(78)DBX-3138; (45)CBXF-3138
- HOPALONG CASSIDY AND THE TWO-LEGGED WOLF
Cap(78)CAS-3109; (45)CASF-3109
- BUGS BUNNY AND THE GROW-SMALL JUICE
Cap(78)CAS-3119; (45)CASF-3119
- TWEET, TWEET, TWEETY
Cap(78)CAS-3118; (45)CASF-3118
- HENRY HAWK'S CHICKEN HUNT
Cap(78)CAS-3137; (45)CASF-3137
- THE NOISY EATER
Cap(78)CAS-3120; (45)CASF-3120
- SPARKY'S MAGIC ECHO
Cap(78)CAS-3134; (45)CASF-3134
- WOODY WOODPECKER AND THE SCARECROW
Cap(78)CAS-3140; (45)CASF-3140
- TWEETY PIE
Cap(78)CAS-3074; (45)CASF-3074
- BONGO THE CIRCUS BEAR
Cap(78)CAS-3132; (45)CASF-3132
- NOAH AND THE ARK
Cap(78)CAS-3130; (45)CASF-3130
- BOZO AT THE CIRCUS
Cap(78)DBX-114; (45)CBXF-3030

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...

Table with columns for Rank, Record Title, Artist, and Label. Includes records like 'YOU BELONG TO ME', 'WISH YOU WERE HERE', 'I WENT TO YOUR WEDDING', etc.

VOX JOX

By GENE PLOTNIK

Chatter

Leroy Woodward, deejay on WVIS, Owensboro, Ky., recently became mayor of that town, which has a population of 35,000...

YESTERYEARS' TOPS

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

- 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

with a wee-hour record show over WRAK, Williamsport, Pa., which will be called "Night All." Besides records he wants to use taped intros of the artists...

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...

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...

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 outlets...

Table with columns for Rank, Record Title, Artist, and Label. Includes records like 'YOU BELONG TO ME', 'AUF WIEDERSEHN, SWEETHEART', 'WISH YOU WERE HERE', etc.

Songs With Greatest Radio Audiences (ACI)

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

Table with columns for Rank, Record Title, Artist, and Label. Includes records like 'Auf Wiederseh'n, Sweetheart', 'Blue Tango', 'I'm Yours', etc.

Top 10 in Television

Table with columns for Rank, Record Title, Artist, and Label. Includes records like 'Down in the Heart', 'Half as Much', 'High Noon', etc.

England's Top Twenty

Table with columns for Rank, Record Title, Artist, and Label. Includes records like 'HOMING WALTZ', 'HIGH NOON', 'AUF WIEDERSEHN, SWEETHEART', etc.

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 "Settin' the Woods on Fire," which we've just made with **Jo** and **Frankie Laine**. It 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



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

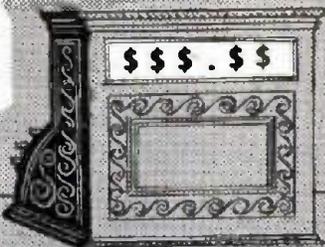
DAISY MAE
and **OLD BROTHER CHARLIE**
LOOKING THROUGH THE WINDOW OF HEAVEN
GRACE FOR EVERY NEED
78 rpm 21019 • 45 rpm 4-21019

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 MUV-145 • 45 rpm Set MUV 4-145

New International Releases

NORBIE BAKER And His Polka Boys
BLUE RIBBON POLKA
NOW AND FOREVER
78 rpm 10093
CHESTER BUDNY and His Boys
SOUVENIR POLKA
JOHNNIE
78 rpm 10094

Recent Album Successes

LUNCEFORD SPECIAL
Lunceford Special • Uptown Blues • Well, All Right Them • 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 • Tzema Tzema Tzema • Autumn Leaves • Au Revoir Again • Song of Delilah
MITCH MILLER with the Pavlona Sisters, Peter Hanley and Bert Taylor
"Lp" CL 6122 • 45 Set B-315

HARMONICA IMPRESSIONS
Pavanne • Our Waltz • Bali Hai • El Rancho Grande • Lisa • Clair de Lune • Always • Tia Juana
EDDY MANSON, Harmonica, with Quintet Acc.
"Lp" CL 6184 • 45 Set B-265

Frans Lehman's **THE MERRY WIDOW**
(Produced by Gaddard Lieberman)
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" 644 4444
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 | SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE WONDER
78 rpm 39769 • 45 rpm 4-39769 | ROSEMARY CLOONEY
BOTCH-A-ME
ON THE FIRST WARM DAY
78 rpm 39867 • 45 rpm 4-39867 |
| JO STAFFORD
JAMBALAYA
EARLY AUTUMN
78 rpm 39810 • 45 rpm 4-39810 | FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
78 rpm 39770 • 45 rpm 4-39770 | DORIS DAY
and FRANKIE LAINE
SUGARBUSH
HOW LOVELY COOKS THE MEAT
78 rpm 39693 • 45 rpm 4-39693 |
| ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-WILL
78 rpm 39710 • 45 rpm 4-39710 | JOHNNIE RAY
LOVE ME
FAITH CAN MOVE MOUNTAINS
78 rpm 39837 • 45 rpm 4-39837 | JOHNNIE RAY
WALKING MY BABY
BACK HOME
GIVE ME TIME
78 rpm 39750 • 45 rpm 4-39750 |
| ROSEMARY CLOONEY
BLUES IN THE NIGHT
WHO KISSED ME LAST NIGHT?
78 rpm 39813 • 45 rpm 4-39813 | SAMMY KAYE
IT WASN'T GOD WHO MADE HONKY TONK ANGELS
I WENT TO YOUR WEDDING
78 rpm 39856 • 45 rpm 4-39856 | 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

"Diamond", "Bluebird", "Red", "Lp" and "45" Trade Reg. U. S. Pat. Off. Names Reg. U.S. Pat. Off.

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Shows 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 weighted according to size of market area. Records listed numerically according to greatest gain. The "R" sign of each record is also listed.

Weeks [Last] This to date/Week/Week	Rank	Title	Artist	Label
8	1	1. YOU BELONG TO ME	J. Stafford	Capitol
5	2	2. I WENT TO YOUR WEDDING	P. Page	Mercury
11	3	3. WISH YOU WERE HERE	E. Fisher-H. Winterhalter	Decca
5	6	4. JAMBALAYA	J. Stafford	Capitol
12	7	5. HIGH MOON	F. Loize	Capitol
15	4	6. AUF WIEDERSEHN, SWEETHEART	V. Lynn	London
19	5	7. HALF AS MUCH	R. Clooney	Capitol
5	8	8. MEET MR. CALLAGHAN	L. Paul	Capitol
4	10	9. YOU BELONG TO ME	P. Page	Mercury
5	14	10. TRYING	Milltoppers	Decca
4	12	11. MEET MR. CALLAGHAN	H. Grave Trio	London
14	9	12. BOTCH-A-ME	R. Clooney	Capitol
17	13	13. SOMEWHERE ALONG THE WAY	Nat (King) Cole	Capitol
10	11	14. INDIAN LOVE CALL	Slim Whitman	Imperial
4	12	15. YOU BELONG TO ME	D. Merita	Capitol
2	14	16. HIGH MOON	Tex Ritter	Capitol
1	17	17. GLOW WORM	Millis Brothers	Decca
7	18	18. WALKIN' TO MISSOURI	S. Keye	Capitol
1	19	19. YOU'LL NEVER GET AWAY	T. Brewer-D. Correll	Capitol
10	20	20. BLUE TANGO	L. Anderson	Capitol
1	21	21. TAKES TWO TO TANGO	P. Bailey	Capitol
3	17	22. BECAUSE YOU'RE MINE	M. Luns	Capitol
3	23	23. JAMBALAYA	Mark Williams	MGM
1	24	24. BECAUSE YOU'RE MINE	Nat (King) Cole	Capitol
4	23	25. TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Capitol
1	25	26. LADY OF SPAIN	E. Fisher-H. Winterhalter	Decca
1	25	27. LOVE ME	J. Ray	Capitol
1	28	28. COMES A-LONG A-LOVE	K. Starr	Capitol
4	28	29. FEET UP	G. Mitchell-M. Miller	Capitol
1	28	30. MEET MR. CALLAGHAN	C. Cavallera	Decca

Best Selling Classical Albums

Weeks Last to date/Week/Week	Rank	Title	Artist	Label
1	1	1. Berlioz: Harold in Italy; M. Pops, Royal Philharmonic Ork., Sir Thomas Beecham, conductor. Col CS 3 ML-4542		Capitol
2	2	2. De Falla: Three Cornered Hat; S. Danco, S. Romance Ork. E. Ammerl, conductor. Decca DL 33 LP-598		Decca
3	3	3. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork., P. Monteux, conductor. V (33) LM-1002		Vocalion
4	3	4. Haydn: Piano: BBC Symphony Ork., Sir Adrian Boult, conductor. V (33) LMW-1002		Vocalion
4	5	5. Rachmaninoff: Concerto for Piano & Ork. No. 2; A. Rubinstein, piano, NBC Symphony Ork., V. Goldschmidt, conductor. V (33) LM-1005		Vocalion

Weeks Last to date/Week/Week	Rank	Title	Artist	Label
1	1	1. Tchaikovsky: Metetracker Suite; Philadelphia Ork. E. Ormandy, conductor. V (45) WDM-1020		Walt Disney
2	2	2. Rachmaninoff: Concerto for Piano No. 2; St. Louis Symphony Ork. A. Rubinstein, conductor. V (45) WDM-1075		Walt Disney
3	3	3. Ravel: Bolero; Boston Symphony Ork., Koussevitzky, conductor. V (45) WDM-1220		Walt Disney
4	4	4. Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork., V. Goldschmidt, conductor. V (45) WDM-1020		Walt Disney
5	5	5. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork., P. Monteux, conductor. V (45) WDM-920		Walt Disney
5	5	5. Puccini: Highlights From Madame Butterfly; L. Albanese, J. Horton, L. Brumby, conductor. V (45) WDM-1043		RCA Victor

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, Mary Amala 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-gowners' preferences as follows—Dance bands: (1) Stan Kenton, (2) Ray Anthony, (3) Ralph Flanagan, (4) Les Brown, (5) Billy May, Fem vocalists: (1) Faith Page, (2) Kay Starr, (3) Jo Stafford. Male vocalists: (1) Johnny 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 ork. (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 selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Weeks [Last] This to date/Week/Week	Rank	Title	Artist	Label
7	1	1. ROBIN HOOD (2)	B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins	Capitol
92	3	2. TWEETY PIE (1)	M. Blanc-B. May	Capitol
137	2	3. CINDELLA (2)	V. Lynn	London
54	4	3. SNOW WHITE AND THE SEVEN DWARFS (2)	Dennis Day	Capitol
68	12	5. LONE RANGER, Vol. 1 (1)	G. Trendle	Decca
49	7	4. PETER AND THE WOLF (2)	Sterling Holloway	Capitol
3	7	4. BOZO HAS A PARTY (2)	B. May Ork. P. Colvin	Capitol
74	10	8. LITTLE ENGINE THAT COULD (2)	P. Wins	Capitol
2	13	8. NOISY EATER (1)	J. Lewis	Capitol
2	15	8. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF (1)	Capitol	Capitol
1	—	8. TWEET TWEET TWEET (1)	Blanche May	Capitol
193	6	12. BOZO AT THE CIRCUS (2)	Alan Livingston-Vance (Primo) Colvin	Capitol
190	11	12. LITTLE TOOT (1)	Don Wilson-The Strathmoors	Capitol
9	—	12. TRAIN TO THE ZOO (1)	N. Row	Children's Guild
1	—	12. LITTLE ENGINE THAT COULD (1)	G. Lombardo	Decca

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, accurate inventory systems make it almost impossible for the average large dealer to list out The Billboard's pop chart best-sellers in a comparison which may be drawn between their 33 and 45 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.

Weeks Last to date/Week/Week	Rank	Title	Artist	Label
1	1	1. WITH A SONG IN MY HEART	J. Froman	Capitol
2	2	2. LOVELY TO LOOK AT	Original Cast	MGM
3	3	3. BIG BAND BASH	B. May	Capitol
9	4	4. MERRY WIDOW	Original Cast	MGM
6	5	5. KING AND I	Original Cast	Decca
6	6	6. LIBERACE AT THE PIANO	Liberace	Capitol
4	7	7. SINGIN' IN THE RAIN	Original Cast	MGM
1	8	8. SOUTH PACIFIC	Mary Martin-Erlo Pinza	Capitol
7	8	8. WISH YOU WERE HERE	Original Cast	Vocalion
1	10	10. BAND IS BORN	B. May	Capitol

Classical Reviews

76 JOHANN STRAUSS: DER LUSTIGE KAMMERACHER, soloists; Vienna Symphonic Ork., Karl von Pappert, Cond. (1-12") Vca (33) PL 20400
It's a silly plot, having something to do with a war between two States who have engaged the same violins. But since the battles take place for the most part in three-quarter time, listeners to the Strauss operetta will cheer themselves by the waltzing side. The score brims over with sparkling melody. And the performance is excellent. Many will enjoy this one, and Vca should easily be able to move a satisfactory number of copies.

77 BETHOVEN: OVERTURES; LEONORE NO. 3, OP. 72; EGMONT, OP. 84; CORIOLAN, OP. 62 — The Bamberg Symphonic Ork. and Beethoven Philharmonic Ork., Joseph Behringer, Cond. (1-12") Vca (33) P 6167
Elding the three most popular Beethoven concert overtures on a single disc makes for sound commercial prospects. Capitol, the, is not the only discmaker to which the idea has occurred. Mercury has put the same triple threat some time ago, and on a single 30-inch stater, nevertheless, the outlook for the current readings seems quite good. They are splendid and, in addition, sympathize with the Music Capital's sound, use, it, fine.

78 HAYDN: GREAT ORGAN MASS OF 1764 — Vienna Symphonic Ork.; Stadler, Kamecher, soloists, Ferdinand Grossmann, Cond. (1-12") Vca (33) PL 7070
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 utterly perfect in all, a fine catalog addition by Vca.

79 CAMILLA WILLIAMS: SPIRITUALS — 69
—Berlinda Basala, piano (1-10") MGM (33) E 334
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 unaccompanied spirituals which she projects with simplicity and great appeal. Many are certain to find pleasure in the set, which includes "Hold On," "Poor Man," "On My Journey," "I'll Always Be Child," "His Name So Sweet," "When I'm Done," "City Called Heaven" and "Oh, What a Beautiful City."
(Continued on page 46)



the *Bermuda Sisters*

The Bell Sisters, that is

...with 2 NEW Smash Hits!

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

RCA VICTOR
20-4961
47-4961

This week's

New Releases

... on **RCA Victor**

Release 37-28

Ships Coast to Coast September 27

POPULAR

IAN PEERCE

Anywhere I Wander
Marilyn, My Own (Marie-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
20-4962—(47-4962)*

COUNTRY — WESTERN

EDDY ARNOLD

Oliver and Boned
I'd Trade All of My Tommorrow for Just
One Yesterday 20-4954—(47-4954)*

THE BEAVER VALLEY SWEETHEARTS

Who'da Bore Thought
I Care No More 20-4955—(47-4955)*

GRANDPA JONES

The Chair to the Bone (The Sweeter
the Meat)
Bass-A-Piano 20-4956—(47-4956)*

RHYTHM-BLUES

PIANO RED

You Deeper Deo
Dazy-Deh 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
Let-Oh-Loe 10-3961—(49-3961)*

*All 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.

- 5 Lady of Spain/Outside of Heaven
Eddie Fisher 20-4953—(47-4953)*
- 5 Wish You Were Here/The Hand of Fate
Eddie Fisher 20-4830—(47-4830)*
- 5 I Went to Your Wedding/The Boogie Woogie Flying Cloud
Hank Snow 20-4909—(47-4909)*
- 5 Because You're Mine/The Song Angels Sing
Mario Lanza 10-3914—(49-3914)*
- 5 I Laughed at Love/Father Time
Sunny Gale 20-4789—(47-4789)*
- 5 Vanessa/Somewhere Along the Way
Hugo Winterhalter 20-1691—(47-1691)*
- 5 You'll Never Get Away/A Man's Best Friend Is His Horse
Vaughn Monroe 20-4912—(47-4912)*
- 5 April in Paris/Moonlight on the Ganges
Sauter-Finegan Orch. 20-4927—(47-4927)*
- 5 A Full Time Job/Shepherd of My Heart
Eddy Arnold 20-4787—(47-4787)*
- 5 Tossin' and Turnin'
Sunny Gale 20-4901—(47-4901)*
- 5 Got You on My Mind/One Mint Julep
Buddy Morrow 20-4868—(47-4868)*
- 5 I Should Care/Tippin' In
Ralph Flanagan 20-4885—(47-4885)*
- 5 I've Gone and Done It Again/Two Timing Blues
Johnnie & Jack 20-4949—(47-4949)*
- 5 I'm Yours
Eddie Fisher 20-4680—(47-4680)*
- 5 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-Heard Rena Rik
20-4928—(47-4928)*
Disk Jockey Pick, Billboard, September 20th issue.

OUTSIDE OF HEAVEN

Hedie Fisher-Hugo Winterhalter Orch.
20-4883—(47-4883)*
Disk Jockey Pick, Billboard, September 20th issue.

BECAUSE YOU'RE MINE

Mario Lanza 10-3914—(49-3914)*
Retailer Pick, Billboard, September 20th issue.

TIPS

IF'N/THERE'S A SHIP COMIN' IN

The Bell Sisters 20-4961—(47-4961)*

MINN STOLE CONTEST WINNERS

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

- Mrs. G. A. Benary, Bensers Music Store, Camden, Ark.
- Dolores Berhaert, Gemel Brothers, 902 Federal St., Pittsburgh, Pa.
- Joyce Elaine Bell, 323 S. Main St., Ann Arbor, Mich.
- Pearl Carroll, The Record Shop, 153 Astor St., Hartford, Conn.
- Mrs. Tommy Carrans, Radio Electric Co., 2309 Seventh St., Tuscaloosa, Ala.
- Jack Cohen, Stage Music, 2027 E. Monument, Baltimore, Md.
- Leon Cooke, Flagler Book & Record Store, 525 Lincoln Rd., Miami Beach, Fla.
- Mrs. Edith Conon, Doubleday Book Shop, St. Louis, Mo.
- Mrs. Jean Cummings, Phillips & Cummings, Inc., 6516 Venner Ave., Venner, N. J.
- Edith Cortez, Central, 1316 Pearl St., Boulder, Colo.
- C. E. DeBruy, 23 Lisbon St., Lewiston, Me.
- Frank Durkin, The Music Shop, 16 Roxley St., Princeton, N. J.
- Ben Ellerbecht, Starbuck, Inc., 633 Walnut St., Lancaster, D. Cal.
- David J. Carroll, R. Fernbach, Carroll's Radio Center, 220 St. Denis, Natchitoches, La.
- J. M. Foster, Foster Music, Green Day, Wis.
- Bruce K. Frazer, Frazer's Radio & Record Shop, 211 Vandevosh Way, Longview, Wash.
- E. Roberta Green, The Melrose, 7653 Georgetown Rd., Bethesda, Md.
- Edward S. Greenberg, Adams Radio Co., 99 Washington St., Providence, R. I.
- George Harbage, Cor Prescription Shop, 161 Peachtree St., Atlanta, Ga.
- Jewetta Jaramin, Heilberg's, 632 Main, Kansas City, Mo.
- Ben J. Keller, Keller Radio Service, 404 W. Delaware, Toledo, O.
- Irina Linn, Smith's Automatic Phone Co., Inc., 1056 Central Ave., Chicago, Ill.
- Gene Lester, Turnhill, 400 North Piquette, El Paso, Tex.
- Linda Kay Ludington, Ludington Home Supply, 932 Main, Woodward, Okla.
- Altha E. Maquer, F. W. Woodworth Co., 3112 Gentilly Blvd., New Orleans, La.
- Mrs. Lela Martin, Martin Gas Station, Columbus Junction, Ia.
- Joe E. Mayhew, University Book Store, Charlottesville, Va.
- Peggy McCreary, J. W. Trapp Music Co., 15 S. Market Square, Harrisburg, Pa.
- Bill Merchant, Bill's Electric Service, 922 1/2 Broadway, West Memphis, Ark.
- Marion Merryman, Harmon Music Co., 2220 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., 254 S. Cause Ave., Syracuse, N. Y.
- John P. Peterson, Richmond 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, Arcadio, Calif.
- Doris M. Reisinger, Wm Taylor Son & Co., 6th & Gazline Ave., Cleveland, O.
- Lynn H. Reyer, Cash Electric Co., 115 E. Mitchell, Petoskey, Mich.
- C. W. Rowland, Rowland's Rec. Shop, 509 Camp Bowie Bldg., Ft. Worth, Tex.
- Principia Scholze, Scholze's Radio & Record Shop, 21 Myrtle St., Adams, Mass.
- Margaret Schwarz, Harrell's Music Store, 118 E. 3rd St., Wadena, Minn.
- R. L. Solomon, Record Supply Co., Sacramento, Calif.
- Mrs. Ruth Standridge, S. H. George & Sons, Gay and Wall Ave., Knoxville, Tenn.
- Frank Stefanie, Fay's, 92 Liberty St., New York, N. Y.
- J. M. Siskind, North Shore Talking Machine, Exton, Ill.
- Marie Storo, Hattie Lovers Shoppe, 370 Main St., E., Rochester, N. Y.
- Virgie Sturgill, Ganss, 1110 Min Ave., Richmond, Ohio.
- El Paso, Tex.
- Kathleen Waffel, Myrant Music House, Kokomo, Ind.
- Leroy Woodward, The Wax Works, 309 Frederick, Drexelton, Pa.
- William D. Durr, Columbus, Ia.
- Est. Zepf, Hattie Music Center, 11 Irving St., Welden, 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 Microgrooves, 45 and 78 RPM pressings. Materials include pure black and red vinylite, non-breakable extended vinyls and break-resistant acetate. Complete service—dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing, air work albums.

ALLEN TOWN 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: Eno Music Corp., 91 Union St., Manchester, Conn.

New, sensational portable phonograph-mike combination; 3-speed phonograph, baby sifter, public address; play, sing with records; many more uses; write, see phone. George East, 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 instruction sheets with each record. This is a stable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 rpm.

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

File—King of the Mambo Records also the finest in Rhythmic Tango, Samba and Bolero. All top artists, many instrumental. Fine recording sounds available on 78, 45 and beautiful long-playing albums; choice territories open for distribution; write for new catalog. Top 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. Stage 2-4799.

ADVERTISING RATES

REGULAR CLASSIFIED: 10 lines or more, one advertisement, one display. First line set in 10 or more characters, 6¢ per line per word. 2 or more consecutive, 5¢ per line per word. 50 consecutive insertions, 3¢ per word. Minimum 65.

DISPLAY CLASSIFIED: Any advertisement using display make up or white space. Figure space between columns, 1¢ per line. Border permitted, 1¢ per line. Per space line, 10¢. 2 or more consecutive, 7¢ per space line. 50 consecutive insertions, 5¢ per space line. Not valid to create line.



YOUR RECORD PROBLEMS DISAPPEAR when you team up with RCA VICTOR'S custom record service. RECORDING: your material and production ideas in the nation's best equipped studios. PROCESSING: your order goes to RCA's famous engineering laboratories, latest and most accurate 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 VICTOR custom record sales RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION. Locations: NEW YORK, CHICAGO, HOLLYWOOD, AUSTIN, LOS ANGELES, SAN FRANCISCO, PHOENIX, SEATTLE, PORTLAND, OREGON, DENVER, MINNEAPOLIS, ST. LOUIS, KANSAS CITY, MO., CINCINNATI, CLEVELAND, COLUMBUS, OHIO, INDIANAPOLIS, INDIANA, PITTSBURGH, PHILADELPHIA, PITTSBURGH, PITTSBURGH, PITTSBURGH.

Latin-American Records Presents "TRYING" By SAM MORGANTE (Copyright 1951) DON PABLO ORCHESTRA (formed 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, receives last minute sales reports from key dealers in the major record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

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

WASHINGTON, D. C.

- 1. YOU BELONG TO ME—J. Stafford-Columbia
2. I WENT TO YOUR WEDDING—P. Page-Mercury
3. AUF WIEDERSEHN, 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. HIGH NOON—F. LaVoie-Columbia

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—Hilltoppers-Dot
6. HIGH NOON—F. LaVoie-Columbia
7. MEET MR. CALLAGHAN—L. Paul-Capitol
8. HALF AS MUCH—R. Clooney-Columbia
9. HIGH NOON—F. LaVoie-Columbia
10. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London

SEATTLE

- 1. MEET MR. CALLAGHAN—L. Paul-Capitol
2. YOU BELONG TO ME—J. Stafford-Columbia
3. HALF AS MUCH—R. Clooney-Columbia
4. HIGH NOON—F. LaVoie-Columbia
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London
6. MEET MR. CALLAGHAN—L. Paul-Capitol
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

LOS ANGELES

- 1. HIGH NOON—F. LaVoie-Columbia
2. YOU BELONG TO ME—J. Stafford-Columbia
3. HALF AS MUCH—R. Clooney-Columbia
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter-Victor
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London
6. I WENT TO YOUR WEDDING—P. Page-Mercury
7. YOU BELONG TO ME—J. Stafford-Columbia
8. MEET MR. CALLAGHAN—L. Paul-Capitol
9. HIGH NOON—F. LaVoie-Columbia
10. COMES ALONG A-LO-E—K. Starr-Capitol

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 WIEDERSEHN, SWEETHEART—V. Lynn-London

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 WIEDERSEHN, SWEETHEART—V. Lynn-London
5. DOTCH-A-BE—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. LaVoie-Columbia
10. MY FAVORITE SONG—M. Canale-Decca

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. LaVoie-Columbia
8. IT'S IN THE BOOK—J. Standley-Magallo

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. LaVoie-Columbia
6. LADY OF SPAIN—E. Fisher-H. Winterhalter-Victor
7. WISH YOU WERE HERE—E. Fisher-H. Winterhalter-Victor
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London
9. HALF AS MUCH—R. Clooney-Columbia

DENVER

- 1. HIGH NOON—F. LaVoie-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 WIEDERSEHN, SWEETHEART—V. Lynn-London
6. AUF WIEDERSEHN, SWEETHEART—E. Mearns-Mercury

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. LaVoie-Columbia
7. JAMBALAYA—J. Stafford-Columbia
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London
9. TAKES TWO TO TANGO—P. Bailey-Capitol
10. INDIAN LOVE CALL—Shea Whittman-Imperial

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—Hilltoppers-Dot
7. HIGH NOON—F. LaVoie-Columbia
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn-London
9. YOU BELONG TO ME—P. Page-Mercury

PITTSBURGH

- 1. YOU BELONG TO ME—J. Stafford-Columbia
2. INDIAN LOVE CALL—Shea Whittman-Imperial
3. I WENT TO YOUR WEDDING—P. Page-Mercury
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter-Victor
5. TRYING—Hilltoppers-Dot
6. HIGH NOON—F. LaVoie-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 WIEDERSEHN, 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



PERMO POINTS Always Dependable Performers

Cut Service Calls

Yes, it pays you to STANDARDIZE on PERMO POINTS—the COMPLETE Coin NEEDLE Line! SEE YOUR DISTRIBUTOR PERMO, INC. CHICAGO 26, ILL. MANUFACTURERS OF HIGLUMINE PERMO POINTS AND PERMO PRODUCTS

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 undertake 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 Anne Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

A NEW STAR IS BORN...

Sunny Gale

Singing



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

**"TOSSIN'
AND
TURNIN'"**

20-4901

47-4901



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 Reissues 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 3,550 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. Items shown in the chart after available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks Last This To date/Week/Weeks	Record	Label
5	3	1. I WENT TO YOUR WEDDING, P. Page	Mercury (78)5499; (45)5899Z45—BM1
7	1	2. YOU BELONG TO ME J. Stafford	Col (78)39811; (45)4-39811—BM1
5	6	3. JAMBALAYA J. Stafford	Col (78)19838; 4894-39838—BM1
3	4	4. WISH YOU WERE HERE E. Fisher-H. Winterhalter	V (78)20-4830; (45)47-4830—ASCAP
10	2	5. HALF AS MUCH R. Clooney	Col (78)19970; (45)4-39970—BM1
14	4	6. AUF WIEDERSEH'N, SWEETHEART Y. Lynn	London (78)1227; (45)45-1227—BM1
12	6	7. BOTCH-A-ME R. Clooney	Col (78)19976; (45)4-39976—BM1
3	15	8. MEET MR. CALLAGHAN L. Paul	Cap (78)2193; (45)F-2193—ASCAP
6	9	9. INDIAN LOVE CALL Slim Waltman	Imperial (78)4156; (45)45-8156—ASCAP (R. Mercer-R. Peters, Victor 10-3786; L. Armstrong-G, Jenkins Ori, Decca 12016)
3	13	9. YOU BELONG TO ME P. Page	Mercury (78)5499; (45)5899X45—BM1
5	16	11. WALKIN' TO MISSOURI S. Key	Col (78)39769; (45)4-39769—ASCAP (Rena Morgan Ori, Decca 28351; K. Griffin, Columbia 39857)
10	8	12. WALKIN' MY BABY BACK HOME J. Ray	Col (78)19750; (45)4-19750—ASCAP
5	12	13. HIGH NOON F. Laine	Col (78)39770; (45)4-39770—ASCAP
5	10	13. TRYING Milltoppers	Dea (78)15018; (45)45-15018—ASCAP (Ella Fitzgerald-Bobby Johnson's Feet-Aces, Decca 28375; Johnny Desmond, Coral 6083 Tedj Rhodes Ori, King 4556)
6	17	15. POOL, POOL, POOL K. Starr	Cap (78)2151; (45)F-2151—BM1
12	9	14. AUF WIEDERSEH'N, SWEETHEART E. Howard	Mercury (78)15871; (45)15871X45—BM1
6	9	17. SHOULD I Four Aces	Dea (78)28323; (45)4-28323—ASCAP (D. Huxmel, 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—BM1
8	30	21. HALF AS MUCH G. Lombardo	Dea (78)28271; (45)9-28271—BM1
3	25	22. TAKE ME IN YOUR ARMS AND HOLD ME L. Paul-M. Ford	Cap (78)2193; (45)F-2193—BM1 (D. Day-P. Falch Ori, Columbia 39786)
13	26	22. SUGARBUSH F. Laine	Col (78)39693; (45)4-39693—ASCAP (J. Miras & Miranda, Decca 28287)
7	—	22. AUF WIEDERSEH'N, SWEETHEART G. Lombardo	Dea (78)28271; (45)9-28271—BM1
4	26	25. STRING ALONG Ames Brothers	Coral (78)60804; (45)9-60804—BM1
2	30	25. BECAUSE YOU'RE MINE M. Louie	V (78)10-3914; (45)49-3914—ASCAP (B. Wayne, Mercury 5897; J. Raitt, Decca 28377; Nat Cole, Capitol 2212; B. Eckstine, MGM 11303)
1	—	25. YOU BELONG TO ME D. Martha	Cap (78)2165; (45)F-2165—BM1
2	23	28. ROCK OF GIBRALTER F. Laine	Col (78)39770; (45)4-39770—BM1
1	—	28. TRYING E. Fitzgerald	Dea (78)28375; (45)9-28375—ASCAP
1	—	28. WISH YOU WERE HERE G. Lombardo	Dea (78)28308; (45)9-28308—ASCAP

EVERYWHERE YOU GO IT'S...



"Marilyn"

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



MARTY ROBBINS'



"I Wish Somebody Loved Me"
Columbia 20945

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent: KEYS MUSIC, INC.
146 W. 54th St. New York, N. Y.

BREAKING FAST!
GET THE ORIGINAL
"Don't Let the Stars Get in Your Eyes"
By Slim Willet
Four Star 1614 and 1451 1614
If not available in your territory, write phone—write
Four Star Record Co.
305 So. Fair Oaks Pasadena, Calif.
Phone: Ryan 1-8909

"INDIAN LOVE CALL"
b/w
BY THE WATERS OF THE MINNETONKA
by
SLIM WHITMAN
IMPERIAL #8163
Sheridan Record Distributing Corp.
1551 S. 47th Chicago, Ill.
Phone: KENwood 5-8817

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)

• 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 territories include Country and Western records.

Weeks Last This to date/Week/Weeks	POSITION	Title	Artist	Label
8 1	1	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Decca 78128232; (45)P-28232—BMI
24 2	2	WILD SIDE OF LIFE	Hank Thompson	Capitol 7811942; (45)P-11942—BMI
4 3	3	JAMBALAYA	H. Williams	MGM 7811283; (45)K-11283—BMI
19 4	4	ARE YOU TEASING ME?	Carl Smith	Capitol 7820922; (45)P-20922—BMI
17 6	5	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol 782063; (45)F-2063—BMI
6 7	6	INDIAN LOVE CALL	Slim Whitman	Imperial 781156; (45)KX8156—ASCAP
2 8	7	BLACKBERRY BOOGIE	Tennessee Ernie Ford	Capitol 782170; (45)F-2170—BMI
9 —	7	LADY'S MAN	Hank Snow	V-78120-4733; (45)P-4733—BMI
3 9	9	MARRIED BY THE BIBLE, DIVORCED BY THE LAW	Hank Snow	V-78120-4733; (45)P-4733—BMI
1 —	9	I WENT TO YOUR WEDDING	Hank Snow	V-78120-4909; (45)P-4909—BMI

FOLK TALENT AND TUNES

By JOHNNY SIPPETI

Artists' Activities

Bob Jeanby, KLMS, Lincoln, Neb., reports that Slim Whitman is the town's leading request. . . . Jerry Davis has replaced Del Morton at KEBE, Jacksonville, Tex. . . . Smilin' Jim Flaherty, WHAY, New Britain, Conn., likes the work of Tommy Sowell. . . . Tex Clark, WDDK, Cleveland, has started a Friday night square dance jamboree at the local Summers Hall, featuring Glen Campbell and the Rainbow Valley Gang. . . . Eddie Zack, WHIM, Providence, R. I., has Kenny Rob-

erts as gueststar when he opens the season at the J&P Conte Ballroom, Pawtucket, R. I., September 20. . . . Cliff Rogers, WHKK, Akron, writes that Grand Ole Opry shows will be resumed for the fall-winter season, starting October 5 at the local Armory. Show will be used monthly.

Johnny Rion, KSTL, St. Louis, has consolidated with Brother Bob Hastings at his Hillbilly Park, Granite City, Ill. . . . Ari Barrett, WSAF, 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 Kingston, N. C., where he also airs over WELS. . . . John Utley, WFMY, Greensboro, N. C., has added a five-hour remote show and new records from MGM and Columbia. . . . C. V. Road Jones, KVET, Austin, Tex., is going on vacation. He'll be with Slim Willet, KRBC, Abilene, Tex., the 1 Star ace who heads the Big State Jamboree there. Charlie Dunn is handling his four hours daily 'til he's away. . . . Dude Martin, KBIG, Hollywood, will be heard with his troupe over a scattered NBC radio hook-up, start-

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 MONEYSWORN 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 long-time friend, Phil Wrigley, the gum maker, made a trip thru the Thousand Islands area, and Autry was much impressed with the area. Autry is also looking into the possibility of a tour of the British Isles next year. . . . Johnny Apt, Fort Wayne, Ind., promoter, is working with A. V. Bamford in promoting a h.b. jamboree at the new Coliseum, Fort Wayne, October 12, starring Roy Acuff. Previous to that, Bamford has Carl Smith, Minnie Pearl, George Morgan, Ray Price, Webb Pierce, Faron Young, Johnny and Jack, Kitty Wells and Autry inman set for October 5 at Municipal Auditorium, Oklahoma City. Hank Snow and Faron Young work Augusta, Ga., September 28, and Spartanburg, S. C., October 1. He is also working dates with Cow-

• Best Selling Retail Folk (Country & Western) Records

Based on reports received Sept. 17, 18 and 19

Records listed are Country and Western records that sold best in stores according to the Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks Last This to date/Week/Weeks	POSITION	Title	Artist	Label
10 1	1	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Decca 78128232; (45)P-28232—BMI
6 2	2	JAMBALAYA	Hank Williams	MGM 7811283; (45)K-11283—BMI
9 5	3	INDIAN LOVE CALL	Slim Whitman	Imperial 781156; (45)KX8156—ASCAP
10 3	4	FULL TIME JOB	E. Arnold	V-78120-4787; (45)P-4787—BMI
25 4	5	WILD SIDE OF LIFE	Hank Thompson	Capitol 7811942; (45)P-11942—BMI
14 6	5	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol 782063; (45)F-2063—BMI
1 —	7	I WENT TO YOUR WEDDING	Hank Snow	V-78120-4909; (45)P-4909—BMI
13 8	8	LADY'S MAN	Hank Snow	V-78120-4733; (45)P-4733—BMI
11 7	9	THAT HEART BELONGS TO ME	W. Pierce	Decca 7812801; (45)P-2801—BMI
1 —	9	FOREVER	L. Frizell	Capitol 7820997; (45)P-20997—BMI

• 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.

Weeks Last This to date/Week/Weeks	POSITION	Title	Artist	Label
7 2	1	JAMBALAYA	Hank Williams	MGM 7811283; (45)K-11283—BMI
11 1	2	FULL TIME JOB	E. Arnold	V-78120-4787; (45)P-4787—BMI
11 3	3	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Decca 78128232; (45)P-28232—BMI
8 5	4	INDIAN LOVE CALL	Slim Whitman	Imperial 781156; (45)KX8156—ASCAP
17 4	5	THAT HEART BELONGS TO ME	W. Pierce	Decca 7812801; (45)P-2801—BMI
17 6	5	ARE YOU TEASING ME?	Carl Smith	Capitol 7820922; (45)P-20922—BMI
29 7	7	WILD SIDE OF LIFE	H. Thompson	Capitol 7811942; (45)P-11942—BMI
1 —	8	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star 1614—BMI
3 9	9	FORTUNES IN MEMORIES	E. Tubb	Decca 7812810; (45)P-2810—BMI
23 —	10	ALMOST	G. Morgan	Capitol 7820906; (45)P-20906—BMI

boy and Keith 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. . . . Ole Rasmussen has inked to work at the Paragon Ballroom, Monterey Park, Calif., with his band. . . . Sue Thompson, who makes her first Grand Ole Opry appearance September 27, will also make a

(Continued on page 41)

MARTY ROBBINS'



"Crying Cause I Love You"
Columbia 20945

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent: KEYS MUSIC, INC.
146 W. 54th St. New York, N. Y.

BILLY BROWN'S



"RICH IN LOVE"
Columbia 20992

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent: KEYS MUSIC, INC.
146 W. 54th St. New York, N. Y.

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

THE BILLBOARD

Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories...

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 51 ALADDIN 3148—Melodic tune, with an exciting beat...

CHAINED TO YOUR LOVE 60 Clayton Love explains that he is a prisoner of love...

POUR BLAZES

STOP BOOGIE WOOGIE 80 UNITED 1025—The group has come up with a strong item...

PLEASE SEND HER BACK TO ME 78 Blues formula is partially used on an item that is powerful...

AMOS MILBURN

GREYHOUND ALADDIN 3150—Here's a dramatic story upon which Milburn tells...

KISS ME AGAIN 74

Milburn has a lot of fun with the Victor Herbert evergreen...

MR. SADHEAD-BILLY FORD ORK

BUTCHER BOY 79 V 20-4938—Side starts off fast and features a lot of exciting shouting...

JUMBLE BLUES 77 Jump blues is given a wild reading by the singer with a fine backing...

RAY AGEE ORK

FIRJIN' BLUES MODERN 883—Agee sings and talks his way thru this driving jump item...

IT'S BED TIME BABY 75 Slow, moody blues effort is sung with feeling and meaning...

FREDDIE MITCHELL ORK

COLD BEAT DERBY 807—The Mitchell ork sets a fast pace and keeps hopping straight...

thru to an exciting close. A good instrumental duo to raise the temperature of any listener. MADERA HOP 71 To a medium-tempo beat, the Mitchell combo drives thru a solid waltz effort...

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...

THE ECHO OF YOUR VOICE 75 Ray slows down on this side with a slow waltz which he sells effectively with his warm voice.

SMOKEY HOGG

BABY DON'T YOU FEAR MY CLOTHES 70 MODERN 884—Hogg socks over the brics of this cute, fly little item...

Folk Record Releases

- Big Blue Eyes—Blaine Smith (There Stands the Glass) Dome 1019 Crossroads of Tomorrow—Wall Dutton (Big Blue Eyes) Dome 1054 Five Feet Two, Eyes of Blue—Arthur (Guitar Boogie) Smith (Make Me Know It) MGM 11324

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 Roadway (BMI).

The Billboard Sept. 20.

Juke Operators Name 1952's Most Profitable C&W Records to Date

2... Slow Poke... Pee Wee King... 305

Juke Operators Name Artists Most Likely to Come Up With Fall C&W Hits

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 In" and "The U. S. Pat. Off. Marca Registrada"

COLUMBIA PRESENTS

JO STAFFORD

FRANKIE LAINE



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)

BIG HIT of 1952!

#5199—BLAZER BOY—
45:5199

"JOE'S KID SISTER"
"MORNIN' TRAIN"

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

A BRAND New HIT!

#5202—T-BONE WALKER
45:5202

"BLUES IS A WOMAN"
"STREET WALKING WOMAN"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

You'll Be Happy With
"EVERY DAY I HAVE
THE BLUES"

by
Joe Williams
Checker #762
CHECKER RECORD CO.
4858 Cottage Grove Chicago, Ill.

WATCH THIS RECORD!

"SPARROW'S FLIGHT
NO. 2"
and
"BOUDOIR BOOGIE"
by JOHNNY SPARROW
and his Bows & Arrows



Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and
Hit Tunes. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
(78 RPM)
Vs. with order, balance C.O.D.
L.P.'s UP TO 15% OFF
45 RPM 60% OFF
Over 1,000 Satisfied Customers
VEDEX COMPANY
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Selling Like Records...

CHECK YOUR STOCK
5091—THE MARYLANDERS
"Make Me Thrill Again"
5092—THE ORIOLES
"See See Rider"
"Don't Cry, Baby"
5093—LITTLE SYLVIA
"I Want to Your Wedding"
"Drive, Daddy, Drive"
5094—BUDDY LUCAS
"You Belong to Me"
"Big Bertha"

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

It's a Hit!!!

RUTH BROWN'S
"DADDY
DADDY"

ATLANTIC 973



GIVE TO THE
RUNYON CANCER FUND

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.

POSITION	Weeks Last in this to date	Title	Artist	Label
8	3	1. MY SONG	J. Ace	Duke 102-BMI
10	1	2. LAWDY MISS CLAWDY	Lloyd Price	Specialty 428-BMI
3	5	3. YOU KNOW I LOVE YOU	B. B. King	Modern 363-BMI
10	2	4. TING A LING	Clovers	Atlantic 969-BMI
19	4	4. HAVE MERCY, BABY	Dominoes	Federal 7812068; (45)45-12068-BMI
1	—	6. JUKE	Little Walter	Checker 758-BMI
10	8	7. CALL OPERATOR 210	F. Dixon	Aladdin 3135-BMI
11	6	8. MARY JO	Four Blazers	United 114-BMI
4	7	9. DADDY, DADDY	Ruth Brown	Atlantic 973-BMI
1	—	10. NIGHT AND DAY	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.

POSITION	Weeks Last in this to date	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	—	8. 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 7848225; (45)45-48225-BMI
2	10	9. ROCK ME ALL NIGHT LONG	Royens	Mercury 782921; (45)45-291X45-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 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 Rossillon 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 (10). 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 Saperstein, 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.

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

REALLY REAL
Viola Watkins-Otis Blackwell, Jubilee 5095
BABY, DON'T YOU TEAR MY CLOTHES
Smoky Hood, Modern 804

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 Rosetta 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 by 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; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record promotion from radio and other "play" 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 thumbe blues backing singers Viola Watkins and Otis Blackwell turn in an attractive and very listenable vocal on this attractive disk. A strong item.
FANT A SAK FOR ME . . . 45
The thrush sings the new ballad sweetly and with some charm over a mild otk arrangement.

JIMMIE OSBORNE
AUTOMOBILE BABY . . . 77
KING 1117—The kind of girl Osbourne warbles about here is kind of fast, edgy in a 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 Osbourne to bouncy backing.

Rhythm & Blues Record Releases

Do It If You Want To—Big Boy Crudus (Second Man Blues) V 20-4933
Living With Dr. Jim—Charles Singleton (Keeper) Chess 4245
Please Doctor Jim—Hal Singer Ork (Secret Lover) Coral 65098
Second Man Blues—Big Boy Crudus (Do It If You Want To) V 20-4933
Secret Lover—Hal Singer Ork (Please Doctor Jim) Coral 65098
Super Chief—Charles Singleton Ork (Living With Dr. Jim) Allam 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 Baas 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 union singing. Duo's fans will enjoy and the platter could catch hold on country juke.

IMAGINATION . . . 73
Another good slicer by the country team on a pleasant item about a broken love affair.

COLEMAN HAWKINS

IF I COULD BE WITH YOU . . . 77
DECCA 28186—Those who still fondly recall the great Hawkins' tenor solo of years gone by, won't be disappointed in this reading of the oldie. Hot fat fans, too, will get many shivers 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. Fawcett

"FROG-HOP"
"Indian Love Call"
Savoy #861 Hal Singer

"THIS LITTLE LIGHT OF MINE"
Savoy #401 Ward Singers

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

3 Moneymakers!
NIGHT AND DAY
ROY MILTON
#431 #435
MY HEART
BY PERCY MAYFIELD
#439 #439-45
OOOH-OOOH-OOOH
BY LLOYD PRICE
#440 #440-45
Specialty records
850 Sunset Blvd
Hollywood 46 Calif.

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 McLAVER
ROMANCE IN THE DARK 77
 KING 4561—A good ballad in a wondrously teamed with Miss McLawler's chirping ability. Fine was.
IT'S JUST ANOTHER ONE IN LOVE WITH YOU 73
 Miss McLawler sings like a bird's nest, but the song is a little too forced. It's still good was.
JIMMY WITHERSPOON
FEDERAL 1290—Charming sings of leader his gal and being in bad shape all around. Witherspoon hands the weeper a persuasive performance to appropriate backing by the orchestra.
BLUES IN TROUBLE 79
 A rousing blues is chanted strongly by Witherspoon.
LIGHTNING HOPKINS
PAPA JUMPER BOOGIE 76
SITTING IN THE 45s—There's plenty of luscious 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 stinging of a Deep South blues. Should do okay in the right area.
IT'S A SON TO TELL A LIE 76
 ALADDIN 1140—The oddest of a decade ago is sung in some fashion by the warbler, but he brings the item to life when he talks the tune, adding some very interesting and likeable phrases. Disk 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 fretted comb. Might go in the Southern market.

COUNTRY ALL STARS
TENNESSEE RAG 76
 29-493—The group cowboys 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 breezy fashion. Combination is strong enough to pull a lot of spins.
MY LITTLE GIRL 74
 This side is worked 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 204936—Cute poppy dirty mixes up the commercial messages of advertising billboards in funny style. Deadpan style of the characters points up the humor. Country delects could hear a time with this one.
CHILD PSYCHOLOGY 74
 Child psychology may be okay for us teachers, but when the stars 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.
MICKY WILLIAMS
ONE HUNDRED YEARS FROM TODAY 79
 V 204937—Miss Williams injects a lot of heart into her torchy reading of this ballad. Disk backing is on the smooth side.
HOW DID YOU FEEL ABOUT ME 69
 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 outbursts.
LOWELL FULSON
BLACK WIDOW SPIDER 75
 SWING TIME 308—Fulson walks his way thru a Southern blues item, for

an effective sink 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
NOVA 75
 MGM 11328—Fans of the genre will enjoy Carolina Cotton's topflight yodeling and exhibits them on this waltz, even including a duet with herself via dub-ins. Rural areas should go for this platter.
VIOLETT, VODEL, VODEL 79
 Same comment.

JIMMY BALLARD
I WANT A BOWLEGGED WOMAN 74
 KING 1118—Honky-tonk takes might find this side a racket catcher. It's likely, tho', that many country listeners will find it a little too rough. Chanter turns in a neat performance.
SHES 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. Chanter has enough drive to suggest some action.
I NEED YOU TONIGHT 71
 The blues about a loveless 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 1294—The boys tackle a rocker with the spirit and drive of

reveal meeting chant. It all adds up to a good honking hand-clapper for the Detroit quintet.
A LOVE IN MY HEART 79
 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 1149—Strong sells this slow blues item in okay style as he tells of his woman troubles. Combo finds sure support.
GAINES' BOOGIE 78
 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
OUT-EDGE 5072—Shibley is still trying to come up with another "Hot Rod Race." This isn't it, tho' it's a good talking story about a sorry G.I. Has a moral, too.
 (Continued on page 45)

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 Tamboreo, Boston, opened September 19 at Mechanics Hall, 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 head an afternoon rustic show daily. Dennis Surber is doing a remote from a car dealer's showroom via KPAN, Hereford, Tex. Warren Jarvis, WVA, Norton, Va., reports that Bill Monroe's unit, which played there September 4, consisted of Sonny Osborne, banjo; Jimmy Martin, guitar, and Charlie Klor, fiddle. Jim Wilson, WORZ, Orlando, Fla., is moving his shows to WIOO 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 Shock, WKYW, Louisville, reports that Merv Shiner (Decca) is touring with the Camel Caravan playing service installations. Tommy Cutler, who was injured recently in an auto accident, is back at the mike at KCLJ, Shreveport, La. Art Lopez, of Specialty, has concluded a waxing pact with Bill Collier, KNUZ, Houston. Collier's wife, Marge, is on Columbia. Both are signed with Hill and Range. Sam Ellibrige, 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. Longhorns 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 Pavilion, 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 He... 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, is 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-linging 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 Jorce 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.

REMINGTON GUARANTEES FULL 40% DEALER PROFIT!



Here are some of the reasons artists who have made Remington records acclaimed by music critics as a great contribution to American Music.

- ROSETTA ANDAY, Contralto
- MICHELE AUGLAIR, Violin
- SIMON BARBERE, Piano
- KURT BAUM, Tenor
- FRITZ BUSCH, Conductor
- SARI BIRD, Piano
- KARIN BRAMZELL, Contralto
- GASPAR CASSADO, Cello
- JORG DEMUS, Piano
- ERNST VON ODHANAYI, Piano
- RICHARD DYER-BENNETT
- HILDE SUEDEM, Soprano
- EDWARD KILENTI, Piano
- CICCOMO LAURI-VOLPI
- EMANUEL LIST, Basso
- WILHELM LOIBNER, Conductor
- JOSEF MESSNER, Conductor
- JULIUS PATZAK, Tenor
- IVAN PETROFF, Baritone
- ARTUR ROZINSKI, Conductor
- FRANCESCO SCHIMMELI, Soprano
- ALBERT SPALDING, Violin
- ASTRID VARNAT, Soprano
- MANS WOLFE, Conductor
- KURT WOSS, Conductor
- FRIEDRICH WUHRER, Piano

- ★ REMINGTON'S catalogue of "45" RPM classical records are now being produced on the new EXTENDED PLAY "45" record.
- ★ REMINGTON guarantees full 40% dealer profit regardless of when present stock of 45s were bought. Dollar for dollar present 45s may be exchanged for Remington's new EXTENDED PLAY 45s.
- ★ The new EXTENDED PLAY "45" classical record, with one giving as much as two, will make present stocks obsolete, dead-wood. If left on the shelves, the dealer must sacrifice his profit and worse — take a beating!
- ★ EVERY break favoring the music lover must go along with REMINGTON'S guarantee to its dealers of a full 40% profit and QUICK turnover.
- ★ NO DEAD-WOOD in dealer stores with REMINGTON'S policy of giving 100% exchange on all records.
- ★ The entire REMINGTON catalogue is made up of best-seller records. Yet, any time any records do not move out and bring in profit for the dealer, they are exchanged for lustlers that sell fast.
- ★ That is why REMINGTON dealer stocks turn over 12 times and more on a low investment (as against a 3 times and less turnover on labels where the investment is great and often tragic).

Yes

Yes

Q. E. D.

Let's salute the progress of the EXTENDED PLAY "45" record. It is good to develop improvements to give the buyer more for his money. BUT let's do it without making the dealer pay for the change-over. The Remington way!

Let's salute again RCA Victor's BLUE-BIRD label for its new low price and cheer it for helping REMINGTON convince more music lovers that they do not need to pay \$5 or \$6 for ANY long play record.

THIS IS IMPORTANT! In the past 60 days over 650 record dealers have added the REMINGTON LABEL — convinced that 6,586 dealers must be right — that they cannot live on only high priced labels.

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Write — phone — write and a Remington distributor will tell you about the new sales promotion plan guaranteed to bring you new customers and quick sales at full profit.

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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 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: Song writer, 10; Interpretation, 15; Arrangement, 15; Name value, 15; Record quality (surface, etc.), 5; Music publisher's air performance potential, 10; Promotion (radio-promotion firm, hook and other "big" ads), 10; Manufacturer's distribution score, 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 3967—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 orchestra arrangement, hand this novelty a sensational performance. This sparkling, lively waltz should be a winner for the Stafford-Laine duo.

TONIGHT WE'RE SETTING THE WOODS ON FIRE 85
Laine and Stafford rock over the lyrics of this wild, tingy new effort, paced by a driving steel guitar and o'ke backing. The duo sells the 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 3966—The pretty, new tune is handled with the distinctive Bennett charm and warmth for an effort that should be a big snap for the warbler. Backed by Percy Faith provides a tasteful backdrop. Duke ops will especially like the timing (2:30).

ANYWHERE'S 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 84
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 piping, will be welcomed by many.

RALPH MARRIERE ORK

OL' MAN MOSE 85
MERCURY 5903—Lola Amche, helped by a gauzy vocal and a driving accompaniment from the Ralph Marrier crew, comes thru with a solid rendition of the wild, merrily oldie. Marrier's rendition can hardly be worth. Platter could be a big one on the juke, and should grab much love.

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 wailing on Coral. The Marrier ork work is very effective. If the Bailey cutting clicks this disc 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 81
This is another in a number of excellent wailings of this moving ballad. Should the tune click, Cole's effort should cut in for big returns. Backed by the Nelson Riddle ork and a chorus is tops.

AMES BROTHERS

MY FAVORITE SONG 84
CORAL 60846—The chatters should have a strong follow-up to their last effort, "String Along," in this ditty. Time has lots of appeal and has already created a stir in a cutting on the Decca label. The warm interpretation handed the ditty makes the side likely contender.

AL-LEE-OT 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 3965—Quite 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 LOVE ME 75
Ditty built around a familiar romantic theme is sung with charm by the two-some. Deejays should twist some.

RUSTY DRAPER

I GOTTA HAVE MY BABY BACK 81
MERCURY 5904—This is, one of Draper's strongest wailings to date. The warbler leads the crowd. Filmmaker 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 it all back into the rhythmic ditty of many years ago, that could catch some action in the boxes.

LU ANN SIMMS-PERCY FAITH ORK

PUPPY LOVE 80
COLUMBIA 3964—A lovely ballad is well sung and played for a string solo.

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 wailings for the label.

TONY MARTIN

DON'T TEMPT ME 80
V 20-494—Martin has a "big" ballad which he rocks across 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 miffy Hugo Winterhalter orking behind him.

KAREN CHANDLER

HOLD ME, THRILL ME, KISS ME 79
CORAL 60831—Here's a beautiful, basic ballad (classic 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—Quite similar to the Pearl Bailey platter should do well for Fran and the label. It's a good-temper 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.

CRAMP BUTLER

YOU WIN AGAIN 79
COLUMBIA 3968—Butler turns in a strong reading of a new, straggling 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 love.

CROSS MY HEART, MADAME 66
In spite of a bright arrangement, this Josef Marain item is not a very good vehicle for Butler, even tho she tries hard with it. Ditty would go better on a kiddie.

FRANKIE CARLE ORK

MAIN-MOBBELLE 78
V 20-492—This is the first instrumental of the Carle 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

EDAM 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. 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 okey style by the Holmes band, with an effective reading by the chorus.

ACQUAVIVA ORK

CRUTAIN TIME 78
MGM 30668—Singer-deejay Bob Haynes writes the one. It's a fitting 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-filled piece presents a sweeping sound in its reading of the frontier's own composition. Should do well with juke and the quieter locations.

THE FOUR LADS-MITCH MILLER ORK

SOMEBODY LOVES ME 77
COLUMBIA 3963—The oldie is set to an infectious rhythm by the Mitch Miller ork for a bright vocal effort by the group. Quartet really swings away at the end. Should pull the vote.

THANKS TO YOU 73
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-mel style. The warbler sells it sincerely and the ork arrangement is very listenable. Disk should be spun by juke.

SINNER OR SAINT 75
Another smooth vocal by Edwards on an appealing new ballad. Ork leads sweet support. A good disk.

MARSHA LOU HARP

FALL INTO SOMEBODY'S ARMS 77
DECCA 28396—Beautiful ditty is sung warmly by the sultry-voiced Harp. Tune and tempo are delectable. A fine wailing, particularly good for low-light juke spots.

THEN YOU'RE NEVER BEEN BLUE 74
The miffy ork is sure 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 SOR-SETTING YOU 77
COLUMBIA 3966—Sentimental ballad of years ago 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 fitting ork backing.

ART MOONEY ORK

WINDOW SHOPPING 77
MGM 11330—Alan Foster and the Chorus' 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 juke.

OVER THE HILL 74
Sherry Lane 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-RED HEATH ORK

EARLY AUTUMN 77
LONDON 1254—Mood item is beautifully sung by Miss Roza. Backed by the Heath band is a stand-out. Thrush is building a block of fans and one of these days she's due to bust some.

TANZANIA 70
This is a first-class reading of the current Winstehaler hit. Had it been available sooner, it undoubtedly would have been a big slice of the melon. It still might catch some spins.

ALAN DEAN

LEFT CALL IT A DAY 78
MGM 11327—The singer sounds quite relaxed on the Brown-Henderson version. He sings it in a smooth, easy style that the deejays will like.

MAGGIE TAGGLE GYPSIES 74
Dean's first wailing since his hit "I'ma Kisser" is a top 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 YOUR SINNERS 76
CORAL 60812—Jubilee-type item is sold strongly by the gal and chorus to intense and rhythmic backing. Take 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 was.

BOB EBBERLY-LES BAXTER ORK

BACK STREET AFFAIR 78
CAPITOL 2239—Country tune is warbled with warmth by Ebberly with a small group behind him that features an organ.

WHEN I BREAM 74
Lovely slow ballad is rendered well by Ebberly with his well-molulated voice with a fine assist by the Baxter ork.

CINDY LORD

MY LOVE, MY LIFE 78
MGM 11313—The Livinest-Dean ballad from the new flick "What Price Glory" is due for some exploitation and this version should get spins. A pretty tune.

NIGHTY LONESOME FEELING 74
The Boston teen-ager does very well with an attractive new ballad.

ANDREWS SISTERS-ALFRED APAHA

NALANE 78
DECCA 28394—The gals are on a Hawaiian kick in this platter. They have the strong assistance of Alfred Apatha as the male chorist, and together they turn in a fresh reading of the island opus. Good program was.

MY ISLE OF GOLDEN DREAMS 73
Another dreamy side full of nostalgia for the happy island. Done very well with taste by the Andrews Sisters and Apatha.

DUKE ELLINGTON ORK

SMADA 78
ORKE 6011—Prestige riff tune receives a listenable performance on this instrumental featuring 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 musical vocal by Gritsum while the Ellington ork adds a blues mood.

STANLEY BLACK-CARIBBEAN CARNIVAL ORK

TANGO 74
LONDON 1244—Familiar Latin item is sold in a restrained but effective manner by Stanley Black with the ork adding a lush backing. Ought to collar some spins.

LA ESTRELLITA 72
More of the same.

CARMEN CAVALLARO ORK
DECCA 28405—The accompaniment is almost all rhythm, and to its exciting backing, Cavallaro contributes a sparkling job on the 88's. The best is rumored there's too much going on for much dancing. Good for the juke.

MALACUENA 72
Cavallaro fans and many others should find this bright rendition of the familiar Latin opus an attractive platter. Beat it, foxtrot.

BENICE PARRIS-FRED NORMAN'S ORK
WILD GRAPES 74
SEGER 78-7084—An interesting and haunting piece of material is given a driving rendition by the Norman ork, and chorus. Miss Parris reads strongly with her exciting regains. Jockers should spin.

COOL SATURDAY NIGHT 70
Bluesy-type material is projected with warmth by the thrush.

ARTHUR FIEDLER CONDUCTING BOSTON POPS ORK
DELICADO 78-3910—Somewhat laid, but the still features to catch some of the action because of the ork's following.

FRANCISCA 73
Panned by deejay Sherrin, this item should stir up some action around Beatdown—and elsewhere.

Best Sellers
King
AND
Federal
RECORDS

POPULAR King
15199
45-15199

STEVE LAWRENCE
SUDDEN FEAR
ALWAYS LOVE ME

TEDDY PHILLIPS
PELANDINO
HOPIN'
15201, 45-15201

FOLK King
1106, 45-1106

MOON MULLICAN
JAMBALAYA
A MIGHTY PRETTY WALTZ

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 COMMA GET
YOUR LOVIN' BONE
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
12048
45-12048

THE DOMINOES
HAVE MERCY, BABY
DEEP SEA BLUES

THE ROYALS
MOONRISE
FIFTH STREET BLUES
12088
45-12088

Federal
12098
45-12098

THE ROYALS
A LOVE IN MY HEART
I'LL NEVER LET HER GO

L.L. GREENWOOD
GRANDPA CAN BOOGIE, TOO
NEVER AGAIN
12093, 45-12093

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HEAR KENNY

MY SONG
MGM 1133—Backed by a new group, Kenny reads off the ballad with a smooth, intimate style.

NORM ROAGY ORK

IF YOU WOULD ONLY BE MINE
LITTON 143—Chiro Satis King handles the lyrics on an attractive waltz ballad.

GEORGIA

Instrumental reading of the oldie sounds like nothing more than the ten medleys pursued by typical hotel room orks.

ELLY FROST-DICK MANNING ORK

WHY?
CARNIVAL 7001—Elly Frost shows to nice advantage as she warbles this Latin item.

GRATEFUL

The Miss Frost comes thru with another nice reading, instrumental serm on the weak side.

JONI JAMES

WHY DON'T YOU BELIEVE ME
MGM 1133—Miss James continues to impress with her chanting. With enough conviction she could break thru.

PURPLE SHADES

The chip could use better material to good advantage.

FRAN MCKENNA—THE SUN RAYS

IF I COULD TALK ABOUT ME
WIFE'S TV GOLF 70
CARDINAL 1002—The Sun Rays—harmonical duo of no mean ability—set a lively pace for a bright reading of the oldie by Fran McKenna.

TIME WILL TELL

Slow ballad is sung nicely but fails to maintain the same interest as flip side.

PAUL DARNAY

HAVANA HEAVEN
BREWSTER 4700—Ork sets a pleasant Latin beat while Darnay turns in a neat vocal effort. Chord accompaniment in the background. Singer shows up well in his first disk effort.

DONT CRY BY HEART

An over-emotional arrangement by chords and ork confuses an otherwise nice job by Darnay.

BETTY COX

HOW WRONG CAN YOU BE
SELECT 146—Miss Cox sings well and the ork turns in a good backing. Okay use for the label.

UP TO NOW

Disc.

JILA WEBB

MY BABY'S ARMS
MGM 1133—Jila Webb, new thrush on the label, sings this pleasant tune in a husky and breathless style, which sounds rather affected. When the sad singer straightforwardly she is more effective.

THE LOVE IN YOUR EYES

The canary hands this bouncy item a very coy and too cute vocal, over a biting ork backing. Thrush would come over much more effectively on both sides if she was not encumbered by artificial vocal style.

TOMMY RICHARDS

WAS IT OR WASN'T IT YOU
TKI TONE 1009—Richards sounds like an okay singer and the song is okay, the uncaring. In all, a fair platter.

SAMMI GLITA

Attention to do a big tango with a small trio and vocalists doesn't make much.

IVORY JOE HUNTER

TREE FOR ME
MGM 1132—A slow ballad is sung and played in nice style by Hunter, with quiet help by the combo.

THE BIG BOUNCE

Ivory Joe Hunter sings this slight effort adequately, while the group and Hunter furnish okay musical backing.

BILL OSBORNE

MAIMINI NIEP
LITTON 1439—Okay Hawaiian instrumental.

SWEET IRLAND

Disc.

ROSS LEONARD

YOU'RE MY ALL
SANTA 498—Fair rendition of a new ballad by Ross Leonard over a big ork arrangement. Tune is attractive, but singer is unimpressive.

ANYONE CAN TELL

Same comment.

LATIN AMERICAN

DANIEL SANTOS

NADA BOY
SECO 7210—Medium tempo bolero is given a wondrous vocal reading by Santos with an effective ork backing. A strong disk that could be a big one for the singer.

BAJO Y TUMBA

Santos and the group sing thru bouncy guachaca both vocally and instrumentally.

PEORO VIA ORK

CANTON POPULARES CUBANOS
V 22-5028—The vocal-instrumental group originally cut this disk some 15 years ago. It's still a bright collection of Cuban songs of the day.

STONEY

Another oldie and another good disk.

TONA LA NEGRA

CONDO GOLDENBRITAS
V 22-5023—Lovely bolero is given a moving reading by the songstress to an Americanized backing by the Raphael de Paz ork.

Y SIN FEMARGO YR—QUEERO

Mute waltz work by the thrush and ork, this time on a samba.

ORQUESTA CASINO DE LA PLAYA

ELUFE CHANGE
V 451-0047—The repetitious lyrics are given interest thru many rhythmic variations in this waltz. Side is a re-issue in RCA Victor's Collector Series. Many will welcome its new availability.

CUANDO YUELVAS

A QUERKME
Solo honos are divided equally in this effort between the rhythmic piano styling of Amelmo Sacanas and the romantic warbling of Miguelito Valdes. The ork contributes a strong beat. A good side.

EVA GARZA

EN ADELANTE
SECO 7208—Miss Garza sells the lyrics persuasively while the Continental ork sets a restrained mambo backing.

NO PUEDO CAMBIAR

Another nice effort by the thrush and ork on bolero.

LEO MARINI

MUCHAS GRACIAS
SECO 7197—Haunting samba is given a sultry reading by Leo Marini over quiet backing.

JAJA! QUE TE VAYA BIEN

Bolero-ton is sung brightly by Marini to a sharply punctuated ork backing.

HERMANAS PADILLA

LA CULEBRA POLERA
V 22-5025—Ranchera is sung hauntingly by a female duo to an unimpaired ork marked by staccato trumpet.

ANDELE

More of the same.

RAFAEL MENOZ ORK

CASI NA
V 451-0049—The Porto Rican ork delivers a bright guachaca which should please the set and the natives as well. A re-issue this from the collector's series.

ANORANZA

The tempo slows up to a bolero pace for another good disk.

LUPE Y RAUL

TIENES QUE PAGAR
V 22-5016—A lively Mexican bolero is skillily sung by the boy-girl vocal team.

CORAZON PARTIDO

Disc.

HERMANOS MARTINEZ GIL

QUEBIRA
V 22-5015—The Martinez Gil brothers come thru with a neat chanting of a Mexican bolero which should please the fans.

Y NO FLORES CORAZON

Disc.

JUAN LEGIDO

LOLA FUNALES
V 22-5014—The Mexican outfit turns in a typical paso doble with Legido handling the lyrics.

CALLIE ABAJO

More of the same here.

MARIA VICTORIA

MALAGRADECIDO
V 5130—The warbler has an intimate style that projects easily on this waltz. Tune and beat are attractive.

MENTIRA Y DESENGANO

Bolero-ton ballad is warmly sung by Miss Victoria. Backing is tasteful.

SPIRITUAL

THE SPIRIT OF MEMPHIS QUARTET

JESUS BROUGHT ME
KING 4567—The group sets a neat beat for its reading of a typical spiritual. The reading is loaded with fervor.

JUST TO BEHOLD HIS FACE

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
POLO 263—One of the better spiritual groups, the Bradford Singers sell a lovely religious dirty with plenty of heart-felt chanting.

TEST AT THE JUDGMENT
The group turns in another fine performance here.

CHILDREN

EDDY ARNOLD

HORACE THE HORSE (ON THE WHEELS GO ROUND)
VICTOR V-459—Cute-a-button kidlety penned by Cy Cohen and Charlie Ciran should please both the parents and the mopets.

SMOKEY THE BEAR

This is one of a raft of kiddies based on the Government Forestry Service's fire prevention bear. Could be, tho, that there's too much of a message contained in the lyric. Promotion is expected to be heavy.

IMMY DURANTE

RODDOLPH THE RED-NOSED REINDEER

GOLDEN RECORD BR 15—Despite the postwar competition of the well-established kiddies on this tune, the new Durante version should hold its own niche in the seasonal business. A fine bank of kiddie material in every way. Should sell over into pop market as well.

SANTA CLAUS IN COVIN' TOWN

Disc.

WILLIAM KEENE-GAIL KUBIK ORK

BENNIE THE BEAVER

FRAN & JOE
COLUMBIA MIV 139—Here is a musical story which is just wonderful. How well it sells will depend greatly on how well-exposed it is.

COLUMBIA MIV 139

The modern, Slavick-esque music is great, the story so rhythmic it cuts-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

FRAN & JOE
GOLDEN DOR 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 BUTTERFLY

GOLDEN RECORD BR 92—Some cough, this is from Gilbert & Sullivan's "H.M.S. Pinafore." It's a fine rendition of the familiar song which should please the mopets—and their parents. A good 25-cent platter.

WE SAIL THE OCEAN BLUE

Disc.

MITCHELL MILLER ORK

GOLDEN CHRISTMAS CARDS

FRAN & JOE
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 dirty is sung neatly. A platter for the younger mopet set.

THE POKEY LITTLE PUPPY

The simple, little song is pleasantly chanted for a side kiddies should like.

SACRED

THE HARMONERS QUARTET

TALK, TALK, TALK

REDDOLPH
BIBLETONE 8008—The group turns in a neat reading of a suspect dirty with a slick, new idea.

MY HAPPY NEW YEAR WATCHES OVER ME

Happy Edwards handles the solo vocal for another good side.

KITTY MANN

JESSE, 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 WHO TAKE A JOURNEY

The honky piano and country string 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.

CANT YOU HEAR HIM CALLING

Same comment.

JACK RIVERS—JIM LEWIS SONS

A BEAUTIFUL LIFE

LITTON 1443—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 20

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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to
**JONI
JAMES**

**"WHY DON'T YOU
BELIEVE ME"**

and
PURPLE SHADES

MGM 11333—78 rpm K11333—45 rpm

MGM'S ROLL CALL OF HITS!!!

<p>Billy Eckstine EARLY AUTUMN BECAUSE YOU'RE MINE MGM 11301—78 rpm • K 11301—45 rpm</p>	<p>Alan Dean LUNA ROSSA and I'LL FORGET YOU MGM 11269 78 rpm • K 11269 45 rpm</p>
<p>The Four Horsemen INDIAN LOVE CALL and SAN ANTONIO ROSE MGM 11300 78 rpm • K 11300 45 rpm</p>	<p>Honk Williams JAMBALAYA WINDOW SHOPPING MGM 11283—78 rpm • K 11283—45 rpm</p>
<p>Fran Warren WISH YOU WERE HERE WHAT IS THIS THING CALLED LOVE MGM 11270—78 rpm • K 11270—45 rpm</p>	<p>Acquaviva and his Orchestra BEYOND THE NEXT HILL and TILLIE'S TANGO MGM 30614—78 rpm • K 30614—45 rpm</p>
<p>Jock Fina and his Orchestra PASTA FAZOOOLA and RINKY DINKY MELODY MGM 11307—78 rpm • K 11307—45 rpm</p>	<p>Lennie Hayton and his Orchestra SLAUGHTER ON TENTH AVENUE Parts 1 & 2 MGM 30174—78 rpm • K 30174—45 rpm</p>
<p>Bill Hayes MY SEARCH FOR YOU IS ENDED SAY YOU'LL WAIT FOR ME MGM 11296—78 rpm • K 11296—45 rpm</p>	<p>Frank Petty Trio ST. LOUIS BLUES and CONGRATULATE ME MGM 11305—78 rpm • K 11305—45 rpm</p>

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 Records and Ratings of Radio
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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 3912

Ames Brothers.....Coral 60846

A lovely, melodic new ballad with a lighthearted air reveals a very persuasive performance from Georgia Gibbs, and a smooth rendition from the Ames Brothers. The original wailing of the tune on Decca Records with Marlon Crovo is another good disk.

PIECE 'A-PUDDIN'.....Jo Stafford-Frankie Laine.....Columbia 39067

Stafford and Laine sock over the saucy, rhythmic effort, based on a lullaby nursery rhyme, in an infectious, exuberant style, backed by a "flamboyant"-type combo sound. Disk should click quickly. File: "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 Ors.....Victor 20-4923
- BLUES IN ADVANCE.....Dorian Shore.....Victor 20-4926
- THREE LETTERS.....Ray Starr.....Capitol 2213
- YOU'LL NEVER GET AWAY.....Doc Cornell-Teresa Brewer.....Coral 60629
- MEMPHIS IN JUNE.....Johnny Mercer-Billy May Ors.....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.....Jennie Ray.....Columbia 39637
- MOONLIGHT ON THE GANGES.....Sauter-Finegan Ors.....Victor 20-4927
- BLUES IN THE NIGHT.....Rosemary Clooney.....Columbia 39613
- MY LOVE AND DEVOTION.....Perry Como.....Victor 20-4877
- CARMEN'S BOOGIE.....Andrews Sisters.....Decca 26342

• 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.....Ray Starr.....Capitol 2213
- FEET UP.....Guy Mitchell.....Columbia 39622
- MADONISSELLE.....Eddy Howard.....Mercury 5896
- 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.....Mark Snow.....Victor 20-4909
- AN AMATEUR IN LOVE.....Slim Whitman.....Imperial 8163
- SETTIN' THE WOODS ON FIRE.....Hank Williams.....MGM 11318
- YLL ALWAYS TAKE CARE OF YOU.....Webb Pierce.....Decca 28369
- I'M HOG-TIED OVER YOU.....Tennessee Ernie-Flo Mae Marz.....Capitol 2215

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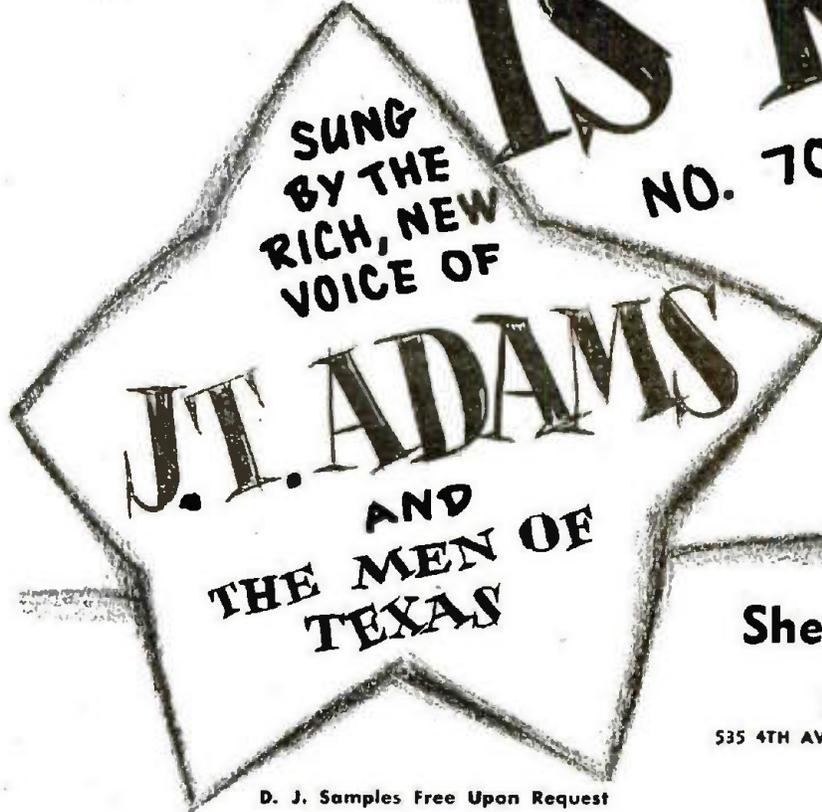
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THE BILLBOARD

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

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

Album and LP Reviews

Country & Western (Folk) Record Reviews

How Ratings Are Determined
Records are rated four ways: (1) overall; (2) as to tone; (3) as to lyrics; (4) as to performance.

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories covered: Song caliber, 35; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's performance, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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Continued from page 41

HOT WOODPECKER RAG 72
OPA should be interested in this...
RED CALLENER SEXTETTE
LONESOME REBECCA 74
RED CALLENER QUARTETTE
BLUES FOR J. Y. 72
CALVIN FRAZIER
LITTLE BABY CHILD 74
SAVING 85B
GOT NOBODY TO TELL MY TROUBLES TO 72
DAVE BARTHOLOMEW ORK
MOTHER KNOWS BEST 74
THE GOLDEN RULE 72
THE "B" ROYALES
YOU KNOW I KNOW 74
COURAGE TO LOVE 72
CLASSICAL
JOSEPH SUK: SERENADE FOR STRINGS, OP. 6; SMETANA: BYRNES; BOHEMIAN DANCES—The Harold Jynn Chamber Symphony Ork, Harold Byrn, Cond. (12-12) Capitol 1331 R 8374

DEI VINNE BROTHERS
HOW YOU GONNA GET YOUR LOVIN' DONE 74
I SAID GOODNIGHT
SIX DARLING
JIMMY JAMES ORK
SLOW MOTION BOOGIE 72
SITTIN' IN 65A—Terror sax takes the lead in a forceful rendition of lagoon opus that betters the title. Slide builds in intensity. Beat has a hint of "Night Train." Jukes and jocks might use.
FULTON STREET HOP 68
JIMMIE RUSHING
GO GET SOME MORE YOU FOOL 73
THE WAY I FEEL 67
TERRY FELL
DREAMERS PARADISE 73
YESTERDAY 73

ROSANNE You'll Never Get Away From Me The Agnes Waltz ABC MUSIC CORP. BOURNE, INC. 799 7th Ave. N. Y. 19, N. Y.

"HOMINY GRITS" DEAN MARTIN CAPITOL

AMERICAN MUSIC, INC. 1576 Broadway • 9109 Sunset Blvd. Hollywood, CA 3-7880 CO 1-3334

"STRING ALONG" Published by Regent Recorded by The Ames Brothers... Exclusively licensed by BROADCAST MUSIC, INC.

"SMOKEY THE BEAR" HILL and RANGE SONGS, INC. BEVERLY HILLS, CALIF.

London RECORDS ffr

"The finest sound on record" THE EPIC BALLAD FROM THE EPIC FILM HIGH NOON (DO NOT FORSAKE ME) LEO FEIST, INC.

2 Great Novelties "FEET UP" (Par Him on the PaP) "WALKIN' TO MISSOURI" HAWTHORNE MUSIC CORP. 1619 Broadway New York 19, N. Y.

RECORD PRESSINGS Shellac—Vinyl—Flex 78 RPM—45 33 7 1/2" E.P. Fast Pressing Free Shrink or Little Shrinker Labels—Peacock—Masters SONGCRAFT, INC. 1650 Broadway New York 19, N. Y.

POPULAR

THEMES AND SONGS FROM "THE QUIET MAN"—Bill Gray, Victor Young Ork (1-10) 77
Decca 1335 DL 5411
It is a splendid heart of those who have a sentimental attachment for the "Old Sad," as well as many others. It contains some lovely, melodic and spirited new tunes written for the John Ford film "The Quiet Man," by Victor Young. In addition, it contains three old favorites, "Galaxy Bar" and the "Isa of Innerevy," both of which are sung by Bill Gray, and "I'll Take You Home Again Kathleen." Tunes penned by Victor Young, and beautifully played by his orchestra are the lovely "Dance of the Merry Men," "The Big Fish," "Katie's Lament," and "St. Patrick's Day." With the impact of the movie, this set could be a valuable item. Cover and back cover are attractive.

POPULAR Rating 75

POP PARADE, VOLUME 2 75
MGM (33) E-170
Latest MGM LP of top pop hits is a string with it. It contains Alan Dean's "Luna Rana," Bill Hayes' fine wailing of "High Noon," and the David Rose version of "Mama." Other sides, all previously released as singles are: Billy Eckstall's "Kiss of Fire," "Delicious" by Les Brown, "Aut Widespread, Sweetheart" by the De Marco Sisters, and the original wailing of "Mama" by Hank Williams. Sarah Vaughan's singing of "Once in a While" is performed brightly. LP fans who enjoy pop should like this set.

CARNIVAL RHYTHMS—Percy Faith Ork (1-10) 75

Columbia 1331 GL 103
This collection of Latin rhythms features some familiar and some not-so-familiar tunes presented in concert style, symmetrically arranged and lightly performed by the Percy Faith Ork. All varieties of Latin-American tempos are included and the bright and exciting orchestration, with the color and exuberance of these festive rhythms. Best titles are "Jamaican Rumba" and "Jungle Fantasy," both previously released as singles, and the well-known "Oye Heurra" and the "Mimosa Sembla." 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 ear work. Recording is excellent.

FRIENDLY MUSIC—They Were Ork (1-10) 72

Mercury 1331 MB 25176
Troy Hill, long a favorite sax leader and singer in the Middle West, has an album in store here that should please his many fans, especially the older set. Disk contains a group of fine standards such as "Sinner's Prayer," "Angry" and "Who's Sorry Now," all well served by Hill's enjoyable falsetto, and good, bouncy support from the ork. "Sinner" and "Country Wedding Day," both novelties, are performed in delightful, unsophisticated and friendly style. All of the ditties are played in Hill's own ballroom tempo, and the recording, even over crowded will be unable to resist a flip at the light fantastic when they hear these foot-tapping tunes.

RODGERS & HART: PAL JOEY & THE CONNECTICUT YANKEE — Charlie Shevell, pianist (1-10) 70

Decca 1331 D 1002
The new label has come up with two LP's further honoring 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 jazz "Big Band" which was created during the try-outs run when the book was pared. All are aptly presented by Shevell at the piano in his classical manner. They're in a room and cast. There's always room for an album with top music rendered in a pleasant, relaxing manner. These two packages qualify as that score.

COME BACK TO SORRENTO—Phil Brita (1-10) 68

MGM 1331E 164
This is a smooth collection of Italian songs by warner Phil Brita. Tunes include such well-known favorites as "Come Back to Sorrento" and the title item "Come Back to Sorrento." In addition, there are folk-songs that have been recent top hits like "Mattachiney" ("You're dreaming My Heart") and "Smoggy" and "Mama." Brita sings them with feeling and warmth.

ECSTASY ALBUM—Olio 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. Best most of it is historical enough. The selections, all composed by Cesana, are unusual and well played by the string-heavy ork under his direction. As background music, the wailing should please a good many who like mid-entertainment, the most surprising piece is a movement from Cesana's "Symphony in Jazz." The title suite, "Ecstasy," is typical of the rest. It's a slight scoring appropriate as accompaniment to a romantic flicker. The photo of a reclining couple on the album cover is an eye-catcher.

CHILDREN

TRICK OR TREAT—W (45) WY 2000 (1-7) 84

MICKY MOUSE'S CANDY MINE — W (45) WY 2001 (1-7) 84

THE WHAT ZIS AND THE WHO ZIS—W (45) WY 2002 (1-7) 84

KUKLA, FRAN, AND OLIE AND THE WISHING WELL—W (45) WY 2003 (1-7) 84

KUKLA, FRAN AND OLIE AT THE FAIR—W (45) WY 2004 (1-7) 84

ROBIN HOOD—W (45) WY 2005 (1-7) 84

ALADDIN—W (45) WY 2006 (1-7) 84

HANSEL AND GRETEL—W (45) WY 2007 (1-7) 84

CAPTAIN VIDEO AND HIS VIDEO RANGERS—W (45) WY 2008 (1-7) 84

CAPTAIN VIDEO AND THE CAPTIVES OF SATURN—(45) WY 2009 (1-7) 82

LITTLE NIPPER FIRE CHIEF—W (45), WY 2010 (1-7) 82

LITTLE NIPPER AND THE RAILROAD TRAIN (45) WY 2011 (1-7) 82

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How Ratings Are Determined
Records are rated four ways: (1) overall; (2) as to tone; (3) as to lyrics; (4) as to performance.

The Categories
Following are the maximum points that may be earned by a record in each of the nine categories covered: Song caliber, 35; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's performance, 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
OPA should be interested in this...
RED CALLENER SEXTETTE
LONESOME REBECCA 74
RED CALLENER QUARTETTE
BLUES FOR J. Y. 72
CALVIN FRAZIER
LITTLE BABY CHILD 74
SAVING 85B
GOT NOBODY TO TELL MY TROUBLES TO 72
DAVE BARTHOLOMEW ORK
MOTHER KNOWS BEST 74
THE GOLDEN RULE 72
THE "B" ROYALES
YOU KNOW I KNOW 74
COURAGE TO LOVE 72
CLASSICAL
JOSEPH SUK: SERENADE FOR STRINGS, OP. 6; SMETANA: BYRNES; BOHEMIAN DANCES—The Harold Jynn Chamber Symphony Ork, Harold Byrn, Cond. (12-12) Capitol 1331 R 8374

DEI VINNE BROTHERS
HOW YOU GONNA GET YOUR LOVIN' DONE 74
I SAID GOODNIGHT
SIX DARLING
JIMMY JAMES ORK
SLOW MOTION BOOGIE 72
SITTIN' IN 65A—Terror sax takes the lead in a forceful rendition of lagoon opus that betters the title. Slide builds in intensity. Beat has a hint of "Night Train." Jukes and jocks might use.
FULTON STREET HOP 68
JIMMIE RUSHING
GO GET SOME MORE YOU FOOL 73
THE WAY I FEEL 67
TERRY FELL
DREAMERS PARADISE 73
YESTERDAY 73

RED CALLENER SEXTETTE
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CALVIN FRAZIER
LITTLE BABY CHILD 74

JOHNNY BOND
I WENT TO YOUR WEDDING 73
 COLUMBIA 3400—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 wailings available.

OUR LOVE ISN'T LEGAL 73
 Weeper is sold successfully by Bond with the hard adding a melancholy setting.

SONS OF THE PIONEERS
LET'S FRIEND 72
 V 20-497—Dreamy ditty has a poignant quality that's warmly accepted 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
 SAYS: "I'm a Comedian. Singers and the combo deliver a medium beat bonker with a shuffle beat for an okay instrumental side."

INDIAN LOVE CALL 70
 What with all the noise created by the Slim Whitman platter is limited that "I'm a Comedian" would be a ground. This is it. Might catch some coin.

THE PINTOPPEERS
MY LITTLE GIRL 72
 CORAL 6418—The warbling team of Eddie and Sally do a straightforward job on the lyrics of the older, but the bouncy melody beat is the main attraction. It's frantically played by The Pintoppers.

TENNESSEE WARDER 68
 The group has a dreamy waltz here and they read it just right for a couple of easy hours around the dance floor. The Dixie Sisters are the okay warblers.

"TEXAS" BILL STRENGTH
I FOUND MY LOVE 72
 CORAL 6418—The chatter has a fine country tune here and she gives it a sympathetic reading. The Screws' piping is not very powerful, he projects with a good deal of warmth.

IT'S A SHAKE 68
 Routine rural weeper is read with the proper pleading quality by Texas Bill. Might do okay in the more rustic areas.

FRANK MILLER
BARF FOOT BLUES 72
 GILD-EDGE 5073—Country blues is warbled with a hot of heart by the singer. Stripes behind him give it a slow ride.

I'M STILL IN LOVE WITH YOU 70
 Miller projects this oeuvre in mournful style with an okay assist from the Drifting Texans.

WAYNE RANKY
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. Ranky reads the lyrics of the happy-style ditty pleasantly.

CHARLIE ADAMS
T T ROOGIE 70
 DECCA 28197—Bouncy boogie to 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.

CURLY 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 ho-down style by the combo. Could be good live fare in rural markets.

THEY'LL NEVER MAKE A MONKEY OUT OF ME 65
 Fax novelty item could get some spins in country areas. Warbler Gibson is okay on the vocal and the steel guitar backing is strong.

CURLY GIBSON
THE BILL BILLY BURN 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 POOLISHNESS 65
 Appearing weeper receives a medium rendition from Gibson over a good combo backing featuring piano and guitar.

BABY FACE TURNER
CONNA LET YOU GO 70
 MODERN 882—Southern blues w/lyric Baby Face Turner, turns in a satisfactory reading of the country effort, backing himself on the guitar.

BLUP SKRINADE 69
 The warbler tells about the blues on this wailing, 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

GINAH—Ray McKinley (Hera Skatone) United 1135
 Dutch Garden—Lawrence Dutch—Red Raven Ork (Thisa General) V 20-4823
 Grasshopper MacClain—Stuart Hamilton—Doris Rice's Ork (Dulutha Bill) Columbia 21814
 Moe Skatone—Ray McKinley (Dinah) United 1135
 Hula Muckacha From Spala, That—Ray Arnold Ork (Uncle Joe) Leray 500
 I Get Lonesome—Stuart Hamilton (Old Love Affair) Columbia 21813
 Allright—Freddy Henderson's Ork (Pat. Tho) Standard 174
 Oklahoma Bill—Stuart Hamilton—Doris Rice's Ork (Grasshopper MacClain) Columbia 21814
 Our Love Affair—Stuart Hamilton (I Get Lonesome) Columbia 21813
 Post, The (I Want the Water)—Freddy Henderson's Ork (Mirage) Standard 174
 Tulle Serenade—Lawrence Dutch—Red Raven Ork (Dutch Garden) V 20-4825
 Uncle Joe—Ray Arnold Ork (Hula Muckacha From Spala, That) Leray 500
 Winkin' to Missouri—Ken Griffin (You Belong to Me) Columbia 34957

LATIN AMERICAN
 Balao—Stella Gil (Pajarito De Lavana) V 23-5817
 Delgado—Benny More (Ella Si Ella) V 23-5815
 Ella Si Ella—Benny More (Delgado) V 23-5813
 Fiesta De Tambor—Benny More (Salomon) V 23-5812
 La Vela De Puerto Rico—Guarata Manuel Jimenez (Melendez Vial) V 23-5828
 La Vela De Puerto Rico—Carlos Valdes Con Los Aquilillas (MI Yupa Colorado) 23-5831
 Mi Yupa Colorado—Carlos Valdes Con Los Aquilillas (Mi Yupa Para No Volvair) V 23-5832
 No Necesito—Pedro Vargas (Nena De La Voz) V 23-5827
 Nena De La Voz—Pedro Vargas (Nena De La Voz) V 23-5827
 Pajarito De Lavana—Stella Gil (Balao) V 23-5817
 Prende La Vela—Luchito Hernandez y Su Orquesta (Salvador) V 23-5820
 Que Landa Suenan—Tito Rivera y Su Orquesta (Viva Zapata) V 23-5830
 Salomon—Benny More (Fiesta De Tambor) V 23-5812
 Salavador—Luchito Hernandez y Su Orquesta (Prende La Vela) V 23-5820
 Tu No Eras Nadie—Salvador Rublo (Yo Vno Mi Vida) V 23-5830
 Yo Vno Mi Vida—Salvador Rublo (Tu No Eras Nadie) V 23-5830

INTERNATIONAL
 A La Mi Amor—Doris Marrier (El Tod) V 26-7104
 Big Tent Polka—The Village Brass Band (Street Band Polka) Standard 177
 Black Head Waltz—Harry Hadden Ork (Catalin Jim) V 20-1903
 Canapopol—Nina Marietta E Cars Dell (Etna (Cantabile) (Amor)) V 23-7200
 Captain Jim—Harry Hadden Ork (Black Head Waltz) V 20-1903
 Canapopol—Nina Marietta E Cars Dell (Etna (Cantabile) (Amor)) V 23-7200
 Canapopol—Nina Marietta E Cars Dell (Etna (Cantabile) (Amor)) V 23-7200
 Canapopol—Nina Marietta E Cars Dell (Etna (Cantabile) (Amor)) V 23-7200

SLAM WILLET
 DON'T LET THE STARS 70
 4-STAR 1614—Nothing special or exciting here. Just a fairly good country ditty in a familiar pattern.

HAIACOL CORNERS 70
 More of the same.

JACK RIVERS
 ROSITA 70
 R R RANCH 1428—Ditty is given a fine instrumental ride by Rivers on the guitar. Ops with Western locations should listen in.

MY DREAMS ARE GETTING BETTER ALL THE TIME 63
 The evergreen is given a good Western interpretation by the Rivers group with Jesse Tucker coming thru nicely on the vocal.

BOBBY BROOKS
 AGLOW 65
 V 20-4934—Slow ballad is sung with some spirit by Brooks to quiet pop-like backing by Biggs.

LEES 55
 Singer sounds a little dazed on this one.

GENE DUNCAN
 WHEN I DREAM OF YOU 63
 INTRASTATE ISR 4—The Western group and warbler should please here too. Material is somewhat stronger.

I'M BEYOND OVER BACKWARD 58
 Duncan does nicely by this slight ditty. Rendition has a pleasant bounce.

SONS OF THE PURPLE RAIN CAN'T PLAY AROUND
 ANYMORE 60
 SANTA 502—Country weeper receives a lethargic reading from the Sons of the Purple Rain and the group imaginatively called Sons of the Moment.

COLD KISSES 58
 The group works hard on this country tune but the result is unimpressive.

**Gay Time Polka—Valero Mucetta Ork (Happy Dreamer's Waltz) Standard 177
 Happy Dreamer's Waltz—Valero Mucetta Ork (Gay Time Polka) Standard 177
 I Can't Change It—Conde Fazy The Doughboys (Smokey) United 1135
 Isle of Louis Ripe—Terry-Frank Cordell Ork (There's a Little Bit of Irish) V 26-7520
 La Branda E La Bruna Non Sono Per Me—J. Corina M. Zito (La Fija Del Pastoral) Standard 6079
 La Fija Del Pastoral—J. Corina M. Zito (La Branda E La Bruna Non Sono Per Me) Standard 6079
 Night With an Accordion—Standard 5964
 Polka De Sorel Cochon—Fernand Thibault (Reel Or Postons Des Cheneaux) V 26-7103
 Ray De Polsson Des Cheneaux—Fernand Thibault (Polka De Sorel Cochon) V 26-7103
 I Can't Change It—Conde Fazy The Doughboys (Smokey) United 1135
 Steel Mill Polka—The Merry Maids (Forewell My Dear) United 1135
 Street Band Polka—The Village Brass Band (Big Tent Polka, The) Standard 177
 Summer Night With an Accordion—Elliott's Accordion Ork (Lover's Path) Standard 509
 Tancarella D'Amor—Nina Marietta E Cars Dell (Etna (Cantabile)) V 23-7200
 There's a Little Bit of Irish—Terry-Frank Cordell Ork (Isle of Louis Ripe) V 26-7520
 There's a Little Bit of Irish—Terry-Frank Cordell Ork (Isle of Louis Ripe) V 26-7520**

CHILDREN
 Hannel and Gretel (Part 1 & 2)—Jane Pickens V WY-2007
 Kiddle, Fran and Ollie and The Whining Well (Part 1 & 2)—Fran Allison Jack Facknitz Ork V WY-2005
 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 record serving by Otto Weber, managing secretary, and a second discussion on the possibility of expanding the service to cover territory bands by Vic Sloan, Plator, 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 combating 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. Harnar 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.

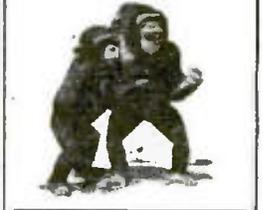
The chairman wanted to know about the ABC broadcast "Lights Out," a program about which he said the subcommittee has received several complaints. Mrs. Zorbaugh replied that it was not an ABC program, but that if the word "dis" were in it, it would certainly be used.

Representing Du Mont Television Network, Chris J. Whitting declared that the industry knows "that questionable programming 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!"



BY AL MIERCH AND JACK SHOCKETT, MALVERNE DISTRIBUTORS, MARCY RECORD DISTRIBUTORS, NEW YORK, N. Y.

RICHARD HAYES
 "FORGIVE AND FORGET"
 and
 "FORGETTING YOU"
 Mercury 5910 • 5910 • 45



PUNKY PUNKIN
 Recorded by
ROSEMARY CLOONEY
 COLUMBIA
 GEORGE PAXTON, INC.
 16th Broadway

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."



The Billboard, 2160 Patterson St. Cincinnati 21, Ohio.

Yes! Here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

Order Sample Shipment Today. 50 copy trial order of this week's TTT costs you only \$1

Fill in and mail the coupon TODAY!

Name (please print) _____
 Address _____
 City _____ Zone _____
 Store Name _____

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 Noiden**, is sojourning in New York. **Marita Little Sunshine** (Kismet) who began his 13th season at the Northernair's Showboat at Three Lakes, Wis., July 8, winds up his stay there the middle of October. Prior to his return to the Northernair, 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 Northernair management tendered Kismet a lifetime contract at the Showboat. With the contract came a bronze plaque bearing the signature of Carl O. Mazy Jr., Northernair owner.

They Come to
New York
from everywhere

to enjoy the
Value, Comfort and
Convenience of

Woodward

BROADWAY at 55th STREET
Ideal accommodations
for 800 guests

Private baths, showers
and radio. Television!

FROM \$3.50 SINGLE \$5.00 DOUBLE

SELAN'S
Women's Largest
Creators
Hair Styled Picked

Write for
FREE CATALOG
Our Hair Goods
are all expertly
made of the finest
and first quality
materials. Write for
FREE CATALOG
and **WIGS**.
BALE PRICE
LIST - an latest
style Hair Pieces

SELAN'S
HAIRGOODS CO.
22 N. State St.
Dept. 1
Chicago 2, Ill.

- Waterfalls
- Chignons
- Diaper
- Switches
- Formations
- Wigs
- Mane Revivals
- Toppers

THEATRE FOR LEASE
Dayton, Ohio

Suitable for Burlesque
1000 seats Modern fully equipped
Board of city Extra large stage
Boys 400-200, Dressing 16 x 16 ft.
Weight Field Air Force
Bradley's Theatre
P. L. BRADFORE
14 E. 5th St. Adams 9493 Dayton, Ohio

ACTS WANTED

All types for night spots in Montreal
and vicinity. Send photo description
of act and salary expected.

NATIONAL VARIETY ARTISTS SERVICE
Box 70, Station M, Montreal, Canada

Burlesque Performers
WANTED

Long Engagement and Good Pay.

PRESIDENT FOLLIES BURLESQUE
San Francisco, California

RHIMESTONE FASTENER

Attaches rhinestones in dresses, costumes, etc. Rhinestones Eastern best quality
plate with 150 rhinestones and settings.
Easy to use. Crystal Rhinestones, 16 size
pr. \$1.50, 5 pr. \$4.00, with settings and
pr. \$1.75. Rhinestones, 16 size
AND LITS COMPANY
31 Parsons Ave. Columbus, Ohio

HOTEL BELVEDERE
48th St., West of Broadway, New York
Phone Circle 9-1100 • Frank Waller, Manager

Single \$24.50 weekly
Double \$28.00 weekly

PRIVATE BATH-SERVING PANTRY

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 extending your contract to head the Showboat show for life."

James R. Kane, who put in 50 years in show business as a magician (Ace Kane) and mentalist (Pete 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), presented his Sky Escape, where he fastens 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. Hamel 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 **George A. Hamel** 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.

Nardis and Nadyne, after winding up at the swan's **S. 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 mael 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 **Cavdini**, **Al Flossio**, **Dr. Stanley Jr.**, **PADA**, **Cleaver**, **George Jason**, **Clint Riedel**, **Al DeLano** and **Shirley Larry Weeks** and **Orville Meyer**. A 10-dollar bill covers all activity for MAES members; \$12 for non-members.

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 act.

Opening up with **Wilma Leary** and **Jo Barnum**, local Henie, in a fast dance sequence, the act seizes into a cycle of production numbers such as "Three Day Pass," "Salor'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 nigro on skates to heavy miltz 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 Denny**, 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 kick 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**.

Chicago, Chi
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 Yost 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**.

GIRLS!!!
International Hollywood Road Show
Enter now. See program. Be
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Le Ruban Bleu

Continued from page 18

what her current audiences like. She has assembled a 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 Sheldy**, whose antics are precisely gaited to this brand of entertainment. The pair works smoothly together in class buffoonery. Sheldy can spark fun out of the reading of a simple **Hans Christian Andersen** fairy story, and Fletcher's uninhibited facial clowning is a happy 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 queer stiffness and mannerism. They can change pace at the drop of a hat, switching from a beautiful (fully 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**.

For this crew's money, only one can put across that lurid "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**.

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 act.

Opening up with **Wilma Leary** and **Jo Barnum**, local Henie, in a fast dance sequence, the act seizes into a cycle of production numbers such as "Three Day Pass," "Salor'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 nigro on skates to heavy miltz 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 Denny**, 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 kick 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 Sten 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

B- 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 or.

Sherry Shannon closed at the Peruvian Palms in Minneapolis and opened at the Capitol Lounge, St. Paul, September 18. Talent placed by the **Milt Schuster** agency out of Chicago for the season's Midwest and First circuit tours comprise **Messie Loring**, **Lou DeVise**, **Sigh Majestic**, **Lyn Paige**, **Fred Fraxton**, **May Joyce**, **Princess Dornay**, **Stan Stanley**, **Pamela Pierce**, **Nadine**, **Harry J. Conley**, **Linda Lyles**, **Jack Buckley**, **Leah Wynne**, **Fields** and **George**, **Jack Coyle**, **Rusty Marsh**, **Max Coleman**, **Bob Ferguson**, **Maurie Wayne**, **Al Baker**, **Marcella**, **Dolores Delaney**, **Billy Amalee**, **Buddy Bryant**, **Torchy Blair**, **Vivian Kossan**, **Linda Scott**, **Falsh O'Farrell**, **Bert Carr**, **Eddie Yubel**, **Helen Drake**, **Peggy Bond**, **Jack Rosen**, **Sammy Price**, **Lis Palmer**, **Lou Ascol**, **Dexter Maitland**, **Mary Murray**, **Dallas York**, **Betty Jo Morgan**, **Pat Burns**, **Roxanne Carol Shannon**, **Thos Cockrell**, **Irma**, **Calude Mathis**, **Matty Matthews**, **Rhoda True**, **Dolly O'Day**, **Herbie Barris**, **Franzy Miller**, **Joe Sterling**, **Bobbie Parker**, **Cliff Cochran**, **Peggy Woods**, **Patti Dayne**, **Betty DeQue**, **Sammy Speers** and **Beverly Ware**.

Bubbles Darlene, exotic dancer, is creating a record for a lengthy the stereotyped gestures. A little relaxation and originality in delivery would help the song routines no end. Just now the gals are less than a carbon copy of a half-dozen similar sister acts.

On the excellent side of the ledger is the acro balancing of **Howard** and **Wanda Bell**. Pair get rhythm and production into their routine, with a happy faculty for making extremely difficult stunts look easy. Everything about their work is to the point and timed to the minute. Also on the good side is the aerialist, **LaLage**, a Parisian looker, whose forte runs to rope and rings acrobatics.

Pic is "Holiday for Sinners." **Bob Francis**.

holder 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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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 protégé 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 chaletellers, supplemented by manageric 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 800 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 43 regular type indoor theaters on the books and 20 key drive-in accounts.

PROMOTION-minded Lansing Drive-In Theater at Lansing, Mich., scored handsily 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 Musquam 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. . . . Glen 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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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

London Dispatch

Continued from page 2
Mayfair to pick up a little culture. This latter is really Mr. Lunt, goggle-eyed, whiskered and full of a highly-articulate passion for locomotives.

It doesn't sound much. It isn't much. There are some fine sentiments, we said, as new waxed 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.

MANGANO DOES ROLE OF NUN

That lusty, busty lass Silvano Mangano is due here September 28 from Italy for the screen of her latest flick "Anna," in which she shrouds those curves, which won her such fame in "Bitter Rice," behind a nun's habit.

MR. PICKWICK

(Opened Wednesday, September 24)

Plymouth Theater

A comedy, based on Dickens' "Pickwick Papers," by Stanley Young. Staged by John Burrell. Production designed by Kathleen Anders. General manager, Victor Samrock. Stage manager, Phil Stein. Press representative, William F. Allen. Walter Alfred. Presented by the Playwrights Company.

salon breakfast - party. Nigel Green looks and acts exactly like the out - at - elbows schemer, Jingle, and Clive Revill and Louisa Hector give 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, Phillips Bevans, Basil Howes, Earl Montgomery, Anthony Kemble Cooper and Derek Tandy.

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 Stern exhibit, its appeal is galied primarily to nostalgic Pickwick addicts. The laughs it engenders stem from memory rather 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

ferred more catastrophes 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 Wilfrid's "Without Ceremony," and at the Theatre Monceau "Sins, 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" in the same program as Mexican singer Margo Liengo, two ex-Dunham dancers, singer France Gabrielle, modeler 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 Charpin and Branca and Lily Fayol.

TV NOW SHOW FUTURE FILM STARS

Finally, comes a new filmed TV show on the Paris network, Marcel LHerbier'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 Juan Perissou, with two Americans, one Austrian and two other Frenchmen (all virtually unknown) 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 Garcons de la Rue, Georges Lafaye's puppets, and the inevitable theatrical sketch by the Grenier Hussonet company.

Roadshow Rep

into George Carthall, of the old vied team of Carthall and Richards. He was a pal of mine in the old Kuhl 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. Gormier, 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—one year ago," Gormier 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 Fina Curtain

ADAMS—Gertrude. 71, circus aerialist, September 9 at Chicago. Her husband, the late James Adams, died in a plane crash in 1946 with the Mat Winton Great show with her husband, the late James Adams. They operated their own James Adams 26th Century Shows, a wagon circus, from 1928 until about 1940. She was in a three-car tandem 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 Adams' recent reaction to her husband's death to do research for her novel "Show Boat." They retired about 1928. Interment in Chesapeake City.

ALDA—Frances. 54, former Metropolitan Opera star, September 18 in Venice, Italy. She and her husband, Ray Viri Den, New York advertising executive, residents of Great Neck, L. I., had left on a vacation trip to Europe two weeks ago. Mrs. Alda made her debut in the title role of "Mignon" at the Opera-Comique. She sang in foreign capitals, and made her Metropolitan debut in 1908 as Gluck in "Rigoletto" under aegis of Giulio Gatti-Casazza. Thereafter, she sang much to some success in the Metropolitan season of the ensuing 21 years except 1910-11, never missing a scheduled performance on December 28, 1929, in "Manon." She was married to Gatti-Casazza in 1912. They were divorced in 1928. She was married to Viri Den in 1941.

BLANCHAT—Mrs. Josephine L. 77, 21, owner of Crystal Beach Park, Virginia, O. September 13 to the city. Her son-in-law, James Ryan, a manager of the funeral services at St. Mary's Church, Virginia, September 16, with burial in that city. Surviving are two daughters, Mrs. James Ryan and Mrs. Janet Chislett, a brother, Grant, and three grandchildren.

BURNIS—E. H. 82, author, stage producer and for many years general director of the year 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 at the age of 19. He wrote his first play, "The Bohemian Girl," in 1908. His first Broadway spectacle production came early. He was the person who created the "Water" of those girls disappearing into a tank of water at the old Hippodrome. No other show girls disappeared. He wrote such plays as "Sergeant Killy," "The Tourist," "A Trip to Japan," "Ship-Kip-Hooray," "Clue-Up," "The Association," "Good Times," "Get Together," "Better Times," "The Four Horses," "Smiling Faces" and "Red Four Horses." "Smiling Faces" was turned out "Ladder of Roses." "Nice to Have a Sweetheart." "You Can't Get the Best of the Irish" and "John Golden and Ray Hubbard." "Poor Belterly." In the 1909 he organized Oldford and Bullfinch troupe. He was a member of the Lamb's from 1912 to 1921 and held life membership. His daughter survives.

CARR—Edwarda C. 82, composer and musician, September 25 in Bridgewater, Mass. She was a trumpet soloist with the old Boston Symphony Orchestra and was the first with Victor Herbert when the latter was at the height of his operatic fame. In later years he became associated with her.

Births

KANE—A daughter, Ann Elizabeth, September 13 in Wilmington, Del., to Mr. and Mrs. Chansey L. Egan Jr. Father is a sales representative of W.L.K.

HELDMAN—A daughter, Kathleen Anne, August 30 in St. Louis to Ernie and Arlene Heldman. The parents present a mass wedding and reception at the Municipal Auditorium program in the Mound City.

MOON—A daughter to Mr. and Mrs. Bob Hora September 17 in Women's Hospital, Philadelphia. Father director of recordings for WFIL stations, that city, and conductor of the "Hot Jockey" show on WFIL and WFIL-TV.

LEINWEBER—A son September 17 in Evanston Hospital, Chicago, to Mr. and Mrs. Fred Schneider, owners of Trietons Music, Inc.

McCLUSKEY—A daughter, Kathleen Molly, to Mr. and Mrs. Bill McCluskey in Cincinnati September 15. Father is on the sales staff of W.L.W.T., Cincinnati, and formerly was head of W.L.W. Promotions, Inc. The station's talent bureau Mrs. McCluskey with her sister formed the team of Mille and Dollie Good, the original Girls in the Hospital, La Salle, Ill., in Mr. and Mrs. Arthur Trost. Father is an electrical known as the Great Arturo.

ROBERTS—A son August 16 in Kingman, Ark., to Mr. and Mrs. Kelly Roberts. Father is owner-operator of the Circus Club nitery in that city.

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the Slett and Chickering piano firms, and at the time of his retirement also created as the dean of New England piano men. Services were in Roxbury, Mass., September 23. His widow and a son survive.

CAVILLER—Clarence, 64, superintendent of the Broadway, Atlantic City, the last 27 years, September 13 in his motorboat off Brigantine, N. J., where he had gone to fish. Surviving are his widow, Edie, and three daughters. Burial September 16 in Ventnor, N. J., where he made his home, with burial in Pleasantville, N. J.

COOLBE—Benjamin, 55, French author, journalist and playwright, in Paris, September 18. He was the author of 18 plays and a 16-volume history of the theater and the editor of 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 the exhibition in 1908. His wife, who died his widow, a daughter and three sisters. Burial in Winnipeg.

DOGHAN—Gertrude, 73, former actress known in private life as Gertrude Whitton, September 11 in Bayville, N. Y. She was the wife of theatrical producer August Whitton and the mother of playwright Charles Cowburn. She appeared on Broadway in "The Royal Box," "Becky Sharp," "The Sorcerer" and "The Duke." She was also a touring singer of the "Burrington Bertie." Jolly Good Luck to the Girls Who Love a Sailor" and "The Princess Johanna" were her last films. Her late husband, Walter de France, died from the stage in 1920. In the U. S. she appeared as Tony Pastor's on 1914. She was a favorite in such shows as "Ally," "My Lady Molly" and "The Girls Who Love a Sailor" and "The Princess Johanna" were her last films. Her late husband, Walter de France, died from the stage in 1920. In the U. S. she appeared as Tony Pastor's on 1914. She was a favorite in such shows as "Ally," "My Lady Molly" and "The Girls Who Love a Sailor" and "The Princess Johanna" were her last films. 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Ringling, Royal American Share Big Day-Date Takes

Joplin, Mo., Turns Out in Force For Aggregations' Unique Stand

By FRANK JOEHLING

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 8 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 Vitall.

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 \$25,000, 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. Although not completely ironed out, the installation drew praise in the Los Angeles dailies and from C. B. (Jack) Afferbaugh, 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," Afferbaugh 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. Afferbaugh 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.

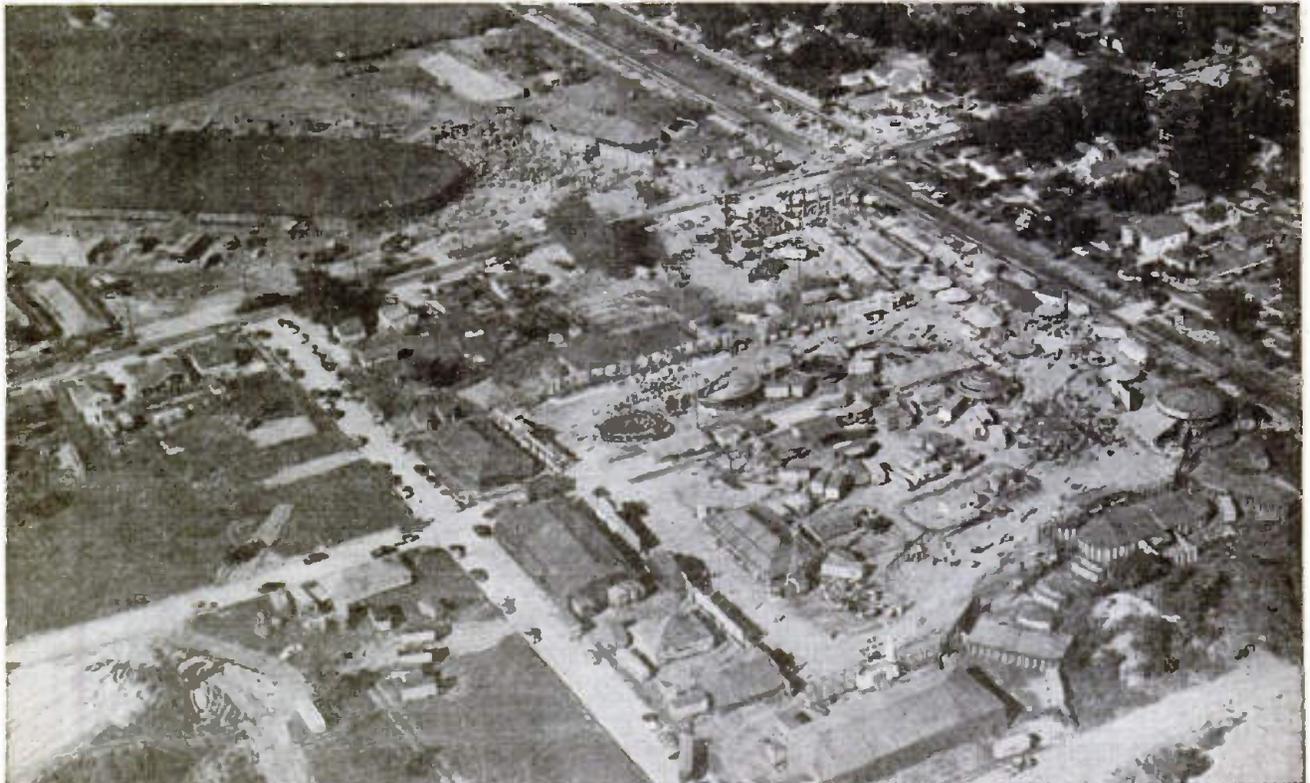
Signs Up Concessions

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 stands 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 Parrott, 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 bola act. A/3c Ernest Derry is with the 1600th Medical Group, Westover Air Force Base, Massachusetts. Grace Copley, member of the Great Cepher, 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 the "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 stanzas 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 Bramley's Border Collie Doge. Show was set by Barnes-Carruthers.

Joe Lemke, who has the chimp act on Polneck'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. Nlon, 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 Keenan; Fred, Edith and Chip Clancy; Jerry, Gail and Stacia Lee; Bobby Boulder, Pete Billings, Frankie Lane, Felix Morales and Boss the Clown.

Capt. Roy Simms, high act; All-American Boys, trampoline and acro; Josh and Lulu 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 Zemeter office; Redwood Falls, Minn., September 5-6 for Barnes-Carruthers; the Coldwater (Mich.) Fair, September 11-13, for Zemeter, 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 Nuntis 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 80,000 square feet of floor space will be used by exhibitors.

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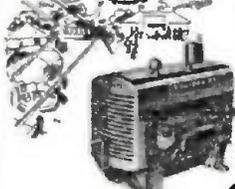
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Webers Ready Flamante Unit

NORTH HOLLYWOOD, Sept. 20.—Herbert and Chittie Weber will open their Gran Circle 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 Daredevil, was a recent Chicago visitor where he lunched 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 act at Kennywood Park, Pittsburgh, had her eighth children's book published last month by E. P. Dutton Company. Miss McSwigan had previously authored "Snow Tree".

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 most 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 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 Briesse 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 Briessees 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 Frederick (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 & Rbse, 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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Indianapolis Gross Expected to Top '51

Coleman Keeps Spot Open on Week Ends; Higher Costs Eat Into Upped Grosses

INDIANAPOLIS, Sept. 26.—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, filed 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 is stated, that, except for the weather, Riverside might have done even better, it was stated.

Geist Awarded Scroll for Kiddie Work

NEW YORK, Sept. 26.—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. 26.—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. 26.—Altho the first Annual Mardi Gras at Rockaways' 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 reschedule 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. 26.—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.

AC Bank Deposits Rise Over 1951

ATLANTIC CITY, Sept. 26.—Bank deposits and luxury tax collections here indicate that the 1952 summer was a good one, and despite two rainy holidays resort business throught 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 \$270,382 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.

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, trapeze; The Ellatons, wire walking; Toni Madison, Spantah web, and La Bernice (Bernice Griggs), swinging ladder. Opal Manly in handling tickets, and

Riverview Season Scores Increased Attendance, Gross

Pitch to Tri-State Area Pays; Mardi Gras Tabs Good Business

CHICAGO, Sept. 26.—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 re-toured 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. 26.—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. 26.—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. 26.—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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Tivoli Draws 3 1/2 Million

COPENHAGEN, Sept. 26.—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 is 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. 26.—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.

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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. 26.—Ringling-Barnum's banner business continued this week as the show moved from the Midwest to the South west. 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 9 a.m. to watch the arrival, and reserved seats were sold out early in the day. Polak Eastern was in Quincy in mid-August.

Cole & Walters Elephant Shot After Accident

RIFLE, Colo., Sept. 26.—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 Selts Photo 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. 26.—Rudy Jacobi's Rudy Bros' Circus is in operation at the Los Angeles County Fair as a carnival-type circus venue.

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' cello, 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. 26.—Banker Albert L. Juette 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."

Juette 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. 26.—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 Walling ton, 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. 26.—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-quarter 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. 26.—The German capital had no circus thru September as the Barley Circus was touring the Soviet zone and will not return here before October 15.

As the Barley unit has no big animals of its own, it has just signed a contract with the Danish circus, Binnewiss, 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.

Charles Rivets, 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.

Rivets 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. 26.—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., (9).

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.,

Mills Business Okay in Jersey

MORRISTOWN, N. J., Sept. 26.—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-quarter house and the evening performance was close to a half house. Lions Club was the auspices.

Haekensack, Saturday (13), had a straw house for the matinee, with 4,000 kids on hand. The night show attracted about three-quarters of capacity. Optimist Club sponsored the show there.

Big Ill. Business Follows Poor Minn. Takes for K-M

MENDOTA, Ill., Sept. 26.—Al G. Kelly & Miller Bros' Circus played to fair business in Wisconsin and strong houses in Illinois, consistently poor business in Minnesota.

Some sources described the Minnesota experience as the weakest takes the show 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 show. 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. 26.—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 18 people are to be carried on the show. Title will be Harris & Rowe Indoor Circus, Admire said.

(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 turnaway. 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. 26.—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 15 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. 26.—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 sealed from 75 cents to \$2.50.

Spotty Year For Rogers

SALEM, Va., Sept. 26.—Rogers Bros' Circus has played to spotty business this season and has fared some rough troupe in p.g. Owner S. 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. 26.—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.

Dressing Room Gossip

Kelly-Miller

Frankie Lou Woods has replaced Evaline 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 Zajac 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 B. M. Mills of the Holton band instrument company were visitors. Tom Parkinson of The Billboard was at Mendota, Ill. Wolfe Carasky 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 Gill, Charles W. Tiede, John A. Haviland, Tom Carroll, Chalmer Condon and George Piercy.—FRANK CAIN.

Hagen Bros.

Business has picked up, with late matinee 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 sparking 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 in Joplin. We have had a lot of railroad lots. In Tulsa we had a new lot near town. Greta Frisk, aerialist, and Fritz Froscht Frelan were married in Joplin with Jack Burslem making arrangements for them there. Esther (Daisy) Chaney and Fancher were 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 Babe Siegrist; Jess, Charley and Jimmy Nathan; Billy Ward's relatives; Mr. and Mrs. Herg Georg; Ed Raycraft; Mr. McElwee; Zelka Malakova and daughter, Wanda; Les Thomas' mother and sister; Hans Dolle; Billy Hoffman; Theo. Abbe, Phyllis 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 Clinton 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 Sla 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, Bob Barnett's midjet 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, trail-rites 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 Mareks 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 revue for next season. The Klausers, Silvers and Jo Madison, Lola Dobrith and family, Mrs. Alex Koyov and the entire Zeppe-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 Matthews of the New York Daily News were visitors. George Moran, Belmont, 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 Custmans 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 Stiff 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 Velde 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.

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Frank and Evelyn Noel have a circus unit playing fairs. Included are the Noels' Liberty horses, Clark's roller-skating horse, pony act, wapp, 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 Cotton Hotel. He'll make the USO show and seven days for the Owen Lloyd indoor show before returning to Memphis for the Shrine show October 9-11.

Albert Falke'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 did 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. . . . Andrew, cloud-swimming 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)

10 ★ PHONEMEN ★ 10
GROTTO CIRCUS
of
WASHINGTON, D. C.
Office now open. Must be able to start work immediately. Offer subject to follow. Banners, U.P.C.'s, Block Tickets. Call for details.
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ROOSEVELT HOTEL
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Top sponsorship, 100% co-operation. Leads furnished. If you have a better deal, I will join you. Transportation and phone call refunded if you can't see me at the phone.
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Labor Paper, 3-Weeks work 3- Good commission 45¢-50¢-60¢ working conditions.
LABOR COUNCIL BULLETIN
HARRY WALTON
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WANTED
Wild West Team or Couple
Al G. Kelly & Miller Bros.' Circus
Bethany, Mo. Sept. 26; Trenton, 27; Cameron, 30.

AT LIBERTY
"BIG BARK" gentle performing elephant, Doc and Pony Act. Two outstanding Acts. Can go to work any place after October 1. Wire or write
JIMMY O'DELL
376 Arcoos Bldg. St. Louis, Mo.

The Original **One and Only**
CHARLES PETERSON'S
WORLD FAMOUS BAREBACK RIDING DOGS

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Now Appearing With
POLACK BROS.' SHRINE CIRCUS
Western Unit
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HAWTHORN BEARS * 5 BEARS * 18 TRICKS * 8 MINUTES
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WANTED
TWO MEN TO TACK BANNERS
Ringling-Barnum Circus. Long season.
F. A. ROUDINOT
139 N. Clark Street Chicago 2, Ill.

CONTRACTING AGENT
One more Contracting Agent for fast stepping Indoor Hibilly Jamstore and Circus Revue. Must be able to book 100 prospects and set promotions. Write where and when to call you. Salary plus to producer.
TOMMY SCOTT SHOW
ALL WEEK. TRI-STATE FAIR, AMARILLO, TEXAS.

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Very Big Shows . . . Programs, Banners, U.P.C.'s and Tickets
This deal permits us to take on only men of the highest caliber, no drunks. The finest working conditions and accommodations. Pay daily. Very good commission.
WES THORNE
Piedmont Hotel ATLANTA, GA.
Several other deals follow. Six months top grade work

WANTED
One more ASSIST experienced in booking. The assistant date for promotion for Indoor Circus. Must be high class. Year round work. Write or wire.
A. J. ANDERSON
107 B. LEXINGTON INDEPENDENCE, MO

PHONEMEN
STRONG SUSPICIONS
BOOK-TITLES
TOP COMMISSION
FRANK CRETELLA
241 St. John St. New Haven, Conn.
UNIVERSITY 54542

PHONEMEN
Special Elements edition of THE BE. PUBLISHERS SPOKESMAN & NEWS PAPER. Selling advertising and up part. This is the best deal on the East Coast. 25% paid daily—all the phone book is covered. 30 days net work.
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EMERSON 5-1000

WANTED ★ WANTED ★ WANTED
Family Acts doing three or more for inside school Circus starting Oct. 15 for 7 weeks. Then 10 weeks starting approximately Feb. 20. All advertising and floor shows given preference for first three months. Also want 2 clean White Face Clowns. Jimmy Trez, writer.
BURLING BROS. CIRCUS
R.D. 22, Wauwatessa, Penns.

WANT ANIMAL ACTS
To open Oct. 1st. Four weeks' work.
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Department: The Billboard, 168 W. Randolph St., Chicago 3, Ill.

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 though 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 187,882. The opener, Saturday (8), saw 2,243 more paid admissions than the same day a year ago. The week was marked by perfect weather. Here-with is a daily comparison of attendance and figures:

	1952	1951
Saturday	21,908	18,785
Sunday	38,794	40,826
Monday	12,673	13,537
Tuesday	30,560	32,222
Wednesday	18,258	18,314
Thursday	16,679	18,684
Friday	17,288	21,651
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 though the 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 18,805. 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 "Eric 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 area 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 354,811 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 (13) 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 27,489 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) Aftersbaugh, 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 officials said they were satisfied they, and pointed out that the fair was a money-maker. Charles Bochart, 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 equalled had this area been available.

Toward the end of the week

Shelby Has Slight Dip From 1951 Attendance

SHELBY, N. C., Sept. 20.—Although 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. Although 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 Daredevil and a variety bill, played to healthy houses even though 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.

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-

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, 15,484 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

day (21), and big car races for Thursday (25).

"Grandstand Follies of 1952," booked thru George A. Hamid, plays the grandstand today (22) thru Saturday (27).

Cetlin & Wilson, knocked for a \$2,000 loop by a storm at Sedalia, Mo., Monday, is 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.

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 tea-

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. Although 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.

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 lapped 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 165 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 Hodges' Sideshow running a close second.

Parking Hurts Mineola Gate, But Attendance Hits 357,000

MINEOOLA, N. T., 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 they, and pointed out that the fair was a money-maker. Charles Bochart, 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 equalled 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, Bochart said.

On the midway, I. T. Shows started off slowly, but gained momentum and, with a hefty Friday (12) 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 thrillers provide the grandstand driver 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.

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 night-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:		
Sunday	1952	1951
Monday	78,830	85,694
Tuesday	82,434	91,375
Wednesday	37,543	37,381
Thursday	58,132	57,505
Friday	47,269	48,938
TOTALS	264,230	320,901

Sunny we, her 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 ahead of 33,000 behind 1951. However, records were set Tuesday 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)

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 could be 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 comfortable 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.

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. Which 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 midway 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 Commissioners 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, Circus 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.

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 opened its eighth-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	12,487	
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. Cettlin & Wilson Shows, which previously pulled stakes Saturday (Continued on page 75)

NORTH EAST FLORIDA STATE FAIR

Jacksonville, Fla., Nov. 4 to Nov. 15

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JAMES E. STRATES SHOWS ON MIDWAY

NORFOLK TRI COUNTY FAIR

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WANTED CAN PLACE WANTED

SHOWS	of all kinds.
RIDES	Caterpillar, Rocket, Loop, Tilt-a-Whirl, Rock-a-Plane, Kiddie Bikes of all types. What have you?
CONCESSIONS	Cookhouse, Grab, Custard, Novelties, Age Scales, Photo, Candy Apples, Lead Golly, Glass Pitch, Wheels of all kinds, Honky Tonk Bingo.

WANTED: Wild West Show or Rodeo. Also Thrill Show and Sensational High Act.

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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 fair's 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 pulled 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, 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, Gerie Miller's Prehistoric Mammals, Greco

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 1952 annual fair, and an adjoining pony barn. Flames also scared 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.

Is "SPEDDY" BABBS Really THE MAN FROM MARS!

Can he get duplicated? To date no attempt has been made in so far as WIFE is it too risky? Is it because of no safety device? Is it because of his many near fatal accidents? He is a charmed life? Is he immune to pain, therefore returns to the set while still bandaged and taped up against the doctor's orders? Will he go OT OF THIS WORLD in a flesh-eating Rocket-rocketing crash, or die in bed?

New bookings for outdoor and indoor events. Your date may fit my open time. You can pay more but you can't get a more crowd appealing, box office appealing act. It's his "Tone of equipment, Now in Memphis. More sensational than ever. Blandly beautiful. Magnificent looking power finale. Beautiful wardrobe, many changes, presented with showmanship tact. This is your feature, entirely different from any act you have ever had. This is not a suitcase act it was it was!

Complete 16mm sound film of the act sent on request. Standoff offer. If after the first performance you are displeased, pay me rate and I'll tear down, load up and leave. Write phone or wire Pan-American Theatrical Service, 810 Euclid Ave., Cleveland, Ohio, or Al Martin, Hotel Bradford, Boston, Mass., or "SPEDDY" BABBS, The Billboard, Cincinnati 21, Ohio.

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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.—Alltho 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 Bucks 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 Pella, 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 falls 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 throughout 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 a total of 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 raked 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 preview 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 banky 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, non-keys ministrals, Arcade, midgets, Funhouse, Glass House and Bird Show.

Also operating here are Art Bassett's "Models of 1852"; Frank James' "Girls from the South Pacific"; Fred Sindell's "Coney Island"; 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.

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 rental, 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 350 feet wide. Four 80-inch searchlights were used along with four Diesel and four gasoline power plants. Twenty-foot light towers gave the lot ample flash.

The units offered 16 major and 10 kiddie, 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 5 o'clock opening on Monday night (8), the fair pulled 900 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 203,922 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 Coley & Burk Show's 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.

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 Cienvieh, 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 Zaechini sustained a wrench back while doing a cannon act September 14, but was able to continue the act the next day. Sonny Turman, 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 holder; Mabel Atkins, blade box; Mallette, ventriloquist; Betty Broadbent, tattoo lady; Jose H. DeLeon, armless wonder; Sadie Anderson, leopard skin girl; Louisa Logsdon, annex; Hutchens, owner and inside lecturer, and Luella Hathaway, four-legged girl.

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 throughout the fair.

The Cortez Freak Show drew large crowds all week and Judy Lewis' ball game proved a moneymaker.

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.

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 public 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 Conny 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 Governor 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, Whitby Sulton, Jack Burke, Mr. and Mrs. William Boldock, 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 E. 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.

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 Rolltoplane, 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. 18-car Allan Herschell Kiddie Auto, nice, \$1,500.00. Kid Twin Ferris Wheels, pulls behind car or truck, price, \$1,000.00. 1949 Radio Whirl, nice, \$750.00. New 10 K.V.A. AC or DC 121 Plate, used less than 100 hours, cost over \$1,500.00. 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. 1-8; 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 Rally. (Betty Broadbent, answer.) Will book any Shows that do not conflict. CONCESSIONS: Frozen Custard, Penny Arcade, all Hunky Punks, Buddy Spain wants Cookhouse Help. RIDES: Will book Rides for balance of season that do not conflict. Can use Ride Help who can drive semi. WIRE—WHAT HAVE YOU?

JACK RUBACK, Manager

Angelina Hotel, Lubbock, 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 Hors Top Georgia Fairs to follow.

CONCESSIONS—Want Legitimate Concessions of all kinds. Especially want Crabs, Popcorn, Snow Balls, Floss Candy, Custard, Lead Calendars, Jewelry, Novelties, Hi-Striker, Ball Game, Coke Bottle. Have open for two County Shows. SHOWS—Will book on small percentage Fun House, Glass House, Motor Drome, Penny Arcade, Snake Show or any Grand Show. HELP—Want A-1 Foreman and Second Men for Janny and Octopus, Second Men on all Rides. Manager and People for 10-in-1 Side Show, Henry Wilson wants Skillo and Rattle Agents. Pete Neese, contact at once. Wheeler Brown wants Clothes Pin Agent. All wires and replies to

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General Manager Bus. Manager
Dallas, Ga., Fair, now; Winder, Ga., Fair, next.

ROSS MANNING SHOWS

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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, Hunky Punks, Cat Rack, Buckets, Ball Games, Coke Bottle, Gig Gallery, Gig Pitch, Haveltry, Penny Pitch, Glass Pitch, SHOWS: Wild Life, Fun House or Glass House, Dark Ride, RIDES: Roll-a-Plane, 100 Yds-a-Plane or Cat. FOR SALE—Semi with army searchlight generating plant and 295-hw. 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. (H.P.) Want experienced Custard Men, Frank Treno wants Girls for Girl Show, experienced not necessary. Can place Agents for Buckel Stone, (Johnny O'Connor, come on.) Want Grad Stand Men. Also want Ferris for Side Show. All Replies: Nattiesburg, Miss., this week; Columbus, Miss., week Sept. 28.

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 Spillfire, Loop, Moon Rocket, C-Cruise, Bubble Souncer, Roller, etc.

SHOWS: We can also place a couple of outstanding Shows which have real entertainment inside. Blackball, Buttons, others, contact us at once.

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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 of Chicago, handled this year's booking chores and also emceed the show. New this year was the spectacular out-of-steer 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.

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 reputation 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.

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, 8-11.

E. E. BORTHUM

THOMAS JOYLAND SHOWS

WANT BINGO CALLER AND COUNTERMEN AT ONCE. WRITE:

I. 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.

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THANK YOU Claude Beatty

Side show Owner with James E. Strotes Shows, for your new BUICK purchase. Best of luck.

JOHNNY CANOLE CANOLE BUICK
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Central for Kappa Alpha Psi Fraternity Fall Festival, Oct. 6-11.

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FOR SALE—\$500.00

Double Loop-Plane, good condition, new chassis. Will trade. What have you?

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JOHN GALLAGAN
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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 Zaccchini, trampoline act; Los Dussies, knockabout comedy; Two Valors, acrobats; Zaccchini, Physical Act, featuring Clayton Beehee; the Joantibes, juggling slack wire; Johnny and Johnny, comedy acrobatic; Zavatta Troupe, riding act; Borrah Minevitch's Harmonica Rascals and the Zaccchini Cannon Act.

The Boyer Twins and the Torrence Sisters do specialty trick riding and roping in the rodeo, with 80-year-old Cherry Moogway contributing trick riding. Stock for the rodeo was supplied by the Christensen Brothers, of Eugene, Ore. Douglas Greater Shows, plus ride operators, Robert Bollenger 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 (23). The car driven by Lawson crashed head-on into another vehicle.

60G Additions At Bloomsburg

BLOOMSBURG, Pa., Sept. 20.—Improvements valued at more than \$80,000 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 other 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 it 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. Sprinting races is promoting midget auto races which afternoon. King Reid Shows will again be the midway attraction, will run on the track Saturday

MARIE & BERNEY SMUCKLER WANT

For Circuit of Good County Fairs in Mississippi—George County Fair, Lumberville, Miss., Oct. 1-4; Forest, 6-11; Yazoo City Colored Fair, 13-18; Moss Point, 20-25; Elkhorn, Oct. 27-Nov. 1. Can place legitimate Concessions, one of each, price reasonable. Need Minstrel Show with one or two, good proposition. Can use Merry-Go-Round. BERNEY SMUCKLER
Or Phone-6851, 2 A.M. till 12 Noon.
P.O. BOX 1607 MERIDIAN, MISSISSIPPI

ROYAL EXPOSITION SHOWS

Jefferson County Fair, Louisville, Ga., Sept. 29 to Oct. 6; Jenkins County Fair, Milledgeville, 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 5; 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.

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.

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, 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 Hoek 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.

East President Allison 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 Marrión 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 Eisenmanns at Ocean side.

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 indoor 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 Taft, 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 Quiney, David Brown, Morris Sommers, Sam and Joseph Shaw, Harry Krasnow, Louis Rosenthal, Arthur Campfield, Mack Pronks, David Solomon and Joseph Dubin. Letters received from Harry Yeslovsky, William Carsky, Frank A. Norton, Ned E. Tord, Al Camin, Kirky McGary, Simon Krause, Morris Gustow, Max Schaffer and Francis J. 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 Vaughn 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 percolator, 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.



Get Your Tickets NOW for the Biggest

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

FAIR-A-GANZA

OCT. 2nd to 11th INCLUSIVE
ATLANTA, GA.

We can place at Atlanta, Ga., 8 Grab Stands not over 12 feet with stool extension. No Pop Corn, or Candy Apples. No Candy Floss. All other legitimate Merchandise Concessions open. All Eating and Drinking Stands open after Atlanta.

Can place worth while Grind Shows with nice equipment. No Ding Shows. Will place Workmen in all departments.

All Address

CETLIN & WILSON SHOWS

VIRGINIA STATE FAIR, RICHMOND, VA., NOW

PIEDMONT INTERSTATE FAIR

OCT. 13th to 18th INCLUSIVE
SPARTANBURG, S. C.



GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building
1564 Broadway
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information
Initiation\$10.00
Dues\$10.00 Yearly

ONCE IN A LIFETIME

Just old enough to retire and good enough to sell my miniature electrically operated models, consisting of—

- 3 Roller Coasters
- 2 Merry-Go-Rounds
- 2 Ferris Wheels
- 1 Double Whirl
- 1 Caterpillar

A display that has attracted the attention of thousands at Hobby Shows, Carnivals and advertising space in *Terzo Retail Store*, 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

217 North Warwick Westmont, Ill.

WANTED

Aerial Acts or High Poles, also Water Dive (Lee Culture, wire). For Kingwood, W. Va., Oct. 8-10-11. State lowest price in first wire. Wire:

PHIL JACKSONS

Kingwood, W. Va.

GIRLS-WANTED-GIRLS

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

RUBY WHITE THEATRICAL AGENCY

16 MARKET PLACE, BALTIMORE 2, MD. PHONES

Office: Mulberry 7883, Home: Valley 2711

Now Booking for . . .
The Best in the West

FRESNO DISTRICT FAIR

FRESNO, CALIF.—OCTOBER 3-12

ARIZONA STATE FAIR

PHOENIX—NOVEMBER 6-16

Contact: CRAFTS 20 BIG SHOWS

7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: POplar 5-3976

Lighthouse —your guide to better living!

... the ultimate in comfort and privacy

LIGHTHOUSE DU PLEX

Luxury living plus complete privacy through its unique half-deck design. Two bedrooms upstairs, living room, kitchen (with breakfast nook) and complete bathroom downstairs. Yet overall height is only 11 1/2 feet, 6 inches lower than a commercial trailer. Equivalent to a 48-foot trailer home, yet only 28 feet in length.

There's a Lighthouse Trailer Home for you in every price range.

Lighthouse Trailer Company
5749 WEST TOLUAY AVENUE CHICAGO 31, ILLINOIS

TRI-COUNTY FAIR

PRINCESS ANNE SPEEDWAY, NORFOLK, VA., OCTOBER 1st THRU 11th

Want Ball Games, Duck Pond, Fish Pond, Pitch Tilt You Win, Six Cais, 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.

SEND FOR CATALOG
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 Racers, Buckers, Swinger, Penny Arcade, A few choice Wheels and P.C. open if you have other Concessions. SHOWS: Motorcade, Monkey Show, Mechanical, Wild Life, Crime and Life Show. Will book one Girl Show with own equipment. RIDES: Rock-Plane, Caterpillar, Moon Rocket, Fly-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 **PHIL C. 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, Exits, 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 Bill Games, Milk Bottles, Coke, Punk, Dodger, Fish Ponds, Duck Ponds, Hoop-La, Balloon, Darts, Oil and Oil Sales, Candy, Ice Cream, Souvenirs, Novelties, Pennants, Hats, Crab and Cookhouses. Other inquiries invited. All address:

W. C. WADE SHOWS, Fairgrounds, Kalamazoo, Mich., all this week.

LINDSEY-PUGH-MURPHY
 WANTS FOR TEXAS STATE FAIR, OCT. 4-19

Fly-Plane Foreman, Looper Foreman, and Octopus Man. Salary no object, all you are worth, must know your Rides. "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, Williamson, N. C.; Henry 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, Cream, Glaze Pitches, Age and Scale, all Burn Shows open. Will book Floating, Little Dipper, Swiflers or any new and novel ride. Want Agents for off-seasoning skills and handle Zazu wants Amex Attractions. 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**, Davidsville, 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 Works, Illusion, Funhouse, Motorcade, Spiffing, Dark Ride, Looper, Caterpillar or any Ride not conflicting. Stock Stores that work for stock only. No flats, 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 the 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 tentational Free Acts, Warm Popcorn, Apples, Plect. Waffles. Photos All open Address

STEWART ANDERSON, Manager
 19 S. Fifth St., London, O.

LONE STAR RIDES

Want for Waterville Lions' Club Fall Festival, Sept. 29 to Oct. 4. Concessions of all kinds working for stock. Will book one or two class 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 wired 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 Cars, Tractor and Trailer, extra built in trailers for trained, healthy Monkey Drivers, two gasoline rollers, Briggs & Stratton motors. Drome good shape, all painted—blue and white. \$5,000. Good sound engine and mite, good batteries. **JAMES KILLAR**, Fairgrounds, Hamilton, Ohio, week Sept. 30; or contact **FLOYD GORDON** for my route, 1200 Norton Rd., Columbus, O.

MARTIN LEVY
 Please contact

DICK HARRIS
 11122 Nebraska Ave Tampa, Fla.
 Phone: 35-2942

WANT

Pls Iron Foreman, Second Men, Helgers, Ball Wills, star army, Hanky Panky, Eats, Drinks, Novelties, Concession Workers, come on Show. Will book one or two open McCOPY, Arts. Fair new! Farrest City Colored Fair, near. This "Gasser" knows where it's going and always gets there. Contact

OYER'S GREATER SHOWS

BILL CHALKIAS WANTS

Side Show Acts, Sward Swallower, Fresh to feature, Fred Wolf, come Home Major Dabrowski, have good proposition for you. Seven Texas Fairs coming at once if you like. You salary paid and you get it. "Lucky" Ball and Kettie, one Jack Statline, here. All answer Care Don Franklin Show, Wagoner, Tex.

WANT 5 AGENTS FOR BUCKETS

Wires 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, Crab Floss, Custard, Jewelry, Long Range, Ball Games, any Hanky Park Concessions!

CONCESSION HELP Courtenier for Bingo, Count and Peak Store Agents, General Help for office-owned Concessions.

RIDES Will book Tilt, Looper or Octopus.

SHOWS Want Side Show, Big Wild Life, War Show, any Grand Show not conflicting.

RIDE HELP Can place good, sober, reliable Help for office-owned Rides. Must drive semi. Also want Truck Mechanic for small fleet, must keep trucks in condition and get them to meet 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 LEY PAY DAY.

CONCESSIONS All legitimate Concessions, Long and Short Range Gallery, Eating and Drink Stands, Derby Racers, American Palmsistry. Our midway is open.

RIDES Will book any Ride not conflicting with what we have.

SHOWS Wild Life, Motorcade, Arcade or any Grand Show.

HELP Man to handle Kiddieland. Also Caterpillar and Roll-Plane Foremen. Second Men on all Rides. All answers to Mount Airy, N. C., this week.

A.M.P. SHOWS
Juggly

Want Photos, Jewelry, Mi-Striker, Pan Game, String Game, Darts and other Hanky Parks 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 winner's bank roll. Can place Monkey, Animal, Life, Unicorn 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. PODSORSKI.

WANT WANT WANT

For Lawrence County Fair, Moulton, Alabama, September 29-October 4; six more Shows; Side Show with or without own equipment. Girl Shows with or without own equipment. Will book any non-conflicting Grand Shows.

Eliminations, All Concessions open. Open midway. No exclusive, Popcorn, Candy Apples, Water Games, Balloon Darts, Novelties, Jewelry, Buckets, Stalls, Swinger, one or two Hill Climbs. Want Agents for Coast Stores and Peak Shows.

Side Help: Foremen for Tilt, Whirls, Chairplane, Second Men on all Rides. Will book Spiffing, 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, LAYONIA, GA., SEPT. 29 TO OCT. 4

With Seven Bonus Ride Fairs to Follow

Want small Cookhouse or SH Down Crab to join now. Will place Concessors of all kinds—Photo, Custard, Ball Games, Bumper, String, Six Cat or any Stock Hanky Park. 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.—Libbourn, 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. Grand Show. CONCESSIONS—Can place Crab, Popcorn, Candy Apples, Floss, Spa Ice, French Fries, Hoop-La, Pitch-Tilt-U-Win, Mi-Striker, Crab Gallery, Short Range and Six Cats. Write or wire I. K. WALLACE, Chiklowie, Va.

JOHNNY T. TINSLEY SHOWS

Want Colored Musician, 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 Apple and Caramel Corn. 1948 INTERNATIONAL TRUCK. 3 COMPOSITE FLOPS JOINTS. Yellow top, good condition. Can take over at Newnan, Ohio. 9 phone Florida West to follow.

H. M. GORDON
 c/o Royal Crown Shows
 Muskogee, Okla.

FOR SALE
 MOTORDROME FOR SALE

Drome complete with 3 motors, rollers, jewel front. Made on 30 semi. Semi used for belly. New top this year, perfect condition, cheap for cash.

THURSTON APPLE
 1106 Bradford Ave., Nashville, Tenn.
 Phone: 3-2529

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
 VALE, OKLA.

WANTED

Griddle Men and Kitchen Help. Apply **COOKHOUSE**

MARION GREATER SHOWS
 Bennettsville, S. C., this week; then Shelby, N. C.

Adman of every kind
 Endorse The Billboard as a
TOP SELLING FORCE

BINGO OPERATORS ATTENTION!

Available immediately—Capable, experienced Bingo Manager or Caller. Specially sober and reliable. Telephone 3-2174, Miami, Fla., or wire **EDDIE MADSEN**, 1846 S. W. Third Ave., MIAMI FLA. P.E. Benny Wells, please call.

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, Spiffire, 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, Scalet and Age, Crab Stands. SHOWS: Will book Grind Shows of merit of all types. Also Wild Life, Girl Show or Jig Show with wigs equipment. These are proven spots—get your winter B.R. here. All wires or calls to

THOMAS D. HICKEY, Mgr.
Graystone 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.

TONY MARTONE
Earle Hotel, 219 W. 9th St. Kansas City, Mo.
P.S.: Have Semi-Trailer for Wheel for sale, cheap.

BUFF HOTTE SHOWS

Want for South Louisiana State Fair, Donaldsonville, La., Sept. 30-Oct. 3, 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 gale at all Louisiana fairs. Address all replies

BUFF HOTTE, 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 lead you. Concessions of all kinds but no gift 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
BUCKERSVILLE VIA CHARLOTTEVILLE, VA

United States Shows

Want for Issaquah, 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

SEAR FACTORY-BUILT PRETZEL BARK RIDE. 35 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 best condition and can be seen in operation at the following towns: Laurel, Miss., Sept. 25-27; Birmingham, Ala., Sept. 28-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 (Dennis Brock Shows), Per Route.

C. A. STEPHENS SHOWS

Want for Conyers, Ga., Fair; Sparta, Ga., follows

Concessions working for stock, Custard, Ice Cream Dip, Hat Parade, Kitchen Gadgets, Novelties. Can use Swinger Agents at Decatur. SHOWS: Place Mechanical City, Fat Show and Dig Machine. RIDES: Place Pony Ride, Octopus, Spiffire, Also Second Men who drive.

ATHENS, TENN., THIS WEEK.

TIVOLI EXPOSITION SHOWS

WANT FOR FIVE MORE FAIRS

RIDE 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 ROOTS CUTLER
Hesse, 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. 3; then per route of the Blue Grass Shows. Address:

MRS. ESTHER GROSCURTH, PER ROUTE ABOVE.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

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 25 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

Skillo Agents, Pin Store Agents, Count Store Agents, also Wheel Agent. Can place BINGO CALLER. All replies

A. B. (DUICH) 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 18 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 441 Holly Springs, Pa. Phone 632. No collect calls.

Flying Heart of the Cotton Country

Can place Concessions of all kinds. Shows with own equipment.

R. A. MATTHESON
Ira Bana, Miss., this week

Jackson County Fair

October 1-3
Due to disappointment could use five-ride show.

RAMES A. KNAYT, Chairman
Jackson County Fair, Adams, Miss. Point, Miss., Phone 431, or Pascagoula, Miss., Phone 161.

Ozark Empire Shows

Choose cotton spots where tickets are cheap. We know them as this is our country. \$15 per week privilege, not over two of a kind. Percentage to party with Hanky Pank. Also Water Chair, plane, Outfit Items. 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 be desirable and promote attractions for amusement and entertainment. We can refer in advance from your territory to you.

—Please state the date and type of event on at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured response by advertising. Write 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 Drama, Custard, etc. Can place Shows with or without conflicting Rides. All contact:

SHERMAN HUSTED, Mgr.
Whitehairs, 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.

Panades, Street Dances, Events—Amplifier: Retail Merchants. Politically no games—Very limited space. Can place—Novelties, Floss, Apple, Popcorn, Custard, Photos, Waifon, French Fries

GOODING AMUSEMENT CO.
1300 NORTON AVE UNIVERSITY 1193 COLUMBUS 8, OHIO

FAIRS FAIRS FAIRS

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 worthwhile Shows with something inside. CONCESSIONS: Will book Pam Gans with Hanky Panks. Can use a few more legitimate Merchandise Concessions.

All replies: LEO LANE SHOWS, Claxton, Ga., says: Buxley follows.

FAIRS FAIRS FAIRS

Six Solid Weeks of Fairs

Beginning September 29. Want Concessions and Show that work for Merchandise Concessions, must be neat and clean. Two of each kind. "X" on Cookhouse, Popcorn, Candy Apples, Candy Floss, Scalet SHOWS WANTED—Five or Ten in One. Mechanical, Grill, Revue, Monkey, Big Snake, Motor Drama. Excellent territory for Dramas, F. W. Miller, wire. Can use two Kiddie Rides. No trains please. Sorry, have all of the Ride Help that I need. All wires and replies to

FRANK W. PEPPERS
PEPPERS ALL STATES SHOWS, Geneva, Ala.

NEWELL C. TAYLOR WANTS

Hanky Pank Agents for Water Game, Balloon Darts, Bowling Alley, Black 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.

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, Calhoun 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: Politicians, Politicians, Octopus, Tilt, Hat, or any Major Rides not conflicting. Kid Rides all open. All of these Fairs have a big Kiddie Day (11:00 AM)—Will book and Show except Minstrel. Will have good CONCESSIONS—Hanky Pank, Crab Cones, no es. Want Man and Wife for small Cookhouse. Also Minstrel Performers and Musicians. Ferris Wheel Foreman and other Ride Help who can drive trucks. Fred Rickman, can use your act starting Sept. 29. Please contact, Satterly, S. C., this week; Hampton, S. C., Sept. 30-Oct. 4th. W. B. NOBBS, Mgr. B. A. MURRAY, Bus. Mgr.

FAIRS LEE AMUSEMENT COMPANY FAIRS

Desire, Ok., this week; close North Florida Fair, Tallahassee, Fla., Oct. 27-Nov. 1; Need Five-Flange, Octopus, Caterpillar, Dark Ride or any Ride not conflicting. Will book Motor Drama; Specialty Performers, Bull Contests, contact: Want Mechanical City, Crime Show, Ten-in-One or anything you can do. No Concessions wanted.

All wires to M. L. COBSON
Panett, Ala., Sept. 19-Oct. 4; Airmore, Ala., Oct. 6-11; Quincy, Fla., Oct. 13-18.

OUR NAME BRAND LINES INCLUDES:

- Dormeyer
- A. C. Gilbert
- Oster
- Amco Cameras
- Remington Rand
- Sessions
- Elgin-American
- International Silver
- Morlocks-Ibbotson
- West Bend
- Dorsey
- Evans
- Parker
- A. S. R.
- Rosson
- Jacquet
- Kreidler
- Camfield
- Richelieu
- Eversharp
- Sheaffer
- Motrola
- Rogers & Bros.
- Wm. Rogers
- Walter
- Spindel
- Barrus
- Longines
- New Haven
- Hickok

No Question About It... the new

TEMPLE CATALOG 1952-53

IS THE NATION'S FINEST FOR PREMIUMS AND GIFTS

More Items * Greater Values

52 pages beautifully illustrated for consumer acceptance. Hundreds upon hundreds of superbly packaged nationally advertised brands...

For Quick Sales and Fabulous Profits...

Send for Your FREE Copy Today!

You Will Also Receive Temple's Confidential Price Book. Drop in to see our enlarged showroom where in Philadelphia.

TEMPLE COMPANY, INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

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 pr. 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" - PET Dime and Song special by Will Sullivan, 25 cents, postpaid. Englewood Sound House, 318 Englewood Ave., Chicago, Ill.

"EMCEE" MAGAZINE - CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes, subscription, \$2.48 \$1 for four ad-packed back issues. Kenwood, P. O. Box 982, Chicago 90, Ill. 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, Ormes Music, Mautert Building, Philadelphia, Pa. oc18

SINGERS AND MUSICIANS - PIANO VOCE arrangements, band scores, school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, P. O. Box 1808, Saratoga, Pa. oc18

SIX SOCCO MONOLOGS "THE GIRL Across the Alley" "Woe! The Bus Ride" "Laughing" "Senator" "Whining" "Lively" "Lettuce" "Milk" "Always" "Interesting" "Miserably Hooplaing" "Humming" "Sam Bladner" Radio electric burlesque produced. Run 10 minutes each. \$2 each. \$4 for \$25. Hollywood Writers, 7115 Sunset Blvd., Hollywood 46, Calif. oc11

AGENTS & DISTRIBUTORS

A FREE CATALOG WITH WORLD'S BEST value Novelties, Gifts, Watches, Jewelry, Stationery, Toys, Sundries, Wholesale from big cut-rate wholesalers since 1918. Mills Sales Co., 28 W. 34th St., New York 18, N.Y.

AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outlets; samples, with particulars, sent free. Home-ture free. General Products, 11 N Pearl St., Albany, N.Y.

ALL NYLON LADIES' BRIEFS - ELASTIC waist and leg; some blue, white; sizes 6 & 7. \$3.50 doz. Free catalog, free sample. Newark Nylon Division, 4143 Amber St., Brooklyn 12, N.Y.

AMAZING TALKING CHRISTMAS CARDS. They really talk, everyone buys big samples, with particulars, sent free. Shaffer Co., Box 723, Kansas City 91, Mo. oc18

BIG PROFITS SELLING PRESUMES - Cookware, appliances, silverware. 25c brings catalog, refundable. R. E. Slaty, Millerburg, Pa. oc1

BIGGER PROFITS - SELL KOVBERG BUSINESS Signs; over 1500 varieties; free catalog. 12 months, \$1 postpaid. Kovberg, 2150 Linet, Lemaay 23, Mo. oc27

BUY IT WHOLESALE FROM MANUFACTURERS, distributors, save and profit. Literature free. United Buyers Service, 2400 Selma Ave., Knoxville 14, Tenn.

CANDIED CANDIES, NUTMEATS, SALTED SNACKS, Marmosets, Darts, Cakes, Coconut, Sakes, Gafes, Breathies, Skrimps, Peppers, Flakadons, Peaches, Peaches, Central Park, Chicago 24.

CHANGE YOUR OWN PRICES! WE SHIP, pay postage and insure free, nationwide. Free samples, Sebastian, Box 111, Universal Press, 1000 E. 12th St., Cleveland 14, Ohio. oc18

CLIP COINERS - HEAVY WEIGHT, AC, wired colors; 100 cards, twelve 150. Sample Card, postpaid, 30c. Carleton Hunt, 620, Texas City, Tex. oc27

COLOGNES, TOILET WATERS, PERFUMES. Brand name with French oils, ultra-refined, packaged, formerly nationally advertised. Price substantially reduced. Excellent premiums and containers. Home Arrow Laboratories, Inc., 999 11th Ave., New York 28, New York.

COMIC FOOT CARDS - NEW GAGS, brilliant full color, finest art work, best glossy paper. Retail for a nickel; wholesale trade, 85c per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Card Making Co., 705 Fifth St., Sioux City, Iowa. oc18

DIE LAUGHING - TONY AT THE BALL. Funny boxed series, 100 cards, all sizes, sample, \$2. 3 doz. \$5.48. Abbey Sports, 112 Fifth, Milwaukee 2, Wis. oc27

EARLY CLOCK SELLING - LOW PRICED AT-tractive watches. Free salesman's simple. Remitt. Sales A Room 808 380 Fifth Ave., New York. oc27

FOOTBALL CONCESSIONAIRES - SELL army surplus. Rain Coverts, samples, 1 for \$1.00 per 100. Charlie White, Fort Oglethorpe, Ga. oc27

FULL FASHION LADIES' NYLON STOCKINGS - Individual cells, best ideal for promotional and give away items in quantity (10c. \$2 per dozen) sample, \$2.50. All orders given prompt attention. The W. W. Hosiery Co., P. O. Box 485, Huntsville, Ala.

HANDKERCHIEFS - ALL KINDS, ALSO holiday boxed series, 100 cards, all sizes, reasonable. A Radio, 155 Broadway, N.Y.C.

JOKEBUS - FUN BEINGS - FULL BODIED OFFERS - 100 items returned, jobbers offered same terms to dealers. Eagle Specialty, 227 N. 1st, Chicago. oc27

LUCKY GADGETS, JOKER NOVELTIES - Trial hundred pieces, dollar, 700 largest Fun Cards, dollar. (100 each) Cartoon Booklets, dollar. Quaker Bureau, 2300 Concord N.Y. City 13. oc27

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; positive territory to good men, no experience needed. Electric Ad Clock Co., 272 North Jefferson St., Chicago. oc27

MAKE PROFITS AND COME TO US AT HOME. Profitable business. Information free. Remitt. Sales A Room 808 380 Fifth Ave., New York. oc27

MAKE PROFITS AND COME TO US AT HOME. Profitable business. Information free. Remitt. Sales A Room 808 380 Fifth Ave., New York. oc27

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MAKE PROFITS AND COME TO US AT HOME. Profitable business. Information free. Remitt. Sales A Room 808 380 Fifth Ave., New York. oc27

SEEKING A PINK 'BUG IN A SHOT CLASS' REAL ANTS embedded in plastic. More Fun Than a Plastic. AN ICE CUBE WITH A REAL BUG INSIDE IT. LIBO PLASTICS CO. 1122 N. 24th St., Milwaukee 3, Wis.

SENSATIONAL VALUES 14K Gold Plated Chronograph \$3.90. Mer's RHINESTONE DIAL WATCH \$4.25. BROOKS Products 12 Liberty Street New York 6, N.Y.

bingo SUPPLIES and EQUIPMENT 7 & 10 Color Specials 4-5 & 7 ups Midgate 3,000 series - 7 colors Paper & Plastic Markers Wire & Rubberized Cages

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J. 'BIG PROFITS!' CHEWING GUM LINE! HALF OF STANDARD BRAND PRICES!

USE THIS HANDY FORM NOW

Type or print your copy in this space:

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink
- Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Access.
- Partners Wanted
- Personals
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- 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 _____

MORE AGENTS AND SALESMEN will read YOUR AD If you use display type and white space. Use the convenient order form on page 68.

DECALOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery in attractive name plate on your product is the best advertisement. Side line accessories, make money with our line of Automobile Initials and Sign Letters. Free samples "Radio," K.L. Weston, no return.

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!



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 of 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
Phone 7-2000

CHICAGO
100 W. Randolph St.
Central 6-8741

CINCINNATI
2160 Patterson St.
Dinner 6-950

DETROIT
Fox Theater Bldg.
Woodward 2-1100

ST. LOUIS
590 Arcade
Clinton 9-940

HOLLYWOOD
6000 Sunset Blvd.
HOlywood 7-5611

FOR SALE—SECONDHAND SHOW PROPERTY

• Continued from page 69

MOUNTED BUCKING HORSE TRAILERS for hauling brakes, controls, hitch, all accessories. O. P. Camera, 324 Park, Park, Paper, Chemicals, all accessories asking 50c. Must see. 1000 Rockland, 80 Madison Ave., Covington, Ky.

THEATER CHAIRS, TENTS, DEBYE PROJECTORS, Folding Chairs, Sidewalk, Home Machines, Bearers, Drive-In Speaking Long Star Seating Co., P. O. Box 1794, Dallas, Tex.

WE SELL ANYTHING ANYWHERE. National Home Study course. Diploma awarded. Write The Columbian College, 225-D South Broadway, Suite 10, Charlotte, N. C.

HERE SOUND MOVIES FOR RENT—Late releases, low prices. Pembroke Film Exchange, 193 Spring St. Phone 6055. Charleston, S. C.

INSTRUCTIONS, BOOKS & CARTOONS

HYPNOTISM—ENTERTAIN WITH HYP. national home study course. Diploma awarded. Write The Columbian College, 225-D South Broadway, Suite 10, Charlotte, N. C.

MAGICAL APPARATUS

A BRAND NEW 223 CATALOG MIND reader. Includes: Spells, Runes, Hermetics, Crystals, Palmistry, Budding, Graphology, Magic, Tarot, etc. Includes catalog. Buyer's Guide, both low wholesale. Nelson Enterprises, 226-B, S. High, Columbus, Ohio.

YOUR PRODUCTS

and advertising message included in a space like this will

SELL SELL SELL
Use Use Use
DISPLAY-CLASSIFIED
style of advertising

800 MINATURE RADIOPHONE FOR Menials, weighs less than pound; easily concealed; illustrated brochure, specifies prices. Nelson Enterprises, 226-B, S. High, Columbus, Ohio.

THE MAGIC HEADQUARTERS FOR AMATEUR of professional magicians, 100 tricks for pocket, parlor, stage, misdirection and spirit effects. Get letters, James P. Box 275, Philadelphia 3, Pa.

MISCELLANEOUS

ALUMINUM ANGLE—NEW, 30 PIECES, 13 foot lengths, 1 1/2 x 1 1/2 inches, \$100. 118 E. 24 St., Norfolk, Va.

ATOMIC IDENTIFICATION TAGS—NAME, address and blood type or Social Security number impressed in metal disc. Also used as key protector. 3c, 3 for \$1. E. Roth, Laurel Springs, N. J.

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenirs and gift items. Illustrated wholesale circular. Free. Oak Hill Industries, Euro's Springs, Ark. 0c4

TAPE RECORDERS, TAPES, ACCESSORIES. Nationally advertised brand. Unusual values. Deumer, 674-B E. 20th St., New York 3, N. Y.

U. S. SECRET WEAPONS IN 3RD DIMENSION! 10 full color views complete with views. \$1. postpaid. Stereo Color Corp., 217 Commercial, Rochester, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS, MARIMBAS, XYLOPHONES, Vibraphones, Kettle Drums, China Cymbals, all band and orchestra instruments and accessories. You can get your musical instruments new and some rebuilt at wholesale prices. International Band Instr. Co., Box 10, Decatur, Ill.

PARTNERS WANTED

NO HURT, TROUBLE FREE, TRANSPORTATION, Ever Ready, Caltumini, Patented. 7-cup. State right for sale. Partners wanted. Dr. Roberts, 221 W. Central Ave., Valdosta, Ga.

PERSONALS

ANYONE KNOWING THE WIKREABOUTS of Joseph Mori, male man with various carnivals, contact Moses, 3018 N. Broad St., Philadelphia, Pa. Livingston 9-7700. Immediate: Fifty dollars reward for the first one to supply the above information.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS Direct. Positive Cameras, Paper, Chemicals, Millie Supplies, 1535 Franklin Ave., St. Louis 8, Mo.

COPIES—ENLARGED FROM PHOTO, 8x7 or 8x10, \$1; beautifully colored, \$1 additional. Original returned unharmed. Johnson Co. 1625 Washington, D. C.

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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 CALLIOPS COMPLETE
unit, ready to go. Joe Williams, 2237 O St., Lincoln, Neb.

WILL BUY OLD 8MM. SILENT MOVIE
films, features or short subjects. Anthony Comandi, 337 Main St., Danbury, Conn.

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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Detroit

John R. Horning has been named administrative assistant and controller of the Mardigian Corporation, manufacturer of novelty clips. Appointment of W. Taylor as vice-president and director of sales was also announced by Edward Mardigian, company president.

IMPORT FROM MANUFACTURER

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each featuring a set with a variety of exciting rhinestone and colored sparkling jewels. Special **INTERNATIONAL BUYER \$4.00 PER DOZEN BOXES** OTHER SENSATIONAL ITEMS: Best Synthetic Ruby \$8.50 per doz. Blue and Sapphire Gems \$6.50 per doz. Sapphire Watch Bands \$3.25 per doz. (rhinestone and 9K gold set) plated Necklaces and Earrings Sets \$2.50 per doz. Best 18K gold plated watch with expansion watch band \$4.00 rhinestone \$4.50 per doz. **DISPLAY BOX \$1.00** per doz. additional: Beautifully engraved Heart Necklaces \$1.50 per doz. Necklaces, Bracelets, Earrings sets \$1.25 and \$1.50 each. Simula Strand Simulated Pearl Necklaces \$1.50 per doz. \$1.25 per doz. Double Strands \$2.00 per doz. Triple Strands \$2.50 per doz. 4pc Pearl Sets with rhinestone clasps \$1.50 and \$2.75 each 3 and 4pc All Rhine Stone Necklaces \$1.25 and \$1.50 each Jewelry Sets in Jewel Boxes \$1.25 Rhinestone, Gold and Silver Watches Rhinestone and Pearl Cresses on chains, Scatter Pin Sets, Earrings \$2.50 per doz. \$1.50 and \$2.00 per doz. Adjustable Leather Elbowrests \$1.25 per doz. **MANY OTHER ITEMS. SEND FOR NEW ENLARGED 1952-53 CATALOG! PACKED FRESH!** **PACKARD JEWELRY**, New York, N. Y., 220 Fifth Ave.

MEN-Build a Wholesale Route GET INTO a Big Pay Business

Sell Nationally Advertised Long Profit Carded Cigarettes to Stores. High gross profit. Selling 500,000 units a year. One of 50 products, graded goods, 1000 pieces, hundreds of styles. New jewelry, drugs, school supplies, etc. Send for free information. Just out with new Amplin and Combark. You and the man want more than double your money. Also Layman's new 25¢ Mail Point Plan. Selling home records. Territorial open. Recruit or idealize. No experience needed. AA rated firm. In volume. Wholesale bargain deals and sales helps readily made for FREE. **WORLD'S PRODUCTS CO.** Dept. 8-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 \$1.00. Mama Sleeping Dolls, human hair \$1.25. Large Mama Sleeping Dolls, human hair \$1.75. 8-Piece Whiskey Sets, packed nicely \$1.50. 25 Piece Highball Sets \$4.50. 7-Piece Knife Sets \$4.25. 3-Piece Carving Sets \$4.25. Nice 600 Pictures, rayon frames \$2.00. Nice 600 Mirrors, rayon frames \$2.00. Large Mirror, Jewel Boxes \$2.00. 8-Piece Perfume Sets \$1.50. Mirror Table Plaques \$1.00. Act now, act fast, mail money order with order.

CHARM PRODUCTS

220 W. St. Clair Cleveland 13, Ohio

Sensational Cost-Outs!

Luxurious Satin-Plush Padded, 12" high, 12" wide. The most attractive of any Panda ever featured. Sturdily constructed. Individually packaged in cellophane. At the terrific low price of \$15 each. Sample \$2. Salem-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 for moving home. Individually packaged in cellophane. \$15 each. Sample \$1.50. Pampas Royal Perfume - 1/2 ounce bottle in transparent Lucite Box. Originally \$15.50 each. \$4.50 doz. Sample \$2.

BURKE 16 W. 37th St., N.Y.C.

ILLUSTRATED CARTOON BOOKS 1500 ILLUSTRATIONS BY THE LARGEST ARTIST WITH 1000 SMALL ILLUSTRATED CAROON BOOKS \$1.00 each. POSTAGE \$1.00. REGULAR SALES 210-85 Fifth Ave. New York 10, N. Y.

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding. Prompt delivery. Minimum order 4 sets. Ask for price list. **ADIRONDACK CHAIR CO.** 1140 B'way, N. Y. 103 31, Dept. 24, 9AM-5:30P

John Gunther, head of Keystone Specialists 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 Pious 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 Steinsberg-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, retail 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. Maximan 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 Novelties, 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-Ford 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.

Pomona Eclipses

presentation was reported net 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 if the crowds were piling 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.

Fun Zone The fun zone attraction this year is the permanent installation, Harry A. Miltons' 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.

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 newstands 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 (18) 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 \$3.80.

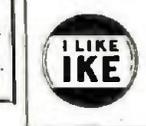
LOOK... TERRIFIC BARGAINS... LOOK

3-PIECE PEN SET WITH METAL CAPS AND CLIPS. Consisting of ball point pen, fountain pen and pencil, in beautiful case. Beautiful gold embossed \$7.50 per gross with set. **\$4.00 per doz.** **\$42.00 per gr.**

DONKEY with Keychain, Gift Finish. **\$7.20 Gross**

ELEPHANT with Keychain, Gift Finish. **\$7.20 Gross**

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 and STEVENSON Jumbo Buttons - metal back and zinc, 3 1/2" in diameter. Per 100, \$16.00. 50 ligne 1 1/2" Stevenson Buttons Red, White & Blue color. Per 100, \$2.00. Per 1000, \$17.50. 50 ligne 1 1/2" Ike Buttons, 1 1/2" Per 100, \$2.00. Per 1000, \$17.50. 70 ligne 1 1/2" & Stevenson Buttons \$4.44 per 100 \$37.50 per 1000

HARRIS NOVELTY CO.

25% deposit required - Money order or cash. We ship same day as we receive orders - Ship all over the world. THIS IS OUR ONLY STORE. 1102 ARCH ST. PHILADELPHIA 7, PA. PHONE: MA 7-9848 - WA 2-6970

Yes! It's a GENUINE DIAMOND Exquisite three piece set, 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% total, entire tax.) 25% dep. with order, bal. C.O.D. **STERLING JEWELERS** 44 E. LONG STREET COLUMBUS, OHIO

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 Make-up 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. 26.—(Coin owners are beginning to look upon coin-operated music machines as a service which helps to increase business 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 throughout all segments of the industry, changed "as a matter of business necessity a June 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 monies" 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, summarizes 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. 26.—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. 26.—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. 26.—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 Honolulu. The merchandise crates 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 "leg" 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. 26.

—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. Although 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. 26.—United Manufacturing Company, thru Billy DeSeim, 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. 26.—Mrs. Mildred 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 (21) 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. 26.—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. 26.—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 customers 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 Frank Katz and his associate, Harry 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. 26.—A new inventory and adequate service facilities have helped to make Dan Rose'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.

Rose 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 Rose firm offers wide coverage in Eastern Pennsylvania and also does some export business.

Westchester Ops Hold 1st Season Meet

WHITE PLAINS, N. Y., Sept. 26.—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 Benschky, James A. Smith and Joseph T. Weitz.

Elsie the Cow Latest Entry in Dime Kid Rides

NEW YORK, Sept. 26.—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 Kinsley Corporation, 180 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 roar 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. 26.—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, president 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-Ballou Restaurant, Baltimore.
- September 26-28—Texas Merchandise Vendors' Association, 192 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, Rhineclander.

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 refinish 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 Placek of Manhattan, Kan., owner of the Bird Music Company, and Gene Atkinson of Topeka, owner of the Sharce 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 Hiram Van Vleet, 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 held the last day included Irving Ackerman, attorney for the Michigan Operators Association; Gail S. Carter, vice-president and sales manager of Sermo, Inc.; Clarence Cukor, National Slug Rejectors, Inc.; Hal Cook, Capitol Records, and Phil Levin, Chicago.

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 Phonograph 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 Riecklin, 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.

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 2748 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 products.

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."

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 relations programs incorporating essays 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 14 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 Scholastic," high school magazine.

It was suggested that additional publicity could be obtained thru the release of material to disk lock-ups 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.

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 Berio 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. Petzet 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.

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	M148M	\$229.00
	M146M	139.00

AMI Model A	WURLITZER 1015	\$249
	PACKARD Manhattan	89
	ROCK-OLA 1422	99
	ROCK-OLA 1432	450

Wall Boxes	3W7-L56	\$39.50
	(15-10-25 3 wire)	
	3W2-L56	17.50
	(15 3 wire)	
W1-L56	5.00	
(15 wireless)		
Wurlitzer Model 3020	27.50	

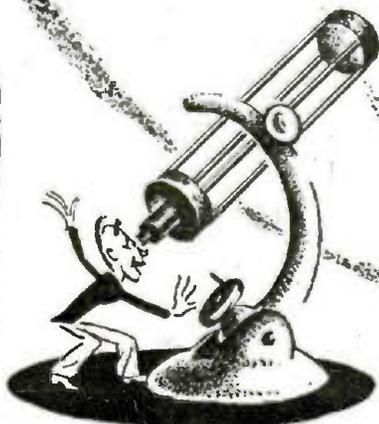
Expert inquiries invited—50 cycle motors available

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

This You'll Want to See!

The New 1953 ROCK-OLA Phonograph



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**

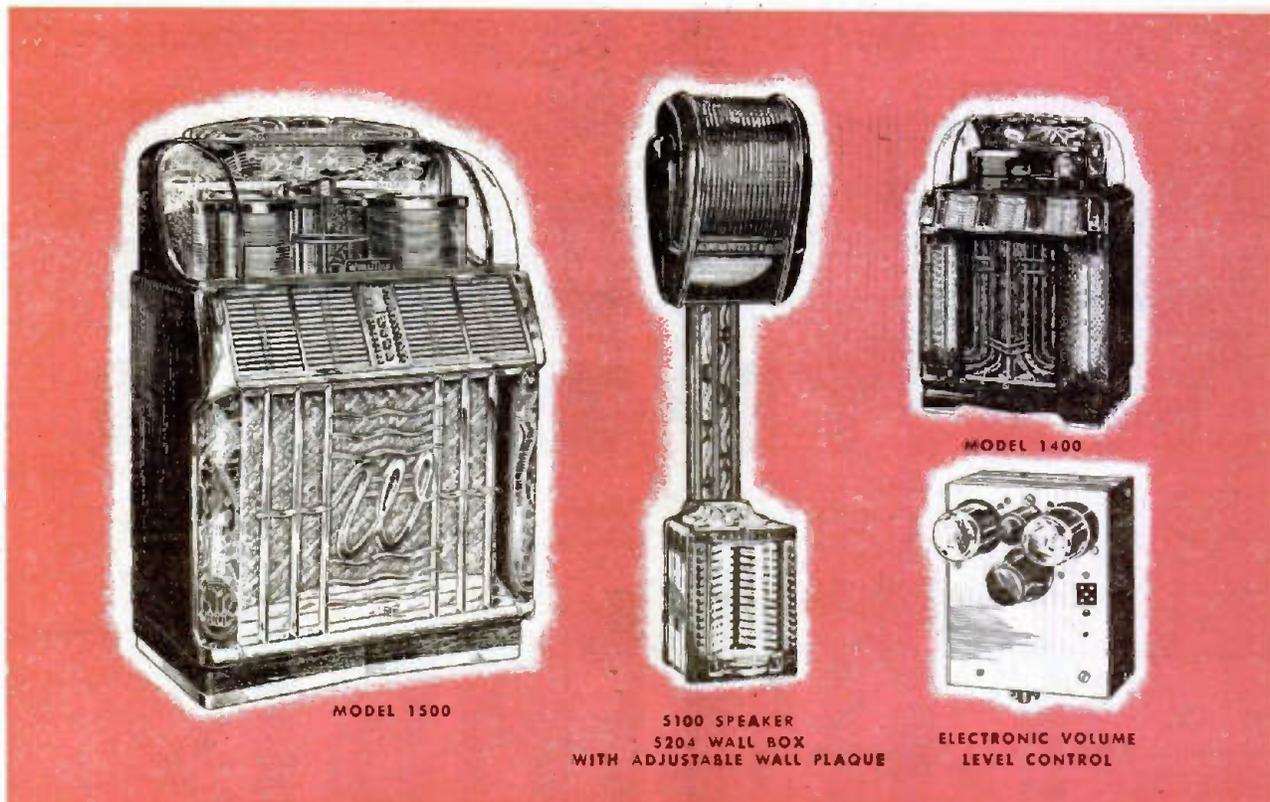


...turn adman

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



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

CREATE CANADIAN DIVISION

Expansion, Harmony Key Second NABV Convention

By TOM McDONOUGH

CHICAGO, Sept. 20.—Expansion, harmony and the direct approach to industry problems... CHICAGO, Sept. 20.—With the economies of the future favoring automatic merchandising...

Streamlined from its initial session on Sunday afternoon when nominations for officers and a board of directors were made...

GREENE

Sees Rapid Expansion In Vending

CHICAGO, Sept. 20.—With the economies of the future favoring automatic merchandising, Robert Z. Greene, president, Rowe Manufacturing Company...

Pointing to the constantly increasing self service retail units blanketing the country, Greene said that it was only another step to vending...

Coin-operated snack bars will be introduced on highways in New Jersey, next spring, Greene said. The interest in this endeavor is widespread...

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)

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...

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 firm had been engaged in the manufacture of automatic merchandising machines for the past 60 years...

Bruun pointed out that European vending differed from that in the U. S. in this principal respect: Most of the vendors are placed outside where the public can buy 24 hours a day...

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...

Officers Elected The NABV convention was climaxed by the election of officers and directors on Wednesday (18). Executive officers chosen were: Alvin R. Kantor, Chicago, president; Warner C. Smith, Dallas, executive vice-president; Bert Fraga, Oakland, Calif., secretary...

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-elected the following officers: I. H. Houston, first vice-president; John T. Pierson, Vendo, second vice-president, and William Fishman, Automatic Merchandising Company, treasurer...

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 honorees were: (Continued on page 85)

(Continued on page 85)

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 100 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.

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 "The 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 industry underwent a 10-fold expansion of sales and earnings. By 1940-41, he said, service and merchandise machines were (Continued on page 87)

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 11 1/2 cents in the cigarette-taxing States (41 States). Out of every dollar spent for cigarettes (Continued on page 87)

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 men already in vending, listed five major points which he said were necessary to automatic merchandising expertise:

- 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 pieces...

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, Ga. State Service, Greenboro, 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 priced. 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 be easily handled by 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 \$300 cash or \$350 on an 18-month time-payment plan. It dispenses either soup or juice in cups by puncturing a one-ounce can (approximately 11 1/2 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 (18) 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 Bereseth, 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, Bereseth 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 his 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 merchandiser vender, built by A-S Wittenborgs, Copenhagen, Denmark, was displayed at the NAMA show by Automaticque, New York agents of the manufacturer.

On hand for the exhibit was Robert L. Ferman, vice-president of Automaticque. Ferman has been operating Fruit-O-Matic refrigerated fruit vending machines.

The model displayed was a two-column machine in the cabinet with eleven 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 \$395 for a three-column model in an enamel cabinet with a stainless steel column for outdoor installations.

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 38 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 size bottles and 56 pint glass bottles.

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.

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. O.P.S. are amassed at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 6000 pieces... wide selection, top column... candy coated gum, tea gum, candy coated gum, tea 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 nickels, 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.

New 6-Drink Unit Shown By Automatic

CHICAGO, Sept. 20.—Automatic Products introduced its new six-drink SodaShoppo 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 syrups 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 SodaShoppo.

Automatic's Smokeshop Lo-Boy, featuring eye-level selectivity, is priced at \$239.50 with a change maker and penny match vender included. Grain finishes are \$10 extra.

Outline Need For Concise Accounting

CHICAGO, Sept. 20.—Accounting forms should be designed efficiently with a view to aiding all personnel, Wally Collett, 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 Giunelli, 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 Giunelli 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.

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 40-50-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.

Lang 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."

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100 OR MORE \$16.95
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GUARANTEED USED MACHINES

DELUXE 1 and 2 Combination	\$12.75
Model 33 BALL GUM	
PORCELAIN, 1c	7.45
MASTER 2c	7.45

CHALLENGER
5c, 3 Cms.
Plastic Cabinet, \$75.50
HUNTER, Like New \$12.50
ESQUIRE, 1c 6.95

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PEP LB. VIRGINIA PEANUTS	35
SPANISH PEANUTS	35
ALMONDS, 48 Count	45
1 LB. VAN'N Packed	45
ITALIAN CHICK	35
PEAS, Roasted and Salted	35
RAINBOW PEANUTS	35
BORON BARS	35
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Canadian Division
• Continued from page 32

ered 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 vendors).
- Champion Vendors Supply Company, San Antonio, (bulk vendors, 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, (vendors).
- 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. Trademarked 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 2 1/2 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 32

at which time the vending machines take over and often account for one-third the store's total sales.

Operating Firms

Brunum 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 vendors to make such household necessities as light bulbs and fuses available day or night.

Brunum suggested U. S. industry might:

1. Try street selling thru vendors. 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



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BEST MONEY MAKERS... ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREET'S 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—85¢ per pound (for 1c model).
Chloro Treet Gum—70¢ per pound (for 5c model).
5c model brings fast returns of \$6.25 per pound.

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IT WILL BE YOUR FORTUNE too!

AMAZING NEW FORTUNE-TELLING NAPKIN-DISPENSER CLEANS UP TERRIFIC PROFITS!

We Challenge You!



- LONG LIFE
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- BIG PROFITS

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

Machine also to buy. Sent to you complete, ready to operate. 500 cards included.

Turn these Pennies Into Dollars for You! Pennies have lost their purchasing power—that's why every day in the United States 16 tons of them are placed in vending machines. Here's a red hot opportunity to put them to work for you—with a rock bottom investment.

Locations will be clamoring for this New Profit Maker! Yes sir! Soliciting spots for this honey will be like shooting fish in a rain barrel! They'll welcome you with open arms! Why? ... because the 30% the owner will get will pay for their napkins—and plenty more besides! Furthermore, customers will have fun and amusement while waiting for their orders! And what a market! Every Drug Store, Restaurant, Malt Shop, Fountain, will want up to 25. Make Extra Money with your left hand!

Easy to Service—Built like a Battleship. Beautiful in appearance—will enhance any counter or table. Ruggedly built—nothing to get out of order. Dispenses heavy Bristol board Fortune cards. Quickly and easily serviced. Cards cost only \$1.00 per thousand—almost 700% profit for you!

Here's What Operators Report: From Rockford, Illinois: Six machines in the first 6 days brought in \$29.78. From Meriden, Conn.: Five machines are bringing in an average of \$3.00 per machine per week.

These little "Gold Bricks" make dollars in your pocket!

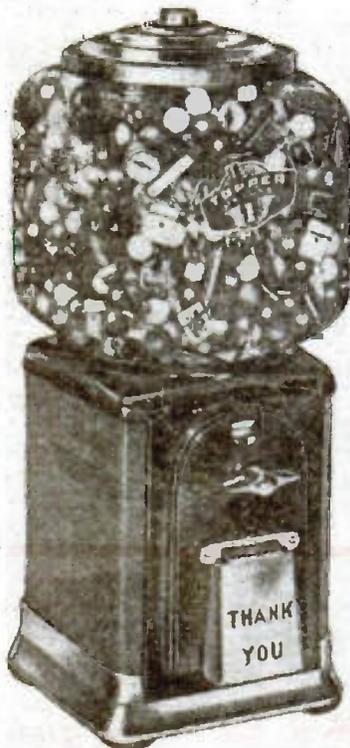
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Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case.
One-third certified deposit must accompany all orders. F.O.B. Factory

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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 \$56.00 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 \$52.00 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALLGUM" or "FOR MOSE." 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 locations 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 deals, or any other sales stimulants supplied by product houses so long as they tend to build volume.

Robert Kyle, American Chiclé 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 expedited 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.

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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

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

announced. "I guess Tax Rates are just what you need," 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 Chiclé 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 Chiclé's "Clorites" 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 sales.

The war checked this growth and held back the development of the nation's total retail 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' continuing 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. The 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.

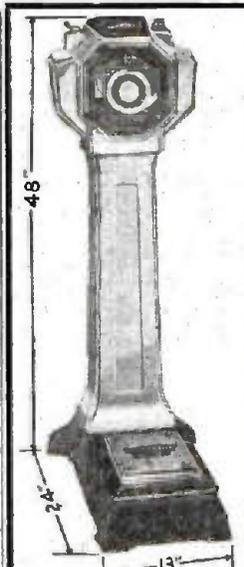
Goldman concluded by telling the convention gathering that the industry had done a great deal to clear up public misconception concerning automatic merchandising. But, he added, the industry had not evoked as good a response as it should. The service, which the industry performs, has to be stressed upon the public by education, management, Goldman asserted, and then operators will be "on the way to being 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.



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Occupation

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 newsstands 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 its 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 vendors produced by the Ohio firm.

The machine is housed in a cabinet finished in white enamel with chrome trim. It is 6 1/2 inches wide, 25 inches high and 4 1/2 inches deep and holds 25 Tampax. Cased shipping weight is approximately 16 pounds.

Coldrix Launches 3 Conversion Kits

CHICAGO, Sept. 20.—Coldrix, 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 Ball Gum or 11 Ball Gum Specialty when ordering.

NORTHWESTERN TAB GUM VENDOR \$25.95 EA.

FOR THE MOST COMPLETE LINE
Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

A guide to efficient and economical operation of coin operated machines

Rake

COIN MACHINE EXPERTS
PHILA. 23, PA. LOMBARO 3-2676
Distributors of Coin-Operated Machines and Supplies

FALL SPECIALS New Machines

Silver King, 1c or 5c	\$12.75
Acorn, 1c or 5c	14.75
Challenger	15.95
Shloman Postage Stamp Mach.	25.00
3 Col. Murders	45.00

Write for Quantity Prices

Reconditioned Machines
Priced for Quick Sale

Silver King, 1c or 5c	5.75
Acorn, 1c or 5c	6.95
Advance Model D	8.95
Columbus, 1c or 5c	7.95
Northwestern Deluxe, 1c and 5c Comb.	12.95
Northwestern 49	7.95
Murders	27.50
Challenger	29.50

1/3 Off Bulk Order, Bal. C.O.D.
To avoid C.O.D. charges remit in full.
All machines shipped F.O.B. N. Y.

CAMEO VENDING SERVICE
432 W. 42nd St., New York 16, N. Y.
Lansacre 3-1234

IN STOCK VICTOR'S New BABY GRAND CHICLE TREETS VENDOR also JUMBO 100

ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcaf 7-1448

BIG PROFITS

VENDING MACHINE OPERATORS
Punch Boards, Tickets, Push Cards

WRITE FOR FREE SAMPLE FASTEST AND BEST DEAL ON THE MARKET Exclusive Territory Harrison 7-2911

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633 Plymouth Ct., Chicago 5, Ill.

CANADIAN OPERATORS!

We are the Canadian distributor for

OAK'S ACORN VENDOR
The finest in the vending industry!
The latest and newest in all types of vending machines. Contact the nearest office for immediate deliveries!

INTERNATIONAL VENDING CO., LTD.
946 Garsden St. Toronto, Ont. Telephone 3179

101 St. Catherine, Ottawa, Ont. Ottawa 5-3782

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 thorough 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, 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. Berton 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 coffee. Last year only one manufacturer, the Tawlex 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 limitless.

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 Govin, 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 god-darn fine lawyer-man. The things you have accomplished will be a permanent boon and bloom to our industry.

Thank You... "Members" for nearly perfect attendance at the Convention. What was a pleasure to see was the friendliness and cooperation 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.

SAMUEL EPPY & CO., INC.
61-12 146th Place Jamaica 2, N. Y.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tob
Gum? Bulk Merchandise?
Mint? Stamps? Perfume.
Combs. Sanitary Products
or other Merchandise?

ADVANCE
Is the Vendor for You
Want more information? Write today

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave. B'klyn, 25, N. Y.
President 2-2900

BABY GRAND, 1c or 5c

\$13.00 ea.
Packed 6 to 10 in Case

\$12.00 ea.
in Lots of 100

VENDS THE FOLLOWING MERCHANDISE:
Chicle Treets, 2 for 1c, count 200 to 500.
Chipperrill Treats, 2 for 1c, count 250 to 500.
Chloranhill Treats, 2 for 1c, count 250 to 500.
Chipperrill Ball Gum, 1 for 1c, count 250 to 500.
WE SELL... THE ABOVE AT LOWEST MARKET PRICE.
1-2 Day, Bal. C.O.D.
CHAMPION NUT CO.
1154 Tremont St., Boston, Mass.

We are roaster and sellers of Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Walnuts
- Gum
- Scotch Seeds
- Red Beans
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Sticks
- Brackets
- Scotch
- Charms
- Globes
- Paris

Nothwestern... \$12.25 ea.
\$12.95... \$12.10 ea.
100... \$1.00 ea.

NORTHWESTERN SALES & SERVICE
1154 TREMONT ST., BOSTON, MASS.

Chicago

Vic Weiss, Allied Coin & Premium House, now is well on the road to recovery after an extended illness. He says the medicines 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 throught 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.

Coinmen You Know

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 reported steady action on the new William game Paratrooper. Firm key sales staffers, Al Stern, Len Micone, 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 Lutzman, 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 Telkos, 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.

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 Weiss, Larch Vending Company, Larchmont, N. Y.; Joseph Falcano, New York City operator; Mrs. Gertrude Brown, Paramount Vending Corporation, Beacon, N. Y.; L. C. Boyd, New York operator; Jack Garvin,

The street was saddened by the death of 31-year-old Morris Selberg 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, Indeco, Lunch-o-Mat, Central Vending and Coldrin.

Indianapolis

Mrs. Blanche James, James Music, has taken up residence in the new Essex Apartments and is happy with her new home. Hal Bailly, firm collector, is vacationing in New York with his wife. Lyle Harper returned last week from his vacation. Don Martin is vacationing at home. Roberts 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, L. A. Fayette; Charles Yeagley, Richmond; Ray 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)

Table with 4 columns: Issue of, Issue of, Issue of, Issue of. Rows include Triple Action (Genco), Tri-Save (Genco), Uncle Williams, Tombeines (Emblin), Turk King (Bally), Utah (United), Virginia (Williams), Wild West, Wipe My Line (Gottlieb), Winnes (Loveras), Wisconsin (United), World Series (Rock-Ola), Yank (Williams), Zingo (United).

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 receiver. Write for prices and full story. Coin Radio & Television Corp., 170A Duane St., New York City.

VENDING TOP PLATES
For two machines, containing 12 standard holes and two 3/4 holes for Tipper Machines, painted silver. 80¢ EACH. F.O.B. Elizabeth, New Jersey. MOHAWK VENDING STANDS 462 Fourth Ave. Elizabeth, New Jersey

Slater Cookie Vendors, excellent condition; low price of \$59.50. Keline Vendors Co., 3730 W. Division St., Chicago.
U-Select-It, 7 1/2-bar size, \$27.50; 9 1/2-bar size, \$37.50. Shiman 3 column like new Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation, all makes, \$22.50 up. Harris Vending, 3117 N. Park Ave., Philadelphia, Pa.

Will trade Turk 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 Crappers, latest Cortina, \$14.50; 10 All Target Skits, Challengers, \$18.50; Ball Game, \$29.50; Kunkel Popcorn Vendors, \$24.50; Stamp Vendor, \$12.50; Anti-Aircraft, \$37.50; Belgian Pool, \$65.00; Microscope Photomatic, \$195; Bally Defender, \$75; Scientific Jungle Joe, \$175; Chicken Sam, \$75; Microscope Mechanical Hoopay, \$47.50; Mr.-a-Homers, \$12.50; 1/3 deposit, Woodrow McLennan, 2149 Campbell, Detroit, Mich.

Wanted to Buy
Wanted—Chicago Coin Bowling Alley, United Twin Rebound; games must be ready for location. S. Randolph 6-0879 Chicago, or write Streamliner Coin, 5642 Calhoun Ave., Chicago 18, Ill.
Wanted—25¢ Coin Operated Radios: Columbian, Tradio, Coradios, Phil Gutter, 1071 E. Livingston, Columbus, O.

TERRIFIC SACRIFICE
Pokerino 34 Table Game and 6 Rifle AET Range, long established, good boardwalk location, Congo Island area; fully equipped, in A-1 shape. MUST SELL AT ONCE FOR BEST OFFER, AND WE MEAN IT. LUCKY'S Bdwk, G. Brighton 1st Rd., Brooklyn 24, N. Y. Phone: Es 2-7088 week-ends

Positions Wanted
ATTENTION! Refugees From Kelauei: Top One Bill Mechanic wants steady job; shop or route work. Sobel family, Box M-18, c/o Billboard, Cincinnati 22, O.
Pinball Mechanic desires permanent position in Florida, 13 years' experience, reference: Roy Van Dyke, 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 Minor St., Costa Mesa, Calif.
Joke and Game Route—E. A. Call, with 20 yrs. experience; refilling; \$12,500; 18,500 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, DuCrosier and Lefgren P-K with King columns at bargain prices; reconditioned Keline Vendors; 3730 W. Division St., Chicago 51, Ill.
Exhibit Dale Guns, \$49.50; QT Belgian Pool Tables, \$49.50; Chicago Coin Pistol, \$79.50; Keeley Air Rader, \$75; Bally Undersea Raider, \$75; Genco Bankroll, 15 ft., \$69.50; Wurlitzer Skeeball, \$69.50; all in A-1 condition. Vernon, 345 Artinson, Detroit 6, Mich. Tyler 8-1664.

Stamp Folders, direct from manufacturer; unlimited quantity; immediate delivery; write for prices. Vedeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusT 7-1448.

Parts, Supplies & Services
Coin-to-Matic Changes—Silver nickels for quarters and dimes; holds \$50 in nickels; bought at \$65. Kainer 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, 632-B W. 42nd St., New York 18, N. Y.

Used 1c-5c Candy, Nut, Ball Gum Vendors
All parts, coin wrappers, coin counters, flat game, darning candies, cast iron stands, top plates for 2 vendors, top plates for 3 vendors. 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.). Chocoroll Ball Gum—210, 170, 140—24¢ per lb. in case lots (25 lbs.). Chiclets—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory; 5¢ deposit balance e.o.d.

Far Sale of Trade—Latest model DeLuxe Photomatic, G. E. Garrott, 21036 Chassett, Canoga Park, Calif.
For Sale—Wurlitzer Phonograph 250 1015¢, 25 1080¢, 25 1017¢, 25 150¢; plus 250 Wurlitzer 2031 Wall Boxes. Write Box 563, The Billboard, Chicago 1, Ill.
For Sale—5 AMI WallBoxes and 1 Steppers all in very good condition; \$110 takes the lot; 1/3 deposit with order. Rhodes Coin Machines, 106 W. Pater St., Uniontown, Pa.

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

Stamp Folders, direct from manufacturer; unlimited quantity; immediate delivery; write for prices. Vedeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusT 7-1448.

Used 1c-5c Candy, Nut, Ball Gum Vendors
Bought, sold, exchanged. All parts, coin wrappers, coin counters, flat game, darning candies, cast iron stands, top plates for 2 vendors, top plates for 3 vendors. 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.). Chocoroll Ball Gum—210, 170, 140—24¢ per lb. in case lots (25 lbs.). Chiclets—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory; 5¢ deposit balance e.o.d.

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Stamp Folders, direct from manufacturer; unlimited quantity; immediate delivery; write for prices. Vedeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusT 7-1448.

KING & CO.
Distributors of Northwestern Model 49 and Tab Gum Vendors 2700 W. Lake St. Chicago 12, Illinois

Mutoscope Photomatic, late model, good condition; best offer takes. Ballard, 119 State Line Road, Niles, Mich.

ADVERTISING RATES
REGULAR CLASSIFIED
Any advertisement using display make-up or white space. Figure space between column rules. 1st. rule borders permitted only on ads of 28 lines or more.
1st word.....\$ 20
1 or more CONSECUTIVE or 28 insertions, per word..... 10
22 CONSECUTIVE insertions, e.o.d. 10
Minimum \$3.
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.

ADVERTISING RATES
DISPLAY CLASSIFIED
Any advertisement using display make-up or white space. Figure space between column rules. 1st. rule borders permitted only on ads of 28 lines or more.
Per state line.....\$1.00
3 or more CONSECUTIVE or 26 insertions, per word..... 95
22 CONSECUTIVE insertions, per state line..... 90
1 inch equals 10 state lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

Form with numbered instructions 1-4 for ordering an advertisement. Includes fields for Name, Address, City, Zone, State, and checkboxes for Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes For Sale, Used Coin-Operated Equipment, Want to Buy, Gentlemen: Run this in your "Market Place" as indicated below, Next 6 issues, Next 8 issues, Next 13 issues, Next issue only, Payment enclosed, Bill me on 3 or more issues only.

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 31
ABC Bowler (Chicago Coin)	570.00		570.00	
Azz Bowler (Chicago Coin)	49.50	49.50	49.50	59.50
Baseball (Bally)	185.00		185.00	185.00
Big League Bowler (Reverey)		50.00		
Bowling Alley, 2 Player (Chicago Coin)		40.00	40.00	40.00
Bowler (Chicago Coin)	40.00		40.00	40.00
Bowler, 4 Player (Kamey)	225.00		225.00	
Bowling (Gottlieb)	24.50	24.50	24.50	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 (Kamey)	95.00		95.00	95.00
Bowling Champ, 2 Player (Kamey)	95.00	95.00(2)	95.00	95.00
Bowling Classic (Chicago Coin)	70.00	109.50	70.00	109.50
Bowling League (Gottlieb)	24.50	24.50	24.50	24.50
De Luxe League Bowler (Kamey)	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Delta Bowler (Williams)	299.50	329.50	299.50	329.50
Delta Bowler (Williams)	45.00	49.50	45.00	49.50
Delta Bowler (Williams)	70.00/y	70.00/y	70.00/y	70.00/y
Delta Bowler (Kamey)	125.00	125.00	125.00	125.00
Delta Bowler (Williams)	29.50	35.00	29.50	35.00
Delta Bowler (Williams)	45.00	60.00	45.00	60.00
Delta Bowler (Williams)	65.00	79.50	65.00	79.50
Delta Bowler (Williams)	90.00	50.00	90.00	50.00
Delta Bowler (Williams)	139.00	139.50	139.50	139.50
Delta Bowler (Williams)	245.00(3)	245.00(3)	245.00(3)	245.00(3)
Delta Bowler (Williams)	245.00(3)	254.50	245.00(3)	245.00(3)
Delta Bowler (Williams)	220.00(2)	219.00	220.00(2)	220.00(2)
Delta Bowler (Williams)	39.00	39.00	39.00	39.00
Delta Bowler (Williams)	179.50	145.00	179.50	145.00
Delta Bowler (Williams)	175.00	99.00	175.00	175.00
Delta Bowler (Williams)	150.00	165.00	150.00	165.00
Delta Bowler (Williams)	185.00	185.00	185.00	185.00
Delta Bowler, 4 Player (Kamey)	139.50	195.00	139.50	195.00
Delta Bowler, 6 Player (Kamey)	255.00	255.00	255.00	255.00
Delta Bowler, 6 Player (Kamey)	160.00	160.00	160.00	170.00
Delta Bowler, 6 Player (Kamey)	110.00	110.00	110.00	120.00
Delta Bowler, 6 Player (Kamey)	24.50	24.50	24.50	24.50
Delta Bowler, 6 Player (Kamey)	24.50	29.00(2)	24.50	29.00(2)
Delta Bowler, 6 Player (Kamey)	335.00	335.00	335.00	335.00
Delta Bowler, 6 Player (Kamey)	375.00(2)	375.00(2)	375.00(2)	375.00(2)
Delta Bowler, 6 Player (Kamey)	49.00	85.00	49.00	85.00
Delta Bowler, 6 Player (Kamey)	50.00	49.50	50.00	49.50
Delta Bowler, 6 Player (Kamey)	339.50	139.50	339.50	139.50
Delta Bowler, 6 Player (Kamey)	149.50	149.50	149.50	149.50
Delta Bowler, 6 Player (Kamey)	265.00(2)	265.00(2)	265.00(2)	265.00(2)
Delta Bowler, 6 Player (Kamey)	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Delta Bowler, 6 Player (Kamey)	25.00	45.00	25.00	45.00
Delta Bowler, 6 Player (Kamey)	24.50	29.00	24.50	29.00
Delta Bowler, 6 Player (Kamey)	75.00	75.00	75.00	75.00
Delta Bowler, 6 Player (Kamey)	129.50	129.50	129.50	129.50
Delta Bowler, 6 Player (Kamey)	24.50	24.50	24.50	24.50
Delta Bowler, 6 Player (Kamey)	29.00	29.00	29.00	29.00
Delta Bowler, 6 Player (Kamey)	99.50	115.00	99.50	115.00
Delta Bowler, 6 Player (Kamey)	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Delta Bowler, 6 Player (Kamey)	70.00	70.00	70.00	70.00
Delta Bowler, 6 Player (Kamey)	79.50	79.50	79.50	79.50
Delta Bowler, 6 Player (Kamey)	90.00	139.00	90.00	139.00
Delta Bowler, 6 Player (Kamey)	129.50	139.00	129.50	139.00
Delta Bowler, 6 Player (Kamey)	70.00	89.50	70.00	89.50
Delta Bowler, 6 Player (Kamey)	90.00	90.00	90.00	90.00
Delta Bowler, 6 Player (Kamey)	70.00	79.50	70.00	79.50
Delta Bowler, 6 Player (Kamey)	39.00	49.50	39.00	49.50
Delta Bowler, 6 Player (Kamey)	350.00	350.00	350.00	350.00
Delta Bowler, 6 Player (Kamey)	89.50	89.50	89.50	89.50
Delta Bowler, 6 Player (Kamey)	95.00		95.00	
Delta Bowler, 6 Player (Kamey)	40.00/y	40.00/y	40.00/y	40.00/y
Delta Bowler, 6 Player (Kamey)	69.00(2)	109.50	69.00(2)	109.50
Delta Bowler, 6 Player (Kamey)	24.50	24.50	24.50	24.50
Delta Bowler, 6 Player (Kamey)	119.50	119.50	119.50	119.50
Delta Bowler, 6 Player (Kamey)	49.00	49.50(2)	49.00	49.50(2)
Delta Bowler, 6 Player (Kamey)	24.50	24.50	24.50	24.50
Delta Bowler, 6 Player (Kamey)	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Delta Bowler, 6 Player (Kamey)	165.00	165.00	165.00	165.00
Delta Bowler, 6 Player (Kamey)	24.50	29.00	24.50	29.00
Delta Bowler, 6 Player (Kamey)	110.00	195.00	110.00	195.00

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BETTER BUY FROM BANNER

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BINGO TYPE GAMES USED

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 Tingo... 310

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Auto Photo... Write
 Seal Post Coin Operated... Write
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Auto Photo... Write
 Seal Post... 120
 Seal Post... 120
 Exhibit Big Branch... 700
 One Meter Deluxe... 100
 Panoram Solo-Vue... 240
 Pitch-B-B-B... 100
 Quizler... 110
 Seal Post & Ball... 60
 Total Roll... 40
 United Team Hockey... 70
 Wilson Car Record-ers 120

PIN GAMES USED

Blue Skies... 48
 Buccaneer... 50
 Caravan... 220
 Crossroads... 210
 County Fair... 230
 Eight Ball... 100
 Fighting Irish... 100
 Four Stars... 210
 Georgia... 210
 Harbinger... 100
 Hit & Run (Gottl.)... 100
 Jolly... 70
 Just 21... 40
 Knicker... 40
 Lucky Inning... 40
 Majorettes... 100
 Mercury... 80
 Olympia... 210
 Darts... 90
 Red Shoes... 90
 Punchy... 30
 Reel 'Em... 40
 Space-A-Card... 40
 Spangly Town... 80
 Shoe Shop... 100
 Slot Party... 100
 Steeple Chase... 100
 Stop... 40
 Sweetheart... 90
 Taming... 40
 Things... 40
 Tri-Color... 40
 Wildcat... 70

NEW

Gettied 500 Pool... Write
 William Poolcooper... Write

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Brantley Carbonated Drink Vendor, 3-Player, 1000... \$400
 Cup Capacity... \$400
 Clearomat, 3 Cans... 84
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 Citi. Small Post 24.50
 Wimp. Paratrooper 24.50

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 Spot Lite 300 24.50
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 Rowe Royal, 8 Col. 1100
 Rowe Royal, 10 Col. 1100
 Rowe Royal, 12 Col. 1100
 Rowe Royal, 14 Col. 1100
 Rowe Royal, 16 Col. 1100
 Rowe Royal, 18 Col. 1100
 Rowe Royal, 20 Col. 1100
 Rowe Royal, 22 Col. 1100
 Rowe Royal, 24 Col. 1100
 Rowe Royal, 26 Col. 1100
 Rowe Royal, 28 Col. 1100
 Rowe Royal, 30 Col. 1100
 Rowe Royal, 32 Col. 1100
 Rowe Royal, 34 Col. 1100
 Rowe Royal, 36 Col. 1100
 Rowe Royal, 38 Col. 1100
 Rowe Royal, 40 Col. 1100
 Rowe Royal, 42 Col. 1100
 Rowe Royal, 44 Col. 1100
 Rowe Royal, 46 Col. 1100
 Rowe Royal, 48 Col. 1100
 Rowe Royal, 50 Col. 1100

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CHAMPION	49.50	KNOCK OUT	74.50
CITATION	24.50	FLYING SAUCERS	74.50
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NEWER ADW 100 CHAMP	145
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EXHIBIT KISS-O-MAT	75
LOVE PILOT	75
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Coinmen You Know

Continued from page 92

Pittsburgh
possible 43 operating at Greater Pittsburgh Airport, July revenue totaled \$58,037, 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 at the 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 Willetts 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 few 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 Anchel 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 Barrison, 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. . . . Glenn Stambaugh, Florida Music Company, West Palm Beach, and his wife have returned from a vacation in the North.

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SPOT LITE	389.50
LITE-A-LINE	149.50
5-STAR	129.50

Exh. Ocean \$ 99.50
Exh. Playland \$ 99.50
Wms. Malagaster (New) 210.00
Seaburg 148 Mfg. 249.50
Rock-Ola 1421 (Blond) 135.00
Wurlitzer 1015 149.50
Wurlitzer 170 E 71.00
Rome B-Coin Candy Vender 68.00
Rome B-Coin Candy Vender 68.00
C-S Elec. Ch. Vender 109.50
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A.M.I. Model C 475.00
A.M.I. Model A 350.00
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Wurlitzer 1250 475.00
Wurlitzer 170 175.00
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Rock-Ola 1421 445.00
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One Balls
Citation \$ 24.50
Champion \$ 49.50
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Arcade
Seaburg Bear Gun \$229.50
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Musical Machines

A.M.I. C	\$450.00
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Gottlieb Double Shuffle	69.50
Gottlieb Jack & Jill	29.50
Gottlieb Knockout	60.50
Gottlieb Minimal Man	106.50
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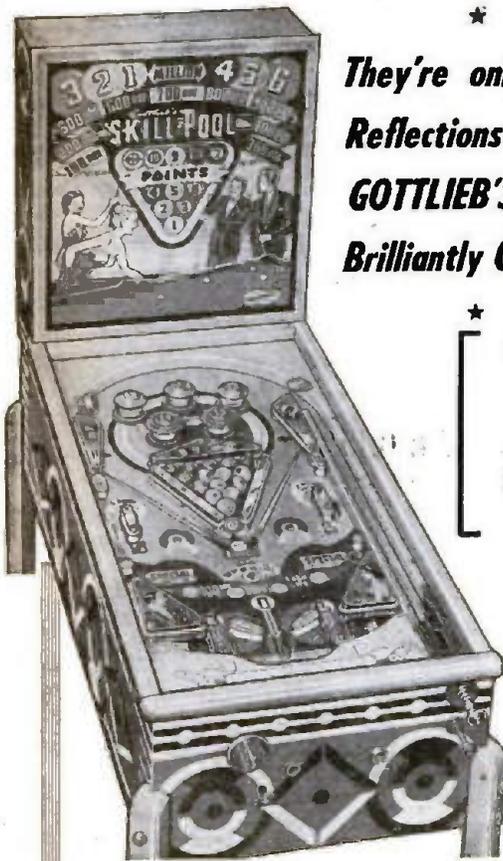
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The
Billboard

Fall
EXPORT QUARTERLY

Bonus Distribution of
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Consulates in 80 Foreign Countries

AD DEADLINE—Friday, September 26
ISSUE DATE—October 4
DISTRIBUTED—September 30



ATTENTION
ALL
FOREIGN
BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedure. 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.

Joe Ash

WE ARE EXCLUSIVE
WURLITZER DISTRIBUTORS
IN SOUTH JERSEY,
S. E. PENNA. &
DELAWARE.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.
Phone: PRamont 7-4405

"You can always depend on Active—
ALL WAYS"



NEW 1c GAME ONLY \$29.50!
"DANCER DAN" — crowd catcher and
trick attraction. New, different, catches
bundles of pennies. 10 in. marionette 182
dancer automatically when penny lands in
target cup. Electrical. Patron banks coins
against backboard. Most pennies fall below
to cabinet. Wood cabinet. Lights under
arming. Ht. 18 in. Width 17 in. Ship. wt.
20 lbs. Send full amount. Immediate
delivery. **WORLD DISTRIBUTING CORP.** Merch 537,66
1500 W. Chicago Ave. Chicago 27, Ill.

DAVIS
Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

Phonographs listed below
are complete and in good
working order at the low
prices listed below. They
may also be purchased re-
conditioned and refinished
with Davis 6 Point Guar-
antee for \$35 additional
per machine.

SEEBURG		WURLITZER	
148ML	\$240	1250	\$399
147M or S	125	1100	124
146M or S	110	1015	123
M147M Midaway	110		125
M246M Midaway	99	1080	69
1941 Midaway	49	750	49
Envoy, Major, Classic, Nightow	49	500	49

WALL BOX SPECIALS

Wurlitzer 4851, 5c, 10c, 25c, Like New	\$59.50
Wurlitzer 4870, 5c, 10c, 25c, Like New	\$4.00
Wurlitzer 4870, 5c, 10c, 25c, Covered	41.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	29.50
Wurlitzer 3031, 5c, Reconditioned	9.95
Wurlitzer 3025, 5c, Wireless, Reconditioned	5.95
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
Wurlitzer 219 Stepper	22.50
Seeburg 3W5-L56, 5c, 10c, 25c, 3-Wire, Reconditioned, Refinished	34.50
Seeburg 3W2-L56, 5c, 3-Wire, Reconditioned, Refinished	11.95
Wurlitzer 248 Stepper	49.00
Seeburg W1-L56 (5-cent wireless), Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write The Billboard, 2140 Patterson St., Chicago 22, Ill.

Ride THE CHAMPION

by Bally

GREATEST MONEY-MAKER

TRADE MARK REGISTERED
IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢

A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A. C.



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Matyland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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



SIZE
8 FT.
x
2 FT.

EASY TO READ

"INDIVIDUAL" SCORING DRUMS

- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK

GOING BACK INTO PRODUCTION SHORTLY ON **10th FRAME BOWLER** PLACE YOUR ORDER NOW!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

SINCE 1924 . . .

IT'S BEEN GOOD BUSINESS TO DO BUSINESS
with TRIMOUNT

- Here's why—
- Trimount has built through the years a reputation for honesty, integrity, fair dealing and sound business practices.
 - Trimount is New England's oldest and largest distributor of Coin Operated Equipment.
 - Trimount is the exclusive New England Distributor for Seaborg, Williams, Corbett, Chicago Coin and Conco.
 - Trimount has New England's largest and best equipped service department.
 - Trimount has New England's finest parts department.

ATTENTION, IMPORTERS: Trimount's Export Department has New England's largest assortment of 5 Balls, Music and Arcade Equipment. Write today for special export lists.

TRIMOUNT

Remember
NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.

SEE
SEABOARD
FOR
VALUES

BRIGHT LITES	\$259.50
JALOPY	195.00
PIN BOWLER	75.00
STAR SERIES	75.00
KNOCKOUT	65.00
OKLAHOMA	59.50
FIGHTING PHILS	45.00
BOWLING CHAMP	39.50
STADIUM	39.50
HOT ROD	39.50
FLOATING POWER	39.50
THING	35.00
PARADISE	29.50
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JUST 21	25.00
SELECT-A-CARD	25.00
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Phone: 46-1656

GENCO
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over.

OVERHEAD MODELS
Horseshoe (115-21-50 pts.) \$125.00 ea.
Marvel Score (115-21 pts.)

WALL MODELS
Horseshoe (115-21-50 pts.)
Marvel Score (115-21 pts.)
\$95.00 each
Terms: 1/3 dep., bal. C.O.D. or S.O.
2845 W. FULLERTON, CHICAGO 47, ILL.
(Tel.: Dickson 2-2424)

MARVEL MFG. CO.

GIVE TO DAMON RUNYON CANCER FUND

BIGGEST MONEY-MAKER EVER BUILT IN "IN-LINE" CLASS

Bally

FROLICS

6-CARD 5-BALL REPLAY GAME



NEW SUPER-SCORE
MYSTERY FLASH
Sensational
EXTRA-COINS Attraction

REGULAR "IN-LINE" SCORES
PLUS
ADVANCING
SUPER-SCORES

NEXT GAME SUPER-SCORES START AT TOP
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!

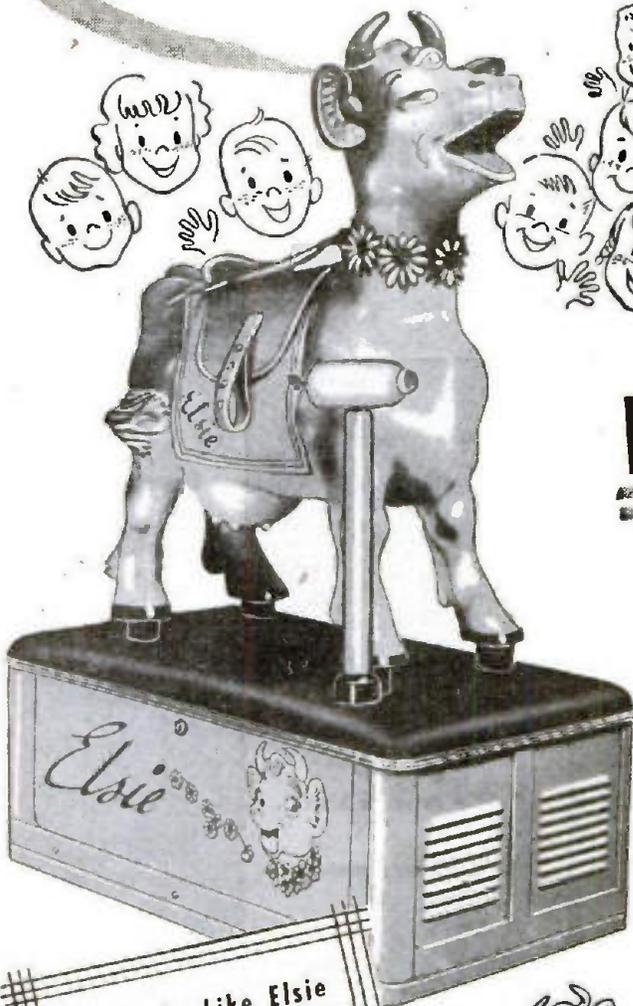
THE **CHAMPION** COIN-OPERATED HORSE SEE PAGE 98

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

NOW AN EXCITING RIDE

MILLIONS OF CHILDREN Will Really Love



BORDEN'S
NATIONALLY FAMOUS

ELSIE the COW*

**SURE TO BE A
GREAT MONEY MAKER**

Imagine the reaction of the kiddies of America when given an opportunity to actually hug and ride Elsie . . . the lovable Borden cow they've heard and read so much about. It's got to be good and wonderful. It'll be wonderful for you too in the profits it will make . . . everywhere.

**It Looks Like Elsie
It Is Elsie**

Thrilling New Riding Action
Thoroughly Location Tested
Perfect Mechanically
10¢ Trouble Free Slide Chute
Milk Bottle Coin Bbx



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Manufactured by
KINGSLEY CORP.
HAROLD LEVY

160 John Street, Brooklyn 1, N. Y.

ULster 5-5061

BIG BRONCO'S the horse to buy—because...



Underwriters approved
for the protection of
you and your location.

Rich tooled off-leather
Western saddle.

Equipped with Oilite
Lifetime Bearings.

Fully retractable—
easy-to-use Casters.

All-steel hood on
streamline tip-proof
base.

Lowest maintenance
cost of any horse.

Durable 1/3 H.P.
Emerson Copocitor-
type Motor.

Safe-enclosed coin
chute for your
protection.

Really attracts kids..
makes more money.

Completely designed
with safety in mind.

Holds locations...
makes money...
never 'Out of Order'

Re-usable shipping
crate for national
operators.

Big Bronco—copied
by many... equalled
by none.

Full manufacturing
warranty by 52-
year-old company.

Established 1901

EXHIBIT SUPPLY

4218-30 W. Lake St.

Chicago 24, Illinois

UNITED'S CIRCUS



DOUBLE and TRIPLE SCORE FEATURES

SPOTTEM FEATURE

ALL CARDS DOUBLED

ALL CARDS TRIPLED

SPOTS Nos. 15, 16, 17

SPOTS Nos. 14, 19, 22

ALSO SPOTS ABOVE NUMBERS SINGLY

EXTRA BALLS

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

METHOD OF SCORING

THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

SLUG-REJECTOR COIN CHUTE

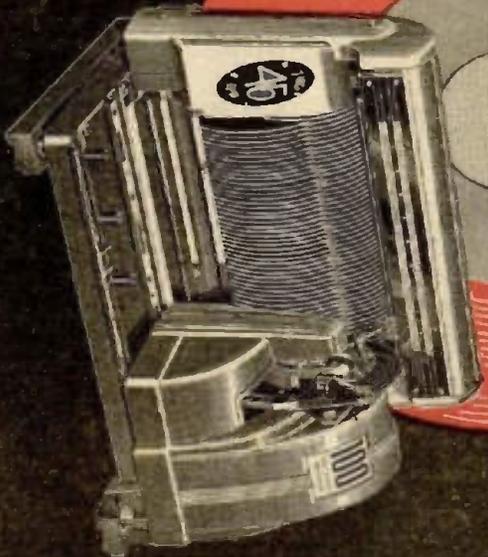
NEW HINGED FRONT DOOR

EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR. STANDARD PINBALL CABINET SIZE.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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THE WORLD'S FIRST COMMERCIAL MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR PLAYING 45 R.P.M. RECORDS

Seeburg
50th ANNIVERSARY
DEPENDABLE MUSIC SYSTEM SINCE 1902
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Chicago, Ill.



ONLY SEEBURG HAS THE
Select-O-matic MECHANISM