

# The Billboard

SEPTEMBER 13, 1952

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

## Fall Optimism Is Keynote As Coin Industry Convenes

### Jukemen Pick Eddie Fisher As Fall's Best

BB Polls Potential Hits From Stars; Miss Clooney Second

NEW YORK, Sept. 6.—Pic. Eddie Fisher, who has had an unbroken string of disk clicks for more than a year, is the hands-down choice of juke box operators as the record artist most likely to come up with hits during the fall. The Victor star, who is serving in Korea, was given nearly 70 per cent more points by operators than runner-up Rosemary Clooney as the artist most likely to have the best new pop record releases this fall, according to the results of The Billboard Juke Box Operator Poll of Artists and Records. This survey which covers the pop, hillbilly and rhythm and blues fields is found in the Juke Box Program Guide beginning on page 59 in this issue.

Following Fisher and Miss Clooney, operators rank Kay Starr, Johnny Ray and Patti Page next in order of hit-making potential. In sixth place comes Al Martino, followed by the Guy Lombardo ork, Frankie Laine and Les Paul. Tied for 10th place are Nat (King) Cole and the Four Aces.

Pointing up the importance of the singer over the band these days as a record seller is the fact that of these 11 names operators named only one band—the Guy Lombardo ork.

Topping the operators' list of (Continued on page 20)

### 'STARDUST' STILL OLD FAITHFUL

NEW YORK, Sept. 6.—The winner and still champion of the old favorites is "Stardust," according to juke box operators. In the Operator Poll of Artist and Records in this issue, coin men re-elected the crown, which the Hoagy Carmichael evergreen wears perennially, with a landslide vote over the next ranking standard. So great was the margin that "Stardust" accounted for 42 per cent of the total votes cast. The poll results list just the tunes, four different recorded versions were mentioned by the operators. Leading these was the Artie Shaw version. There are at least 89 different recordings of the tune available.

Beginning on Page 53

## FALL COIN MACHINE SPECIAL

- FEATURING SPECIAL ARTICLES AND SERVICES FOR THE COIN MACHINE INDUSTRY—
- JUKE BOX OPERATOR POLL—  
Most Profitable Juke Records of the Last Six Months  
Record Artists Most Likely to Release Top Juke Money-Maker Records This Fall  
Most Profitable Juke Standards or Old Favorites
- SPECIAL CONVENTION SECTION  
Music Operators of America Program  
National Automatic Merchandising Association Program  
National Association of Bulk Vendors Program
- SPECIAL REFERENCE LISTS  
Coin Machine Distributors and the Lines They Carry  
Coin Machine Manufacturers and the Equipment They Make
- PLUS—Current Weekly Music Popularity Charts

## The Billboard to Test Plan To Supply Juke Title Strips

NEW YORK, Sept. 6.—A plan to supply juke box operators with title strips at a minimum cost will be tested by The Billboard this fall. Initial service will be confined to operators who participate in The Billboard's Pop Chart Survey.

After careful trade investigation stretching over a two-month period, the title strip service has been developed to enable operators to program their juke boxes

direct from title strips supplied to them concurrently with weekly publication of The Billboard. Advance information on what title strips will be issued each week will be airmailed to operators so

### MICH. FAIR

## All-Music Show Pulls Top Money

By H. F. REVES

DETROIT, Sept. 6.—The controversial all-music bill of recording artists being tried out by the Michigan State Fair for its featured Coliseum show this year made hay while the rains fell over the long Labor Day weekend. Some near-record figures were set, indicating that the fair may come near breaking even on this attraction, possibly for the first time.

With fair-paid attendance in the first four days' running about 209,000, slightly under last year's total for the same period, the Coliseum drew in 32,958 paid admissions for a gross of \$31,758 in the same period, at a price scale of \$1.20 and 60 cents for children under 14. The bill for the first four days was the Kirby Stone (Continued on page 20)

as to be in their hands the preceding Saturday, thus enabling them to have records purchased by the time the title strips arrive.

The service will solve the operators' increasingly difficult problem of sorting out the few money-making records from the 80 or more records released each week.

Advance sales figures from record manufacturers and distributors plus tabulated information (Continued on page 56)

## S. African Theater Circuit Hunts Acts

NEW YORK, Sept. 5.—A chain of 60 theaters in South Africa is looking for live attractions for the forthcoming year in commemoration of its anniversary plus the coronation celebration.

Dick Hormel, booker for the Shlesinger Circuit, is now in the United States talking with the big offices in the hope that they'll come up with something that'll mean box office.

A deal involving Frank Sinatra is on the fire, tho so far it's in the talking stage. The deal revolves around a series of location shots that Ava Gardner is slated to make with Clark Gable in South Africa. Hormel feels with Miss Gardner in the area, Sinatra, Miss Gardner's husband, would be interested in possible dates.

Theaters in the circuit include those in Capetown, Johannesburg, Rhodesia and in Kenya Colony.

## All Facets of Business in Healthy Shape

3 Groups to Meet In Chicago; Games Hum After 20 Mos.

By DICK SCHREIBER

CHICAGO, Sept. 6.—The fall promises to be one of the brightest seasons the coin machine industry has seen in five or six years. From manufacturers, distributors and operators of all types of coin machines comes nothing but optimism. Such is the general atmosphere as the juke box operators were converging on Chicago this week-end for the Third Annual Convention of Music Operators of America, September 11-13, at the Congress Hotel.

The day after the MOA convention and exhibit closes, the National Automatic Merchandising Association and the National Association of Bulk Vendors begin their annual conventions and exhibits—NAMA at the Palmer (Continued on page 57)

## Job Hunters Prefer Amusement Areas

WASHINGTON, Sept. 5.—Most job-seekers want to work in communities where TV and other amusements are readily available, it is hinted by the Labor Department's Women's Bureau. In a new leaflet directed to over-40, job-seeking women in the U. S., the Bureau counsels that the "hard-to-fill" job is easier to get if the over-40 applicant is willing to live where she can't easily get to theaters or where she can't witness TV. The implication is made that most job applicants, especially the younger ones, want to work in localities which offer the greatest amount of amusement.

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## TALENT TROUBLE

### Moore, Young Beef At CBS Slotting

NEW YORK, Sept. 6.—The Columbia Broadcasting System this week was having trouble with two of its top TV personalities—Garry Moore and Alan Young. Moore's new contract with the network is now being negotiated.

He was set to take over as emcee of the daytime "Songs for Sale" until yesterday (6) when he reversed his former decision, and told programming brass he would not accept the assignment. After a strong start last season, the crew-cut comic had trouble holding sponsors as one advertiser after another cancelled his day-

time show. The last program of his current series is October 3. Should he remain adamant about refusing "Songs for Sale," Moore's future with the network may not be lengthy.

Young's hassle with the web is said to be over its treatment of him, in addition to money difficulties. Esso was once again contemplating sponsorship of Young this season, but the net could not clear sufficient stations on Tuesday night 8-9:30. He evidently feels that slotting him Tuesday nights opposite Berle, after several years as a revenue producer for CBS-TV, is not quite fair.

If these two personalities do not come to terms with the web and CBS-TV finds itself unable to peddle Ken Murray, there is a possibility that all three of them will move off of the Madison Avenue network.

### 2 Crosley TV Shows Off NBC For Ohio Web

CINCINNATI, Sept. 6.—Two of WLW-TV's top-rated shows, "Midwestern Hayride" and Ruth Lyons' "50 Club," are leaving the NBC-TV network to confine their activity to the Crosley network, made up of WLW-TV here; WLW-D, Dayton, O., and WLW-C, Columbus, O. "Hayride," which has been seen and heard over NBC Tuesdays as a Milton Berle replacement, leaves the network September 9.

During the past year "Hayride" talent has played more than 73 State and county fairs throughout the area. Increasing demands for personal appearances of the station's folk talent makes the problem of doing network shows too complicated, Crosley officials said, hence the decision to confine "Hayride" talent to personal appearances and regional originations.

Ruth Lyons' "50 Club" will also devote its full time to Crosley originations after the time change late this month. WLW-TV officials explained that intensive regional buying on the part of advertisers makes imperative the cancellation of the network feed. It would be economically unsound to continue the half-hour program to the NBC line-up, they said. Miss Lyons has used several offers for a New York origination of the "50 Club."

### 6 TV Bids Okayed; Post-Thaw Total 49

WASHINGTON, Sept. 6.—TV grants since the freeze thaw pushed to 49 this week, as the Federal Communications Commission approved construction permits for six more TV stations, all commercial, UHF's. Thus far the commission has issued grants for eight educational TV stations, as overall TV applications since the announcement of the new allocations plans reached 190. This week's grants went to the Eastern Radio Corporation for operation of Channel 61, and the Hawley Broadcasting Company for the operation of Channel 33 at Reading, Pa.; to the Summit Radio Corporation, Arkon for operation on Channel 49; WKST, Inc., New Castle, Pa., Channel 45; Midwest TV Company, Massillon, O., Channel 23, and the New England Television Company, Inc., of Fall River, Mass., Channel 46.

Designated for hearings October 1, were the Mount Hood Radio & Television Broadcasting Corporation, applicant for Channel 6, and the Northwest Television & Broadcasting Company, applicant for Channel 12, both of Portland, Ore. Scheduled for hearings October 15, were WABZ, Inc. and Harrisburg Broadcasters, Inc., for Channel 71 at Harrisburg, Pa.,

### New FCC TV Freeze Ties Up 60% of Current Applicants

WASHINGTON, Sept. 6.—A new TV freeze blanketing more than 60 per cent of all current applications has quietly shaped up at the Federal Communications Commission in a fast-mounting roster of TV bids tied up in contests. The partial freeze is due to hold its grip for a long time. Although several of the contests will be resolved by next May, hearings on the bulk of the contested bids will be stalemated for anywhere from a year to three years, it is conjectured here on the basis of current timetables and FCC manpower limits. The outlook is for a still further spread of the freeze, with a rising proportion of applications headed for contests.

Out of 740 pending TV applications, 450 are bogged down in contests, and, to the surprise of some FCCers, 40 per cent of the pending UHF applications already have become involved in contests. Although hearings will get under way October 1 for the first time since the FCC's issuance of its latest al-

locations plan, an overwhelming majority of the contested applications won't reach hearing chambers for some time to come because of the work-load strain. Despite the fact that two hearings examiners will be appointed shortly to help carry the load, the fast-multiplying contests have produced a bigger hurdle than the FCC can humanely cope with.

A surprise aspect of the new TV freeze is its spread in the UHF area. Of 290 UHF applications, 116 are already contested. Even in VHF cities hotly-fought contests for newly-allocated UHF channels have developed. Three-way fights for the UHF channels have cropped up in District of Columbia (four VHF stations have been on the air here for years), Baltimore, Fort Wayne and Evansville, Ind., Jackson, Miss., and Binghamton, N. Y. UHF's attractiveness to prospectors in some VHF-dominant cities is reflected in numerous other ways, especially in half a dozen cities where the FCC has allocated two UHF channels apiece. In each of those cities, every UHF channel is involved in two-way contests. Those cities are Harrisburg, Pa.; Madison, Wis.; Albany, N. Y.; Cleveland; Fresno and Sacramento, Calif.

Complicating the picture is an outbreak of contests for UHF and VHF channels alike in the following cities: Montgomery, Ala.; Bakersfield, Fresno, Sacramento and Stockton, Calif.; Peoria, Springfield and Evansville, Ill.; Topeka and Wichita, Kan.; New Orleans; Portland, Ore.; Knoxville; Beaumont-Port Arthur, Corpus Christi and Houston, Tex., and Roanoke, Va. Wichita has both a five-way UHF contest and a two-way contest for VHF Channels 3 and 10. Portland has a four-way contest for Channel 5, a three-way contest for Channel 8 and a three-way contest for Channel 12, and a two-way fight for UHF Channel 21.

Despite the FCC's steady pace of issuing new TV grants and the

agency's speed-up techniques via pre-hearing conferences (see separate stories), the growing number of contests in both the VHF and UHF areas of the spectrum is sorely worrying the commissioners. Congress' aim in granting the FCC an increased outlay this year for hiring additional hearing crews was to make it possible for the commission to head off delays in TV's spread thruout the nation. The increased funds apparently have fallen far short of their objective.

### AT&T Theater TV Cost Data Draws Big Nix

WASHINGTON, Sept. 6.—Theater-TV sponsors expressed dissatisfaction this week with an American Telephone & Telegraph Company reply to their request for a statement of charges for Theater-TV transmission. Since the Federal Communications Commission has scheduled hearings on technical phases of theater-TV for October 20, it is expected that theater-TV sponsors will repeat a request to the commission shortly for help in getting some applicable figure from the Bell System. The figures recently provided by AT&T were described as not only inadequate but irrelevant.

AT&T figures showing TV charges under the present Bell System were submitted only after theater-TV interests requested them in two letters and finally wrote the commission protesting AT&T's failure to reply. The theater-TV letters were signed by Vincent B. Welch, of Welch, Mott and Morgan, and James Lawrence Fly, of Fly, Shuebruck & Blume, for the Motion Picture Association of America, Inc., and by Marcus Cahn, of Cohn & Marks, for the National Exhibitors Theater Television Committee. They told the commission the absence of adequate data on theater-TV would prevent presentation of a "careful comparative analysis of cost data" and result in a "substantial delay" to the commission, which could find itself again hearing engineering and cost data during the second phase of the hearing beginning in January.

Theater-TV sponsors had requested cost information on the operation of a 10-megacycle transmission system. AT&T replied that production of a 10-megacycle transmission system "can certainly be achieved, but the further development and design of the required equipment might be a question to which the answers cannot be obtained without further experience in this field."

AT&T wrote that it has been furnishing theater network TV transmission service and that its technicians are "working closely" with the theater industry in an attempt to develop the service further. Both a TDE radio system and the new L-3 coaxial system can be adapted to provide broader bands, AT&T said.

### Sponsor Axes Du M. Top Seg

NEW YORK, Sept. 6.—The top Du Mont web variety show, "Cavalcade of Stars," this week was reportedly definitely axed by the bankroller, Drugstore TV Productions. Last edition is said to be that of September 20 in the 10-11 p.m. Friday time.

The web is reported to have bids from several bankrollers for the time.

Kendrick Broadcasting Company, Inc., and Rossmore Corporation for Channel 27 at Harrisburg, Pa.; The Tribune Company for Channel 8 at Tampa; Pinedale Broadcasting Company and the Tampa Bay Area Telecasting Corporation for Channel 8 at St. Petersburg, Fla.; Tampa Times Company, Tampa Broadcasting Company and Orange Television Broadcasting Company, for Channel 13 at Tampa; City of St. Petersburg, Fla., and Empire Coil Company, Inc. for Channel 38 at St. Petersburg and Tampa respectively. Hearings were scheduled October 20 for WIBM, Inc., and Jacksonville.

(Continued on page 26)

### Pre-Hearing Meets Speed Tele Grants

WASHINGTON, Sept. 6.—Pre-hearing conferences were held this week as a means of speeding up Federal Communications Commission action on TV grants, and it became apparent that similar

results are being chalked up at the FCC in handling AM grants. New FCC Examiner Robert Sharfman, after a pre-hearing conference on the applications of American-Republican, Inc., and WATR, both of Waterbury, Conn., for TV Channel 53, hailed the procedure as "extremely helpful" and a good way to shorten hearings.

Sharfman said the pre-hearing conferences help clarify issues and allow applicants to talk over the exchange of exhibits and the order of testimony. He pointed out that there have been three pre-hearing conferences thus far in connection with TV hearings, and noted that some are being scheduled in broadcast matters, such as the one arranged this week by Examiner Hugh Hutchison with applicants for three Atlantic City and one Bristol, Pa., AM stations. Hutchison called the conference to consider among other things the possible simplification, clarification or limitation of the issues. Applicants for Atlantic City AM operation are the Atlantic City Broadcasting Company, the Garden State Broadcasting Company, and the Press-Union Publishing Company, while the Penn Jersey Broadcasting Company has applied for AM operation in Bristol. Although WTR's application for TV channel 53 is scheduled for hearing October 1, Sharfman said station officials indicated they might possibly shift their application to another channel and thus avoid a contest. With the consent of all parties, WATR's retiring vice-president, Levon Thomas, was allowed to testify this week. Sharfman said, as things now stand, American-Republican is scheduled to present its case first, followed by WATR, which also can answer any questions raised by its opponent. American-Republican then

(Continued on page 26)

## NEWS CAPSULES—COAST TO COAST

### Strong Opera Season Seen for Web TV; Met to Kick Off Over CBS

NEW YORK, Sept. 6.—Opera will go strong on network TV this season. The Metropolitan Opera Company, which originated a TV department more than a year ago but has not showed any wares yet, will finally get its chance on the Ford Foundation's "Omni-bus" via the Columbia Broadcasting System TV web. Two or three of the 90-minute shows will be turned over to the Met for the presentation of operas in English. Titles and artists are still to be selected.

Meanwhile, the National Broadcasting Company this week announced it would kick off its opera season Sunday, October 19, with the American dream of Benjamin Britten's "Billy Budd." Theodore Uppmann, who created the title role in London and Paris last season, will have the part in the TV production. Other works, which will go on monthly, Sunday afternoons, are Leonard Bernstein's "Trouble in Tahiti," "Der Rosenkavalier," almost complete in two installments, Puccini's "Suor Angelica," one of his triptych of one-acters, and Gian Carlo Menotti's "Amahl and the Night Visitors."

### FORD FOUNDATION AWARDS GRANT

NEW YORK—The Ford Foundation has made a grant to the Fund for Adult Education for the latter's study of educational TV. FAE had \$5,000,000 to study two subjects, the financial ability of educational institutions to set up stations, and methods of providing quality programs on low budgets.

### "MERRY MAILMAN" SOLD OUT

NEW YORK — "The Merry Mailman," Monday-Friday kiddie show via WOR-TV here, has been sold out, showing the effect of the extensive format revision it got three months ago when Sandy Howard took over as producer-director. The Red Lion Commercial Company has taken full sponsorship Monday, Wednesday and Friday. On Tuesdays and Thursdays, five sponsors have signed up for one-minute participations.

### KHJ-TV HAS OWN SALES ORG

HOLLYWOOD — KHJ-TV, which has been represented by Edward Petry & Company, has now set up its own national sales organization, with its New York

office in the sales department of WOR-TV, and its Chicago branch at General Teleradio, which owns the station, and the Don Lee Network, of which it is the key TV outlet.

### CBS ADDS FIVE RADIO STATIONS

NEW YORK — The Columbia Broadcasting System this week added five new stations to its radio network. They are KWIE, Kennewick, Wash.; KHUM, Eureka; KRNR, Roseburg, and FKMB, San Diego, all in California, and KYJC, Medford and KFLW, Klamath Falls, both in Oregon. KHUM moves into the CW web as a replacement for KCBQ, San Diego, beginning December 12. The other stations join October 6.

### CHICLÉ BUYS THIRD OF CBS TALENT

NEW YORK — The American Chiclé Company has bought the first third of the Columbia Broadcasting System's tandem operation in its Chicago market. The shows in the package are "Meet Millie," "The FBI in Peace and War," and "Mr. Keen." Sponsorship starts October 1 with "The FBI in Peace and War."

(Continued on page 10)

# TV Film Inroads Complicate Webs' TV Station Clearance

NEW YORK, Sept. 6.—Station clearance problems, the bane of the video networks all along, show signs of getting worse rather than easing up. Complications of various sorts have been giving the station relations execs at the webs an increasingly bad time, and not the least of these is the growing use of TV film in time periods which might otherwise be utilized for network shows, thus blocking out additional outlets from live web pick-ups.

Colgate, for example, seeking to clear time for its new "Mr. and Mrs. North" TV film series, has found it tough to get stations via the Columbia Broadcasting System for the 10-10:30 p.m. Friday time. Result is that John Crandall, of the Sherman & Marquette agency placing the business, currently is on the road trying to line up markets unobtainable via the network, to be bought on a spot basis.

## 82% of NBC's Affils Have Mdse. Service

CHICAGO, Sept. 6.—Jack Herbert, National Broadcasting Company vice-president in charge of sales, this week told members of the primary affiliate group and the station planning and advisory committee that 159, or 82 per cent of the NBC AM affiliates now have a merchandising service available thru their own headquarters.

Herbert, who spoke immediately after Joseph McConnell, NBC president, outlined the new discount revision plan (see separate stories), and also broke down the \$1,000,000 which will be spent by the network in its fall selling drive.

A study which was completed several weeks ago was made at a cost of \$125,000, Herbert stated. A Nielsen study, which is expected to be completed later this month, will run \$275,000, and promotion by the web of both studies, thru pamphlets, films and slides, will be accomplished at a cost of \$100,000.

Balane of the \$1,000,000 budget or \$500,000, will be used to maintain the network's merchandising service, Herbert said.

Copies of the first survey completed this fall were distributed to affiliates attending the Wednesday and Thursday meets.

## Frankel Joins Dems in AM-TV

WASHINGTON, Sept. 6.—Lou Frankel, former manager of the now dissolved Station WEDR in New York, has been added to the TV-radio staff of the Democratic National Committee here. Frankel will serve as assistant to Kenneth Fry, TV radio director of the national committee, for the balance of the national election campaign. Frankel started his duties here Thursday (4).

Examples of TV film series moving strongly into network on stations thruout the country are the Canada Dry "Terry and the Pirates" series, the Borax "Death Valley Days" series and the Kellogg "Superman" film. The Borax series alone has lined up better than 60 outlets already.

This, in part is the explanation of why even CBS-TV and the National Broadcasting Company's TV web have been having such difficulties recently. NBC, for example, has been able to clear only a couple of stations outside of its owned and operated outlets for the General Cigar Herman Hickman show, which, ironically, moved over from CBS-TV which likewise could not clear stations. NBC also is having difficulties lining up stations for the entire 7-7:30 period across the board.

CBS is not without its problems, too. The Sealy Mattress "Balance Your Budget" show, originally skedded for 10:30-11 p.m. Saturdays. The Tuesday 8-9 time and Saturday 9-10 periods remain unsold and uncleared. Esso has not firmed up Allen Young because of station shortage.

Serutan, which has 10:30-11

p.m. Saturdays on CBS-TV for "Battle of the Ages," has been able to get only 12 live markets. Since it could not clear the cable for its live show in sufficient markets, Serutan decided to go to film for supplementary markets until the cable opens up. None of the CBS-TV syndicated stanzas appealed to it, so Serutan bought United Television Program's "Hollywood Offbeat" film series, which is airing in Hollywood, Minneapolis, Omaha and Salt Lake City. Interestingly enough, this business was placed for it by CBS-TV on a spot basis, with the stations getting full card rates. The web hopes that this is merely a temporary deal which will be abandoned when the cable comes thru to these cities.

The American Broadcasting Company and Du Mont networks, long in the position of watching CBS and NBC clear stations almost at will, now are not in as difficult a competitive situation because the problems now beset all the networks. In fact, ABC-TV is in the proud position of having cleared 45 outlets for its "Ozzie and Harriet" series, which tees off October 3 for Hotpoint and Lambert Pharmacal. The Walter Winchell TV show, airing 6:45-7 p.m. Sunday for Gruen, already has 20 outlets lined up for its October 5 debut. This past week was contingent on station clearance, but ABC already is well past the danger point.

## 200-Hr. Week As WENR-TV Eyes 5th Yr.

CHICAGO, Sept. 6.—Station WENR-TV, local outlet for the American Broadcasting Company, will enter its fifth year of operation September 17 with a total of 100 telecasting hours per week, the greatest in its four-year history, in effect.

Station is managed by John H. Norton Jr., vice-president in charge of ABC's Central Division. Outlet uses six studios in the Civic Opera Building and The Daily News Building. From Monday thru Friday station telecasts from 10 a.m. thru midnight; Saturdays, 9 a.m.-12:30 a.m., and Sundays, 11 a.m.-12 midnight.

Outlet originates the network "Super Circus" show, feeding it to 62 stations.

## CO-OPERATION POLICY REPAYS BOTH SPONSORS

NEW YORK, Sept. 6.—Goodyear and Philco, which alternate on sponsoring the 9-10 p.m. Sunday "Playhouse" dramatic series, gave each other an example of just how co-operative two bankrollers can be. Each recently was blueprinting a big promotion campaign for its own products, and desired to push the drive via the TV show. A meeting of execs of the two firms set an agreement whereby Goodyear would air the show for three consecutive weeks during the heart of its drive, just past, and then Philco pick up the succeeding three weeks for its own campaign.

Thus, instead of airing alternate weeks, the show has been the "Goodyear Playhouse" on August 17, 24 and 31. It is the "Philco Playhouse" on September 7, 14 and 21. After that they go back to alternating weeks.

## Station Relations Depts. Of ABC to Be Joined

NEW YORK, Sept. 6.—The American Broadcasting Company this week moved to integrate its AM and TV station relations departments, but made it clear that, contrary to the moves of other networks, it will maintain separation between its AM and TV webs in other spheres of activity. Alfred R. Beckman has been promoted to national director of the combined operation, and William A. Wylie has been named manager.

Ernest Lee Jahneke, Jr., ABC vicepres, said that the web "maintains its firm belief in the separation of radio and television, and the move to combine the station

relations staffs of our radio and TV network recognizes problems and operations peculiar only to this phase of the network business."

The integration was decided upon by ABC after extensive studies and research proved that with the lifting of the fence on new TV station construction, the vast majority of new video stations coming on the air will be co-owned by radio stations, many of which now are affiliated with the ABC radio network.

Beckman has been director of operations for sales and station traffic. This post will now be filled by Don Buck, who has been regional manager of the TV stations department. Wylie has been director of ABC's radio stations department.

## Denver's KFEL-TV Drops 6 CBS Shows

NEW YORK, Sept. 6.—Six programs networked over the Columbia Broadcasting System's facilities will be without a Denver outlet for two weeks and perhaps longer in October. The programs are "My Little Margie," "Rocket Squad," the Pabst fights, "Search for Tomorrow" and "Crime Syndicated." Their last program on KFEL-TV, Denver, will be the week of September 22.

The shows are being dropped

## GUTENBERG BIBLE ON TV DISPLAY AT 300G PER DAY

WASHINGTON, Sept. 6.—TV audiences got a look at the Library of Congress' famous Gutenberg Bible on its 500th birthday over Dave Garrowsay's 7 a.m. WNBW-TV show Friday (5), thanks to the fact that National Broadcasting Company was able to get the Bible covered with insurance.

The Bible, insured for one day at \$300,000, was rushed from the Library of Congress with a motorcycle police escort at 6:30 a.m. and was back a few hours later. At NBC's studios in the Wardman Park Hotel here, where a Library guard was "never more than 10 feet away," cameras picked up the volume and relayed the picture to its New York origination point. During the war the Bible was stored at Fort Knox for safekeeping.

## Newell-Ganger, W. E. Bothwell Merge Forces

NEW YORK, Sept. 6.—Geyer, Newell & Ganger and W. Earl Bothwell agencies this week merged forces and will operate under the title of the former agency. E. H. Geyer continues as chief executive officer of the newly enlarged agency, with Alden Kenyon, former president of Bothwell, as chairman of the executive committee.

Bothwell is estimated to bill about \$4,000,000 yearly, which will mean billings of about \$24,000,000 from the combined operation. Bothwell holds several products in the American Home Products line, which includes the Boyle-Midway and the Burnett labels. Among other accounts are Tetley tea and Kiwi shoe polish. Nash is the chief Geyer, Newell & Ganger account.

The Bothwell merger with G. N. & W. was contracted after it had failed in an attempt to merge with Kenyon & Eckhardt.

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## Borax Co. Buys 63 Markets For TV Seg

NEW YORK, Sept. 6.—The Pacific Coast Borax Company is buying 63 markets on a spot basis for its "Death Valley Days," the filmed TV version of its long-time radio property. The program will be seen here via WABD, the Du Mont outlet, Tuesdays, 7:30-8 p.m. It will be programmed on alternate weeks.

The series has been produced by the McGowan brothers, veteran film producers, and scripted by Ruth Woodman, the radio writer. It features Stanley Andrews as the old prospector. Elton films have already been shot. The picture is filmed mainly on location. McCann-Erickson is the agency.

## WNBC and WNBT Shift Personnel

NEW YORK, Sept. 6.—Flagship radio and television stations of the National Broadcasting Company, WNBC and WNBT, here, this week completed a substantial re-organization. The revamped had two basic objectives: (1) to expand the programming day, and (2) the development of local operations, many of which were formerly "purchased" from the network.

The new set-up shapes up thus: Under vicepres Ted Cott, running both the radio and TV operations, Dick Pack will be director of programs and operations for both radio and television. Under Pack, Steve White will be program manager for radio, and Peter Affe, program manager for TV. Jack Grogan, formerly radio program director, becomes TV production supervisor. George Wallach will work as production supervisor for radio. TV crews, floor managers, designers, etc., in locally run operations, will report to Affe.

Also operating under Pack, will be Jackie Robinson as director of community relations, and the news and special events department, top job in which is unfilled at the moment.

Sales departments, operating under Cott, will also have separate managers for radio and TV, with Bob Leder running radio sales, and Jay Heiten, TV sales. Controller Ted Zaer, operating in both radio and TV, continues in that capacity.

**Round Clock**  
WNBC is now operating on a 24-hour-per-day basis, with the station now in a position to sell locally 12 noon to 2:30 and 10:30 to 11 p.m., both of which time periods, up till recently were used for web shows.

WNBT is also expanding its schedule and will be on the air from 6:55 a.m. to about 2:30 a.m. Cott is pushing the schedule deeper into the earliest morning hours by running the feature film on the "11th Hour Theater" program, once more, each night immediately after completion of its showing, starting at 11:15 p.m.

The stations' Merchandising Board consists of Bill Rich, merchandising manager, Jay Smolen, advertising and promotion manager and Phil Dean, publicity director.

## CBS Names Gene Wilkey

NEW YORK, Sept. 6.—The Columbia Broadcasting System this week named Gene Wilkey general manager of KMOX, St. Louis. He was formerly general manager of WCCO, Minneapolis.

John Akerman, now general manager of KMOX, is to be shifted as an account exec to CBS Radio Spot Sales, where the addition of a top salesman is needed to help service the expanded operation. CBS Radio Spot Sales recently assumed representation of WCBS, here.

## Consolidated Names Barrett

NEW YORK, Sept. 6.—Halsey Barrett this week was named Eastern sales manager of Consolidated Television Sales. Barrett has been with Consolidated since 1951. He was formerly spot sales manager for the Du Mont network.

**WWJ**  
NBC AFFILIATE  
in DETROIT  
THE DETROIT NEWS  
National Representative  
THE GEORGE P. HOLLINGSBERRY COMPANY

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 MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

# Radio's Greatest Dramatic Show!



Sept. 14  
**U. S. STEEL**

opens its  
 eighth season of

## Theatre Guild on the Air

with the radio premiere of

### "The Wisteria Trees"

STARRING

**HELEN HAYES**  
**JOSEPH COTTEN**

As in seven years past, U.S. Steel will draw on the production skills of the Theatre Guild, the writing talents of the world's leading authors, and the histrionic abilities of Broadway and Hollywood's top stars . . . to bring America a new season of radio's most honored show.

In addition to "The Wisteria Trees," our programming for this season includes such shows as "The Winslow Boy," "Great Expectations," "George Washington Slept Here," "Vanity Fair" and "All About Eve."

**SUNDAY—8:30 P. M. (E.D.T.)**

**THEATRE GUILD on the AIR**

**U. S. STEEL HOUR**



# Inevitable NBC Rate Plan Gets No Affil Opposition

NEW YORK, Sept. 6.—As expected, the National Broadcasting Company this week virtually put over its new radio discount structure plan sans bloodshed from its affiliates in a move which has been anticipated ever since the Columbia Broadcasting System set the pattern several weeks ago.

In effect, the NBC plan accomplishes three moves in abandoning its old discount system. It sets up a new daytime discount plan, a new evening discount plan, and in what NBC execs hope will prove a magnet for new business, presents sponsors with a contiguous rate structure covering evenings as well as daytime periods.

It is this third element which NBC toppers feel gives them the edge over their CBS rivals, and as soon as the formalities of affiliate approval have been completed, the NBC salesmen are expected to go gunning for business now on other webs. Apart from this, the difference between the recent CBS and the new NBC discount adjustments are slight; where the former's averaged 25 per cent reduction in net time costs, the NBC adjustment ranges from about 23 per cent minimum to 30 per cent maximum.

In the contiguous rate deal, however, NBC feels it has stolen a definite march. Under this proposal, an advertiser who airs two five-day strips each of at least 15 minutes, will receive the lower contiguous rate on total program time for the day. This is expected to encourage daytime users to buy evening time, and vice versa. NBC salesmen are expected to set their sights immediately on CBS clients who also air strips on NBC, such as Campbell's Colgate and Miles Laboratories.

### Daytime Change

Another difference between the CBS and the NBC plans is that the former increased net time costs throughout its daytime sked, which runs from 10 a.m. to 3:30 p.m. The NBC plan leaves the afternoon hours unchanged in net time costs, mainly because NBC's network option time runs 10 a.m. to noon, and then 2 to 5 p.m. The afternoon time is regarded as increasingly endangered by TV competition, and thus not in line for upping. Morning advertisers on NBC will have their net time costs increased about 4 per cent.

To cover the costs of the new discount plan, the proposal calls for a 14 per cent reduction in the revenue paid the affiliates by the web.

Further, the plan calls for separate discount systems for evening and daytime advertisers. Evening gross rates are not

changed, but the discounts would include 10 per cent annual rebate for 52 consecutive weeks of broadcasting and weekly dollar volume discounts ranging from 32 to 42 per cent. It is possible for an advertiser to qualify for both discounts, thus earning a 52 per cent maximum discount. For daytime advertisers present gross rates would be upped 11.11 per cent, thereby restoring them to the level which preceded the cut of July 1, 1951. The daytime rates also would be subject to a 10 per cent rebate for 52 consecutive weeks, and to weekly dollar discounts ranging from 5 to 27.5 per cent.

### Votes Cast

The revised plan was presented as a resolution to the affiliates by NBC President Joseph McConnell and Board Chairman Niles Trammell, and was adopted unanimously by more than 125 affiliates represented. In a second resolution, embodying the contiguous rate plan, there were several abstentions and one negative

vote, the latter cast by Jim Meyerson of KOB, Albuquerque, N. M. Meyerson told The Billboard that he will not go along with the plan. "We'll just go to the highest bidder," he said. "There must be someone who wants a 50,000 watt on the 770 band."

The proposal was presented by web tappers in an atmosphere almost totally devoid of excitement. There never was any doubt about the outcome, and no feeling of any prospective station revolt existed, such as hung heavy about the CBS sessions. Similarly, there seems little question but that mailings of amendments to the NBC affiliate contracts will be returned to the web with virtually unanimous approval. The amendments were mailed to 192 stations yesterday (5), requesting return by September 15, so the plan can be placed into effect by September 29.

P. A. (Buddy) Sugg, of WKY, Oklahoma City, chairman of the Stations Planning and Advisory (Continued on page 10)

## SEARS LOVES TV

# Experimental Plunge Nets Martin Renewal

HOLLYWOOD, Sept. 6.—Sears Roebuck is so pleased with its experimental plunge into local TV programming, it's renewing KTTV's "Dude Martin Show" for a second year. When Sears first started sponsoring the Martin show a year ago, it marked a radical departure from its traditional advertising procedure. Prior to that, Sears, along with the other department stores in the area, limited itself to heavy newspaper space buying rarely utilizing the broadcast media. Company's use of radio and TV was held mostly to spot announcements. While far back in its ad history it had taken a flyer or two on a local airshow, it never tried TV entertainment.

William F. Plummer, Sears' Los Angeles group ad manager, now is satisfied that the company has discovered a highly effective selling medium in tele. Plummer has found "remarkable impact in our stores" as a result of "special demonstrating and selling techniques that have been employed for selling Sears merchandise" on its TV program. "We see more in this program than the weekly selling or specific items of Sears merchandise," Plummer said. "The TV medium must, in all fairness, be credited with two or three plus factors: (1) It has definitely brought new faces into our stores, having brought the quality and scope of Sears merchandise to the attention of many families for the first time. (2) The sales impression made by a TV offer lasts longer and customers have come in to ask for an item many weeks after it has been advertised on the program. (3) TV selling is more complete since people often come in fully prepared to buy an item and no further sales effort is required."

"Sears is primarily a newspaper advertiser, both nationally and in the Los Angeles district. However, company policy gives considerable latitude in media decisions to the local store management responsible for sales results. Local coverage studies by Sears and our agency for this district

indicate that there are hundreds of thousands of families in the Los Angeles area who do not read the metropolitan Los Angeles newspapers which carry the bulk of Sears' advertising. Sears has always had a healthy interest in reaching that extra audience. For that reason, the management of the Los Angeles district stores has used radio advertising in one form or another for many years. As TV set ownership increased in recent years, our interest in that medium has also increased.

"About four years ago, we developed an extensive series of one- (Continued on page 10)

# CBS Gives West First Tele Regional Network

HOLLYWOOD, Sept. 6.—West gets its first tele regional net with the Columbia Broadcasting System linking five key markets in California, Utah and Arizona Cities, representing 75 per cent of the population in the three States, are Los Angeles (KNXT), San Francisco (KPIX), San Diego (KFMB-TV), Salt Lake City (KSL-TV) and Phoenix (KPHO-TV).

Wilbur S. Edwards, general manager of CBS owned-operated KNXT, will serve as manager of the regional tele net. CBC feels its Western regional net will offer advertisers their first opportunity to tailor their programming and ad campaigns expressly for the regional audience while still benefiting from net production facilities in Hollywood.

Regional net is also seen as a testing ground for potential coast-to-coast web-worth, shows Columbia's radio net (CPN) served in this capacity for some years

# WCFL Gets Chi Cards, ND Tilts

CHICAGO, Sept. 6.—WCFL, local 50,000-watt outlet, this week set its football schedule which will include all games played by Notre Dame and the Chicago Cardinals, a professional team. While some of the Notre Dame and Cardinal games may be included in other station coverage throughout the season, WCFL will be the only outlet here to broadcast the full skeids of both teams.

Hamm Brewing Company this week picked up the tab for the filmed "National Professional Football Highlights" 13-week series to be telecast over WENR-TV here Wednesdays, 8:30 p.m., CST, starting October 1.

## WHERE'S TV IMPACT

# Political Rally Draws Reported Big As Ever

WASHINGTON, Sept. 6.—Republican and Democratic national committee spokesmen gave an off-the-cuff view this week that TV's powerful role in bringing major campaign rallies into millions of parlors isn't making a dent in the turnout of supporters at the rallies. They based their views on attendance figures for the major speeches of the Republican and Democratic presidential candidates in the first formal week of the national campaigns. A few of the newspaper reporters covering the campaigns filed stories speculating that TV may be hurting the attendance at rallies in a manner similar to its impact on sports and theaters, but spokesmen at both the Republican and Democratic national committees here strongly disagree.

Edward Ingie, TV-radio direc-

tor of the GOP National Committee, said that the turn-outs for Dwight Eisenhower, Republican presidential nominee, have demonstrated that "television, if anything, is a healthy stimulant to political campaigning." "Eisenhower's audience in his Southern tour and in his Philadelphia talk were terrific beyond all advance estimates," said Ingie.

Spokesmen at the national committees of both parties agreed that TV's increased importance in the current campaign is likely to result in greater concentration than before of campaigning in the populous cities, with less emphasis on whistle-stop towns where there are no TV transmitters. The schedule of major speeches so far, for both Eisenhower and his Democratic foe, Adlai Stevenson, bears this out. Cannonading is centered heavily in TV cities and contracts are being made accordingly.

Whether TV will continue to have a salutary effect on the size of turn-outs for rallies is a matter of conjecture to leaders of both parties. In the words of one of them: "It's still a little early to judge yet; we'll just have to wait and see."

# Jimmy Wakely Gets Sun. Slot Preceding Benny

HOLLYWOOD, Sept. 6.—Western warbler Jimmy Wakely gets the coveted Sunday radio time (3:30-4 p.m.) slot preceding the Jack Benny Show for a series on the Columbia Broadcasting System's Pacific net. Show will be carried on the CPN basic web of 13 stations and will be sponsored by Bristol-Myers for Sal Hapatica. "Jimmy Wakely Show" will also feature Roberta Linn, vocalist with the Lawrence Welk band.

Robert Hafer will produce and direct, with Homer Kolb scripting. Thirty-nine week contract was set thru Young & Rubicam Agency, New York. Wakely, a Capitol records artist, will also continue his weekly local tele show via KNXT.

# Fall Promotion Plans Unveiled By CBS Radio

NEW YORK, Sept. 6.—The 1952 fall radio program promotion plans of the Columbia Broadcasting System this week were unveiled during a two-day clinic held here with promotion managers of its affiliates at the Hotel Pierre. Lou Hausman, administrative vice-president of CBS radio, in the keynote speech said that the recent Pulse survey on radio listening in TV homes was the first step on the part of the network's management to see what is happening in AM listening in TV homes. He said that the survey should give the network a feeling of hope and long-range security.

The mechanics of the promotion campaign were explained in detail by Charles Oppenheim, CBS administrative manager, sales promotion and advertising. He stated the running slogan for fall promotion would be, "Wherever you go, you enjoy it more with radio." Hausman and Oppenheim will shortly fly to the Coast for a one-day session with promotion managers there.

# Frank Assigns Self to Oslo

NEW YORK, Sept. 6.—Norman Frank, program supervisor of the Columbia Broadcasting System's radio network, will turn correspondent to broadcast highlights of "Exercise Mainbrace," the first naval maneuvers held by the fleets of the North Atlantic Treaty Organization. Frank will be cut into four different CBS news shows to describe to radio listeners the naval operations off Oslo. He has taken a three-week leave of absence for the assignment.

# Infield Joins Salkin Office

CHICAGO, Sept. 6.—Mort Infield, for many years active as a theatrical agent in the Midwest, joins the Leo B. Salkin agency, TV booking office here. September 15, the first of a series of moves being made by Salkin who is moving into the video field full time and discontinuing his motion picture affiliations (The Billboard, September 8).

Salkin this week signed Gloria Van, formerly featured on the "Wayne King Show" and will handle her for TV work. Initial assignment set by Salkin for the chirp is as featured singer on "The Courtesy Hour," full hour shown locally every Friday night.

# 40 Theaters to Carry Walcott-Marciano Bout

NEW YORK, Sept. 6.—The line-up of theaters signed to carry the heavyweight championship fight between Jersey Joe Walcott and Rocky Marciano this week was estimated by trade sources to have passed 40, with many more to be inked by the September 15 deadline. On the latter date, Theater Network Television, Inc., which has the rights to the bout, is slated to submit final figures to the International Boxing Club on the number of houses lined up for the September 23 telecast.

TNT this week is known to

have passed the number of houses required as a minimum by IBC in a contract which had a cancellation clause permitting IBC to bow out of the deal unless a minimum guarantee is met.

This figure is believed to be just over \$100,000 and with the number of houses now signed, TNT can meet the requirements. TNT is understood to be getting 90 cents per seat from each house in the line-up. Most houses are expected to ask about \$5 per ticket, with six now authorized for sale by TNT.

**WLW**  
1922 • 1952  
30<sup>th</sup> Year

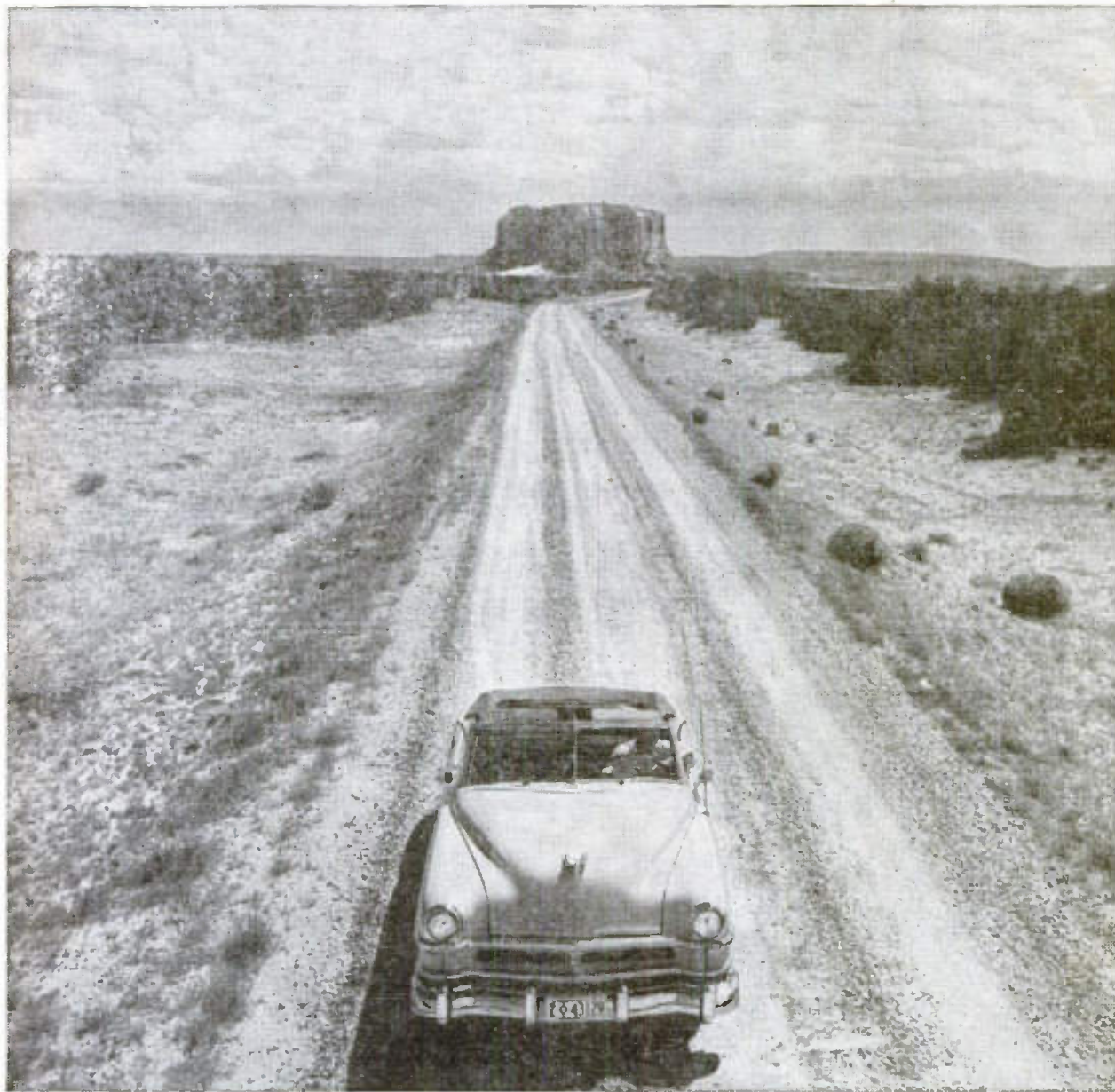
Your Top TV Sales Opportunity

# WIDEL-TV

Wilmington, Delaware

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

Represented by **ROBERT MEEKER ASSOCIATES**  
New York San Francisco Chicago Los Angeles



**This man is now being sold a food freezer**

Today radio entertains, informs and *sells* people wherever they go.

*In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.*

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. Virtually every home is a *radio home*—and over half of them have *two or more sets*.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 *new* radio sets!

Radio reaches its vast audience at *far* lower cost than any other medium—whether by nationwide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made *right now*.



**Broadcast Advertising Bureau, Inc.**  
 BAB is an organization supported by independent broadcasters, networks and station representatives all over America

870 PARK AVE., NEW YORK CITY

## WNBT-WNBC Chains Independent Supermarkets to Merchandising Plans

NEW YORK, Sept. 6. — Ted Cott, vice-president and general manager of WNBT and WNBC, here, who set some new merchandising patterns with his "Chain Lightning" deal for supermarket chain stores, has developed a new plan via which several thousand of the independent supermarkets in the metropolitan New York, New Jersey and Connecticut area will be similarly "chained."

Cott recently gave a cocktail party at Toots Shor's for 36 independent and co-operative supermarket executives representing some 1,800 stores, at which the new merchandising plan was outlined. Approximately 1,200 of the stores were lined up as a result of the presentation made then.

The plan calls for each store to become a member of "The NBC Quality Store Group," and display in its window a regular gold seal with a diamond superimposed on it. Copy in the diamond reads: "An NBC Quality Store."

**Cook Book**  
Central merchandising gimmick is a series of 24 cook books, constituting an "Encyclopedia of Cooking and Homemaking." The cook books will be called the NBC Cook Books, and each week a new one will be placed on sale on a rack in each member store. The books sell for 19 cents retail.

They are published by a Cuneo Press subsidiary in Chicago, and are purchased from the publisher by the stores. Following the aforementioned cocktail party, WNBT-WNBC took orders from the store reps for some 4,000,000 books for the 1,200 stores.

The campaign to sell the books, and thus build traffic for the stores, will run for 26 weeks, one week for each of the books, one week for a binder to hold the

entire set, and a final week for wrapping up the campaign.

In each book, a four page, center spread insert will plug food and other advertisers, using WNBT and WNBC. The stations will plug the books and the "NBC Quality Stores" (as "The Store the Stars Talk About") via announcements and station break spots.

A half-hour radio program, called "The Diamond Revue," will also be built to plug the stores and advertisers. The show will probably be carried Saturday morning and will feature Jane Pickens. All WNBT-WNBC personalities (Faye Emerson, Skitch Henderson, Morey Amsterdam, Jinx Falkenberg, Herb Sheldon, Bill Stern, Bob and Ray, etc.) will plug the stores and advertisers, as well as the cook books.

The campaign will also be tied in with the NBC Movie of the Month promotion, in which stores

will preview pix and select "movie of the month."

NBC stars, as in "Chain Lightning," will be available for store openings and other special store events. Stores will be supplied with pictures, posters, streamers, banners and star mats, all for free. The publisher of the cook books is paying for all this material, as well as for a newspaper and magazine campaign (TV Guide, Cue, dailies, etc.) plugging the cook books and the stores.

In return for all this plugging, the stores will give WNBT-WNBC advertisers end displays and other considerations. Other stations have worked out merchandising tie-ups with chain operations, but this is the first time a substantial group of independent stores have been tied together in this type of deal.

Cott anticipates that between 2,500 and 3,000 stores will be participating before the deal is over. Bill Rich, merchandising manager, and Jay Smollen, advertising and promotion manager of the stations, are handling the campaign.

## Diaz to Head National Segs For ABC Web

NEW YORK, Sept. 6. — Ray Diaz this week was named program director of the American Broadcasting Company radio network. Diaz replaces Leonard Reeg, who resigned his post as vicepres for AM programs to join the John Gibbs packaging outfit. Reeg has become vice-president with the Gibbs organization, and will establish and head a Hollywood office for the firm.

Diaz, in recent years, has been national director of program operations for ABC, and program director of WJZ, New York.

## FCC ISSUES LICENSES TO 2 AM STATIONS

WASHINGTON, Sept. 6. — Licenses were issued to two more AM stations, and another AM construction permit was approved this week as the Federal Communications Commission continued to act on the mounting pile of AM applications.

Licenses were authorized for Pat M. Courington, of Oncoota, Ala., and the Chatham Broadcasting Company of Silver City, N. C., while latest AM grant went to Andrew B. Lenson, of Ocala, Fla., for daylight operation.

## 60G SALES TAG

## KNBH Sets Price for Chadwick Channel Swim

HOLLYWOOD, Sept. 6. — Station KNBH this week pinned a \$60,000 sales tag on its exclusive stroke-by-stroke TV coverage of Florence Chadwick's Catalina Channel swim. Figure is for local coverage only. Summer makes her second attempt to bridge the span between the California mainland and Catalina Island September 20. Station will lose the event for approximately 15 hours, estimated time she will take to complete the swim.

National Broadcasting Company owned-operated outlet is restricting number of participating sponsors to three. Hence, one bankroller would shoulder the \$60,000 tag alone, split at \$30,000 apiece with another sponsor or have three give the station \$20,000 per bankroller.

Station first trained its cameras on Miss Chadwick's channel swimming earlier this summer and stayed on the air thru the night for complete coverage. Despite the fact that the swimmer fell short of her goal, KNBH found its tele coverage of the event commanded an overwhelming viewer following. Station was first to try coverage of this kind. After competitors realized the strong audience following, other stations immediately moved to try to sew up Miss Chadwick's second attempt.

When they learned of the KNBH exclusive contract with Miss Chadwick, others backed away save Station KTLA, which fought to the last in an effort to get its cameras on the scene. Last week, KTLA's Klaus Landsberg stated he wasn't sure whether he was interested in covering the event, indicating change of heart was caused by the commercialization of the event. However, Landsberg refused to state definitely whether or not he has decided against floating KNBH's exclusivity. Landsberg earlier indicated feeling that the event was in public domain since it was staged in the open ocean. Miss Chadwick then issued a statement that she had been signed to work exclusively for KNBH and cannot make her

services available to any other tele station.

If KTLA still tries to cover the swim, a test case may result determining for the first time the strength of a station's exclusivity in covering such events. One thing was certain: A free for all tele battle would result with KNBH attempting to block KTLA from the scene.

## SAG Blankets TV; Agency Talks Set

HOLLYWOOD, Sept. 6. — Screen Actors' Guild opens supplemental contract negotiations with advertising agencies in New York Monday (8) covering actors in filmed spot announcements after bringing into its fold virtually all TV entertainment films aired by the nets. Guild this week concluded collective bargaining agreements with 10 telepix producers, thereby virtually completing its coverage of the TV entertainment film field.

Latest to sign SAG contracts were Desilu Productions, Dudley Pictures, Key Productions, McCadden Corporation, Murphy-Thomas Productions, New World Productions, Rovam Films, Showcase Productions, Tower Productions and Volcano Productions. Others who earlier inked Guild pacts were Brackett Productions, Donley Development Company, Frank Ferrin Company, Hour Glass Productions, Theodore Kosloff, National Repertory Theater, Pennant Productions, Quality Pictures Company, Visual Drama, Voglin Corporation, Weather TV Productions and Wizard Telepix Productions. Contracts with producers of almost all other TV entertainment films were concluded this summer.

Vital portion of its contracts with telepix producers concerns

## WSAI PITCHES TO GET PUBLIC AIRING ON TAPE

CINCINNATI, Sept. 6. —

WSAI here plans a unique stunt for next Friday (12) at 9 p.m. when it takes its listeners behind the scenes of radio selling with a 45-minute tape recording of the presentation used to acquaint and inform advertisers of the recent revamping of its daytime programs. Charles Black, program director, narrates the program, explaining and introducing capsule portions of each new show with its attending talent. Thus, listeners will be given the low down on how a radio station sells its programs and personalities to advertisers.

## Vaughn Monroe Back to CBS Saturday Spot

NEW YORK, Sept. 6. — The Columbia Broadcasting System's radio web this week came up with another sale and wrapped up a deal with a client who had been expected to move. R. J. Reynolds switched its "Vaughn Monroe Show" from the National Broadcasting Company's radio web to CBS. Musical program goes Saturday 7:30 p.m., its old time slot on CBS. Reynolds is expected to buy another stanza for the 8-8:30 slot on NBC.

Toni this week replaced "Grand Central Station" with "Fun for All," an audience-participation show which features Arlene Francis and Bill Cullen. Program goes into 1-1:25 p.m. slot on the CBS network.

## ABC Sets Up TV Committee

NEW YORK, Sept. 6. — The American Broadcasting Company this week set up its first Television Advisory Committee, consisting of execs from five video affiliates. A meeting of the committee is planned soon.

Charter members of the committee include: Kenneth Berkeley, WMAL - TV, Washington; Otto P. Brandt, KING-TV, Seattle; William Lane, WLTV, Atlanta; Franklin Snyder, WXLN, Cleveland; and Mort Waters, WCPO-TV, Cincinnati.

## ABC-Blair-Petri Deal Strikes a Minor Snag

NEW YORK, Sept. 6. — The national spot representation agreement concluded this week between the American Broadcasting Company and the John Blair Company, Blair-TV, and the Edward Petry Company (The Billboard, Sept. 6), this week struck a minor snag. The deal had ABC eliminating its own spot sales department and splitting representation of its owned and operated stations between the station reps. However, the deals for KECA and KECA-TV, Hollywood, have been held up temporarily.

The plan called for Blair and Blair-TV to represent ABC radio

## Radio Nets Pull 52.6% Dialers In Tele Homes

NEW YORK, Sept. 6. — The four network radio stations get an average of 52.6 per cent of the evening radio audience in New York television homes, according to a study The Pulse released this week. The analysis also revealed that, contrary to the common notion, mid-evening listening in TV homes is holding up as well as or better than early and late evening radio use.

Radio sets-in-use in New York television homes between 6 p.m. and midnight averages 18.1 per cent. Between 8 and 9 p.m. radio usage is 19.2 per cent, and between 9 and 10 p.m. it's 19 per cent, both above the evening average.

Dr. Sydney Roslow, Pulse prexy, said, "Radio listening in television homes has increased steadily for the past 15 months." He said that it was widely assumed that this increase was mostly due to disk jockeys and non-network newscasts, but that the study showed that network shows were getting their share of the increase and still getting more than half of evening listeners.

Pulse also revealed recently that out-of-home listening in the 14 major markets this summer added 18 per cent to the at-home radio audience as opposed to 17 per cent last summer.

The Pulse analysis of evening radio in New York television homes, based on reports from over 4,200 families, was done for the Columbia Broadcasting System radio network.

## CBS Execs Talk Fall Programs

HOLLYWOOD, Sept. 6. — Final details on Columbia Broadcasting System's fall shows will be discussed next week when CBS Coast net programming weepie Harry Ackerman and Hubbe Robinson, in charge of web programming, meet in Chicago. Ackerman leaves here Thursday for the Robinson talks and is due back in Hollywood Monday.

Talks will settle final details on the CBS fall program line-up. Also to be discussed will be string of shows to be auditioned by the net for use later in the season.

## Patti Page to Head Scott TV

NEW YORK, Sept. 6. — Patti Page will headline the new "Scott Music Hall," which Scott Tissues will program alternate weeks 8-8:30 Wednesday nights on the National Broadcasting Company's TV web. The program will use variety acts. A comic, probably Frank Fontaine, will be used as a regular. Miss Page was on the Columbia Broadcasting System's TV network for J. Walter Thompson, the Scott agency, this summer, but for another client, Lever Brothers.

## Nets, Outlets Get License OK From FCC

WASHINGTON, Sept. 6. — The Federal Communications Commission left the door open for a possible investigation of American Civil Liberties Union charges of "blacklisting" TV-radio actors and writers in a memorandum this week explaining its reason for refusing to deny license renewals to networks and stations charged with such activities. At the same time it denied an ACLU petition requesting a clarification and revocation of its June 11 order granting license renewals to the American Broadcasting Company, the Columbia Broadcasting System, Inc., the National Broadcasting Company, Inc., and WPIX, Inc., of New York City.

The commission pointed out that, in its license renewal order, it specifically limited its action to denial of that portion of the ACLU petition which asked for the withholding of licenses unless the networks involved promised not to engage in blacklisting or "other discriminatory practices." The ACLU complaint also requested a general FCC investigation to determine the extent of such discrimination in the TV-radio industry and the measure necessary to halt such practices. If the ACLU complaint brought forward issues which should be investigated, the commission said it had decided that they warranted consideration on a broader basis than that presented by the limited area bounded by the activities of individual licensees."

## Dare's Option Lifted by CBS

HOLLYWOOD, Sept. 6. — Danny Dare's option was picked up this week by Columbia Broadcasting System with the producer-director being reported for another year. Harry Ackerman, CBS weepie in charge of Hollywood originating web shows, assigned Dare to his first chores, under his new pact. Dare will serve as co-producer of the "Meet Millie" tele show with Frank Galen as well as its director.

## ABC-Blair-Petri Deal Strikes a Minor Snag

NEW YORK, Sept. 6. — The national spot representation agreement concluded this week between the American Broadcasting Company and the John Blair Company, Blair-TV, and the Edward Petry Company (The Billboard, Sept. 6), this week struck a minor snag. The deal had ABC eliminating its own spot sales department and splitting representation of its owned and operated stations between the station reps. However, the deals for KECA and KECA-TV, Hollywood, have been held up temporarily.

The plan called for Blair and Blair-TV to represent ABC radio and tele outlets in Chicago and Detroit, while Petry would handle the AM and TV business in New York, San Francisco and Hollywood. However, the Hollywood pact cannot be inked for the time being because Petry currently is the station rep for KFI and KFI-TV, Hollywood.

It is known that Ed Petry and Earl C. Anthony, head of KFI, are personal friends of many years standing. The belief is that the ABC deal is too good for Petry to turn down, but he is holding off on it until Anthony is able to make other arrangements for representation.





A distinguished series of  
radio programs designed with respect—  
**FOR ALL AMERICANS**

# "the Jeffersonian heritage"

*When in the Course of Human  
Events it becomes necessary*

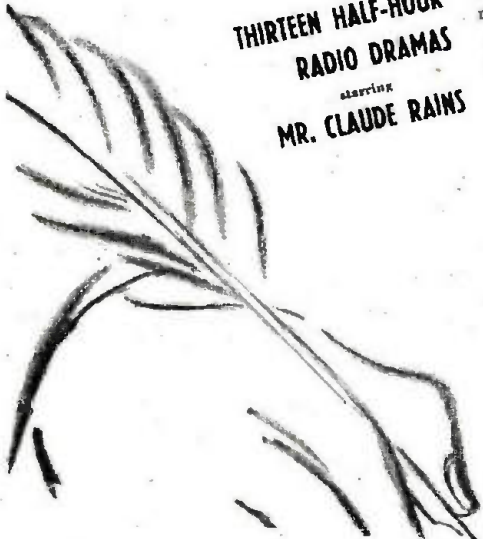
... for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson—patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

**THIRTEEN HALF-HOUR  
RADIO DRAMAS**  
starring  
**MR. CLAUDE RAINS**



OTHER OUTSTANDING SERIES OF PROGRAMS TO  
FOLLOW ARE:  
"People Under Communism"  
"The Ways of Mankind"  
"The People Talk Back"  
"Voices of Europe"

Send check or write for further information  
**NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS**  
Mr. Frank Schooler, Treasurer, Dept. B  
University of Illinois,  
Urbana, Ill.

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation.

**"The Jeffersonian Heritage" programs  
are now available to commercial radio  
stations on a sustaining basis for  
just the cost of the pressings, \$25.00.**



UNIONS AND TV FILMS—1

SDGA Expands Aid In TV Film Production

By GEORGE SIDNEY  
Screen Directors Guild

The Screen Directors Guild of America, the one Guild representing all motion picture directors and assistant directors, as well as many of the so-called "live" television staff directors, is an independent membership organization not affiliated with any other industry or labor group.

SDGA now has over 700 members, many of whom are regularly employed in the production of TV films and also has many others sporadically employed in making film for the new medium. The Guild began its membership as early as 1941 and with the advent of pilot production in Hollywood in 1948 and 1949, it gave serious consideration to problems arising out of the new tight scheduled half-hour film production for the nation's TV stations.

Our membership was disposed to give these pioneer producers help in discovering new ways of cutting down production costs and maintaining quality and was among the first of the Hollywood Guilds and unions to give substantial concessions to aid development of the film-TV medium. The SDGA has also been virtually the last Guild to withdraw these concessions and is now operating with most of its nearly 200 signatories on revised contracts or within the framework of new contracts which embody the experience gained by the Guild and its members in the intervening years since the first concessions were made.

Guidelines today still reflect the anxiety of the organization to aid the producer in dealing with problems of TV film production that fall outside the methods and practices of conventional film production, and scarcely a day goes by that members of the Guild staff do not sit down with a producer to discuss ways to handle questions that arise out of demands made on the producer by advertising agencies, networks, etc., that are part and parcel of the new procedures necessitated by production of films for commercial sponsorship on TV. We have constantly maintained a co-operative attitude toward such producers and our new TV film contracts reflect our willingness to deal with new problems as they arise.

We have recently completed negotiations with the Alliance of Television Film Producers, representing some 15 of the top TV film companies in Hollywood, and secured for the first time in Guild history, recognition of the director above and beyond his original contribution to the films

made for TV, namely, additional payment for future use of his work. The principle of extra payment gives emphasis to the important creative role that the director plays in the successful completion of an entertaining half-hour picture and enables him to share with his producer in the film's success to which he has so largely contributed.

As the parade of TV production continues, in and out of the Hollywood studios, and as the need for such film programming becomes more and more apparent to America's advertisers, we of the SDGA pledge the continuing support of our membership to the advancement and preservation of the high standards of film production to which we have been dedicated for over thirty years.

NEW SERIES AND FIRMS

Abby Greshler Forms TV Film Organization

HOLLYWOOD, Sept. 6.—Abby Greshler has gone into the TV film business. This week he announced the formation of Abner J. Greshler Productions, Inc., here. His first project will be "Peck's Bad Boy," for which he already has four scripts completed. Jimmy Boyd will be the star of the series. Hal Waller will be the director, and Ed Hellwig will write and co-produce. George Jenkins will be art director, and George Barnes will be in charge of the camerat. Shooting is due to start November 15.

PEGGY LEE SERIES TO GET UNDERWAY

HOLLYWOOD — Murphy-Thomas Productions, Inc., will soon begin shooting "Dream Awhile With Peggy Lee," a 15-minute series in color. Production will be at General Service Studios here.

UTP to Distribute Musical Films

NEW YORK — Aaron Beckwith, sales manager of United Television Producers, announced this week that UTP is set to begin distribution of a library of 2½-4 minute musical films produced by Studio Films of Cleveland. A basic library will be sent

WNBQ Hikes TV 4A Merger Try Fails Again; Films Are Issue

CHICAGO, Sept. 6.—WNBQ local National Broadcasting Company outlet, this week stepped-up its TV feature film schedule by adding seven programs which will consume seven hours and 15-minutes of time every week. Addition of the feature films also brought on an expanded schedule of operation for the outlet, which will now add about four hours per week to its schedule. All new feature films shows being added will tee off as sustainer. Initial show starts Saturday (13) and will be seen at 10:45 a.m. thru noon each Saturday thereafter. Sunday show will be telecast at 11 a.m. thru noon, while the Monday thru Friday schedule calls for a film each evening from 11 p.m. thru midnight.

NEW YORK, Sept. 6.—Another attempt to resolve differences between Television Authority and the Screen Actors Guild by the parent body, the Associated Actors and Artistes of America (4A's), this week failed. The bait tossed to TVA was that its merger with the American Federation of Radio Artists would be approved, but the former union did not bite.

The main differences between TVA and SAG are (1) TVA wants to help negotiate a contract for film spots and (2) films "done in the manner of live shows," that is such programs as "I Love Lucy" and the Red Skelton show must be acknowledged as within the Eastern union's jurisdiction. TVA's counter-offer was that these matters be retained within the 4A's for adjudication. The SAG would not accept this proposal.

TVA sees SAG's forthcoming negotiations with agencies for film spots as extremely vital to the interests of its membership. Thus its desire to move into the bargaining. Should an SAG contract be signed for film spots with advertisers in which insufficient extra compensation for re-use is provided, TVA believes its membership would be thrown out of work

because they would be competing with themselves. SAG, TVA execs maintain, still does not comprehend the importance of re-use. Its recent pact with film producers does not produce the same revenue to performers for re-use when compared to the TVA agreement with the networks.

4 Advertisers To Bankroll "11th Hour"

NEW YORK, Sept. 6.—Four advertisers will bankroll WNBQ's feature film show, "11th Hour Theater," for five of the seven nights of the week on a single sponsorship basis. They are: Ruppert Beer, Thursdays and Fridays; Trefarri Jewelry, Tuesdays; Best Foods, Saturdays, and Medallia D'Oro, Wednesdays, Sundays and Mondays, the show will continue on a participating sponsorship basis.

The value of the show to all advertisers has been considerably enhanced by station manager Ted Cott's decision to repeat the film each night, i.e., show it twice. It is believed that Cott is attempting to test the potential for showing feature films thru the night, as has been successfully done in Pittsburgh, and other cities.

TV FILM PURCHASES

Wander Company, for Ovaltine and Toddy, has bought a half-hour film show, with screened commercials, Sundays for 30 weeks, starting September 28. Programs, which will be seen over WGN-TV, Chicago, from 11:30-12 noon, were set thru Grant Advertising. Leo Rose Clothing Company, Chicago, thru Malcolm-Howard, contracted with WGN-TV to sponsor a feature film Sundays, 9-10 p.m. CDT, starting September 14 for a year.

WENR-TV Sells Out 'Tri-Star'

CHICAGO, Sept. 6.—WENR-TV, pioneering a weekly triple-feature film series here titled "Tri-Star Theater," this week had the weekly strip completely sold. Programs are telecast every Saturday, starting at 8 p.m. CDT, and continuing thru the conclusion of the third picture.

First feature each Saturday will be sponsored by Miracle Enterprises, starting today for its cutlery and cooking products. Second film will be presented by Heatmasters, starting October 4, while Kool Vent awnings, also effective today, will pick up the tab for the third picture.

Features screened each week include romantic dramas, mystery and suspense stories. Previously an occasional Western was included, but under the new sponsor set-up, these will be dropped unless they fall in the romantic drama department.

Hollywood

Gil Ralston abandoned his production post at Screen Televideo Productions to team forces with Arthur Ripley and set up their own production firm. Ralston produced "Electric Theater," four "Cavalcade of America" telepics for Du Pont while with Screen Televideo. Prior to that he was in charge of Procter & Gamble's TV film production on the "Fire-side Theater" series.

Coast Office Is Opened by Expanding PSI

HOLLYWOOD, Sept. 6.—Expressing his faith in the growing importance of Hollywood in the TV film business, Paul White, president of PSI-TV, Inc., this week announced the opening of the firm's new office in Beverly Hills. At the same time, he announced that Bernard Tabakin, formerly of Music Corporation of America's West Coast office, would be vice-president in charge of PSI's operations here, and Leon Kaplan, attorney, has been appointed PSI's general counsel on the West Coast.

White said that Hollywood has become more than just a production center, that TV film sales activities here have tripled in the past few years. He said that advertisers are sending their men to Hollywood in search of the good TV material and that by opening an office here PSI-TV would be in a good position to service them.

It was also announced this week that Bernard J. Prockter, chairman of PSI-TV, and proxy of his own Prockter Productions, Inc., was leaving for Europe to arrange for TV film production there and to try to get the rights to additional material. Both Tabakin and Kaplan were also made members of PSI's Plans Board.

AUTRY SINGS SOUR

Blasts Anti-Trust Suit Vs. Theater Pic Makers

NEW YORK, Sept. 6.—Gene Autry this week announced himself opposed to the Department of

Justice anti-trust suit against theatrical film producers. He said that, as one who produces films for both TV and theater use, he was in a particularly good position to know the damage that would be done by forcing producers to make 16 mm. prints of their feature films available to TV stations.

He said that his TV films have to be made at an appropriate cost and that the techniques used in them "is entirely foreign to what we use for our pictures designed for theater screens." He added, "it is impossible to compete with the magnitude of motion picture theater screens within the limitations of television. Television's future lies in attractions specially produced for television only. I intend to continue my large budget feature picture for theaters."

QUICK TAKES

New York

Donald Stewart, head of Du Mont Television Network's Film Syndication Department, this week announced the appointment of Don Flagg, president of his own film producing firm, as West Coast representative for his department. The National Association of Radio & TV Station Representatives will have two observers sitting in on the wage negotiations between Screen Actors' Guild and the Film Producers' Association. They are Tom Flanagan, managing director of WARTER, and George Breit of the Katz Agency and chairman of the association's Trade Practices Committee. Warren F. Warner is the film buyer as well as program director of television station WTVN, Columbus, O. In The Billboard's Film Quarterly last week, William Wagner was listed as the station's film buyer, but he is no longer with the station. In Lester's Major Television Productions has acquired the TV rights to two Bernard Shaw-Gabriel Pascal movies, "Pygmalion" and "Major Barbara." Lesser was on the West Coast this week. Pathescope Studios this week liquidated its staff. The firm is trying to remain in business on an inactive basis with its one studio in Astor La. Pathescope made the recent summer replacement series, "The Hunter," with Barry Nelson for R. J. Reynolds.

WPIX to Run Feature Film Across the Board

NEW YORK, Sept. 6.—WPIX, here, this week finalized a new five-times-a-week first run film series of the same feature. The series begins September 17, 7:30-8 p.m., with "So Ends Our Night" which stars Fredric March and Margaret Sullivan.

This move was made to try to make inroads on the audience captured by WOR-TV, here, which has had a great deal of success with its "Broadway TV Theater," the originator of the formula. WPIX is setting its sights for film product which hasn't been seen in the New York market, a strong selling point to

Significance of the deal is that

WABD Sells Two ½-Hr. Pix

NEW YORK, Sept. 6.—WABD, the Du Mont station here, this week sold two half-hour dramatic film series. The first, "Royal Playhouse," was taken by Marcellus Manufacturing Company, Inc., paper product manufacturer, for 26 weeks beginning September 4.

The second went to the Liggett Drug Company for something over \$150,000 and will go under the title "The Liggett Theater." This kicks off a 52-week run on September 8. The Vitamin Corporation of America and Philip Morris are going in as co-sponsors of the Liggett show.

Advertisement for ZIV-TV featuring the text: "The FIRST name in outstanding television production", "ZIV TELEVISION PROGRAMS, INC.", "1539 Madison Road, Cincinnati 6, Ohio", "New York - Hollywood", and "Read about ZIV PROGRAMS in 'Market Place' on Page 18."

# THE BILLBOARD TV-Film Buying Guide

## Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories indicated. Series in other categories will be covered in the next three issues. When a show appears in a city on which Videodex issues individual reports, the show's Videodex rating is given, along with the rating of the previous show and the shows on opposition stations at the same time. An asterisk (\*) indicates that the show was not telecast in that city during the Videodex reporting period. Two asterisks (\*\*) indicate that Videodex does not currently report on that city individually, tho it plans to in the near future.

Series Name	Length in minutes	By Release Date	Videodex Rating
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### COMEDY

<b>The Chimps</b> 15 13	Dist.: United Television Programs, Inc. DALLAS-FORT WORTH (3 stations) WPAP, 5-6-50, Fri. July Videodex Rating 3.0
<b>Opposition Shows, 5-6-50:</b> WFAA—Waltair 4.8 KRLD—Western Theater 10.7	
<b>LOS ANGELES (7 stations)*</b> WDTV, 9:15-9:30 a.m., Sat. July Videodex Rating 5.3	
<b>WASHINGTON (4 stations)**</b> ALSO CURRENTLY SHOWING IN: Kalamazoo, Miami, Salt Lake City.**	

<b>Dream It Up</b> 26 15	Dist.: Guild Film, Inc. CURRENTLY SHOWING IN: None.
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<b>Gallagher's Travels</b> 26 15	Dist.: Guild Film, Inc. CURRENTLY SHOWING IN: None.
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<b>Hello, Darling</b> 39 15	Dist.: Guild Film, Inc. CURRENTLY SHOWING IN: None.
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<b>Jackson &amp; Jill</b> 26 1/2 13	Dist.: Consolidated Television Sales CURRENTLY SHOWING IN: None.
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**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.

<b>Hank McCune Show</b> 30 13	Dist.: Atlas Television Corp. CURRENTLY SHOWING IN: None.
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### COMMENTARY

<b>Hollywood Newsreel</b> 15 9	Dist.: Screen Gems, Inc. DENVER (3 stations)* TOLEDO (3 stations)* WSPD, 7-7-15, Fri. July Videodex Rating 8.5
<b>WASHINGTON (3 stations)</b> WTTG, 7:30-7:45, Wed. July Videodex Rating 5.2	
<b>Opposition Shows, 7:30-7:45:</b> WBBW—Those Two 5.2 WCAL—Warner's The Sam 9.7 WTCN—CBS News 6.3	

<b>Hollywood Reel</b> 15 52	Dist.: Paramount TV Productions, Inc. CURRENTLY SHOWING IN: Cleveland, Toledo, Washington.**
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### SPORTS

<b>All-American Game of the Week</b> 30 Weekly	Dist.: Consolidated TV Sales LOS ANGELES (7 stations)**
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## Thrillers Hold Audience Says Videodex Poll

NEW YORK, Sept. 8.—The adventure films generally held on to their audiences in July, the Videodex film rating chart this week shows.

"The Unexpected," "Foreign Intrigue" and "Dangerous Assignment" increased their ratings over what they had in June in several markets covered individually by Videodex. "Unexpected" was up in Baltimore, Buffalo, Cleveland, Columbus, O., Dayton, O. (where it was swamped by the Walcott-Charles fight in the beginning of June) and Los Angeles. In Cincinnati, its July rating was lower than June's, but the competing network shows, "Kraft TV Theater" and "Strike It Rich," were also down to the extent that "Unexpected's" share of the audience increased.

"Unexpected" declined slightly in Detroit, but it still topped its competition there (including the fall end of "Original Amateur Hour"), even increasing its share of the audience in that slot.

"Intrigue" Gains  
"Foreign Intrigue" continued to show gains in almost every market covered, tho it still faces pretty tough competition. In Washington, where it is covered for the first time, it was topped by "I've Got a Secret," but in New York the tables were turned and "Intrigue" topped "Secret" as well as its other competition. "Intrigue" was not covered in New York in June because it was pre-empted by the Walcott-Charles fight then.

"Dangerous Assignment" slipped a little in Detroit and New York as well as St. Louis and Toledo, but it held firm in other markets. In Atlanta it was considerably better in July and was beating "This Is Show Business" by an even wider margin.

"Double Play With Durocher and Day," in the sports category, held quite firm in July, as did the "Roller Derby" and the two wrestling series. However, Paramount's "Hollywood Wrestling" line went on after midnight in Detroit and, altho it didn't get any competition, it didn't get much of an audience either.

### Football

<b>This Week</b> 12 13	Dist.: Western Distributors, Inc. ATLANTA (3 stations)* BALTIMORE (3 stations)* BOSTON (2 stations)* BUFFALO (3 stations)* CHARLOTTE (1 station)* CHICAGO (4 stations)* CINCINNATI (3 stations)* CLEVELAND (3 stations)* COLUMBUS (3 stations)* DALLAS (5 stations)* DAYTON (2 stations)* DETROIT (3 stations)* MILWAUKEE (3 stations)* NEW YORK (5 stations)* PHILADELPHIA (3 stations)* PITTSBURGH (1 station)* ST. LOUIS (1 station)* WASHINGTON (4 stations)* ALSO CURRENTLY SHOWING IN: Ames, Bing, Nanton, Birmingham, Bloomington, Danvers, Houston, Huntington, Johnson, Kansas City, Lincoln, Lansing, Louisville, Memphis, Newark, Norfolk, Oklahoma City, Omaha, Providence, Richmond, Rochester, Salt Lake City, Syracuse, Syracuse, Wilmington.**
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### Goin' Places With Cadabout Gaddis-Fishing

<b>Fishing</b> 15 26	Dist.: Beacon Television CURRENTLY SHOWING IN: Providence, Syracuse.**
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### Golf Tips by Johnny Bulla

<b>Bulla</b> 5 13	Dist.: Sunlight Film, Inc. PITTSBURGH (1 station)* ALSO CURRENTLY SHOWING IN: Johnston.**
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### Grantland Rice's Spotlight

<b>Spotlight</b> 15 13	Dist.: Atlas Television Corp. CURRENTLY SHOWING IN: None.
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## 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.

Series Name	Length in minutes	By Release Date	Videodex Rating
<b>ARMCHAIR ADVENTURE</b> 16mm. Feature	Adventure	16mm.	Series
<b>BARON OF ARIZONA</b> 16mm. Feature	Drama	16mm.	Feature
<b>THE BICYCLE TRICK</b> 16mm. Feature	Drama	16mm.	Feature
<b>BREWSTER'S MILLIONS</b> 16mm. Feature	Comedy	16mm.	Feature
<b>BURY ME DEAD</b> 16mm. Feature	Mystery	16mm.	Feature
<b>CAPTAIN CAUTION</b> 16mm. Feature	Adventure	16mm.	Feature
<b>ETERNALLY YOURS</b> 16mm. Feature	Comedy	16mm.	Feature
<b>GRAND ESCAPE</b> 16mm. Feature	Drama	16mm.	Feature
<b>LET 'EM HAVE IT</b> 16mm. Feature	Mystery	16mm.	Feature
<b>LITTLE GRAY NECK</b> 16mm. Feature	Cartoon	16mm.	Feature
<b>MASK OF DILON</b> 16mm. Feature	Drama	16mm.	Feature
<b>ONE MILLION B.C.</b> 16mm. Feature	Adventure	16mm.	Feature
<b>OUTLAWE OF SONORA</b> 16mm. Feature	Western	16mm.	Feature
<b>SEVEN DAYS TO NOON</b> 16mm. Feature	Mystery	16mm.	Feature
<b>SHADOW OF THE WEST</b> 16mm. Feature	Western	16mm.	Feature
<b>SLIGHTLY HONORABLE</b> 16mm. Feature	Mystery	16mm.	Feature
<b>STACIA</b> 16mm. Feature	Western	16mm.	Feature
<b>T-MEN</b> 16mm. Feature	Drama	16mm.	Feature
<b>THE TITAN</b> 16mm. Feature	Drama	16mm.	Feature
<b>TOPPER RETURNS</b> 16mm. Feature	Comedy	16mm.	Feature
<b>YOU WILL REMEMBER</b> 16mm. Feature	Drama	16mm.	Feature

Series Name	Length in minutes	By Release Date	Videodex Rating
<b>GOVERNMENT IS YOUR BUSINESS</b> 16mm. Feature	Educational	16mm.	Feature
<b>JAPAN LOGICAL COMMAND</b> 16mm. Feature	Documentary	16mm.	Feature
<b>LAND OF OUR FATHERS</b> 16mm. Feature	Documentary	16mm.	Feature
<b>ONE BRICK HIGHER</b> 16mm. Feature	Educational-Musical	16mm.	Feature
<b>A QUESTION IN TIME</b> 16mm. Feature	Educational	16mm.	Feature
<b>TELEGRAMS FOR AMERICA</b> 16mm. Feature	Educational	16mm.	Feature
<b>TOMORROW MEETS TODAY</b> 16mm. Feature	Educational	16mm.	Feature
<b>THE UNSUBSCRIBED</b> 16mm. Feature	Educational	16mm.	Feature

### Ringside

<b>With the Rastlers</b> 56 1/2 52	Dist.: Consolidated Television Sales ATLANTA (3 stations)* WSB, 11-Midnight, Mon. July Videodex Rating 5.0
<b>PHILADELPHIA (3 stations)</b> WFLD, 10-11, Fri. July Videodex Rating 16.8	
<b>DETROIT (3 stations)</b> WXYZ, 9:30-10, Sat. July Videodex Rating 5.9	
<b>LOS ANGELES (7 stations)*</b> KTLA, 10-11, Tue. July Videodex Rating 6.1	

### Roller Derby

<b>Derby</b> 30 52	Dist.: Station Distributors, Inc. ATLANTA (3 stations)* WFTL, 5-6-15, Fri. July Videodex Rating 5.8
<b>BOSTON (2 stations)</b> WLAB, 11-30-Midnight, Thurs. July Videodex Rating 2.5	
<b>WASHINGTON (4 stations)*</b> WTTG, 10-10-30, Sat. July Videodex Rating 5	

<b>Parade</b> 15 104	Dist.: Consolidated Television Co., Inc. ATLANTA (3 stations)* BUFFALO (1 station)* DALLAS-FORT WORTH (3 stations)**
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Table with columns: Series Name, Length in Minutes, No. Repeats Available, and Ratings. Includes entries for New York 7 stations and Baltimore 3 stations.

Sportsman's Club 15 52

Table listing sportsman's club programs, including Baltimore 3 stations and Cleveland 3 stations.

Sportscholar 15 52

Table listing sports scholar programs, including Atlanta 3 stations and Dallas-Fort Worth 3 stations.

This Week in Sports 15 Weekly

Table listing weekly sports programs, including Atlanta 3 stations and Buffalo 2 stations.

What's the Record 5 52

Table listing 'What's the Record' programs, including Sterling Television Co. Inc.

Wrestling From Hollywood 60 Weekly

Table listing wrestling programs from Hollywood, including Atlanta 3 stations and WSB.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, and Ratings. Includes entries for WPTZ-Hit Parade and ALCO Current Showings.

ADVENTURE

Table listing adventure programs, including Armchair Adventure and Big Game Hunt.

Dangerous Assignment 30 29

Table listing dangerous assignment programs, including Atlanta 3 stations and Boston 2 stations.

Foreign Intrigue 30 39

Table listing foreign intrigue programs, including Atlanta 3 stations and Baltimore 3 stations.

Children's

Table listing children's programs, including Los Angeles 7 stations and Milwaukee 1 station.

Commercials

Table listing commercials, including WABD-Summer Theater and WAGB-Spotlight.

Feature Films

Table listing feature films, including Detroit 3 stations and Philadelphia 3 stations.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, and Ratings. Includes entries for Washington 4 stations and WMMAL.

Table listing programs from Washington and WMMAL, including WFTG-Quick on Draw and WTOP.

Foreign Intrigue 30 39

Table listing foreign intrigue programs, including Atlanta 3 stations and Baltimore 3 stations.

Adventure-Mystery

Table listing adventure-mystery programs, including TV's greatest combination super-sleuth.

Film Processing

Table listing film processing services, including Fast TV Service and TV Sound of Broadcasting Quality.

Miscellaneous

Table listing miscellaneous items, including Famous Playhouse and Revue Productions.

Children's

Table listing children's programs, including New available 26 episode.

Commercials

Table listing commercials, including TV Commercials by Sara.

Feature Films

Table listing feature films, including For the best in Features, Westams, Shorts.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, and Ratings. Includes entries for Cincinnati 3 stations and WKRC.

Table listing programs from Cincinnati and WKRC, including Cincinnati 3 stations.

Goings Places With Uncle George 9 26

Table listing 'Goings Places With Uncle George' programs, including Consolidated Television Sales.

Holiday of Dreams 5 13

Table listing 'Holiday of Dreams' programs, including Consolidated Television Sales.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, and Ratings. Includes entries for WABD-Author Meets the Critics and WJZ.

Table listing programs from WABD, WJZ, WOR, and WPHL, including Author Meets the Critics.

Goings Places With Uncle George 9 26

Table listing 'Goings Places With Uncle George' programs, including Consolidated Television Sales.

Holiday of Dreams 5 13

Table listing 'Holiday of Dreams' programs, including Consolidated Television Sales.

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure-Mystery

Table listing 'Boston Blackie' program, including TV's greatest combination super-sleuth.

Film Processing

Table listing film processing services, including Fast TV Service.

Miscellaneous

Table listing miscellaneous items, including Famous Playhouse.

Children's

Table listing children's programs, including New available 26 episode.

Commercials

Table listing commercials, including TV Commercials by Sara.

Feature Films

Table listing feature films, including For the best in Features, Westams, Shorts.

CLASSIFIED ADVERTISING logo with star symbols.

News

TELENEWS-INS Complete TV News Service; BYRON MOTION PICTURES.

Services

BMI Television Sketch Book; Working scripts for song presentation.

Sports

Sportsman's Club; 15 minutes exciting fishing-hunting adventures.

Western

'THE CISCO KID' starring Duncan Renaldo as 'Cisco' and Leo Carrillo as 'Pancho'.

HOPALONG CASSIDY advertisement with image of a horse and rider.

NBC FILM DIVISION 30 Rockefeller Center, New York 20, N. Y.

ADVERTISING RATES

Table listing advertising rates for regular-classified, display-classified, and feature-classified ads.

All orders and inquiries to Music Market Place, The Billboard, 1564 Broadway, New York 36, N. Y.

Where Was I?

TELEVISION—Reviewed Tuesday (2), 9-9:30 p.m. EDT. Sponsored by Wine Corporation of America thru Weiss & Geller, Inc., via WABD and Du Mont Television Network. Co-producers, White and Rosenberg. Director, Harry Coyle. Writers, Herb Sargent and Stanley Burns. Emcee, Dan Seymour. Panel members: Peter Donald, Nancy Guild and David Ross.

Judged by its initial sample, this newest of the panel shows isn't going to have many arm chair viewers drooling to turn on Channel 5 on Tuesdays at 9 p.m. This is no reflection on the efforts of Dan Seymour, who turns in his usual pleasantly suave emceeing chore. Nor is it the fault of the trio of panelists, who certainly register a collective high intelligence quota. It is just that the whole basic idea is neither instructive nor amusing.

The notion is to have the three experts interrogate a guest who has filed a photograph of himself, taken in presumably odd circumstances, same being visible to the audience but not to the panel. If the trio, via the contestant's yes or no answers, can find out where the picture was taken in less than three minutes, a check for \$5 goes to the Damon Runyon Cancer Fund in the contestant's name. If he stumps them beyond that time limit, the Fund gets \$30. This is all very well and a very fine thing charity-wise, but it would not seem to mean much to a contestant, unless he was ham enough just to want to be seen on television.

Needs Humor

What such a set-up has to have is plenty of spice and humor in the proceedings, and the situations in the photographs selected should pack that idea thruout. The emcee should groove the questioning for laughs. It must be admitted, however, that Dan Seymour was up against it to get much fun out of a medical student's baby picture, or of the posing of a school teacher in front of one viewer. And personally electrified with the knowledge that Danny Thomas (a special guest) was snapped riding a camel in Palestine. In sum, the answer to most of the content of "Where Was I?" was "Who cares?"

The commercials for Mogen David wines were well written and projected, stressing the "sweet, but not too sweet" angle and the fact that they are the kind of wines your grandmother used to make. Recalling some of his late grandmother's brews, this reporter is doubtful that the last is universally good advertising. Bob Francis.

Quick Trick

TELEVISION—Reviewed Saturday (30), 6:30-6:45 p.m. EDT. Sustaining via WPIX, New York. Producer-director-writer, Gene Hennessey. Cast, Heidi.

Here's a smart little idea for local production. The show simply teaches viewers how to perform simple magic, such as picking up a Coke bottle with a straw. Another went like this. A coin is on a table, a drinking glass is placed over the coin, bottom up, and, lo! the coin has disappeared.

The tricks are demonstrated by a lovely young lady named Heidi. She kept emphasizing that you don't have to be a magician to be able to do these simple tricks. Heidi is entertaining by her very existence, but her performance appeared too languorous and unenthusiastic. Gene Plotnik.

Television—Radio Reviews

Robert Montgomery Presents

TELEVISION—Reviewed Monday (1), 9:30-10:30 p.m. EDT. Sponsored by Johnson's Wax Company, via NBC-TV, thru Needham, Louis & Broby. Producer, Robert Montgomery. Vehicle, "Unclouded Summer," by Alec Waugh, adapted by Denis Green. Cast, Signe Hasso, Richard Kiley, Bramwell Fletcher, Adrienne Corri, Isobel Elsom, Leni Stengel, Charles Andre, Christianne Felsmann.

Opening stanza of the season for the Robert Montgomery dramatic series was an item titled "Unclouded Summer," adapted from a story by Alec Waugh. It dealt with the romantic adventures of a poor young American artist on France's Cote d'Azur, who falls prey to an adventurous titled Englishwoman, who only gets into the deal for laughs.

This hits the lad hard, but he rebounds sufficiently to find that the noble lady's step-daughter is more to his liking, which leaves the older woman suffering from wounded pride, jealousy and fear of getting booted out by Sir Henry, her spouse. But, this being TV, all ended well, thanks to the long arm of coincidence, with the artist and step-daughter amazingly finding that they had taken the same ship to America. Meanwhile, Sir Henry proved himself a modern nobleman by forgiving all.

If the plot wasn't much, at least the cast members were capable, and did the most they could with it. Signe Hasso, as the British noblewoman, and Adrienne Corri as her step-daughter, were particularly effective. Miss Corri drew considerable note recently in the Jean Renoir film, "The River," and should draw some good TV roles in the future.

It would be nice if the better dramatic shows could get out of what is rapidly becoming formula drama. The material on this show certainly was in the same familiar rut.

Commercials for Johnson's Wax stressed the fact that the product leaves floors scuff-free. A good pictorial comparison between a floor using this product and another made for an effective plug. The wind-up pitch was the Lucky Strike film commercial. Luckies bankrolls the show on alternate weeks. Sam Chase.

Philip Morris Playhouse On Broadway

RADIO—Reviewed Sunday (31), 8:30-9 p.m. EDT. Sponsored by Philip Morris thru Biow Company, via Columbia Broadcasting System. Producer-director, Charles Martin. Cast: Charles Schultz, James Garner, Beverly Montrond, Betty Gard, Everett Sloane and others.

Sunday (31) program sparked the final in the Philip Morris Intercollegiate Acting Competition, with the finalist youngsters from Princeton, Tennessee and Hunter, respectively, competing for the grand prize of \$2,000. When the histrionic smoke had cleared away Judge Christian Westphaler of the American National Theater and Academy awarded the palm to James Garner of the University of Tennessee. Beverly Montrond of Hunter College and Charles Schultz of Princeton each

CAPSULE COMMENT

Where Was I? (TV), DuMont, Tuesday (2), 9-9:30 p.m. EDT.

Newest panel show, wherein a trio of experts quiz contestants in order to guess locations of photos submitted by the latter (audience can see the picture, while panel can't), adds up to a singularly dull half-hour. The quizzers are sharp, and Dan Seymour turns in a sound emcee stint. But the whole notion seems forced and top-heavy. Judged by its bow-in seg, it certainly won't sell either itself or much Mogen David wine. (See full review this issue.)

Quick Trick (TV), WPIX, New York, Saturday (30), 6:30-6:45 p.m. EDT.

A pretty gal named Heidi demonstrates easy-to-do magic. It was an interesting little segment, but Heidi should try to put some more zest into it. (See full review this issue.)

Robert Montgomery Presents (TV), NBC-TV, Monday (1), 9:30-10:30 p.m. EDT.

The story definitely was not the thing on the season opener of this series. However, some good professionals in the cast kept the show on the road anyway, with particularly good work by Signe Hasso and Adrienne Corri. (See full review this issue.)

Designers' Collections (TV), WABD, New York, Wednesday (3), 11:15-11:30 p.m. EDT.

Another of the fashion shows which have appeared on video, "Designers' Collections" is intelligently slotted in a late hour spot which may be productive of a large female audience. The program is materially damaged by the gushy, affected style of hostess and commentator Ethel Thorsen. Her questioning of the guests and remarks can only be described as incredibly fatuous. Miss Thorsen might well have someone else write the script, so as to hamstring her natural exuberance. Guests Pauline Trigre and Louis Wheeler seemingly were not happy about it all. (See full review this issue.)

Hollywood Star Playhouse (Radio), NBC, 5-5:30 p.m. EDT.

Marilyn Monroe's air debut registered solidly. The screen star proved that she can act. Her voice is a natural for radio, and she instinctively knows how to use it. The melo script about a terror-struck gal killer gave her an opportunity to prove that a brain goes with that glamor body. (See full review in this issue.)

got a \$250 consolation prize as runners-up.

A specially written comedy-drama script, titled "The Waiting Room," gave each contestant an equal break for showcasing his or her acting wares, with assists from such vet professionals as Betty Gard and Everett Sloane. What plot there was concerned a pair of prospective fathers in a maternity waiting room. Each tells his own story, which has one of the expectant mothers heftily involved in the case history of each. To his listener all three of them seemed to wind up about even on the talent score. Young Garner had a slight edge script-wise, due to getting the best of the lighter comedy moments, but both his opponents acquitted themselves soundly.

Aside from developing exceedingly interesting programs, the format of these student competitions is obviously a splendid factor in the discovery and development of new talent. It is hoped that Philip Morris will see fit to continue them during the coming season. Charles Martin has planned and directed them with good sense, getting full value out of his commercials, without letting them get top-heavy in the program. Bob Francis.

Designers' Collections

TELEVISION—Reviewed Wednesday (3), 11:15-11:30 p.m. EDT. Presented by the I. A. Warner Corporation, thru the Blaine-Thompson Agency via WABD, New York. Producer, Sid White, director, Pat Fay. Script, Ethel Thorsen. Hostess and commentator, Ethel Thorsen. Guests, Louis Wheeler and Pauline Trigre.

"Designers' Collections" is another of the fashion shows which have appeared on video. Its late hour slot puts it in a strong position to gather a female audience for itself.

Nevertheless, the gushy, affected style of hostess, Ethel Thorsen, materially harms the stanza. Every other word out of her mouth seems to be either "divine" or "fabulous," and her re-

marks hit such heights of fatuity as to be almost embarrassing. In addition, she seems to have an uncanny knack of interrupting her guests, who were designer Pauline Trigre and department store executive Louis Wheeler.

The fashions displayed on the program were handsome models of Miss Trigre's designs. Miss Thorsen also provided an appropriately high fashion commentary. Such commentary in the gobbledegook of the fashion world undoubtedly means something to the trade. It might be wiser, however, to use less high fashion and more simplicity in copy for TV.

It also might be wiser to cut the amount of copy so that each word is enunciated clearly and distinctly. The present practice is to describe each feature of the dress minutely, but at such a rapid rate that much of the description is missed. An alternative would be the showing of less styles should minute description be considered necessary.

The sponsor sells the fabrics out of which the fashions are made. Leon Morse.

TV-Film Reviews

This Is the Life

TV FILM—Reviewed at special screening, Running time, 30 minutes. Produced by Family Films, Inc. Executive producer, Ian M. Smith. Director, William F. Claxton. Photography, Jack MacKenzie, ASC. Production manager, Fred Prebble. Assistant director, Lou Perloff. Music, Alberto Colombo. Sound, Glen Glenn. Art director, Harry Reif. Editor, John Sheets. ACE, Religious director, Rev. Herman Gockel. Cast: Forrest Taylor, Jan Shepard, Ray Boyle, Onslow Stevens, Nan Boardman, Randy Stuart, Michael Hall, David Kasday, Vernon Rich, Almira Sessions. Sponsored by The Lutheran Church-Missouri Synod with co-operation of the National Council of Churches of Christ in the U. S. A. Distributed by Westheimer & Block, 40 East 51 Street, New York.

"The Lutheran Church, whose 'Lutheran Hour' is one of the pioneer religious radio programs, has now made the switch to television. It is financing a series of 26 films, each with a separate story built around a typical American family not dissimilar to the Barbours of Carlton Morse's 'One Man's Family.' The intention of the series is to demonstrate the application of Christian tenets to everyday family life.

The Lutheran Church-Missouri Synod has sunk about \$500,000 into the series, and judging by the show caught, they're getting their money's worth. The story and performance were excellent and very effectively put the message across, while calling for two handkerchiefs or one towel per viewer.

The story concerned the return of Granpa Fisher's prodigal son-in-law. He'd run out on his ailing wife several years before and in the interim the girl had died. The boy is deeply remorseful, but the Fisher family—around whom the series is built—and the people of the town just can't get themselves to accept him.

The wind-up rather subtly set forth the way the family came to accept the idea that they must forgive the trespasses of others and how they were reconciled to the lad. The weak point in it, in this reviewer's opinion, was that this change of heart was too great an extent instigated by the little boy of the family, a proper little fellow who goes about spouting Sunday school homilies. Not only was this unrealistic, in contrast to the rest of the story, but young David Kasday's performance was simply not up to the others. The outstanding performances were those of Forrest Taylor as the grandfather, who opened the show with narration, and Ray Boyle as his restless and unhappy son-in-law.

The church leaders are enthu-

Roy Rogers Show

TELEVISION—Reviewed Sunday (31), 6:30-7 p.m. EDT. Presented by General Foods Corporation thru Benton & Bowles via the National Broadcasting Company TV network. Producer, Jack C. Lacey. Director, John English. Scripters, Al De Mond and Ray Wilson. Cast: Roy Rogers, Dale Evans, Pat Brady and others.

Roy Rogers show returns to TV every bit as polished and expertly-wrought as it was last season. It is top notch in every department—acting, writing, directing and production. As a vehicle aimed at the young men of the house, it can't miss getting their viewing attention, because it compares favorably with full length oaters being turned out by Hollywood studios.

The Rogers show also brings another step forward the modernization of the Western. The story makes ample use of jeeps, trucks and cars used as an integral part of the plot. The script told about cattle rustlers who trucked their booty. It wound-up with a slambang chase of a trailer truck.

Rogers, of course comes close to the ideal Western star. He looks the part and has the athletic ability and singing talent. His co-star and wife, pretty Dale Evans, does more than decorate the scenery; she can act. As Rogers' sidekick Pat Brady is appropriately knuckle-headed and comical, Roy's Palomino horse, Trigger, and his good looking German Shepherd dog, Bullets, are added attractions.

One Criticism

Perhaps the only small criticism is that Rogers seems too much of a one-man army. The sheriff appeared to take charge, after Rogers had broken up the gang. It might be better psychology to have the sheriff team up with Rogers, so as to show the youngsters that law is not entirely ineffectual.

Rogers and a cartoon film carry the commercial load.

He also handles this chore well, in addition to which the cartoons are well-conceived. Dale Evans and the Rogers children were in for the final spiel. Miss Evans might make quite a saleswoman for the client were she given a better chance. Leon Morse.

stastic about using TV film in their evangelical endeavors. Their hope is that this series will reach the non-church going folk as a counter action to the current widespread corruption. The show goes on 31 stations on a public-service basis next week. The first 18 films are in the can, with the last eight due next month. Gene Plotnik.

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# Night Club - Vaude Reviews

### Palace Theater, New York (Friday, September 5)

Capacity, 1,850. Price range, 55 cents to \$1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bliss. Show played by Jo Lombardi's ork.

Booker Dan Friendly has done a generally good job in spreading out this week's budget. Patrice Helene and Jay Howard are in the next to closing slot and register solidly with the customers. When the pair stick to their very amusing ballroom satire routines, they are at their best. But on this stand, they are going afieid for knock-about chit-chat and imitations. With the exception of the material for some "Guys and Dolls" horseplay, the chit-chat rarely gets off the ground and, from this pcw, Howard could eliminate his burlesques of Frankie Laine, Billy Daniels and Johnnie Ray entirely. There used to be a song in this reporter's youth called "Everybody's Doin' It." The pair is clever, but should bear down more heavily on the comedy terping which is its real forte. Currently the act runs too long, anyway.

#### Contest Winners

Two spots on the bill are awarded to recent winners of Dennis James American Broadcasting Company TV show, "Chance of a Lifetime." The Catron Brothers are not too impressive on the ball, but could do with plenty of advice on restraint and timing. You can snare just so many laughs with a pile-driver approach. Other winner, Harry Hall, is personable and projects an excellent baritone, showing it off to advantage with "I'm Yours" and "Oh Man River." If the lad can act, he could be a good bet for legit musicals.

The opener spots the Del Mars in top-drawer hand-balancing routines. The wind-up of the man giving the gal a one-arm lift from the floor is a sock finish. The follow-up, Minda Lang, appears to have a canary secreted in her rhyx. She draws solid hands for such matters as "Bewildered," "Vienna Woods" and a Hungarian dance closing. The lady raises whistling to an art.

#### The Manns

Good, also, are serious ballroom impressions from Nancy and Michael Mann. The team sells grace along with originality. On the latter score particularly, variations of the tango and polka pack novelty and eye-appeal. The pair could be natural for TV variety.

Ventro Roy Douglas with his duo of dummies (one two-headed, just to make it tough) provides a good novelty interlude. Douglas patters is sufficiently amusing, and his trick of keeping up a three-way conversation or song is a sure crowd-pleaser. Kim Y'm Soo contributes a competent wind-up seg with colorful, if somewhat mechanical, lger-delman.

Pie is "My Man and I."  
Bob Francis.

### Mocambo, Hollywood (Tuesday, September 2)

Capacity, 220. Price policy, \$1.50 cover, 10¢ to 93¢ and 12¢. Owner-operator, Charita Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget previous show, \$3,750. Estimated budget this show, \$4,000.

Yma Sumac is pleasing the old guard of supper clubbers here and also adding a new coterie of classic music lovers to boom grasses here. A natural, dark-haired beauty, the Peruvian thrush has surrounded herself with a well-paced revue. She has two musicians garbed in native Peruvian attire, one of whom doubles on a weird flute and bongo drum, while the other sticks to the drum. Her hubby, Moises Vivanco, is on Spanish guitar. Threesome's terrific pulsating beat projects just as strongly as her amazing vocal chords.

Miss Sumac's wardrobe and coiffure are carefully chosen to create the exotic effect. For pacing, Iru Suray, petite Latin dancer (Continued on page 23)

### Empire Room, Palmer House, Chicago (Thursday, September 4)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 11. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Meriel Abbott. Estimated budget this show, \$6,500. Estimated budget last show, \$8,000.

For her final "Parade of Stars" show, Meriel Abbott is presenting the Los Chavales De Espana group in its second American appearance. From all indications opening night, the troupe of 11 men, augmented by the sensational routines of flamingo dancer, Trini Reyes, scored as heavily with Midwesterners as they did in their tremendous U. S. debut at the Waldorf-Astoria three months ago.

In this city of provincialism, compared to the more international cafe-going crowd in New York, the Spanish Revue, which marked a change in the policy of this room, proves that the language of music and dancing is the same throught the world. For aitho only a sprinkling of the audience could follow the Spanish, French and other foreign lyrics, the applause at the end of each of the eight presentations by the group and four by Miss Reyes was deafening.

#### Talent Range

The enormous range of talent distributed among the 11 men, composing the "Kids from Spain," was excellently show-cased by Miss Abbott. With each doing his specialty, doubling on instruments and singing and dancing, the overflow crowd remained in silence until each number was completed and then broke into prolonged applause.

For this engagement Sebastian Morera, bass, is doubling as frontier. The various instrumental setups, which shift with each number, the highly effective vocal bits which are integrated into the numbers, plus excellent lighting effects and brilliant wardrobes blend together to achieve the end result.

#### Miss Reyes Impressive

Miss Reyes, who performs four numbers in the middle of the show, is a much more impressive artist than her TV shots would lead one to believe. Her heel work, so important in the flamenco-type terps, is about the best ever seen here and she wasted little time going from one number to another. Her "Burlarias" gypsy number and "Paso Doble" Spanish dance, were most effective.

Miss Abbott has moved Eddie O'Neal, who fronts his own band, off the stand for the show, but he returns to play for the between-show dance sets.

Norman Weiser.

### Chicago, Chicago (Friday, September 5)

Capacity, 4,300. Price policy, 46¢ to 98 cents daily. House booker, Harry Devina. Show played by Louis Basile and the house band.

When all the hoopla attending the premiere of the "Somebody Loves Me" picture, including on-stage appearances by stars Betty Hutton, Blossom Seeley and Benny Fields Friday only, is removed, this show looms as one of the best packages assembled to tee-off a fall season.

Headlining the four-act bill is Billy Daniels who, in his first theater date in Chicago, proved he could sell just as well in a huge house as he does at the more intimate Chez Paree, his normal stamping grounds. Daniels undoubtedly has one of the best visual approaches of the singers around today. This, coupled with his now familiar gestures, by-play with accompanist Benny Payne and a flexible voice, literally brings down the house. Opening with "Just One of Those Things," Daniels went into "She's Funny That Way," "Sunny Side of the Street," "Yiddish Mama," giving a sock interpretation, and then stopped them cold with his classic, "Old Black Magic."

Holding down the third spot is (Continued on page 23)

### Roxy, New York (Friday, September 5)

Capacity, 5,880. Price range, 80 cents-\$2. Four shows daily. House booker, Sam Rauch. Producers, Gae Foster-Arthur Knorr. Show played by Roxy house band.

New show is apparently a vamp 'til ready thing (see separate story). It headlines Kyle MacDonnell; gives extra added to George DeWitt and gives plenty of attention to the ice show. Latter is really something on this bill. Using a Hawaiian motif, house line works up front in grass skirts while skaters work behind palm tree-painted scrim in similar outfits.

Collin and Leeman, gal in gold bra and briefs, boy in gold, full tights, make quite a picture. Actually the team do an adagio on ice featuring one arm holds and spins for sensational results. Manuel Del Toro and Ann Nichols, another skate team, did excellently with leaps and trick bits to comedy singing by house glee club. Arnold Shoda did his usual big job with dervish spins for good hands.

In the dry board department Kvie MacDonnell got plenty of production help. Sporting a new hair-do and color, Miss MacDonnell went thru a series of songs plus some acting bits for only tepid reactions. Gal now uses a series of spasmodic arm and hand motions that are distracting. Her long production showing types of actresses trying out for various roles in musicals was apparently intended to be funny. It didn't turn out that way. For reasons performers should know, the pub- (Continued on page 23)

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**M. V. MIRROR**—Rosita Royce, of World's Fair fame, drew ab's and ab's with her looks and rove of doves . . .

**BELLMORE NEWS**—High on our list of special favorites during the evening was Rosita Royce and the pigeons of "San Marco." This number features trained pigeons in an ethereal ballet, inconceivable until you actually see it . . .

**VARIETY**—Show's chief draw is the spectacle angle—among them the dove-fancier, Rosita Royce, for a brief non-strip moment and the eye appeal is apparent . . .

**M. V. MORNING TELEGRAPH**—Rosita Royce, be it known, is an acrobat who works with doves in an ingenious manner . . .

**NASSAU REVIEW-STAB**—Outstanding in the "Fires of San Marco." This number is a presentation for Rosita Royce, who does a very novel dance turn while lovely white pigeons fly to her arms and flutter their wings . . . very successful effect . . .

**M. V. WORLD TELEGRAM**—The whole nature of the evening is so spectacular. In the second act Rosita Royce cavorts with her trained pigeons. It's similar one to the Mike Todd could only top it by blowing the audience into the sky . . .

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### Copacabana, New York (Thursday, September 4)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:30 and 2:15. Operators, Jules Podell-Jack Entratter. Booking, non-exclusive. Publicity, George Evans Associates. Estimated talent budget, \$11,000.

This club hasn't had an opening like this since Jimmy Durante. The result was a general confusion.

Entratter, listening to complaints from disgruntled customers who didn't like their tables, shrugged them off with "Don't blame me." Podell walked around glowering, scaring 'em into keeping their mouths shut. At the same time, long lines formed way up the stairs, setting a scene that spelled a tremendous opening night's take.

But there was no confusion in the show. It ran like clockwork. Even the eight-girl chorus line (with some new faces) had new routines which it performed with surprisingly good results. Doug Coudy, producer, really did a job with the kids.

Joe E. Lewis

The big thing was, of course, Joe E. Lewis, who made the joint look like old home week. There's little point in describing Lewis' routine. He did some new ones, threw in a couple of his oldies in answer to requests, and bent them double with his quickies and throwaways. His modern Chaucerian parodies, satirizing the mores and the events of the day, was ideal cafe material. Naturally the recent vice disclosures came in for a curry-combing; as did piano player Austin Mack.

"You know Mack drinks," said Lewis. "I didn't know about it for 20 years, until one day he came to work sober!"

To say that Lewis was a smash would be the understatement of the year. Judging from the reception, he could have stayed on until the next show; considering how long he was on, he was practically in the next show.

Gloria De Haven

Gloria De Haven opened with a new Benny Davis song, "Nobody Richer than Me," a genuinely fine

(Continued on page 22)

### Starlight Roof, Waldorf-Astoria Hotel, (Tuesday, September 2)

Capacity, 500. Price policy, \$2 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Merril Abbott. Estimated budget, \$5,000.

For a \$2 cover in a class spot like the Waldorf's roof, this show doesn't stack up. The fact that there's no hotel competition at the present time is all for the best, because on its merits the Vaughn Monroe package is hardly what the doctor ordered.

All hands, and that includes Kathryn Lee, Ziggy Talent, Bobby Winters plus the Moonmaids and Moonmen (12) and including Monroe himself, work well in their spots. The trouble is the lack of sufficiently strong high spots in the entire production. It's all on an even keel.

Monroe, in his customary stiff-faced manner, did his songs in the usual Monroe manner. His "Getting to Know You" number (with glee club passing out roses) was cute for a bulldozer-upper. An upbeat, "If You Loved Me" was the good follower, however, the "Dance, Ballerina" number brought the attempt to build up the show to a halt. The "Ballerina" number was the intro for Kathryn Lee, and probably chosen for that reason (plus the fact that Monroe's RCA-Victor record of "Ballerina" was also a respectable item).

But outside of the music biz personalities in the room its significance seemed lost.

Kathryn Lee

Miss Lee, an accomplished ballerina, sporting a new color hairdo (now ash blonde) and a very attractive white and silver ballet outfit, opened with a long-haired terp that must have been lost to anybody not at ringside. It was skillful and graceful to the commercial appeal was questionable.

Miss Lee did a lot better in her second spot (the Vincent Youmans' melody) where her commercial terps to Monroe's singing drew better hands.

Ziggy Talent, doubling from sax, came down for a comedy song, "Be Prepared With Vitamin

(Continued on page 22)

### Holiday Theater, New York (Tuesday, August 26)

Capacity, 825. Price range, 75-cents-\$1.80. Producer, Michael Ross. Staged and directed by Tony Carlyle. Four shows daily. Booked by Ken Later. Show played by Marrero's Latin seven-piece band.

The new show here, "Night in Havana," runs about 110 minutes which is much too long, tho the opening night crowd didn't seem to mind it. The show packs a lot of pace, with dancing and singing getting equally heavy play. "Night" has a thin theme running thru it: a couple on their honeymoon in Havana do the city's night clubs. The rest of 21 re-enacts the show in each night club the couple visit.

Like all Latin shows, this one goes in heavily for Latin songs and dance routines in the accepted Latin tradition, varying from the conga to the mombó, and ending in a spirited cock-fight. In between, there's a Brooklyn gal who seems lost in the proceedings, chiefly because nobody seems to know what to do with her. Benson and Mann, standard comics, work in between the hectic productions, getting heavy laughs with their material.

Outstanding act was the Gerardos, Gena and Gern. The couple did three numbers, each with a flair and a good time pulled big hands time and again.

Mad Race

Most of the time the show seemed in a mad race between the stage proceedings and the pit band. The show opened cold, no rehearsals or light cues—nothing but lalkovers. The result was that every act with music had a tough time pulling the band along or slowing it down. After a couple of shows together, things should jell. The show caught, but was pretty rough.

The Carlyle productions, with costumes by Mme Bertha, were really fine. The kids moved with a verve, showing a lot of spirit and a flair for dancing. In fact, outside of the productions plus the Gerardos, there was little else in the show that meant much.

Luis Torres, singing emcee, did a creditable if a lengthy job. The Dolores Harper Trio staged an imaginative cock-fight; a mombó by Juanito and Mercedes was distinguished only by the gal's lack of costume. She was underdressed; he was overdressed. Rita Monfroya sang okay, but had bad band trouble. Carrot-topped Nancy Darken, did a flashy terp with her spinning bits to an exciting drum number.

The pic was "Oriental Evil." Bill Smith.

### Charley Foy's Supper Club, Sherman Oaks, Calif. (Tuesday, September 2)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,250. Estimated budget last show, \$2,500.

Operators would do well to copy Charley Foy's little production gimmicks that make a three-set show such as this as cohesive as it is. Foy, as usual, warms up the house with his songs and a little soft-shoe, ably abetted by foil Sammy Wolfe. A smooth segue into Stuffy Bryant resulted from the fact that Wolfe and Foy stayed on during the early part of Bryant's rhythm tap turn, vying with him for audience applause in a battle of soft-shoe vs. tap. Bryant, chunky tapster, showed some good straight rhythm hoofing and later brought out a small elevated drum on which he racked up consistent hands with his showmanship and ballet work.

Buster Shaver and Olive overcame the handicap of the small stage here, confining their ballroom work well and displaying their usual grace. Olive's songs project well in this intimate room. They closed their turn with Olive and Foy doing a soft-shoe finale to big hitting.

Jimmy Ames, making his umpteenth bow here, did 30 minutes of his ad lib tumult comedy that soaked all the way. The giant comedian did only his standard musical saw bit and worked the customers consistently into his act. The ex-Chicago singing waiter should sing a couple of straight songs, for his voice is definitely

(Continued on page 22)

### Starlight Fiesta Chase Hotel, St. Louis (Wednesday, Sept. 3)

Capacity, 850; price policy, \$1.50-\$2.50. Shows at 8:15 and 11:45. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Booking, non-exclusive. Estimated budget this show, \$3,750.

This is the final show of the summer season on the Chase roof. The Chase Club, on the main floor, opens September 19 with Mindy Carson and Johnny Long's ork, followed on October 3 by Frank Sinatra and Jack Fina's ork.

Current show seems short and sweet, but it is a powerhouse for entertainment value. Henry Jerome ork opens bill with a snappy "Parade of the Wooden Soldiers" showing plenty of sparkle. Band also does an excellent job, both on show music and dance sets. Mary Mayo, petite, blonde, and pretty, does "Dancing in the Dark." "Taking a Chance on Love," some more songs, finally winding up with "Molly Malone." Miss Mayo makes a striking appearance and shows a terrific amount of control and a fine sense of phrasing in her song handling. Her higher register notes were particularly good. With proper handling gal could really make it. She had to beg off.

Comic Dick Buckley does his now-standard routine, using three men and a girl picked from ring-siders for near-hilarious results. Act was a solid hit here.

In the adjoining Zodiac Lounge, team of Hannon and Ryan carry on with a blending of comedy and harmony vocalizing. A top-notch act, suitable for any cocktail lounge. Also in the Zodiac are the Novel-Alres, dance combo, going into their seventh year here. Featured on vocals with the crew is shapely Joann Davis.

Able L. Morris.

### Sky-Way Lounge, Cleveland (Monday, August 25)

Capacity, 400. Price policy: \$1.50 Monday thru Thursday, \$2. Friday thru Sunday. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Entertainment director, Allen Hilow. Pres. Fred Strauss. Estimated budget this show, \$3,500. Estimated budget last show, \$4,100.

Situated alongside the airport just outside Cleveland, the Sky-Way Lounge makes one of the best settings for luxurious dining plus entertainment, ranking as one of the top spots in the area.

Gene La Marca, 19-year-old accordionist, started the hour show with "Sorrento" and finished with "Lady of Spain." Local lad works well and with more experience might make it.

The Amcs Brothers, in their first date here, displayed their masterly singing style and comedy bits and were a hit from their first minute.

Starting off with a take off on "That Lonesome Road" they followed thru with "I Wanna Love You," and "Clancy Lowered the Boom." For pace changers, they went into Frankie Lane, Johnnie Ray, Ezio Pinza bits. They came back with solos and duets finally ending with "Rar Mop." George Duffy's ork backed up show.

Marg Rickards.

### Caught Again

LATIN QUARTER, NEW YORK: The combo of Martha Raye, plus the natural draw the spot has acquired, is keeping the room jammed to the doors. On the night the show was caught (Tuesday, September 2), there wasn't an empty seat visible.

Martha Raye is the same irresistible hoven. Her singing, with comedy bits in between (and during) her numbers, convulsed the crowd time and again. Many of her mugging bits show a strange resemblance to the things used by Jerry Lewis, except that Miss Raye used them when Lewis was still a record act single.

Backing her were the Ben Yost male five. The boys were used in their own spots tho their highest achievement, from an audience viewpoint, was the old geez club routine in which Miss Raye, wearing a broken down Guardsman outfit, joined in and killed them. The gal was on for about 45 minutes, but the crowd yanked it up so much she couldn't get off.

Darvas and Julia, back after the gal's broken rib has mended, were as big as ever. Their studied choreographic poses, lifts and breakaway tosses ending in unbelievable splits were as sensational as ever.

Sid Krofft, also new on the show, did a very amusing and highly intricate puppet act. The costumes alone must have cost a lot of dough. His first is four Carmen Mirandas in a precision terp. His second was a hilarious strip number with a "real" shedding about as much as the average Minsky stripper, ending it with a series of bumps.

The finale was two king-sized Negro puppets well staged in a slow precise build-up that ended in a hot J-dance. Krofft, who works alone on a platform in a blackout house, walked off to a tremendous hand.

New production singer (who doubles into the Ben Yost group) is a handsome lad with a good pair of bary pipes.

The rest of the show remained basically the same, tho some of the productions seemed to be stretched. Bill Smith.

CAIRO SUPPER CLUB, Chicago Operator Bill Anastas seems to have finally hit a winning formula for his North Side bistro in the three Ronalds Brothers, comparatively new to Chicago but vets in show biz.

Boys play instruments, dance and sing and lean to the visual features in their presentation. Altho their facial and physical gyrations are greatly accentuated, they can tell any type of music, from classical jazz with their frantic movements, commendable musicianship and better-than-average voices.

Joe Ronalds, who plays the drums in a standing, jumping and swan-dive position, handles the bulk of the vocal chores, ranging from such tunes as "Martha," done straight, to the newest upbeat tunes. Johnny, on piano, and Jimmy, youngest of the trio, on accordion, also sing, with the latter handling some good terp turns while playing an electronic instrument.

Trio has proved so strong at the Cairo box office that it is now also working a series of TV shows here. Norm Weiser.

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## MUSIC

# Royalty Dispute Flares Anew Between Cleffers & Pubbers

Writers Irked, Will Meet to Act Against Non-Signatory Firms

NEW YORK, Sept. 6.—The long-standing dispute between songwriters and publishers over a method of accounting for royalties on song books and folios, which seemed headed for a harmonious resolution last spring, erupted into open discord again this week when it became known that a substantial segment of the publishing fraternity had failed to implement the compromise agreement reached in June by the Songwriters' Protective Association and the Music Publishers' Protective Association.

The agreement laid down a procedure for determining royalties due writers on certain uses of copyrights not covered in SPA contracts prior to 1947. It also provided for an audit of the books of publishers to compute any royalties due the cleffers for such uses.

Contract forms, spelling out the compromise reached by committees of both SPA and MPPA, were mailed to members of the writer and publisher organizations with a return deadline date of September 1.

Of the 400 publishers to whom contracts were forwarded, only 152 returned signed copies to SPA. Among the recalcitrant ones are a group of top firms, including Bourne, The Big Three, Leeds, Mills, Chappell, Sandy-Joy, Laurel and George Simon. Prominent among those which signed are Marks Music, Mickey Golden-Criterion, Southern, Famous-Paramount, Shapiro-Bernstein, Spitzer and Tannen.

### Most Cleffers Sign

Contracts were also mailed to all SPA members, and the writer return was 900 signed copies, or about 90 per cent of the active (professional) SPA roster.

SPA brass, irked at the failure of a majority of the publishers to ink the pacts, are scheduled to meet within the next two weeks to consider what action, if any, to take. The meeting of the SPA execs will take place immediately upon the return from Europe of John Schulman, SPA attorney, who has been participating in a convulsive seeking to set up an international copyright convention.

Meanwhile, it is known that the cleffers, incensed at what they consider a minor betrayal of trust on the part of at least some of the non-signatories, are mulling strong action. Retaliation could take the form of withdrawing

## Mercury Sets Longhair 45's

NEW YORK, Sept. 6.—The entire Mercury classical catalog is currently available only on LP, the diskery is preparing the release of one of its current longhair clicks as a 45 r.p.m. album. Reaction to the release of "Scherzade," recorded by Antal Dorati and the Minneapolis Symphony, which as a doughnut album, will be watched closely by the company. If it sells well, other popular items in the classical catalog may also be duplicated on 45.

Mercury is also readying a complete cycle of the seven Sibelius symphonies, as interpreted by the Stockholm Radio orchestra under Sisten Ehrling. Among the artists recently pacted by the longhair branch of the diskery is the concert harpist Carlos Salzedo.

## PLENTY CAUSE FOR HIS PANIC

NEW YORK, Sept. 6.—Joe E. Lewis, current at the Copa, told of the songwriter who awoke out of a nightmare bathed in cold perspiration. "I dreamed Tchaikovsky was alive and had a good lawyer," said the frightened cleffer.

copyrights from publishers who refuse audit demands.

The writers are particularly concerned over the failure of Bregman, Vocco and Conn, to ink the pact in its agreed-upon form. Jack Bregman, they recall, was a member of the MPPA committee which negotiated the compromise with SPA. BVC did forward a signed copy to SPA, but the printed contract contained a number of handwritten revisions. On the grounds that no changes could be permitted in a formula adopted after long negotiation, the writers' org returned the document to the publisher.

Objections of non-signatories revolve around several conditions in the agreement which they feel should be altered. One of these is the claim that the pact should apply only to writers who were actually members of SPA at the time their writer-publisher contracts were signed. Altho the audit compromise affects only signatories of standard SPA con-

tracts, apparently some such contracts were entered into with writers who at a later date joined the cleffer org.

### Other Objections

Another objection raised by some publishers is that unpaid writer royalties for the special uses (folios, etc.) for the period covered by the 1932 SPA contract should be at the rate of 33 1/2 per cent of what the publisher realized, instead of the 50 per cent rate stipulated in the compromise agreement.

Still another revolves around alternate payment methods permitted in the SPA-MPPA proposals. The latter give the publisher the right to pay writers according to either of two methods: a straight \$50 per use, or 50 per cent of the monies earned plus a 25 per cent collection fee. However, once a publisher selects an alternative, he is bound to apply the identical formula to all his signatories.

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## Col. Drops Price on 4-Disk, 45 Albums

Move Is Seen as Competitive Reply to RCA Victor's 'Extended Play' Sets

NEW YORK, Sept. 6.—Columbia Records this week reduced the price of 4-pocket 45 r.p.m. albums in the pop, folk and international categories to a suggested list of \$2.94. The new price, which includes album cost and excise tax, compares to the earlier \$3.75.

The move by Columbia was viewed as a competitive reply to the announcement recently by RCA Victor of "extended-play" 45's, which double up the amount of music on each side of a doughnut platter and are due to be offered at \$2.50, plus tax, per 2-disk album. In a companion move, Columbia also guaranteed that no changes for the remainder of this year would be made in the prices of LP's purchased beginning September 2.

Columbia's action comes at a time when dealer concern with the possibility of price reductions on LP by one or more diskeries is reported to have reached a new high. Some reports indicate that the fear of possible depreciation of the value of shelf stock, should prices actually be slashed, has slowed down the rate of dealer orders. Most companies have come thru with discount incentives recently to perk up fall buying.

The new price policy on 45's was apparently arrived at reluctantly by Columbia brass. In a pointed reference to RCA Victor's stand on extended-play disks, a Columbia exec stated:

"The reduction of 45 r.p.m. al-

## Buy 3 From Canada BMI

TORONTO, Sept. 6.—Carrying on their activities in selling Canadian music across the line, BMI of Canada has sold the American rights to three more tunes.

"Exhibition Special," a square-dance number written by John Adaskin for the Canadian National Exhibition grandstand show, has been picked up by Lohmat Music of New York. Lohmat has also picked up "A Crushed Red Nose (and a Faded Blue Ribbon)," a hillbilly ballad.

Quality Records, "God Bless You and Keep You Tonight," recorded by Doc Williams and the Border Risers, has been picked up by Wheeling Music Company, Wheeling, W. Va. The tune is already at the top of the list of Folk and country music in this Country.

bum prices at this season of the year was ill-timed." He claimed that almost half of total record business is done in the last four months of the year and declared dealers were entitled to reap the benefits of the higher prices during their busiest months.

Under the new price structure, Columbia will rebate to distribu-

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## MDS Charge Plan Stirs Hornet's Nest

NEW YORK, Sept. 6.—Publisher agitation mounted violently this week to the proposal by Music Dealers Service that a service charge of one penny per copy be levied on tunes selling less than 65 per cent of the rack order. A cross-section of established publishers, queried on the matter, indicated that opposition was virtually unanimous.

One of the top-ranking publisher members of the American Society of Composers, Authors and Publishers stated that he would give no tunes to the rack if his firm were assessed a service charge. "It's bad enough to get copies back. But to be assessed for them! That's adding insult to injury."

Another publisher noted that returns on one of his hits had been only about 3 per cent of the total shipment. "Do we get a bonus?" He suggested that if publishers were assessed because of bad business, they should receive a bonus if tunes did well.

Another touched on the same thought by declaring that if the rack business had declined, then MDS "Should suffer along and bear it." He added, "If MDS wants the publishers as partners, and if we are to share the losses, then let us also share the profits."

Another very active publisher stated:

"If the publishers hold their ground, MDS cannot enforce the levy."

Another stated: "We are subsidizing the diskeries. Why subsidize the jobbers?"

One top publisher, learning that the MDS rule had become effective as of September 2, stated he would "sit with them Monday." His inflection left no doubt as to the purpose of the talk.

Another long-established publisher stated that if necessary his firm will re-institute the practice

## S-B Launches Plan Of Music for Video

TV Song Book Is 1st Attempt of Top ASCAP Firm to Promote TV Medium

NEW YORK, Sept. 6.—Shapiro-Bernstein & Company which has been carefully watching the commercial development of television, has now started to merchandise music specifically for the television medium.

The initial move is being made with the publication of The Shapiro-Bernstein TV Song Production Book, which will be off the presses very shortly. This book represents the first attempt by a top publisher member of the American Society of Composers,

Authors and Publishers to recognize that the presentation and production of music over television necessitates specialized song promotion by the publisher.

Some six months ago, Broadcast Music, Inc., published Television Sketchbook. This was a venture participated in originally by 13 BMI publishers. BMI now publishes monthly supplements. A total of some 40-odd publishers are represented with approximately 130 tunes.

No single publisher, however, has taken the TV plunge so extensively as Shapiro-Bernstein. The latter's book will contain words and music of 75 of the top tunes in the publisher's catalog, together with scripts or suggestions for their presentation and production.

The list of tunes include such all-time great standards as "On the Sunny Side of the Street," "Exactly Like You," "The Prisoner's Song," "Beer Barrel Polka," "By the Beautiful Sea," "A Dreamer's Holiday," "Where Do You Work a John," "If You Knew Susie," etc.

The tome has been in preparation for six months. It has been edited by Elliott Shapiro, with

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## Cornell Signs Contract With Coral, Universal

Twin Pact Comes As Expected Move Between 2 Firms

NEW YORK, Sept. 6.—Don Cornell, who has just inked a new five-year contract with Coral records, has also been given a deal with Universal Pictures. The twin pact, together with another negotiated by chanter Robert Monnet and both Decca (Coral's parent company) and the picture company, comes as an expected move by the two corporations. The purpose of this move is to exploit jointly certain of its talent, following Decca's heavy investment in the picture firm, and the naming of Milton R. Rackmill, diskery proxy, as head of Universal.

Cornell's deal with Universal

(Continued on page 103)

## Petrillo Acts To Bar Canned DJ Interviews

NEW YORK, Sept. 6.—Booking offices were notified this week by James C. Petrillo, American Federation of Musicians chief, that all AFM members, and especially leaders, are prohibited from recording their voice on personal appearance transcriptions. The AFM chief stated that practice is "contributing heavily to the development of the mechanical program. The disk jockey is the only one who benefits because no live music is ever employed and the leader is never paid for his services."

Petrillo's action was taken in accordance with a resolution adopted by the AFM's 55th annual convention in Santa Barbara last June. The resolution, stated Petrillo, is aimed primarily at disk jockeys who, thru recordings of voices of leaders, create the illusion that these musicians are present in the radio studio.

Trailblazers regarded the AFM edict, too, as motivated by the fact that an increasing number of radio programs are being packaged using tapes and transcriptions. Difficulty agencies have in getting sizeable money for live talent is held to be one of the chief incentives in the upsurge of canned shows.

## Cap Push for International

HOLLYWOOD, Sept. 6.—Capitol Records, which has been conducting a concerted push in the rustic wax field, is turning its attention to its international series. Sandro Forges, director of the nationality seg for Cap, is putting out a regular monthly release as part of the Wallich waxery's fall program.

Capitol has inked two new artists. Joe Resetar, d.j. at WQPA, Bethlehem, Pa., and Walter Gorecki, manager of their Scranton pressing plant's employee cafeteria. Gorecki topped a "Ted Muek Amateur Hour" competition recently.

Alan Livingston, Cap's a.e.r. chief, said that Forges, now in Europe, will return shortly and several other international series biggies will be added.

# ASCAP Radio Cash Year-Round Dance Push On Par With 1951 To Highlight NBOA Meet

More Stations, Added Local Advertising Are Factors in Strong Income Year

NEW YORK, Sept. 6.—Radio income of the Advertising Society of Composers, Authors and Publishers is holding up surprisingly well. Indications at this point are that the Society's income from all sources will wind up the year about 25 to 30 per cent ahead of the total income racked up in 1951. Gross income in 1951 totaled approximately \$14,230,000. For the first six months of 1952, radio income has totaled approximately \$4,383,000. This compares with about \$4,382,000 for the first half of 1951.

Interesting aspect to these figures is the manner in which radio has been holding its own despite dire predictions that television would knock it for a loop. The continued strong radio income is traceable to several factors:

1. The increase in the number of stations. As The Billboard pointed out (August 9, 1952), a new boom in bidding for AM stations is quietly underway. There are now 2,366 AM outlets and 530 FM outlets, and broadcasters are clamoring for more stations—all this despite the fact that TV is blossoming. The Billboard (September 6) also pointed out that FM has been more than holding its own also.
2. Altho radio rates have generally decreased, local advertising in many areas has increased.

## WM Prepping Sumac for Aud Concert Pkge.

HOLLYWOOD, Sept. 6.—The William Morris office, which up to now hasn't joined the swing toward auditorium-arena concert packages, is currently whipping up its first big capacity package, headed by Ymo Sumac, Miss Sumac, currently at the Mocambo here, intends to follow the stint with a swing cross country via the huge house circuit. She is currently carrying a six-person group, which she'll augment for the junket.

Capitol's Peruvian thrush recently returned from 45 days in Europe, where she did concerts. She worked 22 dates in 24 days thru England for the Hairy Poster agency, after which she did a week of concerts at the Empire Theater, Paris, and one-nighters thru Germany, winding up at the Casino, Knocke, Belgium. Before coming to Hollywood, she did a one-nighter at Red Rock, an outdoor amphitheater in Denver, drawing 10,000 for a gate of \$13,000, of which her share was \$7,990. Following the American swing, she'll probably return to Europe.

## Syd Nathan To Europe For Looksee

CINCINNATI, Sept. 6.—Syd Nathan, president of King Records, Inc., with headquarters here, left tonight for New York from where he sails Wednesday (10) on the Queen Mary for a seven-week tour of Europe. He will go first to London and then will hop to Paris for a session with his representative there. Purpose of the trip, Nathan says, is to get a true picture of the music and recording business in England and on the Continent.

While abroad, Nathan will make arrangements to lease some of his masters to European companies. If things look favorable he plans to set up representation for his firm in the various capitals. Nathan plans to visit every free country in Europe, including Western Germany.

Last night Nathan was tendered a bon voyage dinner party by friends at the Cuvier Press Club here, with Mill Dragul, local realtor, serving as host.

ASCAP execs feel that much national advertising which formerly went to networks has been diverted to spot campaigns.

A large segment of the music industry believed that with the growth of television, the Society's radio income would precipitously fall. Some still believe the drop will be very heavy, but will be balanced by an increase in television income. However, increasing credence is being given to the viewpoint that even the radio income will eventually decline. It will not decline to the low point some traders expected. In support of this view, it is pointed out that older advertising media are rarely completely displaced by newer media. The point is illustrated by the newspaper-radio fight.

### Both Do Well

Newspapers were hostile to radio, figuring their ad income would be hurt by the then new medium. But when the feud grew quieter, it was ascertained that both media were doing well.

A healthy continuation of radio alongside of TV would mean the best of all possible conditions for the Society. TV income at present is not yet stabilized, pending settlement by the courts of a per program license fee. But once the per program license is settled, the TV industry is expected to provide an increasingly large share of the ASCAP revenue.

Factors pointing to a record income year for the Society in 1952 include not only the optimistic radio picture, but also the following:

1. Increased television income, with the possibility of a very solid chunk of retroactive money if the courts succeed in settling the per program license before the year is out.
  2. The Society is back in the theater and film business, via blanket contracts with major Hollywood producers.
- The recently concluded pact with Brandt Theaters, covering performing of recorded incidental music, is also a beginning of its return to theater licensing.

## Five New Decca Pops Top 35,000 in Week

NEW YORK, Sept. 6.—Paced by the Mills Brothers' waxing of "The Glow Worm," five new Decca releases topped re-order figures of 35,000 this week. Orders on the Mills platter hit 110,000 in its first week of release.

Healthy pressing activity at Decca follows a switch in release policy at the diskery, altho company execs have not yet attributed the hyped action to the new stand. In the past month, the firm has slashed its release schedule in half. Decca, which for some time has had the unique distinction of being the most prolific releaser of new disk entries, now turns out to market an average of only four to five new platters a week.

Under the direction of Jimmy Hilliard, who took over the top

## Welk May Do Feature Pic; Set On Short

HOLLYWOOD, Sept. 6.—Lawrence Welk, starting his second year at the Aragon Ballroom here, set his third Universal flicker short in four years, to start next week, and inked a 60-day option with Mori Eichenberg, ex-Omaha exhibitor, to produce a full-length color film of the ex-Dakotas orkster's life. Under the agreement inked with Sam Lutz, Welk's p.m. Welk would play himself in the film. Story is being written by Bob Ross, local flick.

The Welk crew was initiated en masse into Local 47 here Friday (5). Welk paid the initiation fee of \$100 per man for his 14 sidemen out of his own pocket.

## All-Industry Committee Meeting Set; Plan to Forge Midwest Link

By NORMAN WEISER

CHICAGO, Sept. 6.—Promotion of year-round dancing thru the United States will be one of the major issues on the agenda of the National Ballroom Operators' Association convention at the LaSalle Hotel here September 20-October 1. According to the NBOA execs, it is planned to hold a meeting of the all-industry committee, set up in New York several months ago, in conjunction with the convention, at which time a Midwest link in the group can be forged.

Preceded on September 29 by a meeting of the board of directors, the convention will get under way the following day with what now looks like the largest turnout of operators in years. All ballroom execs, regardless of their affiliation with NBOA, are being invited to the gathering, which

will seek to find ways and means of hyping attendance next year.

Along these lines a special session will be held on the first day of the meeting, at which time representatives of all phases of dance music, including ork frontiers, bookers, managers, promoters, etc., will be asked to give their views on the industry plan to promote dancing thru all possible media and using every available means to put across their story.

Concentration on building business at this convention is possible because for the first time in years there is no major legislation or tax problem pending.

### Chinn Plan

Doc Chinn, NBOA president, in setting up the program, said it was the org's plan to sit down and try to work out ideas which, when put into effect, could bring more money to the ballroom operator.

## U.S. Voices Hope For Copyright Pact

Expect Contract to Be Signed in Geneva; Articles 1-4 Adopted With Compromises

WASHINGTON, Sept. 6.—State Department officials veeled hope that the proposed International Copyright Pact—five years in the making—would be signed this week-end in Geneva by the 30 nations attending an international copyright conference there. Word was received from Dr. Luther Evans, librarian of Congress and head of the United States delegation, that Articles 1 to 4 have been adopted with compromises.

Dr. Evans saw prospects for a successful pact as "encouraging." It was thought the proposed pact cleared the last difficult hurdle when most nations swing behind a British-American proposal that each nation give foreign writers the same copyright protection it gives its own citizens. Altho the

extent of translation rights also had proved another road block, it was believed most countries would agree to await author approval for 10 to 20 years before translating foreign works.

Signature of the delegates attending the copyright conference, sponsored by the United Nations Educational, Scientific and Cultural Organization, will not automatically put the proposed model pact into effect. That will await ratification by 10 or more nations, not necessarily among the 52 member nations of UNESCO. Altho UNESCO sponsored the conference, invitations went to all countries in the world, and several non-members, including Japan, Spain and Germany, were in attendance. The new International Copyright Pact will succeed the 1886 convention for the protection of literary and artistic works, which was subscribed to by 43 nations, mainly in the Eastern Hemisphere. Extremely broad copyright terms, among other things, had kept the United States out of the old convention, with Canada and Brazil its only Western Hemisphere members.

## Pendarvis and Harpa to ABC

HOLLYWOOD, Sept. 6.—Associated Booking Corporation has inked Paul Pendarvis' society ork and Darryl Harpa's band and re-venue to management pacts. Pendarvis, who just left a long location at the Golden Hotel, Reno, is set for the Delmar Hotel, Santa Monica. The Harpa band, which carries nine musicians, chirp Shana Crockett, three dancers and chor grapher-dancer Jeff James, is currently at the Claridge, Memphis.

Orkster Les Baxter, last with MCA, has inked with Hal Gordon, of the Lew and Leslie Grade office here. The Capitol musical director will be booked as either an act or an ork leader. He recently worked Las Vegas with his own revue.

## Baking Martino Theater Package

NEW YORK, Sept. 6.—General Artists Corporation is in the process of booking a theater package headlined by Capitol singer Al Martino. The first date has been set for September 13 and 14 at the Jule Theater, Hartford, Conn. The package will also include a thrush, comic, dance team and ork.

Martino opened Friday (5) at the Meadowbrook for a week after which he joins the GAC package in Hartford. A week at the Capitol Theater in Washington follows.

With this in mind, Chinn said, the program would concentrate on the "get 'em dancing" movement.

"We feel there is a definite need for a year-round promotion in the dance business which will eventually get the industry back to the same level it enjoyed in the late 30's and early 40's," Chinn said.

In this regard, Ken Moore, who will serve as convention chairman as well as in his official capacity as an NBOA officer, will take the lead in these sessions as he also is a member of the all-industry group.

### Closed Sessions

Wednesday (1) sessions will be closed to all except NBOA members. During the business meetings, such questions as repeal of the admission tax (which the movie industry also is seeking), individual operating problems, name band reporting service, souvenir programs, booking practices, price controls and copyright licensing will be covered.

Otto Weber, managing secretary, said that a discussion on the expansion of the name band reporting service was to be included on the agenda. In recent months, Weber said, members have been showing increasing interest in the service, and the expansion plans which will be discussed include the addition of more specific information in the reports, plus a wider scope of coverage.

Tom Roberts, NBOA legal counsel, will discuss results of the elimination of the cabaret tax and other legal matters which might affect the industry, while H. H. King, Norfolk, Neb., will talk on expenses involved in ballroom operations.

On Tuesday night (30) the NBOA will hold its regular get-together to which all facets of the industry are invited. The following evening the annual banquet will be held, with McConkey Artists Corporation presenting the show this year.

## Europe Melody Roads Lead To Dusseldorf

DUSSELDORF, Germany, Sept. 6.—All melody roads on the Continent lead to Dusseldorf this week when Germany's annual musical fair opens here for five days, commencing September 11.

This conclave, in itself, is regarded as the biggest annual get-together for Europe's Tin Pan Alley and attracts leading music publishers, disk men, juke box operators, instrument manufacturers and dealers from all points on the Continent. They will view a wide range of exhibits, highlighting the efficiency of European musical instrument manufacturers and suppliers of single parts and accessories.

Other features of the fair will include musical arrangements, scientific lectures and meetings of the participating associations.

### 4th Since War

Known as the Deutsche Musikmesse, the meet is the fourth annual affair since the end of the war. A regular prewar fixture, it has already regained its immense popularity.

## Aragon Inks Morse, Lombardo, Dorsey

CHICAGO, Sept. 6.—Second major record name booking for a three-city ballroom promotion, following the successful Don Cornell dates recently, was set this week when Ella Mae Morse was inked for the Aragon Ballroom here October 2 and then, on succeeding nights, at the Prom, St. Paul, and Clear Lake, La. Chirp will work with regular bands playing each location.

In addition to the Morse booking, the Aragon also has inked two band one-nighters, Guy Lombardo comes in September 10, with Tommy Dorsey set for September 17.

## MUSIC CLICKS AT FAIR

## Disk Star Program Pulls Big in Mich.

• Continued from page 1

Quintet, Billy Ward's Dominoes, Jerry Murad's Harmonicals, Al Martino, Gene Krupa, Ella Fitzgerald, Les Paul and Mary Ford, Jimmy Huxson as emcee and the Herschel Leib orchestra.

In contrast, the show last year grossed only \$30,871.50 in 10 days, with an attendance of 34,434 people. The 1951 bill, like all its predecessors, was based upon the use of a headline star attraction, backed up by a variety bill in place of the all-recording artist program offered this year. The 1951 bill had Bob Hope as the headline for two days, and Marilyn Maxwell and the Ink-spots for four days each. Hope's opening day, however, was nearly a total loss because of labor difficulties besetting the fair.

## Nut Is Lower

Cost of talent for the Coliseum show, excluding the band, is given as \$45,000 this year, compared to \$56,000 last year. A total saving on the Coliseum show budget is 55 per cent this year, Fair Manager James M. Hare said, indicating his expectation that the Coliseum would approximately break even, instead of losing money heavily as in other years, when the star names were used as a key attraction to bring people to the fairgrounds, and were not counted on to make money for their own show at the Coliseum box office.

Significantly, the total fair attendance at the main gate was running 40 per cent ahead of last year for the first two days, after which the annual event was hit by rain that kept afternoon and evening crowds away, indicating that the barrage of musical talent being offered is doing well in drawing people to the fair.

The rain itself was undoubtedly one big factor in bringing people into the Coliseum, once they were on the grounds, but far from the only one, as the grandstand attraction, a contest rodeo, actually played to good crowds on Sunday and Labor Day despite the rainy weather. On Sunday, the Coliseum hit a near record for the spot, with 12,476 paid admissions, for a total gross of \$11,986.

## Key Factors

Other key factors in the surprising success of the all-musical bill, despite the gloomy prognostications of those who insisted some variety programming was necessary to draw crowds, were:

1. Balance of musical acts to suit nearly all tastes. Only solid criticism heard was that a little more appeal to the older genera-

## MAC Makes It Three in Row

CHICAGO, Sept. 6.—McConkey Artists Corporation, thru Bill Black, head of firm's band department, this week locked up its third consecutive booking at the Texas Hotel. First works, thus assuring MAC properties in the location thru January, 1953.

Ray Pearl started the cycle when he opened a five-week stand at the hotel yesterday (5). Tommy Cunningham moved to October 10 to remain thru December 30, when Henry Busse comes in for four weeks. The Busse booking, incidentally, brings in one of the biggest names ever to play the spot.

In Houston, MAC also hit a jackpot this week when contracts were closed with the Rice Hotel whereby Barney Ruhl opens a four-week stand October 25, to be succeeded by another MAC property, Don Reed, November 26. The latter also will be in for a month.

## Art Frew Joins McConkey Artists

HOLLYWOOD, Sept. 6.—Art Frew, veteran booker who headed GAC's Cincinnati office and later joined Associated Booking, Chicago, during the early war years, has returned to the percenter ranks with McConkey Artists here.

Frew is currently in Texas for the McConkey Coast office.

Clyde Baldschun hired Frew to replace Ray Herbeck, who ankled the office recently.

tion groups might have helped family attendance.

2. Continuous program policy for the first time, with no reserved seats. Patrons were able to get the seats they wanted, if they got there first, and stay as long as they wanted, with only a brief intermission between the shows scheduled at three-hour intervals. The result was that large groups, especially of the excitable fans of the various stars, stayed for a second show by their favorite, and helped build total audience per show very effectively.

3. Rearrangement of the Coliseum, with the stage set at the middle of the West Side, instead of at a far end. Patrons in most positions got a much better seat with more intimate view of the stage, especially when there was a big show.

4. Switch to seven days of shows, instead of 10 as hitherto. The first package show bowed out on Monday night, with the hull used for cattle judging for the next three days, to be followed by another package unit for three days.

5. Reduction in price for better seats by elimination of reserves, formerly sold for \$1.80. Instead, all seats went for \$1.20, the former price of general admission.

Proof of the pudding will come with the second unit which opened Friday (5), headed by Guy Lombardo, Georgia Gibbs and Don Cornell. Only Huxson, the Harmonicals, and the Leib Orchestra carry over from the first stanza.

## LEGALIZING THE PAYOLA!

## This DJ Would Charge 25c Per Station Plug

By NEV GEHMAN

NEW YORK, Sept. 6.—A new gimmick designed to guarantee publishers radio time for their tunes has created more than a little stir among a number of the publishers. Reason for the upheaval is that contrary to the normal procedure of publishers collecting revenue from stations for the use of their music, this proposal would have the publisher pay for his air plugs.

The idea is the brain child of the Wayne Howell Productions, headed by NBC announcer-disk jockey Wayne Howell. Howell presently packages several radio shows for RCA Victor records. Briefly the set-up works as follows: Howell owns the rights to the "House of Music" program which formerly aired in New York and Chicago. Each show is built around an interview with a show business personality with records interspersed. Howell's plan is to merchandise the program to stations thruout the country as a half-hour, five-day-a-week package. Stations have the option to sponsor the program. Each station would receive a transcription of the interview and would play the records called for in the interview.

The hooker is that each participating publisher would pay Howell 25 cents per plug per station. According to Howell this would guarantee the playing of the tune whereas there is no assurance that a specific record will be played on regular disk jockey shows. He added that the program would be presented in the interest of "the music publishers of America."

Howell has already approached a number of publishers with the proposal. As far as can be determined, these have been the larger firms for the most part. Howell claimed that he had cleared the idea with Harry Fox's office, publisher's agent and trustee, and thus far had gained participation assurance from Bregman, Voeco & Conn; Leeds, Chapel, Robbins and Porgie.

When queried on this point, a spokesman for the Fox office stated that no such clearance had been sought by Howell and added that such a project would not come under that office's surveil-

## Jukemen Pick Eddie Fisher As Fall's Best

## BB Polls Potential Hits From Stars; Miss Clooney Second

• Continued from page 1

potential hillbilly hit-makers is Columbia's Carl Smith who was given the nod over MGM's Hank Williams. Close behind in the opinion of the ops are Hank Thompson of Capitol and Hank Snow from Victor. The ranking continues with Lefty Frizzell, Eddy Arnold, Red Foley and Pee Wee King. Webb Pierce and Ernie Tubb round out the top 10. Slim Whitman from Imperial, in 11th spot, is the only indie label artist to crack the solid array of majors' stars in the first 15.

## Dominos Landslide

The reverse is true in the rhythm and blues field. Operators look to the indie labels for the hit-makers. Topping this list by an overwhelming margin are the Dominos on the Federal label. They compiled a score of more than double that of the Clovers. Fats Domino, Ruth Brown and Earl Bostic, all indie disk artists, complete the top five. Doc's Louis Armstrong, in sixth place, is followed by Lloyd Price, Roscoe Gordon, Sarah Vaughan and Dinah Washington.

The operator poll also reports the most profitable records for the first six months of the year in each of the three disk categories as well as the top money-making standards.

lance. A check with the first three named publishers further showed that at press time no decision had yet been made whether or not to go along with the plan. A spokesman for one of these indicated that he was "very leery" of the consequences of such a deal. It is known that E. H. Morris and the Warner group have nixed the idea. No one was available at either Robbins or Porgie for comment. The also unavailable for comment, it was reliably reported that Howell did not yet sought clearance from Walter Douglas, head of the Music Publishers Protective Association.

The doubtful and, in some cases, dim view the publishers (and this includes the opinions of several publishers not solicited) have taken to this proposal stems from a number of immediate and long-range potential problems. The more expressive simply call it a new payola deal and fear that this could open the door to pressures for pay-offs for plugs from other directions, creating "a

(Continued on page 22)

## Imports to Australia Drop, Supplies Almost Exhausted

SYDNEY, Australia, Sept. 6.—Six months ago Australia was importing disks at the rate of 4,000 a day, mainly new recordings of classical musical works, but since then this has dwindled to a mere trickle, owing to present import restrictions. The lean time record collectors is here. Although retail stores still have 90 per cent of records listed in catalogs, many gaps are appearing, and the gaps are widening each week as supplies become exhausted.

Some of the major works are represented by old and very poor recordings, and Australia is getting few, if any, of the many first-class recordings being announced overseas. Future supplies will depend on the plans of Electric and Musical Industries, Ltd. in its local pressing of the discs. This is a plan which offers many problems as the inferior quality of many overseas imports discloses. Some of the disks appear to be English pressings of American recordings,

## MOA Sees Influx of Mfrs. at Chi Meet

CHICAGO, Sept. 6.—As has been the case since its inception several years ago, the Music Operators of America annual convention and exhibition, convening at the Congress Hotel here September 11 for three days, will again find the heavy majority of its members to be record and phonograph accessory manufacturers.

Early business sessions scheduled by the MOA also place heavy stress on the music business. Speakers representing many of the record firms have been asked to address the Thursday morning session, and one of the vital topics of the three-day gathering, copyright legislation on the national level, is also on the agenda for the first day. In this respect, MOA has invited the American Society of Composers, Authors and Publishers to send a representative to address the juke box operators Columbia, Coral, Decca, and on this subject, and to help clarify for the operators the ASCAP position.

With less than one week to go before convention time, a total of 24 exhibitors had been set by MOA for its 1952 convave. Of this figure, one, H. C. Evans & Company, manufactures juke

boxes; two are trade papers, including The Billboard; five are operator trade groups, either local, territory or State orgs; one makes title strips; one manufactures slug rejectors; one is a program servicer; one, BMI, is a music publisher, and the remaining 12 are either disk manufacturers or accessory firms.

Included in the record companies exhibiting are Capitol, Mercury, MGM, RCA and Standard. Accessory firms include Cole Corporation, M. A. Miller and Permo, needle manufacturers.

(For complete list of exhibitors and convention program, see Music Machines section this issue.)

MOA will also call on the record firms to bring in name recording acts for its banquet Friday (12).

## Knopf, Jaffe Bolt Blues in Local 802

NEW YORK, Sept. 6.—Al Knopf, member of the executive board of supervisor of records, films and transcriptions at local 802, American Federation of Musicians, and Hy Jaffe, member of the local's trial board and supervisors of arrangers and copyists, this week formally severed their connection with the Blue Ticket, party in power at the Local since 1934. The move by Knopf and Jaffe followed a recent acquisition by the Blue Ticket of the opposition's most powerful figures. The were Max Arons, member of the executive board, Cal Fleisig, trial board member, and William Feinberg. Arons and Fleisig had been elected to their present posts while on the Unity Ticket. Their switch to the Blue, with Feinberg, was one of the coups of the year.

Knopf and Jaffe issued a leaflet titled "Why We Are Leaving the Blues." They pointed out that they had considered themselves "loyal opposition" within the present administration. The Blue's alliance with "persons whom they have for years denounced..." is cited as a reason for leaving the ticket.

December 4 is the election date.

## New AFM Scale Hits Las Vegas

HOLLYWOOD, Sept. 6.—Intentions were at prestime that the job of booking traveling orks into Las Vegas gambling spas as location orks would be even more difficult, for the union there is readying an additional hike in scale.

Scale, at present, is \$99 per man and the hike is said to be an additional \$11 per man. When playing an out-of-local ork, the op pitches in an additional 10 per cent for traveling tax, making for a total of \$121 per man.

At the present time, two spots, the Desert Inn and the Thunderbird, are using local orks, headed by Carleton Hayes and Al Johns, respectively. The three other major spots, now open, and the Sahara, which unshutters soon, are or will use: Last Frontier, Garwood Van; Flamingo, the Carpenter; El Rancho, Ted Fo Rito, and Cee Davidson, ex-Chicago nitery leader, who'll front the new Sahara ork.

## State Grant Saves Aussie Opera Co.

SYDNEY, Australia, Sept. 6.—The State Government of New South Wales has made a grant of \$12,250 to the ATE National Opera Company, and the president, Erik Langker, said it had saved the life of the company and would enable it to continue the coming season. But more money was needed, he said, if the company is to do the work it wants, including sending the Opera to leading country towns.

The scenery and costumes for the 1953 season will cost \$25,000 and the total cost of the season would be about \$105,000.



Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative 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.

Sides in Current Release

Week Ending September 6

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

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various music releases from American, Ark-Latex, Bourne Group, etc.

MONROE TO AID 'MARILYN' DISK

NEW YORK, Sept. 6.—Ray Anthony's new disk of "Marilyn" for Capitol will be given a strong promotional assist by Marilyn Monroe...

Miller Firm Expands Its Varied Operations

CHICAGO, Sept. 5.—M. A. Miller Manufacturing Company, manufacturer of phono needles, has completed the building of a new and larger factory in Libertyville, Ill. Replacement and Carillon dynamic conventional needles will be produced at the new plant.

At the same time the firm introduced a new sales aid for use by record store personnel in the form of labels which immediately identify the needle and phono it fits...

S-B Launches Plan

Continued from page 18

Scripts written by Dick Rogers. The scripts were chosen with an eye toward easy, cheap production—production of independent TV outlets. Some scripts were rewritten four times in order that this goal might be attained.

In general, all the tunes included were chosen for visual appeal as well as their general excellence as song material.

The book, in addition to its obvious use for TV producers, agencies, etc., is designed to be useful as a radio reference book.

Publication of the tome by S-B is of top drawer interest to other publishing houses. It is expected the leading ASCAP firms will follow the lead of S-B. This will make the song merchandising picture very competitive in the TV market.

The Shapiro-Bernstein operation, of course, is an operation of that firm alone.

Legal Payola!

Continued from page 20

Frankenstein for the industry." One dubbed it as "explosive." Another pointed out that it could place a publisher in a difficult position with record companies by plugging one recorded version of a tune over another.

This week announced appointment of W. M. Adams, of Sprague Electric Company, as chairman of the RTMA export committee. He succeeds V. S. Maineyeff, of the Raytheon Manufacturing Company.

Total Sides for Week Released by Each Label

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

Week Ending September 6

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists labels like CAPITOL, COLUMBIA, DECCA, etc.

Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists labels like CAPITOL, COLUMBIA, DECCA, etc.

RIAA Disk Festival Set for Hartford

NEW YORK, Sept. 6.—Plans for the Record Industry Association of America's record festival in Hartford, Conn. (The Billboard, September 6) are rapidly being crystallized...

3,300-seat Bushnell Memorial Auditorium. The kiddie session and the seminar will open to all, with an admission charge being levied for the three evenings of entertainment.

Promotion Plans. Every possible means of building civic interest and excitement about the event is being explored. Present plans call for record dealer window contests, consumer contests for the oldest record and for the most ancient phono.

On Friday, the focus will shift to pop, rhythm and blues, and hot jazz. A children's matinee has been set for Saturday, with Capitol's Bozo and Decca narrator Frank Luther on hand to entertain.

Tempo Disk Gets Original Callaghan

HOLLYWOOD, Sept. 6.—"Meet Mr. Callaghan" which is causing such a stir and perhaps to become the biggest instrumental tune to come out of Europe since "The Third Man Theme" has been acquired in its original performance by Tempo Records.

This was recorded in London by Oriole Records, which is Tempo's London affiliate. Tempo's deal with Oriole is on a reciprocal basis.

"Peter Cheyney," Edgar Wallace's play, is a mystery and the interesting angle is that many people who are trying to prepare lyrics for this tune are unknowingly trying to make a love ballad out of it when actually it stems from a murder mystery setting.

United Appoints Africa Distrib

CHICAGO, Sept. 6.—Lew Simpkins, head of United and States Records and Pamlee Publishing Company, recently appointed Record Industries, Ltd., to represent all three lines in Johannesburg, South Africa.

Pamlee is a comparatively new venture with Simpkins, and has just issued its first major sheet music printing on a plug tune, "Night Train."

In order to accommodate the stepped-up publishing program and the recently-formed State label, Simpkins has added several thousand feet of floor space to his headquarters.

RTMA Maps Drive for Phonos, Jacks in TV

WASHINGTON, Sept. 6.—An industry-wide campaign to promote the sale of phonographs and to encourage installation of phono jacks on TV sets will get a formal start next week at the opening of a three-day (17-19) series of meetings of the Radio-Television Manufacturers' Association in New York.

The series of meetings will be climaxed by a session of the board of directors under chairmanship of A. D. Plamondon Jr. The question of naming a successor to Glen McDaniels as president of RTMA will be placed before the board by a nominating committee (The Billboard, September 6).

The board is expected to give full endorsement to a new membership drive which will be planned Thursday (18) by a newly formed membership promotion committee under J. J. Kahn, of Chicago. The committee will consider the findings and recommendations of a professional survey of the electronics industry and its potential for broadening RTMA membership.











## Timonium Up 15% From '51 Despite Storm

TIMONIUM, Md., Sept. 6.—Despite a hurricane Labor Day, Maryland State Fair which opened here August 27 and closes today (6), reports attendance running 15 per cent ahead of 1951. Gross is up considerably more.

Opening-day crowds topped 13,000, about 2,000 ahead of 1951, while John Hell, fair manager, said that 60,000 were on the grounds Labor Day. General admission was 50 cents.

Pari-mutuel horse racing is running 15 per cent ahead of last year's figures and Hell thought the total take might top the \$4,000,000 mark.

### Midway

Ten major and 12 kiddie rides were booked, with Les Sponser in charge of the midway. Concessionaires reported brisk business.

The platform show, booked thru Frank McVilvie, included the La Couture, high dive; Denny Dennis, unicycle; Lillian Witmack, horse act; and Brick Brothers, trampoline. Line was composed of eight local girls.

August 30 and today were listed as kiddie days, with a good crowd of youngsters present on the first day.

## Concessionaire Dies on York Fairgrounds

YORK, Pa., Sept. 6.—Robert Kraper, 47, veteran concessionaire, died on the York fairgrounds here Wednesday (3). He was stricken with a heart attack while he was setting up his frozen custard stand on the Morris Hannum Shows' midway in preparation for the York Fair which opens here Tuesday (9).

Kraper has been a concessionaire for 25 years, the last six of which were spent with Hannum.

He is survived by his widow, Mrs. Mae Kraper, and a daughter, Barbara Ann.

Mrs. Kraper and Dave Hlay, manager of the custard stand, will fulfill commitments to operate at the York, Allentown and Bloomsburg fairs in Pennsylvania, and at the Columbia, Spartanburg and Anderson fairs in South Carolina.

The funeral will be held Monday (8) in York.

## RAIN CUTS GATE AT QUEBEC EXPO

### Skating Vanities Dips Below '51 Increase

QUEBEC, Sept. 6.—The Quebec Provincial Exposition, despite rain on three days, was only slightly off its '51 attendance pace this week. Thru Thursday (4), sixth day of its nine-day run, a total of 176,438 patrons passed thru the front gate, compared with 178,829 to the same point last year.

Fair opened Friday (29) to rain, received more of the same on Monday, its usual big day, and again on Tuesday the skies opened up. Only casualty of the persistent rain was part of one afternoon's harness race program, which was postponed to another day.

"Skating Vanities" perennial attraction in the Coliseum, augmented this year by the addition of Olsen and Johnson, is also running a little behind a year ago. Up to and including Thursday night's performance, a total of 63,796 viewed the roller skate

## 4 M-G-R Horses Rustled in N. J.

BRIDGEBORO, N. J., Sept. 6.—Four wooden horses were "rustled" from the Merry-Go-Round at Holiday Lakes Amusement Park near here Friday (5). Joseph Swarr, park superintendent, said three rolls of music also were taken.

He reasoned that an experienced ride hand, knowing how to remove the horses, was the culprit. Police were looking for a ride man who had applied for a job at the park shortly before the horses were missed.

## Northampton a Winner Despite The Hurricane

NORTHAMPTON, Mass., Sept. 6.—Three-County Fair, which for the last two years has had its opener washed out by rain, finally got a red one Sunday (31) when well over 10,000 entered the grounds. Labor Day, however, which saw better than 15,000 paid admissions during the morning, ended in a downpour, with a hurricane striking the area about 2 p.m.

Despite the wind and rain, the race program went off as scheduled, and \$172,000 passed thru the ticket cages. By Wednesday (3) the skies were bright and the total attendance for the week was expected to reach 80,000, about the same as last year. Total gross also was expected to be the last year's figure of \$140,000, said John L. Banner, secretary. The fair closes today.

Midway was provided by Lagasse Amusement Company. Ward Beam's Thrill Show was the grandstand feature opening day and worked to good grosses. Admission for this show was a straight 50 cents. General gate price was 75 cents for adults, 50 cents for youngsters.

## Sacramento Beats '51 First Seven Days

### Weather Ranges Hot to Cold; Betting Rises; Jack Benny Packs Grandstand

By SAM ABBOTT

SACRAMENTO, Calif., Sept. 6.—Altho the weather has waxed hot and cold, the 1952 California State Fair has ahead of its '51 attendance figures by 7,000 at the end of the first seven days. Fair ends its 11-day run Sunday (7).

Since opening Thursday (28), the event has surpassed each of its comparable days except three. At the end of the seven days, the turnstile clickers numbered 512,016. Similarly, the pari-mutuel handle was ahead of last year with this year's total of \$2,878,718. During the same period a year ago, \$2,637,680 was wagered.

### Mercury Hits 106

While the 11-day run has generally given the fair people a break-in period before the Labor Day week-end, this year found the opener and the holidays coming right together. The incessantly hot weather (about 106 degrees) depleted ice and food supplies over the holidays and fatigued the staff.

Cool weather came Thursday (4) with indications that the fairgoers would be in a better frame of mind to visit the event over the closing week-end.

The grandstand show, booked in by the Music Corporation of America, has had sellouts each night with a large advance sale accounting for the packed stands during the Jack Benny show. Benny was booked as the headliner after a prior deal with Tony Martin failed to materialize. Benny played thru Monday (1) with the Cyling Vilnaves, Tulara Lee, Wiere Brothers, Mazonne Abbott Dancers, and the Rudells on the bill.

"Club Cugat," featuring Xavier Cugat and an orchestra of 30, opened Tuesday (2) to finish out the last six days of the fair. On his show are the Barrancos, Eddie Garson, Jow Wong, Los Gatos, Gene Sheldon. (Continued on page 44)

## CNE'S FIRST 12 DAYS DRAWS BIG 2,307,000

### Gate Runs 16,500 Ahead of '51; Get Record Biz

TORONTO, Sept. 6.—The Canadian National Exhibition pulled 2,307,000 persons thru Thursday (4), the 12th day of its 14-day run, to lead the '51 gate count to the same point last year by 16,500.

Indications were that the CNE would hold and possibly increase that lead. Friday's (5) weather was ideal and more of the same was predicted for today. The big expo was given good weather every day this week except Thursday (4) when rain fell sporadically.

Thumping business has been scored in the huge grandstand at

night. Grosses for the first 12 nights were up \$16,500 over the same period last year. Additional chairs placed on the track enabled the grosses to climb. The night show, produced by Canadian Jack Arthur, has been given strong support by the local press.

The enormous stand is a sellout for tonight and tomorrow night's performances, and in all probability the track chairs will again be pressed into use, so that the increase in business over last year will be even greater than the \$16,500 margin chalked up for the first 12 shows.

## Ind. State Tops 1951 by 48,016 First Eight Days

### Herb Shriner-Phil Harris Show Matches Hopes 60G 1950 Gross

INDIANAPOLIS, Sept. 6.—The centennial edition of the Indiana State Fair this week appeared a "inch to set up a new attendance record. Thru Thursday (4), eighth day of its lengthened 10-day run, the outside gate count stood at 605,246, a sharp increase over the 557,230 to the corresponding point last year, officials reported.

The fair's all-time gate mark of 627,573, was set in 1946 for eight days. With the Friday (5) Mid Saturday (6) count yet to be added to the 605,246, fair execs appeared confident that the '46 record would go by the boards.

In racking up the figures, two new one-day records were established. Saturday (30), when 74,488 came thru the outside gate, is a new record for that day and Sunday's (31) figure of 130,604 is also a new high.

### Attractions Do Big

In addition to large crowds, the fair's grandstand and coliseum business is surpassing that of a year ago in most every instance. The big Hoosier Coliseum show, featuring Herb Shriner and Phil Harris, is reported to have matched the \$60,000 grosses run up by Bob Hope in '50. This year's attraction, which played the big building for four performances, far outgrossed the Dennis Day show last year, which was hard hit by exceptionally hot weather.

Only show to be hurt by weather was the Barnes-Capriotti's night grandstand show which was rained out Labor Day. Other than this one performance, however, the show consistently topped last year in both crowds and receipts. The Irish Horan auto thrill show, in its three performance over the week-end, beat last year's figures and fair officials reported the Saturday (30) and Sunday (31) turnouts set new records for the troupe.

Grand Circuit harness racing, with a cash purse of \$198,000, proved to be stronger than ever as an attraction. Crowds turned out in record numbers for the six afternoons. Running races last week did not pull as expected, and one board member expressed the opinion that some other attraction would be substituted. The horse show, which followed the Shriner-Harris show into the Coliseum, went off. (Continued on page 35)

Matinee grandstand business is also up substantially. The show, which includes Jack Kochman's thrill units, circus acts booked in thru George A. Hamid, New York, and the Royal Canadian Mounted Police musical ride, may wind up a record for a matinee take here. The show played to capacity grandstands Saturday (30) and Labor Day and its other performances have been to crowds matching, if not exceeding, the levels for the corresponding days last year.

Acts in the show are: Janet's circus, dog and pony act; Torelli's Circus, comedy mule with dog; Nio Yu and Ala Ming, tightwire artists; La Blonde Trio, high bar act; Winnie Colleano, high wire; Wong Brothers, bar act; Capt. Joe Hanson Jr. and elephants; Ferdinand and Jerry, Roly Poly; The Donwallays, ladder and perch; The Three Sidneys, trick bicycle; Torelli's, trick horses; The Shanghai Twins, balancing and acrobatics; Oriental Wings, acrobatic and tumbling; The Fearless Stars, high act; Aerial Winters, high act; Jacqueline Hurley, contortionist; Mia and Matti, contortionist; The Seven Tokayers teeterboard; The Leontines, high act; Allan Company, high act, and the Sky Comets, high act.

Also on the bill are the Do-Si-Ettes, group of Calgary youngsters in square dancing; and Clarence Nash, the voice of Donald Duck. Len Humphries, local rep for Hamid, emceeds, with J. D. (Seaty) Wilson directing the band.

## Keller Grosses Good But Not Up to Past Par

KELLER, Va., Sept. 6.—The 75th annual county fair here August 25-28, had the advantage of good weather, but business was a little off from that of last year.

Virginia Greater Shows' midway attraction for the sixth straight year, racked up good returns Thursday (28) and Saturday (30), their closing day. A carnival executive pointed out that a long grandstand show kept crowds off the midway.

This year marked the diamond anniversary for the Eastern Shore event and to observe the occasion, a diamond ring was given away on the last day. This helped greatly to bring out a large crowd. Other giveaways included bicycles for boys and girls. The daily drawing was held on the midway in front of the shows' office wagon.

## Kochman Unit Packs Houses At CNE Event

TORONTO, Sept. 6.—Surpassing by far the records set during the past four years, Jack Kochman's Hell Drivers racked up hefty grosses at the grandstand show at the Canadian National Exhibition, which closed today. The unit, feature attraction of the afternoon show, played its fifth consecutive year to capacity crowds at each performance.

Having proved successful in the past, Kochman again placed sound cars directly in front of the grandstand before each show. The addition of a third car, which is being used by the traffic division of the Toronto Police Department, gives the show greater advertising on the streets of the city.

Two former members of the troupe, Ted Gilbert and Norman Brioux, both natives of Toronto, rejoined the group for the two-week run.

## New Site for Mineola Fair In the Offing

MINEOLA, N. Y., Sept. 6.—Officials of Mineola Fair announced recently that the 1952 event, September 9-13, would be the final one on the present premises.

Subsequent developments, officials declared this week, now give assurance that the fair will be continued in future years on a much larger site east of the present location. J. Alfred Valentine, president of Queens-Nassau Agricultural Society, said the move would be made if the county requires the present site for developments within the next year.





# SO. DAKOTA STATE TOPS '51 BY 12%

Grandstand, Midway Cash Receipts Run Slightly Ahead of Last Year

HURON, S. D., Sept. 6.—South Dakota State Fair this week was racing well ahead of its '51 pace and thru Thursday (4) its fourth day, attendance was 12 per cent over last year, according to Phil Rensvold, serving his first year as secretary of the annual.

Not only is business at the outside gate ahead of last year, but receipts at the grandstand are running slightly ahead, Rensvold said. Fair opened on Labor Day (1) to cold weather but due to a big advance sale of grandstand tickets for that day, total traffic on the fairgrounds was heavy. Big car races, the afternoon program both Monday and Tuesday, were staged by National Speedway (Al Sweeney-Gaylord White) and receipts topped last year by a small margin.

**Chitwood Pulls**  
The Jolie Chitwood auto thrill show, the attraction on Wednesday produced an overflow house, breaking all records for this type show here. And the night grandstand show, produced by Barnes-Carruthers Theatrical Enterprises, established some kind of a new

mark on Wednesday and Thursday evenings. So heavy were the turnouts those two nights, fair officials placed building paper on the race track in front of the stage and sold "sitting" room to the overflow patrons.

The fair's harness race program, held Thursday and Friday afternoons, had good crowds and the stand was well filled the first day—Governor's Day. Final attraction of the week will be a 100-lap stock car race staged by Sweeney and White Saturday afternoon.

**Fun Zone Okay**

Al Martin and E. C. McCrary, who have their 20th Century Shows on the fun zone here, reported good business. Altho cool weather hurt early grosses, the show picked up during the week and consistently topping '51 in most all departments.

Fair officials hosted several hundred crippled children from State institutions Friday (5), furnishing free tickets to both the shows.

Entries in the livestock department, with the exception of the swine show, which was cancelled due to an epidemic of hog disease, reached record proportions, according to Rensvold. Sales of exhibit space topped any recent year, he said, and much more space could have been sold.

Acts in the B-C night show included Nita and Peppi, hand balancing, Adriana and Charley trampolines; Happy Kellems, clown; Josephine Berosini, high wire; Shyretos, cyclists; Lopez Trio, casting; Low, Hite and Stanley, comedy; Fay Kirkwood and her High School horse; Martell's Mignon, adagio, and Pallenberg's Bears.

## West Union, Ia., Tops '51 at Gate

WEST UNION, Ia., Sept. 6.—Fayette County Agricultural Society, this week released official figures on its five-day fair, disclosing a total attendance of 9,556, compared with 9,217 a year ago. Dates this year were August 19-23.

Total cash receipts from ticket sales were \$700 short of '51, officials announced, and total attraction grosses were slightly off. Dropping of federal amusement tax on outside gate admissions netted the fair an estimated \$500 more than last year.

## Home Show Tops '51 At Los Angeles

LOS ANGELES, Sept. 6.—The 1952 National Home Show chalked up a record attendance of 191,158 during its 11-day run, which ended Monday (1). Event was held at Hollywood Park for the first time.

Carl F. Kraatz, executive director, attributed the record attendance to the spacious quarters, variety of exhibits, and the revues presented by Spike Jones and his aggregation.

There were 300 exhibits valued at \$3,000,000. Last year's attendance was 171,023 for a similar run.

# Oregon State Event Opens on Strong Note

SALEM, Ore., Sept. 8.—Oregon State Fair is bounding along this week at what promises to be a record-breaking pace. Attendance thru Tuesday (2), fourth of an eight-day run, aggregated 118,629, a gain of 8,000 over the comparable period in '51. Total gate count last year for the entire eight days was 178,201.

Ideal week-end weather helped pack the midway, grandstand and stadium during the first four days. Opening day, Saturday (30), a total of 19,845 patrons came thru the outside gate, up 2,400 over last year's opener. Sunday (31) produced the biggest Sunday attendance on record, 43,614, and the Labor Day gate of 39,915 compared with 39,551 last year. In 1950 the Labor Day gate record was set at 47,652, but that was opening day that year.

A new all-time single day pari-mutuel record was set Monday (1) when horse players passed \$137,157 thru the wickets. On the fun zone, Rainier Skows is benefiting from the big crowds. Altho '51 comparative figures are not available, indications are that spending is at least on a par with a year ago.

"Fun Incorporated," the grandstand show booked thru Larry Allen, Inc., San Francisco, is pleasing SRO audiences almost every night. Bill includes Lucille Page and Buster West, comedy.

## 5 APES FROLIC, 11 COPS FUME

NEW YORK, Sept. 6.—Five Malayans red-faced apes escaped their cages in the Treflich Bird & Animal Company here last week and frolicked about the building's fourth floor for nearly four hours. The combined efforts of 11 policemen (also slightly red-faced), the ASPCA and the Treflich attendants finally succeeded in nabbing the two-foot-tall 35-pound animals.

The apes were found scurrying around the building's fourth floor when John Livingston, an attendant, delivered their breakfast. Livingston enlisted the help of Robert Williams, another attendant, who responded only to be severely bitten by one ape. Williams was sent to Beckman Downtown Hospital for treatment. The rebels shunned bananas, oranges, water and milk—all drugged. By mid-afternoon, however, the apes, perhaps hungry after their capers, entered a box one by one and were "captured."

across; Jimmy and Mildred Mulcahy musical; Wilder Brothers, comedy instrumentalists; Tunesmiths, songs; Martez and Lucie, acro; Charles Chase, comedy, and the Mandarins, Chinese acro.

Jack Marshall, rubber faced comic, doubles as emcee and is backed by a 16-gal line and Phil Bovero's orchestra. Principal feature act is a twice-daily balloon ascension with parachute jump.

While the night revue is being staged in the grandstand, a rodeo holds forth in the stadium, replacing the horse show of former years. Stock for the events is provided by Christenson Bros., Eugene, Ore.

Admissions prevailing this year are: Outside gate, 50 cents; horse races, 50 cents to \$1; night rodeo, 50 cents to \$1, and the night grandstand revue, \$1 to \$1.50.

## Dover Sets 1953 Dates; Event to Be Expanded

DOVER, N. H., Sept. 6.—Dates for the 1953 second annual Dover Agricultural Fair are June 22-27. This year's fair, the first since 1896, was held on the old race track here.

Directors of the fair have been assured of an expanded 4-H Club program next year, said President William H. McCann. A bigger horse show also is assured, and plans are being made for a larger section to be devoted to exhibits.

## Walnut Ridge, Ark., Names Hill President

WALNUT RIDGE, Ark., Sept. 6.—T. Hill, of Imboden, is the new president of the Lawrence County Fair, which will be held October 9-11.

Austin Stovall was re-elected secretary. Elected vice-presidents were R. H. Smith, Walnut Ridge; T. D. Davis, Fender; W. C. Durham, Smithville; Ward Wilson, Egypt; J. F. Sloan, Black Rock; H. H. Blanchard, Strawberry, and C. C. Rorex, Imboden.

## Knoxville Home Show Exhibit Space 75% Sold

KNOXVILLE, Sept. 6.—Exhibit space at the Eastern Tennessee Home Show and Better Living Exposition, to be held October 21-26 in Chilhowee Park Auditorium here, is more than 75 per cent sold, according to Paul Wiers, of National Home Shows, who is directing the event. Professional talent will be used at the show.

Waters will also direct similar shows at Columbia and Charleston, S. C.

# Rain, Threatening Weather Hurt as Bath Trails by 20%

BATH, N. Y., Sept. 6.—Rain and threatening weather hit the Bath Fair hard, with attendance and business trailing 1951 figures by at least 20 per cent, according to Victor Faucett, fair manager.

Opening-day attendance Monday (1) was 9,100 against 18,500 in 1951. The area around Bath got a heavy rain that day, altho the weather at the fair was just threatening.

Tuesday (2) saw a crowd about 800 ahead of 1951's second-day attendance, altho it gained most of the day. The sun came out Wednesday and Thursday, but crowds were running about 10 per cent behind last year's totals. Latest report Friday (5) had attendance and business running on about a par with 1951.

**Poor to Fair**  
Concessionaires reported business ranging from poor to fair, while the O. C. Buck Shows, playing the fair, was just about holding its own.

Harness racing was held the first four days, with the B. Ward Bean Hill Drivers scheduled for Saturday afternoon (6). The Jack Westcott Rodeo put on a special show Tuesday (2).

The grandstand show, booked thru Frank Wirth, played to fairly small crowds. The eight-girl Kay Gorman line was the nucleus of the evening show, and Johnny Wood was emcee.

Other acts included Capt. William Hyer, the Antaleks, Laddie

Lamont, Mendova, the Tallinos and the Robert Sisters. Music was provided by the Spring Garden Band.

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WHITNEY ANNEXES SUTRO POOLS-RINK

San Francisco Operator Obtains More Ocean Frontage, Museum in 250G Deal

SAN FRANCISCO, Sept. 6.—George Whitney, operator of Playland-at-the-Beach, this week announced the purchase of the famed Sutro Baths and six adjoining acres of ocean frontage for a price reported in excess of \$250,000.

As part of the deal with Adolph G. Sutro, who announced last week he would close the baths, Whitney also obtained the Sutro Museum, primarily a collection of Egyptian relics now stored in a Southern California warehouse.

Whitney, who staked his first claim at the beach in 1923 by opening a shooting gallery, now has a beach front play area which does a yearly gross business of around \$3,000,000.

Whitney said he would refurbish the interior and keep it open at lower prices per swimmer or skater than the Sutro interests had recently charged.

Whitney said he would refurbish the interior and keep it open at lower prices per swimmer or skater than the Sutro interests had recently charged.

This was \$1.50 for adults and 90 cents for children.

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Sutro said he had spent more than \$15,000 a year recently to make up operating deficiencies. The city has refused several times to purchase the plunge for a recreational center.

September to Be Big One at Atlantic City

ATLANTIC CITY, Sept. 6.—One of the most prosperous Septembers in the history of this resort city looms. Apart from the annual Miss America Beauty Pageant, held during the first week, the month is heavily packed with conventions and meetings.

Post-Season Schedule Set At Knoxville

KNOXVILLE, Sept. 6.—Chilhowie Park here will start its post-season activity Monday (8) with the Tennessee Valley Fair, which continues thru September 13.

Park Manager Mack Franze said the Southeastern Lumber Association will produce a show for the week of October 20. After that, basketball and boxing tournaments will be staged at the park.

Houston Drive-In Adds 6 Kid Rides, Gives Free Ducats

HOUSTON, Sept. 6.—A line-up of six Kiddie Rides, a TV theater and a concession stand are among added features at the recently remodeled South Main Drive-In Theater here.

Rides include Miniature Train, Ferris Wheel, Merry-Go-Round, Jeep Boat, and Airplane. Train was built by Miniature Tram of Rensselaer Ind., and others were manufactured by the Allan Herschell Company, North Tonawanda, N. Y.

Twelve free tickets are issued to every child in each car that brings theater patrons.

CRESCENT PROMOTION

Recording-Based Contest Selects "R. I. Red Head"

RIVERSIDE, R. I., Sept. 6.—Crescent Park here scored well with a beauty contest promotion built on regional popularity of Coral Record's "Rhode Island Red Head from Pawtucket."

Anderson of WHIM was master of ceremonies. In addition to those attending the finals in the park ballroom was a large crowd which was drawn to the midway by the event.

QUESTION—WHO SNAGGED NAGS?

BRIDGEBORO, N. J., Sept. 6.—Anybody see four stray horses roamin' around? Holiday Lakes Park here reported that someone stole four horses from the Merry-Go-Round during the Labor Day week-end, and four rolls of callopie music to boot.

Weather Kills Holiday Hopes Of Detroiters

DETROIT, Sept. 6.—The last money-making week-end of the year proved a severe disappointment to local parks because of bad weather conditions over Labor Day, plus the competition of the Michigan State Fair and the International Aviation Exposition, which drew up to 200,000 daily.

Weather started off satisfactorily on Saturday (30), and the temperature remained in the upper 60s until Monday afternoon. Both Sunday (31) and Labor Day (1) were killed by heavy rains, with evening business kept down to a handful of patrons.

With Labor Day totals well below those for 1951, even though the weather was cool a year ago, parkmen expect the final figures for the season to average a little below those for last year.

Cincy Coney Sets Finale Attractions

CINCINNATI, Sept. 6.—Coney Island here, now operating week-ends only, winds up its season September 13-14. For the finale week-end President and General Manager Edward L. Schott is bringing in as featured attraction the Four Aces vocal team that has hit recently via records, radio, TV and movies.

Over the current week-end all attractions and facilities of the park will be in operation, including Sunlite Pool. Al Morgan, the radio-TV nitery pianist, will appear both days.

Performances on the mall at 4 and 9 p.m. will also appear in Moonlite Gardens at 10:15 and midnight with George Smith's dance orchestra.

Twelve free tickets are issued to every child in each car that brings theater patrons.

Rainy Labor Day Winds Up Big Year At Central Spots

Holiday Storms Spoil Turnouts; Cyclone Lashes Fort Worth Park

CHICAGO, Sept. 6.—Heavy rains blanked out Labor Day for many parks in the Middle West, putting a damper on enthusiasm for an otherwise powerful season.

At Fort Worth the weather unleashed its worst Labor Day. A cyclone ripped thru Casino Beach Midway, causing an estimated \$100,000 damage to rides.

The rain stretched from Minnesota to New Mexico on Sunday (31) and moved southeastward to an Ohio-Louisiana line by Monday evening (1).

Springlake Year Up Oklahoma City's Springlake Amusement Park had high winds but no rain on the holiday.

Attendance was off as a result and receipts were down slightly, according to Manager Roy Staton. He declared that the finale was in contrast to the all-time record crowds and grosses scored for the park for the season as a whole.

James D. Carpenter, manager of Carter Lake Pleasure Pier at Omaha, Neb., reported Saturday and Sunday (30, 31) gave fair business but that weather caused poor business on Labor Day.

Ponchartraine Beach, New Orleans, was hit by rain during the morning of Labor Day and remainder of the day was overcast. Manager Harry J. Batt said this reduced attendance to about 70 per cent of normal but that surprisingly high spending kept the beach gross on a par with 1951.

Houston Sets Mark From Houston, Louis Slusky reported his Playland Park was its best Labor Day attendance since 1948.

T. A. Fuzzell, manager of War Memorial Park, Little Rock, said the spot's second State-wide Labor Day celebration was better than last year's, altho it was rained out at 8:30 p.m.

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GIVE TO DAMON RUNYON CANCER FUND

# Beatty to Coast For Pic Work, Mulls Closing Circus Early

## Poor Business Prompts Thought Of Home Run; Voice Act Closes

COLUMBIA, Mo., Sept. 6.—Clyde Beatty left his show at Ottumwa, Ia., on Labor Day (1) and went to the West Coast to begin movie and television film work.

His marked a second shift in his plans. Originally, he was to leave when the show returned to the States, but later he announced the filming had been postponed and that he would stay with the circus for the remainder of its season.

There were unofficial indications that the show might call it a season at any time. Business generally has been poor and the question of closing has come up several times. General Agent William Moore has returned to the show. The Harold Voice flying return act closed at Ottumwa. Joseph Walsh is working Beatty's act act.

Despite talk of closing for the season, it was hoped that business would warrant the show's contin-

uing until shortly before the Orrin Davenport date at Houston in November. Beatty will play that engagement.

### Labor Day Strong

Competition, public reluctance to bring children out and rain have been working against the show. Bad weather at Fort Dodge, Ia., (28) resulted in weak business. Storm Lake, Ia., gave two half houses in rainy weather Friday (29). Iowa Falls on Saturday (30), produced only handful houses, with a week's run of "The Greatest Show on Earth" catching some of the blame.

The Labor Day (1) stand at Ottumwa, on the other hand, brought out exceptionally good business. Matinee was near-full and the evening show had a capacity crowd. The Barnes Bros. Middle Western unit had played the town five days earlier to small attendance. Barnes and Beatty paper was up at the same time and, altho the shows denied knowledge of it, some damage to paper was reported.

Con Colicane fell 15 feet when a guy wire on his tight wire rigging broke at Ottumwa. He suffered a bruised shoulder but worked the next day.

Columbia, Mo., was the Wednesday (3) stand, and there Beatty had less than one-quarter for the matinee but a three-quarter crowd at night. The show was two days behind the Boone County Fair.

# Cole & Walters Business Dips In South Idaho

EDEN, Ida., Sept. 6.—Business for Cole & Walters Circus, which picked up strongly in recent weeks, dipped again as the show moved thru Southern Idaho. Bellvue on Labor Day (1) gave a full matinee and two-thirds night house. Parma and Homedale were good, but the others in the section were so-so.

Weakest recent stand was Mount Home, where Cole & Walters was behind Wallace Bros. It also will follow the B. C. Davenport show into American Falls, Idaho, and Green River, Wyo.

Cole & Walters and Siebrand Bros. Circus Carnival were in opposition at some stands, including Eden. The Hazleton, Idaho, newspaper reported all Cole & Walters paper for Eden (2) was covered with Siebrand paper for the latter's stand at Twin Falls.

# Mills Business Big on Holiday

WOONSOCKET, I. I., Sept. 6.—Mills Bros. Circus played to a strong matinee and good night house here on Labor Day (1) to continue its successful run thru New England, according to Fred Stafford, Mills press chief.

At Taunton, Mass., Friday (29), the show bucked an annual children's event and came off with two one-quarter houses. Kiwanis Club was the Taunton auspices.

# Bary Zoo Plays Manitoba Towns

FLIN FLON, Man., Sept. 6.—Howard Y. Bary's British Africa Zoo Train closed a successful four-day run here Thursday (29). Sponsor was the Flin Flon Rotary Club, which made Bary an honorary member.

Bary was just ahead of Class A fairs in Western Canada and was only a few days ahead of Clyde Beatty Circus at Brandon, Portage La Prairie and Winnipeg. The Zoo Train admission is \$1 for adults and 50 cents for children. Ed Riley, former boss billposter for Ringling-Barnum, has four men ahead of the Bary show.

# CLOWNS NO FUN SAY REDS; MAKE "FLESH CREEP!"

VIENNA, Sept. 6.—"The clown in the circus of the people's democracy should contribute not by coarse nonsense but by constructive criticism to the Socialist circus," observed the Hungarian Communist journal Szabad Nep last week in an unfavorable review of Hungarian performances on "one of the most important sectors of the cultural front—the art of the circus."

The newspaper complained that "offerings of Hungarian clowns are still based on the old capitalistic formula of making the flesh creep."

"Their task should be instead to hold up to ridicule cosmopolitan and those who did not want women to work, aprons of Western fashions, and those who denied personal responsibility for party done," it added. How pathetic can the Communies get?

# St. Louis Rodeo Pulls Crowds For Tom Packs

ST. LOUIS, Sept. 6.—The St. Louis Firemen's Rodeo, produced by Tom Packs and starring the Cisco Kid and Pancho, was played to near-capacity crowds in Packs' 14,000-seat Oakland Stadium this week. Event runs thru Sunday (7).

The show opened with an advance sale in excess of \$100,000 and drew 27,000 persons for the first day's shows, Sunday (31), it was reported by Jack Leontini of the Packs organization.

Working with the Cisco Kid (Duncan Rinaldo) and Pancho (Leo Carrillo) were Bill Catching and Troy Melton, movie stunt men. They take part in a "hold-up" scene using an antique stage coach.

Col. Jim Eskew supplied the stock for the RCA rodeo events. The stage coach also belongs to Eskew, who found it on a Vermont farm.

# Miller Bros. Sets 3 Dates In Phila. Area

HATBORO, Pa., Sept. 6.—American Legion Post 798 here will sponsor a Miller Bros. Circus date October 4. Matinee and night performances will be given for the benefit of the post's Child Welfare and Building Funds campaign. Heaviest local proceeds will come from the reduced-price advance ticket sales. Details also are being worked out so that needy youngsters of the area can attend the matinee free of charge.

Miller Bros. also will play under charity auspices at Bryn Mawr, Pa., October 3, and at Overbrook, another Philadelphia suburb, October 10. The YMCA and Overbrook Lions' Club are the sponsors.

# Labor Day Business Fills King Top Twice at Durham

DURHAM, N. C., Sept. 6.—King Bros. & Christiani Circus rolled up a big Labor Day gross here Monday (1), with two straw houses filling the top. The stand was under American Legion auspices.

Other stands, with few exceptions, also brought strong business. At Kingston, N. C., Friday (29), the show had a three-quarter matinee and a full night house with some standees. An estimated 20,000 persons crowded streets for the parade, heralded as the first there in two genera-

# Wis. Turnaways For Ringling-Barnum

## Madison Only Fair, But Crowds at Appleton, Beloit Take Up the Slack

FREEPORT, Ill., Sept. 6.—Tremendous business that began in South Bend and Chicago for Ringling Bros. and Barnum & Bailey continued thru the show's Wisconsin route, with Appleton and Beloit outdoing each other for honors as the banner stand.

Menominee, Mich., one of the smallest towns on the itineraries, had a heavy advance sale under American Legion auspices. Several thousand were at the runs Thursday (28) to see the town's first major show in a reported 40 years. Hot weather cut into ticket sales on the lot. Nevertheless, the show had a half house in the afternoon and better than three-quarters at night.

The big Appleton stand came Friday (29), with turnaways for both performances. Several rows of patrons were on the straw, forcing elimination of the elephant finale. The show trains were late in arriving from Menominee. Junior Chamber of Commerce was the auspices. Crowd at the runs was reported to be the largest since the show played Detroit and Cleveland.

### Madison Places Second

Madison, usually a pace-maker for Ringling business, fell short of the marks set by neighboring towns this year. But it gave two three-quarter houses, with rain hurting night business slightly. Optimist Club sponsored the Sunday (31) stand.

Beloit was the Labor Day (1)

stand. Again, both performances were turnaways and strayed. First estimates were that these houses added up to more business than those at Appleton. Charles Kitto, circus fan, was credited with much of the advance sale success in Beloit.

Freeport, Ill., followed on Tuesday (2) with better business than anticipated, since the town seldom has proved big for the show. While the matinee was lightly attended, the night performance drew near-capacity. American Legion was the auspices.

# Jacobsen Show Asks Copyright On Title Plan

VAIL, Ia., Sept. 6.—Charles Jacobsen said this week that the Hollywood Circus Corporation had taken first steps toward copyrighting its plan for producing circuses under titles chosen by auspices. The show uses no title of its own, and Jacobsen, co-owner of the outfit, said the system had proved unusually successful.

Meanwhile, advance sales for the show's upcoming dates have been generally good and new contracts have been signed. Racine, Kenosha and Manitowish, Wis., are new dates. This will be the first indoor show to play Kenosha, Jacobsen stated.

This show's promoters wind up their advance sales well ahead of the performance date and auspices continue the sale until show time. The show opens in October. Dick (Preacher) Brandon's promotion at Eau Claire, Wis., was 25 per cent ahead of last year. H. J. Auen was 50 per cent ahead at Fond du Lac, Wis. The Pueblo, Colo., advance, handled by Co-Owner H. W. Jacobsen, was down somewhat but is expected to be increased by the auspices.

# African Bulls Bring Diano Total to 7

CANTON, O., Sept. 6.—Arrival of two African elephants at quarters of Tony Diano's Diamond Ranch Shows here last week, brought the elephant census of the show to seven.

Jimmy Kaaro, formerly with Cole Bros., is in charge of the animals. Five zebras consigned to the show were in quarantine in New Jersey last week. A sixth died aboard ship en route from Africa.

# Rogers Bros. Bucks Wait Paper in N. C.

COLUMBIA, S. C., Sept. 6.—Rogers Bros. Circus, sponsored here by the Junior Chamber of Commerce, bucked wait paper from the King Bros.-Christiani show and rang up what Boss Si Reuben termed his best single date of the season.

The circus played three shows, two straws matinee and night, and an extra matinee that drew 1,500 persons. Total attendance was 8,500.

The show skipped the hurricane area by a matter of hours and came thru undamaged, moving off the coastal area into Columbia.

### Night Big for W. & C.

MONTICELLO, Wis., Sept. 6.—Wallace & Clark Circus had a near-capacity matinee but a near-capacity night house here Thursday (28). A brief rain cut afternoon business, and the show moved out in a heavy rain the next morning. Attendance was considered strong in this town of 792 people.

# Under the Marquee

Tommy Payne, concessionaire who had the parking lot for Ringling-Barnum's stand in Chicago, states that estimates were wrong and that the lot grossed \$1,500 for the three-day total.

Jim (Gramps) Harris, formerly a Ringling horse trainer, is 99 years old and will reach the century mark April 1. He's leaving Tuesday (11) for a vacation in Europe where he was with circuses before coming to this country. Marge V. Kelly, secretary, announces the Circus Clown Club has started a branch in West Germany. The September issue of Hobbies Magazine will carry a yarn by Dana Stevens about the club.

Fred Speers, former scrub act out of Floral Park, N. Y., is a patient at the Edgewood Division of the Pilgrim State Hospital, New York. Bill Parker and Jim Brown are making farm sales

and sales with novelties and pitches. They'll play fairs starting Monday (8) at Taylorsville, N. C. Jim Stutz, show agent, is looking for a Long Island, N. Y., site for a permanent circus zoo exhibit.

The Engessers are operating three units, exhibiting giant rats, at farmers markets in Pennsylvania, New Jersey and New York. George Engesser, formerly the operator of Scheil Bros. and other circuses, reports good takes with the unit. Billy Powell, wire-walker, and his wife, Gee-Gee Engesser Powell, have a new son. The Engessers will play fairs in Dallas and other Texas spots.

Clare Fawcett, author of circus books, and Anthony Conway, who were married Saturday (16) in Baltimore, met on the Ringling show, became engaged in Madison Square Garden and expect

(Continued on page 35)





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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 responses by underwriting. Write: **Advertising Department, The Billboard, 188 W. Randolph St. Chicago 1, Ill.**

**GIVE TO THE RUNYON CANCER FUND**

### Fair Dates

Copyright 1952 The Billboard Pub. Co. The following corrections and additions to the list of Fair Dates were received during the week ended September 8.

The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Alabama**  
Robertsdale—Baldwin County Free Fair, Nov. 1-6 J. A. Hendrix.
- Florida**  
Quincy—Gadsden County Tobacco Festival & Fair Assn., October, Waldo B. Carroll.
- Tennessee**  
Lansington—Henderson County Colored Fair Sept. 29-Oct. 1 C. C. Bond.

### PNE Records New Gate Mark, Pulls 716,384

**Polack Circus Gets Strong Turnouts; Midway Closes Big**

VANCOUVER, B. C., Sept. 6.—Pacific National Exhibition wound up its 11-day run here Labor Day after racking a new all-time attendance record of 716,384, eclipsing the 655,695 who came to see the expo last year. And in setting this new mark the annual overcame a handicap of rain on three days.

A new one-day mark was also set on the final day when 103,085 patrons poured thru the outside gates. Polack Bros. Circus, main coliseum attraction, staged three shows that day, all of them playing to filled seats. The circus, in for its longest run this year, was a strong draw and played to full, or almost full houses all 11 days.

Miss PNE Crowned  
Crowning of Miss PNE Wednesday night (27) on the stage of the outdoor theater pulled an estimated 8,000. Livestock exhibits were a focal point for many and almost all classes were filled with record entries. The rabbit and poultry shows were equally popular as were the dog and cat exhibits. The Hobby Show, always popular here, reportedly drew more patrons than last year.

The big wind-up Monday night (1) featured the giveaway of \$25,000 in prizes before a huge crowd, which poured onto the midway and kept rides, shows and concessions busy until an hour after midnight. Several rides and shows were torn down to make jumps to other fairs, but the units remaining reported strong grosses.

A public opinion survey was again taken this year, according to V. Ben Williams, manager of the fair. All attractions and ex-

## LINCOLN OFF 5% AT GATE, STAND

### Auto Races Get Strong Turnouts; Midway Business Takes Sharp Dip

LINCOLN, Neb., Sept. 6.—The Nebraska State Fair this week continued to show its mounting strength under the capable management of Ed Schultz. Hit by bad Labor Day weather and the inroads of a polo scare, the annual stood up remarkably well, winding up its six-day run Friday night (3) with attendance down but 5 per cent from its good '51 run.

Grandstand business followed the 5 per cent drop-off pattern set by the gate, with auto racing again proving the biggest crowd-puller. Gas-burners yielded three stands which were either good or filled to overflowing.

The annual opened Sunday (31) with a whopping turnout, some 72,000 thronging thru the gates in perfect weather. Rain started to fall at 1 p.m. Labor Day and it continued until 2 p.m., cutting sharply into the holiday turnout. The day's attendance nevertheless hit 40,000, only 14,000 below the gate for the same day last year.

Cold weather followed the rain, and this affected Tuesday's gate, but the weather thereafter warmed up. Joie Chitwood's

thrill show succeeded in going on Labor Day in front of the grandstand, despite a mired track. The performance, delayed by the hasty make-ready of the track, nonetheless pulled a crowd only slightly under the proportions for the same day and event last year.

National Speedways (Al and Gaylord White) accounted for the three big auto race days, Sunday, Wednesday and Friday. Big car races were staged the first two of these days, with stocks in the closing day. Aut Swenson's Thrillcade accounted for a good grandstand Wednesday, with the Olympia Circus, in Tuesday, off only slightly from the grandstand turnout of the corresponding day last year.

A Barnes-Carruthers revue, plus fireworks by Thearle-Duffield Fireworks, Inc., Chicago, was the night grandstand attrac-

### Model Shows To Orangeburg

ORANGEBURG, S. C., Sept. 6.—The 42d annual Orangeburg County Fair, October 13-18, will swing open if new main gate this year and visitors will see a newly enlarged principal exhibit building. These improvements are announced by Manager Jerry M. Hughes.

The new addition to the main exhibit structure will double its previous capacity. The main gate was moved to provide better access to the football stadium and grandstand, Hughes said. James E. Strates again returns to the midway, bringing with him this year his Model Shows. George Hamid's show will be in front of the grandstand.

A major entertainment feature of the event will be a college football game between the Citadel and Furman on October 17.

hibits were included and the results will be announced in October.

Parking problems were alleviated this year by the new \$28,000 parking lot. The hard-surfaced plot, which accommodates 1,000 cars, is located east of the Hobby Show building and is part of the former golf course.

tion and registered business about 5 per cent less than last year.

The Royal Crown Shows, managed by Dolly Young and manfully supported by Bob Parker, presented a well-flashed lineup but the rain Labor Day, several cold nights and a delayed set-up, cut deeply into patronage. It was estimated that the ride and show gross was about one-third under the midway take last year.

Commercial space sales were up to record levels, with the increased income estimated at about 20 per cent by Schultz. Eat-and-drink concessionaires generally reported good business, with others giving mixed reports.

**NOW BOOKING FOR 1953**

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**LAST CALL**

For Manly Parks of all kinds, working for stock only. Have openings for Eating and Drinking Stands. Strictly Independent Midway. Must be on grounds Friday, Sept. 21.

**ST. LOUIS COUNTRY FAIR**

THE ARENA—SEPT. 13-21

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**HIGH ACT WANTED**

Want HIGH ACT week September 15th Also FLYING RETURN ACT for weeks September 22nd and 29th.

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Can use 30 experienced Men at Dairy Cattle Congress for 5-day, 14-hour-form. Also Hippodrome Show, Sept. 27-Oct. 4. Come or contact in advance.

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**NEW MERIDIAN FAIR AND CATTLE SHOW**

BUCKWALTER STADIUM, SEPT. 29-OCT. 4, MERIDIAN, MISS.

Don't Be Misled—This Is the Complete Fair

Free sale each day until 8:00 p.m. Supported by all civic and fair organizations. Over 18,000 in premiums—first cattle show ever held in East Mississippi. Complete list of Amusements on midway—Emis Young's State Fair Ring for grandstand attraction. Space available on independent midway for Novelties, Eating and Drinking Stands. Also commercial exhibit space.

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## We proudly announce the premiere of "THE WORLD BENEATH THE SEA"

### Aboard S. S. SPELLBOUND

At Eastern States Exposition, Springfield, Mass., September 14-21

Here at this class exposition will be unveiled what we believe to be a masterpiece glided to thrill and amaze the people of this continent.

S. S. Spellbound is an authentic scaled-down reproduction of an ocean-going transatlantic steamship similar to the new \$90-million-dollar superliner S. S. United States and Britain's Queen Mary. Designed by one of the country's leading naval architects and constructed at a prominent New England shipyard.

S. S. Spellbound is mobile for overseas travel (14 wheels). Measures with gangplank in place 60 feet in length, is 8 feet wide and reaches 22 feet to top of highest mast (when on location). Weighs 10,000 lbs., constructed of mahogany—all finish, fixtures and appointments following the nautical—precisely.

In its air-conditioned saloon will be exhibited a Fisherman's Paradise combined with "The World Beneath the Sea." Mounted fish at every kind—Blue Marlin, Saffish (7 feet), Barracuda and scores of others mounted by America's most outstand-



ing deep-water fish taxidermist. Also among thousands of other specimens will be an octopus, a mantis, the largest non-eating clam in the world, the smallest shell in the world—the "church beneath the sea"—the most valuable shell in the world—the clam that lived its entire life span in a bottle. Whale bones of a 55-foot whale, ship models, divers, frog man, curious found in the spots of underwater spear fishing. Literally thousands of interesting items and objects that are priceless, all under colored spots and fluorescent lights with background music from sound track of picture "Spellbound."

**LIKE A WALK ON THE OCEAN FLOOR**

Imagine an ocean liner at your Sport Vacation, Motorboat or Travel Show. Imagine an "out of this universe" attraction like this on dry land on your very own Fair Grounds. Bookings are now in order for balance of 1952 and 1953.

It should prove positively one of the biggest spectator attractions thought up in the past generation.

Note: 12 1/2-foot deep headroom 8 1/2-foot width with wide street approach featured at Collisiums, Auditoriums, Arenas, Armories and Exhibition Halls.

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# Midway Confab

Leo Bistany advises from Jacksonville, Fla., that he closed recently as business manager of the John H. Marks Shows and that he's reorganizing his own shows for a route of fall Florida fairs.

Joining C. A. Stephens Shows in Statesville, N. C., recently were Mr. and Mrs. Joe Siernan with their ball game, coke, pitch-till-you-win, cork gallery and six cage concessions, and Mr. and Mrs. Flickenger, with train and boat rides.

Dottie and Ken Baker, who were formerly with Pan American Amusement Company in the Los Angeles area, have purchased a candy store in Lake Arrowhead, Calif. They had an exhibit at the recent Farmers' Fair of Riverside County, Hemet.

While playing the recent Safari Days Celebration at Mound, Minn., personnel of the Rocco Shows attended a birthday party for Jean (Jo-An) Rendelle, along with officials of the Northwest Tonka Lions Club and their wives. Among gifts received by Miss Rendelle were a TV set, rhinestone watch and bracelet and portable sewing machine. During the Labor Day celebration at Fairbault, Minn., played by the Rocco Show, Ken and Betty Scavonia and Rocco Jr. visited Mr. and Mrs. Sellner, manufacturer of the Tilt-a-Whirl.

While playing Crown Point, Ind., recently, women on the Thomas Joyland Shows held a baby shower in Helen Barfield's camp for Lois Johnson. The 24th wedding anniversary of Helen and John Barfield was observed August 28 in Knoxville, Tenn., with a dinner and party. Reuben H. Scher opened a photo gallery September 1 in Richmond, Va., at 301 North Eighth Street. Mrs. Chet Dunn, member of the Ladies' Auxiliary, Miami Showmen's Association, underwent surgery August 25 in Coral Gables (Fla.) Hospital. She will be there for some time and would like to hear from friends.

Hot Springs Notes: A Clayton Holt reports recent visitors included Dave Chisholm, Boots and Ethel Cutler and Mr. and Mrs. Tom (Wingy) Cook all from Tivoli Exposition Shows. Eddie and Virginia Gamble drove in from the Hennies Bros' Shows, sporting a new Spartan house trailer. Keith and Peggy Chapman are vacationing at the Pines Cottages. Caroline and Sharon Holt and Al Baysinger recently returned to the Spa from a visit with the Alton Piazons in Miami. Sponsor A. Stine of Seat Pleasant, Md., has signed to provide some of the rides and concessions for the Ammissville, Va., fall celebration under sponsorship of the firemen. The event is set for September 26-27.

Mrs. Harry Julius, wife of the Arcade operator on the Royal American Shows, is back at the Julius home in Tampa after spending several months on the show. Bernie Mendelson, of the Tent & Awning Company, Chicago, was a visitor at the Royal American midway at the Minnesota State Fair. Joe Murphy, Dallas fair midway impresario, accompanied by Chuck Moss made a quickie automobile trip to Des Moines for the Iowa State Fair and to Lincoln for the Nebraska State Fair. Joe was on the hunt for concessions for the upcoming Dallas fair. He said he plans to return north within a week to buy merchandise for the Dallas fair operation.

Phil Miller, of Miller Creations, Chicago, suffered several broken ribs recently when his automobile rolled over several times near Webster City, Ia. Jack Ross Chickelli has joined Virginia Greater Shows with two gal shows. Other recent arrival included Ada Holmes with photos and jewelry; Leo Bistany with a No. 5 Ferris Wheel, and Griffin and Raymond with a Circus Side Show. Recent visitors to that show included Milton Mason, secretary of the Keller, Va., fair, and Mitchell Lovett, of Berlin, Md., a former concessionaire.

R. L. (Bob) Stewart has finished his general agent chores with Page Bros' Shows and joined Lone Star Shows. Leonard Rogers joined the Page org with his minstrel unit and Joe T.

Sort came on with three concessions. J. Lynch has booked his cookhouse on Crafts Exposition Shows.

Nate Cohn, son of Rose and Harry (Polish) Fisher, was featured on the cover of the Pacific Herald Review, a San Francisco publication. In addition to the photograph, a bio of the young stator was carried. The Fishers formerly operated the Golden West Shows in California. Edwin B. Lang, who has the Mom's Aid baby strollers on various California fair midways, made the Farmers' Fair of Riverside County in Hemet. He will also have a spot at the Los Angeles County Fair, Pomona, and is increasing the number of baby carriers by 40 per cent for the event.

W. H. (Bill) Lambert is in Mercy Hospital, Gary, Ind., recovering from a heart attack sustained recently. Cleo Renee, Kitty Kelly and Millicent Desmonde motored into St. Louis for a visit of several days recently from Pana, Ill.

Joining Virginia Greater Shows during their stand in Keller, Va., were Mr. and Mrs. Harry Connors, with grab stand; Mrs. Ada Tolmes, photo gallery and jewelry stand; James Morris, novelties; and J. Blackman, grab stand.

Lucille Newman Reiley has the Girl Show on West Coast Exposition Shows this season. She is the former Lucille Howard, high diver and water worker with numerous carnivals of other years. She entered outdoor show business in 1919 and appeared with the C. A. Wortham Shows, Johnny J. Jones Exposition, Cleo Hoffman, Bill Rice and Jerry Maish shows. Joseph E. Karr, former owner of Wonder City Shows, has been forced to retire from the road because of continued ill health. Karr is at the home of Mrs. Karr's parents, Mr. and Mrs. Mitchell Lovell, Plains, Ala., and would like to read letters from friends.

Mrs. Fitisie Brown, wife of the co-owner of Brown & Wallace Shows, has returned to Dallas to place their daughter, Judy, in school there. Helen and Bob Mooney, formerly of Mighty Hamontree Shows, lost their trailer in a recent auto wreck. They were not injured, however.

M. L. Finrow, owner-operator of Canadian Crescent Shows, stopped off at the PNE, Vancouver, B. C., en route to his Seattle home after landing his show in Edmonton, Alta., winter quarters. John McMurray, secretary-manager of the Washington State Fair, Puyallup; L. Cook and Frank Karibaw, of Western Shows, and Manley Stillman, concession manager of Rainier Shows.

Mr. and Mrs. Fred Christmas took their candy floss and root beer to the Langley Prairie Fair following the close at Vancouver. William Baddley, former concessioner with Royal Canadian Shows, informs he has purchased a Ferris Wheel and on kid ride as a nucleus for a new show. Baddley has the midway contract for the Armstrong, B. C., fair and is booking concessions and other rides for the event.

The Joey Moss American Legion Post of the Michigan Showmen's Association, added \$1,000 to its charity fund recently thru its annual dance, which was attended by an estimated 500. Arthur Frayne chairmaned the event. Jacob Kotzen, post's adjutant and a retired concession op, became the first member of the veteran organization to attend a national convention of the Legion. Kotzen served as an alternate delegate from Michigan at the recent New York doings.

Vic Parr, concessionaire, was a Chicago visitor Friday (5) en route to the Alabama State Fair, Birmingham.

Murray Burt, former talker on Leon Claxton's "Harlem in Havana" show, visited the Claxton unit at the St. Paul Fair. Visitors to the Royal American midway at Topeka included Mr. and Mrs. Bernie Stone and Mrs. Robert Lohman. Bill Kemp, Motordrome (Continued on page 41)

## ATLANTIC RURAL EXPOSITION

(Official Virginia State Fair)  
SEPTEMBER 17 TO 27 INCLUSIVE  
RICHMOND, VA.

## FAIR-A-GANZA

OCTOBER 2 TO 11 INCLUSIVE  
ATLANTA, GA.

CAN PLACE all legitimate Merchandise Concessions and Eating and Drinking Stands.

WANT experienced Workmen in all departments.

Talker Pete Berryman, wire and come on for Divena Show.

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# CETLIN & WILSON SHOWS

This week, Reading, Pa., Fair

# NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT for Warren, Ohio, Fall Festival, 12 Big Days and Nights, starting September 17 through 28—Location, Main Street—Downtown

WANT Concessions of all kinds that work for stock—Class Pitch, Fish Pond, Novelties, Pitch-Till-You-Win, Ball Game. Will sell X on Popcorn.

SHOWS—Motordrome, Mechanical City, Illusion, Glass House, Wild Life or any Grind Shows of merit.

## WORLD OF PLEASURE SHOWS

Montpelier, Ohio, this week, then Warren, Ohio  
P.S.—Ken Ries, can use you balance of season.

# BLUE RIBBON SHOWS

FORMERLY BODART SHOWS

2 GREAT SHOWS COMBINED INTO ONE

WANTED

WANTED

For BLYTHEVILLE, ARK., SEPT. 16th thru 21st

CONCESSIONS—Must be legitimate. No flats or gyptic.  
Can use Corn Game and 1 or 2 Shows.

All Replies to

BLUE RIBBON SHOWS

Paragould, Ark. or Blytheville, Ark.

# L.J. HETH Shows

WANT FOR COBB COUNTY FAIR, MARIETTA, GEORGIA, AND THE FOLLOWING FAIRS: CARTERSVILLE, CARROLLTON, MONROE, COVINGTON, CORDELE, DUBLIN, ALL GEORGIA, AND FOR BRUNSDIDGE, ALABAMA.

SHOWS—Animal Show, Side Show, Monkey Show, Motor Drome, any show not conflicting.

HELP—Ferris Wheel Operator—Ride Men on all rides; must be semi trailer drivers.

CONCESSIONS—Sit Down Grab or Cookhouse, Novelties, Custard, High Striker, Derby Race, French Fries, Hunky Panks of all kinds. Can place couple Kiddie Rides for these fairs.

NOTICE—Joe Fontana wants man to operate Pronto Pup Concession. Roland Porter wants Girls for Girl Show. James Ayers wants Minstrel Show Performers to enlarge show. All Replies

JAMESTOWN, TENN. NOW

MARIETTA, GA., NEXT WEEK

# WALLACE BROS. SHOWS

7 FAIRS

GREENVILLE, MISS.—SEPT. 15-20

7 FAIRS

EL DORADO, ARKANSAS  
MONROE, LOUISIANA

FOLLOWED BY  
VICKSBURG, MISSISSIPPI  
GREENWOOD, MISSISSIPPI

GULFPORT, MISSISSIPPI  
JACKSON, MISSISSIPPI

HELP

Want Merry Go-Round Foreman, also Foreman for Downey Light Towers. Can place Help on Tilt, Dipper, Spitfire, Dodgem and Kid Rides.

CONCESSIONS

Can place Hanky Panks of all kinds.

CAN PLACE FLASHY BINGO. ALSO HAVE OPENING FOR CUSTARD.

SHOWS

Can place Snake, Monkey, Motor-drome, Fun House, Girl Show, Illusion, 10-in-1, Minstrel.

AGENTS

Gene Cain wants Count and Peek Store Agents. Leonard Higgs wants Agents for Buckets, Six Cats, Ball Game and Pan Game.

Answer: E. E. FARROW, MGR.

Wire Western Union, Jackson, Miss. (Phone) 3-7644, Jackson, Miss.)





### Midway Confab

Continued from page 39

op with the Royal American, look advantage of the brief lay-off between the St. Paul and Topeka fairs by flying to Dallas to check on his cattle for this fall's market.

H. S. (Tommy) Thompson, general manager of the Johnny T. Tinsley Shows, letters from South Carolina that conditions in the Southeast are not as bad as they have been painted. "Of course, the drought was pretty general but it did not affect the pay crop," Thompson observed. "The cotton crop will be the biggest in years, and cotton is bringing a premium price."

Chuck Magid, concession manager on the Royal Crown Shows, entered Mayo Clinic, Rochester, Minn., Saturday for a check-up.

### CNE Business

Continued from page 38

took the road. On one day, nearly 15,000 paid 25 cents to see them.

Kiddieland enjoyed a bumper business, setting what is believed to be a record on kids' day, Monday (25). A total of 208,000 kiddie ride tickets, priced at 5 cents, were sold between 9 a.m. and 6 p.m.

Patty Conklin, in charge of the operation, Thursday night (4) was given a surprise party by a group of 30 newspapermen, reps of the leading Toronto newspapers, with top CNE officials in attendance. The newsmen gifted Conklin with an aerial photo of the CNE midway carrying an inscription lauding him both as a showman and as a person.

### Crafts Line-Up

Continued from page 38

Derbies, however, are operating. Shows include Two Side Shows, a Gal Show, jungle unit, two funhouses and a Penny Arcade. Dite here is the first for the Crafts Organization since 1950. The contract last year was awarded Ferris Greater Shows at 15 cents per head.

# MODEL Shows inc.

"America's Smartest Railroad Show"

## FAIRS FAIRS FAIRS THE GREAT HAGERSTOWN INTERSTATE FAIR NEXT WEEK

Followed by

NEW BERN, N. C., WEEK SEPTEMBER 22  
ROCKY MOUNT, N. C., WEEK SEPTEMBER 29  
GREENVILLE, N. C., WEEK OCTOBER 6

ORANGEBURG, S. C., WEEK OCTOBER 13  
WALTERBORO, S. C., WEEK OCTOBER 20  
SAVANNAH, GA., OCTOBER 27

### SHOWMEN—RIDE MEN—CONCESSIONAIRES

If you have had a rugged season—if things have not gone too well with you—we suggest this is your opportunity to make a good season out of a bad one. Remember, all fairs, seven more good weeks of work.

RIDES: Will place Kiddie Rides, Octopus, Fly-o-Plane. Can place Ride Help, especially want Scooter and Wheel Help. Can place Demonstrators, Pitchmen, Novelities at all Southern Fairs.

SHOWS: Will book Glass House. Also will place one more Girl Show for above date. Want to book Rodeo or Circus. Have opening for Girl Show Operator. Want Girls for Girl Show, office paid; come on. Can also place Show Talkers. Top salaries, paid every week.

CONCESSIONS: Eating and Drinking Stands open, also Long Range and Short Range Galleries. Can place Derby Racer.

All answer DAVID B. ENDY, Mgr., Alexandria, Va., until Sept. 10; then Hagerstown, Md.

# MIGHTY PAGE SHOWS

We are combining with Page Amusement Co. and the Carl D. Ferris Shows for the week of Sept. 15th through 20th, playing two outstanding Fairs: Dunn, N. C., and Hendersonville, N. C. These are outstanding day and night Fairs, giving away automobiles, farm tractors, live ponies, and bicycles. Also Fireworks and Stock Shows.

We will book independent shows and rides not conflicting for these dates, also Penny Arcade. Especially want Motor Drome, Life Show, Minstrel Show, Big Snake, Wax, Crime, and Iron Lung.

RIDES—Rocket, Fly-o-Plane, Pretzel, Caterpillar, Rock-o-Plane, Sea Cruise, Looper, Little Dipper and Live Pony.

CONCESSIONS—Eating and Drinking Stands, Derby Races, American Palmistry, all Stock Stores, Novelities, Custard, and Hata. Some choice wheels, Grind Stores, and p.e. open.

The midway is open; no exclusive. For space at either of these spots contact

BILL PAGE, Rutherfordton, N. C., Fairgrounds, Sept. 8-13, 1952

## WANT HANKY PANKS FOR OAK LAWN ROUND-UP

Sponsored by Chamber of Commerce  
SEPTEMBER 25-26-27

Photos, Punk Rock, Coke Bottles, High Striker, Hoop-La, Glass Pitch, Pitch Till You Win, etc. 50,000 people last year... Biggest Celebration around Chicago... Free Acts... Free Shows... Parade... Band Contest... 16 McLoughlin Rides Booked!

Contact: MIKE DOOLAN 956 & Western Oak Lawn, Ill.  
Or phone Mike Doolan, Oak Lawn 4877, or George Cole, Oak Lawn 4878

### Southern States Shows

Want experienced Ride Men to join at once. Must drive truck and stay sober. Also operator for Floss Candy and Penny Pitch. On account of disappointment want Free Act and Bingo to join at Donaldsonville, Ga., September 22 for balance of season. All address

JOHN B. DAVIS  
Panama City, Fla.

### FOR SALE

Frozen Custard—Factory built body on practically new GMC truck. Stainless steel interior. Has 54 strips of fluorescent lights. Cost \$12,500 to frame. Will sell for \$4,500.

JACK F. MARTIN  
363 Broadway Bayonne, N. J.

### WANT TO BUY FOR CASH

Kid and Adult Rides, also Merry-Go-Rounds, Jumping Bacing Haras, large one small, size Mangle (gallery) Bird Racks, Parts, etc. State make, condition, price.

F. ALLEN  
1466 Birmingham Rd. Syracuse 6, N. Y.

### EVERETT DANIELS, ANIMAL SHOWS

Important, Call  
M. M. ROJAND  
714 Geneva, Alabama. Collect.

### COOKHOUSE FOR SALE

In operation now, 28x30, fully equipped, with 1950 GMC tractor, \$1,500.00. With out tractor, \$850.00. All replies to

DUKE DOUGHERTY  
c/o John Merks shows, Burlington, N. C.

FOLLOW THE WOLF ARROW

# WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

## Smithfield, N. C., Sept. 15-20—Tobacco Festival MARKETS NOW OPEN NO FAIR HERE THIS YEAR

WE ARE FIRST IN—SOUTH CAROLINA FAIRS TO FOLLOW  
Good opening for Custard, Scales, Hoop-Las, Novelities, Balloon Darts, Bumper, Corks, Hats, Pennants, Hanky Panks of all kinds, Apex, N. C., this week—First in 7 years.  
BEN WOLFE—Owner, Mgr. BILL PORTER—Does the Mending  
ERNIE SYLVESTER—Does the Rest

## BEAM'S ATTRACTIONS

BEDFORD COUNTY FAIR, BEDFORD, VA., SEPT. 15-20  
FARMVILLE FAIR, FARMVILLE, VA., SEPT. 22-27

Now looking Concessions and Shows for these two outstanding Fairs. Can use experienced Ride Help who can drive auto. Concession Agents for both food stands and games. Experienced Griddle Man.

Write or wire  
STEVE DECKER, BEAM'S ATTRACTIONS  
WAYLERLY, VIRGINIA, this week

## PRYOR'S MISSISSIPPI SHOWS

Wanted—Ride Help who can handle #12 Wheel, Merry-Go-Round. Men must be able to drive trucks. Top wages. Want Concessions of all kinds except Lucky Bars and Cakes. Can place Cookhouse, Rings, Peppercorn, Everything open. No Ex. Come on, will place you. Will book any kind of Major Rides not conflicting for the following fairs, all in Mississippi:

Greenwood, Sept. 15 to 20  
Starkville, Sept. 29 to Oct. 4  
Plymouth, Oct. 14 to 18  
Gulfport, Oct. 27 to Nov. 1

Newton, Sept. 22 to 27  
Winona, Oct. 6 to 11  
Pass Christian, Oct. 20 to 25  
Then the Big One

All address, wire JACOB PRYOR, Rt. 3, Box 75-B, Biloxi, Miss., or JAY WARNER, Bay St. Louis, Miss.

## BORDERLAND SHOW WANTS

Due to disappointment. Kid Rides, Auto or any other. Need Second Man on Wheel. Will book any Flat Ride. Can place a few more Stock Concessions not conflicting. Need Agents for Stock Concessions. Contact

HOWARD DEASON  
Taylor, Texas, Sept. 12-16, Fair.

## VINCE McCABE WANTS

Legal Adjuster to join on wire.

Capable Men for Raffle, Pin, Slum Skills and Wheel. General Concession Help. Boys I know come on at once. Address: McAlester, Okla. (Fair), this week; Stillwater, Okla. (Fair), next week.

### IDEAL RIDES

WANTED—Ride Help, Concessions, Hanky Panks of all kinds for Legion Fall Festival at Capitan, Ind. Sept. 15-20. No ex. Five miles from Watson Valley Powder Plant, Carving Factory and Paper Mill, working full blast. McLean and Toledo, Ill., follow. Then South. Want to buy or lease 25KW Light Plant. Contact me at Stillwater, Ind., this week.

PAUL ROBERTSON

## CUMBERLAND VALLEY SHOWS

Want for 3 more Bonus Fide Fairs. SHOWS: Motordrome, Glass House, Mechanical City, Minstrel Show, or any Show with own outfit except Girl Shows. RIDES: Will book Spitfire, Rock-o-Plane, Moon Rocket, Fly-o-Plane. Address all mail and wires to

ELLIS WINTON, Sparta, Tenn.

### ATTENTION, SHOWMEN!

Winter quarters available in Jackson-ville's only amusement park. Twenty (20) acres on river front. Capable of taking care of the biggest show. Contact

SID WALKER  
708 Ocean St. Jacksonville, Fla.  
Phone: 3-8888

# WADE GREATER SHOWS



MEDARYVILLE STREET FAIR, Medaryville, Ind., Sept. 16-20

FREE ACTS—PARADES—FLOATS—EXHIBITS—CONTESTS—SPEAKERS  
Plus Regular Old-Fashioned Home-Coming  
Located on the Main Street

Can Place LEGITIMATE CONCESSIONS. Hunky Panks of All Kinds, Such as Ball Games, Milk Bottles, Cakes, Cats, etc. Darts, Photos, Float, Age and Scale, Novelties, Cork Galleries, Fish Ponds, and What Have You?

Also Out and Out SALES PRIVILEGES OPEN.

Can place GIRL SHOW for this location. Also MECHANICAL ARCADE, SNAKE.

Address WADE GREATER SHOWS Coldwater, Mich., Fair all this week.

AMERICA'S MIGHTY MIDWAY

## Royal Crowns 50 SHOWS 50 HUGE CARLOADS OF FUN

WANT FOR THE FOLLOWING FAIRS  
AND SIX OF FLORIDA'S BEST WINTER FAIRS  
ENID, OKLAHOMA, THIS WEEK

BARTLESVILLE, OKLA. MUSKOGEE, OKLA. ALEXANDER CITY, OKLA.  
FT. SMITH, ARK. ATTALLA, ALA. MONTGOMERY, ALA.

CONCESSIONS Can place Concessions of all kinds that operate for Merchandise. Will book Arcade exclusively. SHOWS Monkey Show, Wild Life or any good Grind Show.

CAN PLACE SPECIAL AGENT

DOLLY YOUNG, MANAGER OXFORD HOTEL, ENID, OKLA., THIS WEEK

## VICTORY EXPOSITION SHOWS

WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS  
SEPTEMBER 22 THRU 27

CONCESSIONS—COOKHOUSE, ARCADE, CUSTARD AND HANKY PANKS OF ALL KINDS.

RIDES—FLY-O-PLANE, ROCK-O-PLANE, C-CRUISE, SPITFIRE, PONY RIDE.  
SHOWS—MECHANICAL, ILLUSION, MIDGET, MOTORDROME OR ANY WORTH-WHILE SHOW.

ALVIN VANDIKE, Mgr.

DUNCAN, OKLA. (FAIR), THIS WEEK

# PENN PREMIER SHOWS

world's • cleanest • midway

ROANOK RAPIDS, N. C. FAIR, Sept. 15-20; DURHAM, N. C. FAIR, Sept. 22-27  
in the Heart of the Golden Tobacco Belt

CONCESSIONS Can place Fishpond, French Fries, Glass Pitches, Cigarette Galleries, Short Range, Photos, Derby Racer, Age and Scale and any other legitimate Concessions.

SHOWS Can place Wild Life, Arcade, Bottle Show or any Shows not conflicting. WANT TO JOIN IMMEDIATELY MAN OR WOMAN WITH GIRLS TO HANDLE GIRL SHOW IN OUTSTANDING TERRITORY. MUST HAVE SOUND AND WARDROBE.  
Address all mail and wires to LLOYD D. SERRASS, PENN PREMIER SHOWS, Emporia, Va., this week; Roanoke Rapids, N. C., next week.  
All phone calls to HUNTER WESTERROCK, Bus. Mgr., Bellfield Hotel, Emporia, Va.

# G.C. (SPECK) GROSOURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT  
WANT FOR THE MID-SOUTH FAIR AT MEMPHIS, TENN.; 10 BIG DAYS COMMENCING THURSDAY, SEPT. 18TH  
Concessions of all kinds. Merchandise and prizes every time. Have one choice location open for Custard, also two good Cookhouse Locations, and choice Spots for Peanuts and Popcorn, Sno-Cone, Lemonade Shakeup and Age and Scales, and Ice Cream. SHOWS—Non-conflicting Shows of all kinds with own equipment and transportation. Especially interested in Minstrel Show with own equipment and transportation, special proposition for balance of the season. RIDES—Want non-conflicting Rides for Memphis and balance of season. Liberal percentage. HELP—Can place Help on all Rides, must be licensed semi drivers. Good salaries and bonus.  
Address: C. C. GROSOURTH, MGR., Lebanon, Tenn.

## Club Activities

### Miami Showmen's Association

296 W. Flagler St., Miami

NEW YORK, Sept. 6.—Secretary Phil Cook is still touring the shows on behalf of the club. He recently visited, among many others, the Granger's Picnic and Free Fair at Williams Grove, Pa. He reports that the spot was off from past years with no afternoon play at all. Sol Solomon's high dive act was the free attraction there. Phil said there were only about 30 concessions, a great change from previous fairs when 60 to 70 worked. He met Harry Lewis, Jerry Gerard, Irish Dougherty, Eddie Ames, Andy Semenick and John Glynn at the event.

Continuing his trip, the secretary met Mrs. Mae Levine, president of the club's Ladies Auxiliary. She's holding games every week to raise funds for both the men's and women's clubs of the association. Pat Finnerty says he's checking into all available places in Miami and on the Beach as possible spots for the annual banquet and ball which will be held January 5.

Pat and Sam Prell will run a jamboree on behalf of the club in the near future. All men on the Prell Shows are MSA members. Secretary Cook met the staff and the following members: Sam Prell, owner-manager; Louis E. Russell, secretary; Joe Prell, general agent; Abe R. Prell, assistant manager; Bennett Prell, treasurer; Patty Finnerty, business manager; John Hoffman, lot superintendent; James Zabriske, electrician and Diesel man; Charles Gutermuth, mechanic, and Albert H. Reisinger, ride superintendent.

Also James and Ferdinand Thompson, Peasy Hoffman, special agent; Joe Cennome, Henry (Snoozy) Goldberg, Jack Gillupo, Bill Norton, Morris Eriedenheim, Israel Prosser, Sam Spielman, Newell C. Taylor, John I. Ressell, Bob Martin, James Henry Edwards, Frank Hamilton, Leonard Lampell, William S. Sales, Morris Saul, Max (Jack) Levine, Harry Tilner, Festus P. Williams, John Miller Jr., Dominic Mascheri, Joe Ross, Lou Lange, Irving Borker, Sam Cohen, Ralph Corey, Horn Zolun, Frank E. Walker, Charles Henry, Paul Prell, Mac Truell and the Leyle Barrett, senior and junior. Cook also noted that he picked up over \$300 in dues paid

by re-instated members and newcomers.

On the sick list are Max Kimerer, Lou Leonard, Jack Rose, Tommy Fox, Bert Rosenberg and Ben Stringa, who underwent an emergency appendectomy recently in Franklin, Pa.

These applications for membership have been received: John Miller Jr., Albert H. Reisinger, Dominic Mascheri, William Sales, James H. Edwards and Ferdinand and James Thompson, all proposed by Patty Finnerty; Sam Poletta, James Motola, William W. Ford, proposed by Claude Sechrest; Aulden G. McClellan Jr., James Ely, William D. Breedren and Paul E. Wilder, proposed by Seymour Klein; John Glynn, by Jerry Gerard and Eddie Ames; Joseph Borgia, Billy Taylor, Edward D. Schultz, Frank A. Norton and Eddie Dietz, proposed by Phil Cook.

### AMERICAN MIDWAY SHOWS

DALLAS COUNTY FAIR  
MESQUITE, TEX., SEPT. 16-20

Can place Concessions of all kinds. Want Octopus or Tilt. Will book any Show of merit. Those joining now can play the following Texas Fairs: Corsicana, Naacoc, Doches, Bryan, Caldwell, Goldsby, Salt Arroyo, Ennis, Waco, Harlingen, Brownsville. Opening Chiropractic Days early in February. All answers.

American Midway Shows  
Mesquite, Tex. (Our Men on Lot Now)

### CAMEL CITY SHOWS

Want for Gibsonville, N. C., Centennial Week, Sept. 15-20; then the red one, Southern Pine, Sept. 22-27, first show in 10 years.

Can place small Bingo that works for stock, Ball Games, High-Striker, Pitches and all Hunky Panks. Working only 2 of a kind. Want Shows—Monkey, Snake or any Show with own staff. Will carry no Girl Show or Flat Concessions. Want Ride Help for Merry-Go-Round, Ferris Wheel and Seings. Must drive and stay sober. Address:

This week, Yanceyville, N. C.

### VIVONA BROS.' COMBINED SHOWS

WANT Minstrel Show for 10 outstanding Southern Fairs starting at Leesville, N. C., Sept. 15. We have complete outfit, including wagon front, seats and stage. Will also furnish bus for transportation. Contact this week Montgomery County Fair, Christiansburg, Va.

### Mack Hoge Wants

For Royal Exposition Shows  
Slum Skillo Agent and one good Outside Man. Monroe and Henry Bora, contact me.  
Vidalia, Ga., Sept. 8 to 11.

### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries for names of individuals who might underwrite and promote all kinds of entertainments and arena, we can refer business from your territory to you. Please state the date and type of event or show, the event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

### DANNY DORSO WANTS

Bingo Countermen, Bingo Caller, Relief Callers; experience not necessary. Good salaries. All Fairs balance of season. Contact DANNY DORSO, Blue Grass Shows, Nagerstown, Maryland, until Sept. 20th.

### AMERICAN LEGION FAIR

ROCKYMOUNT, VA., SEPTEMBER 15 TO 20

Wanted—Fish and Duck Ponds, Dart, Pitch Tilt, You Win, Ball Games, Cigarette Gallery, Penny Pitch, Long and Short Range, Photo, Glass Candy, Crab, Six Caks, Buckets, Swinger, Jewellery. Wanted—Girl Show, Monkey Show, Wild Life, Unborn, Snake Show, Illusion, War and Crime Shows. Wanted—Ferry Wheel Foreman, Truck and Tractor Drivers and General Ride Help. All replies:

### GEO. CLYDE SMITH SHOWS

FAIR GROUNDS, WARSAW, W. VA.

### INTERSTATE SHOWS

WANT FOR DECATUR COUNTY FAIR, PARSONS, TENN., AND DECATURVILLE COMBINED, SEPT. 15-20, AND 8 MORE FAIRS TO FOLLOW.

Shows: Girl Show with or without own equipment and worthwhile Grind Shows, Photo, Fish and Duck Ponds, Mechanical Fun House, Glass House, Unborn, etc. Rides: Will book any Rides not conflicting with what we have at small percentage. Ride Help: Want Foremen for Twin Ferris Wheels (\$75.00 per week and bonus) and Kiddie Rides. Snake Rides.  
Concessions: All Hunky Panks open. Want Agents for Six Caks and Clothes Pins.  
Replies to MANAGER, INTERSTATE SHOWS  
TIPJON COUNTY FAIR, COVINGTON, TENN., THIS WEEK.

JOHNNY DENTON'S

# GOLD MEDAL shows

## WANT FOR THE FOLLOWING SOUTHERN FAIRS

TRI-STATE FAIR, GASTONIA, N. C.

CHEROKEE INDIAN FAIR, CHEROKEE, N. C.

CHAMBER OF COMMERCE AND NATIONAL PEANUT FESTIVAL ASSN. FAIR, DOTHAN, ALA. ANNISTON, ALA.; MARIANNA, FLA.; PANAMA CITY, FLA.; TALLAHASSEE, FLA. — ALL FAIRS

**CONCESSIONS**—Hat Outfit, Scales, Age, Glass Pitch, High Striker, Fish Pond, Balloon Darts, French Fries, Ice Cream, Popcorn, Candy Apples or any legitimate Merchandising Concessions.

WILL BOOK FLASHY PENNY ARCADE CAN PLACE A-1 COOKHOUSE FOR BALANCE OF SEASON

WANT Concession Agents for Head of Stores also Sub-Agents. Following people contact—China Jackson, Melvin Westmorland, Bob Hardy, Mike Farino.

**RIDES**—Will book Rock-o-Plane, Fly-o-Plane, Pretzel or any other Ride not conflicting.

**SHOWS**—Will place two or three nice Grind Shows.

**HELP**—Want Second Men for all Rides. Also man to handle Downey Light Towers.

All anssee **JOHNNY J. DENTON or ART FRAZIER, Jackson, Tenn., this week**

**WANTED WANTED WANTED**  
**MISSISSIPPI SHOWS**  
 Want Shows, Flat Rides and Little Dipper, Hanky Panks of all kinds, Bingo, Cookhouse. No profit tolerated. For the 6 best Fairs in Mississippi. Our biggest date is Kenner in Bogalusa, Miss. Last year we had 50,000 to 60,000 people a night. Big as any State Fair in the country. Will run for a full week this year. Our first fair is Greenwood, Miss. Open on Sept. 15 to the 20th. With Newton Fair, Starkville Fair, Shaw and Marks Fairs. The big one is Biola, Miss., on Nov. 14-15 and all people who join our show will play this Fair as we are not going to book anyone to play this Fair who doesn't play all our Fairs. All mail and telegrams to be addressed to

**MISSISSIPPI SHOWS**  
**PRIOR AND WARNER, Owners**  
 GREENWOOD, MISS

P.S.: We also have Winona, Miss., Fair.

**FOR SALE**  
 25 Ell Wheel, Allan Horschell 3 abreast Merry-Go-Round, Tilt-a-Whirl, Allan Horschell Kiddie Ride, Overland Fire Engine, 2 combination Popcorn and Candy Floss Trailers. ALSO Various carnival booths. Can be seen in Peotone, Illinois, Sept. 12-14 inclusive. Call **FRONTIER 6-5320, Chicago, Ill.**

**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: SU4net 2-3131

**MAD CODY FLEMING**  
 SOME BIGGER • NONE BETTER

**WANT FOR 9 FAIRS**  
 Ride Help: Eli Freeman, Merry-Go-Round Foreman, Second Man on Caterpillar, Concession Agents who can and will work Stock Stores for 10 cents. Book Bingo, \$75.00 a week. Many claim best show, etc. Come look this show over, then you will know who has the best show in the Southeast. We carry 9 Rides and have 5 more in quarters when we want them.  
 Address: Ellijay, Ga., this week; Cumming, Sept. 15 to 20.

**YOUR IDLE EQUIPMENT**  
 Ferris Wheels, all Rides, Animal and Personnel Acts will mean extra money to you if we book our clients in your territory. Flat rental—Money as sured. We book only legitimate Shows. Those who have written, thanks, we have you listed. Others, please write so matter where located.  
 Send pictures, State prices, etc. Box 783, Billboard, 1564 Broadway, N.Y.C. 19.

**DON FRANKLIN SHOWS**  
 Last Call for Texarkana State Fair, opening Friday, Sept. 12, thru 20—9 big days; followed by Wharton, Rosenberg, Angleton, Crockett, Refugio, Beeville and Alice, Texas, Fairs.

CONCESSIONS: Can place Snow, Floss, one Popcorn, Chocolate Dip, Hats, one Six Cets and Buckets, and Hanky Panks. SHOWS: Will book Motordrome and any Show not conflicting for Texarkana. **HELP:** Can place useful Ride Help who drive semis.

NOW BOOKING RIDES—SHOWS—CONCESSIONS FOR SAN ANTONIO LIVESTOCK EXPOSITION, FEB. 20 THRU MARCH 1, 1953. OUR 4TH YEAR AT THIS OUTSTANDING DATE.

All replies to: **DON FRANKLIN, Mgr., Texarkana, Texas (Fairgrounds)**

**CENTRAL**  
 Amusement Company  
 "DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

**WANTS FOR BALANCE OF SEASON AND ALL WINTER IN FLORIDA**  
 Want Grind Stores of all kinds, Walt Motor Dromes, Want Shows with or without own outfits. Can place Rides not conflicting: Motor Menials, answer. Can place useful Show People in all departments. All contact:

**SHERMAN HUSTED or HAROLD RALEY**  
 Lewiston, N. C. Fair, this week; with Seaboard, N. C., Fair; Whitakers, N. C. Fair; Jackson, N. C., Northampton County Fair; Scotland Neck, N. C., Peanut Festival; Pembroke, N. C., Robeson County Fair, and the great Merry County Fair, Lewis, S. C., to follow and Balance of season.  
 P.S.: We hold exclusive contract to the Whitakers, N. C., Firemen's Fair regardless of past advertising.

**Marion Greater Shows**  
**WANT**  
 Major Rides, also other Rides for Kingstree Fair, Bennettsville Fair, Shelby Fair, Shelly, N. C., Colored Fair. We have 11 of the best Fairs in the South.

Attention, Showmen:—Will book outstanding Shows.

Attention, Concessionaires:—Will book clean Concessions of all kinds.

We are in the best territory of any show. Conditions are very good. All replies

**MARION GREATER SHOWS, Dillon, S. C.**

**NESSLER'S GREATER SHOWS**  
 WANT FOR COLUMBUS COUNTY FAIR, MAGNOLIA, ARK., SEPT. 19-20; NEWPORT, ARK., FAIR, SEPT. 22-23.

CONCESSIONS—Cookhouse, Norfries, Hot Karkas, Home's, Watch Co., Gift Gallery, Herbig Gents, Custard, French Fries, American Palmistry, or any other kind of Concessions that work for Stock Brides—Set of Kid Rides, John Francis, Gilbert Rankin, answer. One or two Major Rides, Chairplane, Spitfire, Octopus, Rollerblade or any Ride not conflicting. See prospectus. Can take your Ride and Show, RIDES—City Show, Athletic Show, Mechanicals, Wild Life, Organized Minutrel with own equipment. **HELP**—Agents for Six Cats, Flom and Ball Game, Star City, Ark., Fair, Sept. 9-13. P.S.: Ted DeWitt, let's hear from you.

**CONCESSIONS WANTED**  
 Can place Photos, Short Range, Pitch-Till-You-Win, Coke Bottles, Ice Cream High Striker, Hoop La, Hats, Ball Game String Game, Basketball, Roman Target for Fairmont, Minn., Free Fair, Sept. 11-14; then Cambridge, Minn.; then south, starting with Steele, Min.; Marshall, Ark. and other good Spots to follow. Can also use P.C. and Popcorn for Southern Shows, address:  
**STANLEY WARWICK**  
 Wolf Greater Shows, Fairmont, Minn.

**UNITED EXPOSITION SHOWS**  
 Leaven Fair Festival, Riverside Park, Alton, Ill., Sept. 15-26. This is it! The last chance for a bank roll in Illinois.

Can place Hanky Panks of all kinds, especially want Snow, Floss and Custard. Want Cookhouse for balance of season or will consider Bit-Down Grab. Want Bingo Counter Men, also Agents for Skillo and Count Skare. Have opening for Girl Show Manager with two or more girls. (Call) Big day to Belleville. Can place several Concessions at El Paso, Ill., Sweetcorn Festival, in uptown park, Sept. 19-23. Want Ride Men who drive, wire or come on. Wire or phone:  
**C. A. VERNON, MGR., 61 FASO, ILL., THIS WEEK**

**FRONTIER SHOWS**  
 Want for 5 Fairs in Colo. & Arizona  
 Fair Hotchkiss, Colo., Sept. 16-20; Fair Cortez, 23-27; Fair Durango, Oct. 1-5. Stock Concessions of all kinds, Photos, Grab, Popcorn. Will book one more Major Ride. Want Foreman for Wheel or Merry-Go-Round, Rusty Nolan, answer. All replies: **FRONTIER SHOWS, Hotchkiss, Colo.**

**WANTED**  
 ELECTRICIAN WHO UNDERSTANDS DIESEL  
**TOP SALARY IF YOU KNOW YOUR BUSINESS**  
**Lawrence Greater Shows**  
 Lincolnton, N. C., this week; Salisbury, N. C., to follow.

**WANT WANT WANT**  
**RIDE HELP**  
 Foreman for Twin Ferris Wheels and Scooter. Also General Ride Help. All to join at once. Best top salaries—best of treatment—long seasons.  
**DOLLY YOUNG, Mgr.**  
 ROYAL CROWN SHOWS, ENID, OKLA., THIS WEEK.

**PALMETTO EXPO. SHOWS**  
 Can place Concessions of all kinds for the following spots: Darlington, S. C., this week; Jamestown, S. C., Sept. 18-20; Mencks Corner, S. C., Fair, Sept. 22-27; Stonee, B. C., Fair, Sept. 29-Oct. 4; Colleton Co. Fair, Waterboro, S. C., Oct. 6-11.  
 Especially want Bingo, High Striker, Scales, Penny Pitchers, Pan Games, Roll Down, Skilions, Seringers and Six Cats. Can use Chairplane Foreman and second Man, also Merry-Go-Round Help. Want any Grind Show with own equipment. All replies to  
**MILTON MENEACE, PALMETTO EXPO. SHOWS**  
 Darlington, S. C., this week; then see for route.

**RIDE HELP WANTED**  
 Foreman for Little Dipper and Kiddie Rides for many top advertised men. Second Men on Caterpillar and Spitfire Wires  
**STEVEN DECKER**  
 Care Beema Attractions  
 Fairgrounds, Waverly, Virginia

**REBEL AMUSEMENT COMPANY**  
 Can place for Cahona County Colored Fair, Clarkdale, Miss., Sept. 16-20, Rides that do not conflict, especially set of Kid Rides. Hanky Panks of all kinds, Shows with own equipment. Popcorn and P.C. sold. Will sell ex on Cookhouse.  
**SAM GOLDSTEIN**  
 HOLLY SPRINGS, MISSISSIPPI, THIS WEEK.

**STATE FAIR SHOWS**  
 Want for Cordell Fair, Perry Cherokee Strip Celebration, Around the Court House, Sept. 15-16; Noble County Free Fair, Sept. 18-20; Bristol County Free Fair, then West Texas in the Cotton Belt. All Concessions, Rides, Shows, Carnival People in all departments, come on. Wire **C. A. GOREE, Cordell, Okla.**, this week.

**14th Annual Kiwanis Fall Festival**  
 Ripley, Ohio—Oct. 9, 10, 11  
 Wanted—Concessions, Rides, Shows.  
 Contact **FRED BLATTER or ED CAMPBELL**  
 Phone 222 Phone 110



**ATTENTION—SHOOTING GALLERY OPERATORS!**

*IF YOU NEED GALLERIES ACT NOW!*

Due to unsettled conditions and present contracts we cannot guarantee availability on Evans' Galleries later this year. This is the time to act for the best help. Do as many successful operators do—secure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES**

**GALLERY "L"—8 ft. high, 18 ft. wide. One of the best small units. Good assortment. Bullseye, moving and stationary targets. Spinners. With or without motor and belt.**

**GALLERY "R"—18 ft. high, 18 ft. wide. One of the most popular medium sizes. Wide variety of targets of every kind for rest or profit. With or without motor and belt.**

Complete details in our **FREE CATALOG** Parts and Targets also available

Write Today

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**Hamid's 'Follies'**

• Continued from page 36

of the Rutland City band. The music was good, both in timing and tone.

Also the day after Labor Day is traditionally a poor fair day, and although the weather was threatening it came down in buckets immediately after the show ended, the grandstand was about 80 per cent filled, with a \$1.20 general admission price, and box seats selling for \$1.80. Two performances were given Tuesday night, the second one playing in the rain.

Ironically enough, the second performance was given to make up for the Labor Day night which was rained out.

The package is tied together well. The production numbers were impressive, with excellent use made of steps which the Roxyettes used to good advantage. Lighting on the steps was good.

The finale, a Yankee Doodle number with the gals swinging an illuminated Liberty Bell and carting up and down the steps, provided an apt finishing touch.

Costumes, scenery and lighting are tailor-made for fair consumption, and the "Grandstand Revue of 1952" should continue to prove quite a drawing card thru the remainder of the season.

**Rutland Bows OK**

• Continued from page 36

emsee, and Vince Borelli lead the band.

Added attraction to Wednesday's (3) grandstand show was the "lighted drill" of Cairo Temple Shrine Patrol and Drum Corps, which had taken top honors in marching in New England.

Tuesday was kiddie's day, as 6,000 youngsters augmented a paid attendance of 18,000. Last year's attendance was 24,000. The rain that night came at about 10 and lasted until midnight.

Kiddieland did well Tuesday afternoon, with the Little Dipper and Ferris Wheel proving the most popular with the youngsters.

The World of Mirth midway was doing a heavy business, even in the rain, and the WCM shows were playing to good houses throughout the downpour.

Attending the fair were some 600 Grange members from New York and New England. They were admitted free.

The fair ends its six-day stand today, and it's a cinch not to break any records, either in gross or attendance. However, the fair demonstrated remarkable pulling power, drawing many people from Massachusetts, New York and New Hampshire, and, given a break from the weather on Labor Day, would have run considerably ahead of 1951.

**Lumberjacks**

• Continued from page 36

ed to \$93,926, practically the same as a year ago.

Construction Planned

An extensive building program, which will provide an entirely new plant, will get underway next year. It will not be completed until 1954.

Yollmann credited a fast paced rodeo and tug-of-war competitions with sending the night grandstand attendance to a probable 10-year record. Lane Productions, Oakland booked in Cecil Stewart's Royal Rogues for the grandstand show and the Trio Francisco, a strollers group. Joe Bren, Hollywood, booked The Great Siegfried, who did a 100-foot ski jump.

Foley & Burk Combined Shows traditionally had the midway contract. Hot afternoons held down the day play at the carnival, but night play was reported high.

**Sacramento Beats**

• Continued from page 27

Dave Barry, and the Four Step Brothers.

Tevy Paine, son of the late Charles Paine, for years a director and one-time manager of the State fair, was honored Sunday night (31) with a medal, presented during ceremonies in the horse show arena. Paine was similarly honored 42 years ago when he announced his first horse show at the age of 12.

Preparatory to the opening of the '52 event, the fair's advertising budget was hiked by \$5,000. The additional amount was all earmarked for television.

**LAWRENCE GREATER SHOWS**

**Want for Class A Fairs**  
Joyce Merchants Fair, Salisbury, N. C.; Greater Mt. Airy Fair, Mt. Airy, N. C.; Petersburg Fair, Petersburg, Va. With seven more fairs to follow.

**WANT CONCESSIONS**  
Popcorn, Candy Apples, Age and Scales, French Fries, Glass Pitches, Eating and Drinking Merchandise Concessions of all kinds; liberal privilege, Six Cats, Swinger and Buckets, Percentage open with Hanky Panks, Joe Bucks, we with French Fries, Capable Men or Couple for office owned owned Six Cats, Crew for Buckets and Ballion Darts.

**WANT RIDES**  
Tricycles, Wild Lite, Motor Dromes with or without equipment. Tracing, get in touch. Useful Sideshow Help, Snake Show with or without equipment, Tricycles, Little Dipper, Live Pony Ride or any non-conflicting Rides.

**WANT HELP**  
Truck Mechanic for International Trucks. Work all year, Foreman for Rolloplano, Caterpillar, Ferris Wheel, Second Men on all Rides, Blondie Humores and Kattie, contact Jimmy Ferens; good, useful Help, semi drivers preferred, Also Show Carpenter, Write, wire or come on. Lincolnton, North Carolina, new; Salisbury next week.

**VIVONA BROS. Combined SHOWS**

**Want for Tri-City Agricultural Fair, Leaksville, North Carolina, September 15-20; 10 More Bona Fide Fairs to Follow.**

**CONCESSIONS:** Open Midway—Hanky Panks of every description, Scales and Age, Hi-Striker, Long and Short Range Galleries, Hats, Derby, Bumper, Coke Bottle, Wild Lite, Motor Drome, Unborn, or any worth while Grand Show. **RIDES:** Spitfire, Little Dipper, Tilt, Caterpillar, or any Flat Ride not conflicting with what we have. **HELP:** Foreman for Fly Fighter and Train Ride, Show Builder wanted at once, Rock Thomas, contact, Contact this week—Montgomery County Fair, Christiansburg, Virginia.

**ROSS MANNING SHOWS HIGH POINT, N. C., FAIR**

STATESVILLE, N. C., FAIR SEPT. 22-27	LEXINGTON, N. C., FAIR SEPT. 29-OCT. 4
LAURINBURG, N. C., FAIR OCT. 6-11	HAMLET, N. C., FAIR OCT. 13-18

**LANCASTER, S. C., FAIR, OCT. 20-25 TWO DATES TO FOLLOW.**

**CONCESSIONS:** Long Range, Short Range, Hanky Panks, Car Rack, Buckets, Ball Games, Coke Bottle, Gig Gallery, Gig Pitch, Novelty, Penny Pitch.

**SHOWS:** Wild Lite, Fun House or Glass House, Dark Ride.

**RIDES:** Ball-o-plane, Tilt, Fly-o-Plane or Cat. **WRITE OR WIRE JEFFERSON HOTEL ROSS MANNING MARTINSVILLE, VA.**

**WANT FOR VETERANS OF FOREIGN WARS**

**First Annual Southwest Festival and Sports Show**  
SAN ANTONIO, TEXAS—OCT. 27-NOV. 2  
COMMACHE PARK

**SHOWS** Can place Demonstrators and Pitchmen. Will Book Outstanding Free Attractions.

**RIDES** A million people to draw from. Special features nightly. Strong sponsorship.

**Contact: TOMMY STEVENS, Gen. Mgr.**  
315 Houston Blip., San Antonio, Texas

**TURNER BROS.' SHOWS**

**Want for Dexter, Mo., Fair, Sept. 15-20**

**CONCESSIONS:** Cookhouse, Photos, Penny Arcade, Ball Games, Darts, Fish Pond, Merchandise Concessions.

**SHOWS:** Glass House, Fun House and Shows with own equipment.

**HELP:** Foreman on Tilt, Man for Kiddie Rides.

Rides for Sale—Can be seen at Dexter, Mo. (Frank Vevak, contact us.)  
Address Perryville, Mo., Sept. 8-13.

**GATTO AMUSEMENTS WANT**

For the biggest thing in the South, the great H Bomb project. Have choice locations. Every day a payday. The only Show in the South with free gas. Positively open in South all winter. **CONCESSIONS:**—Bingo, Popcorn, Apples, Floss, French Fries, Crab, Castard, Ball Games, Pops, Short and Long Range Galleries, Photos, Glass Pitch, Scales, Six Cats. Will book any ten cent Grand, Warm Percentage Dealers. **HELP:**—Show Electrician; must drive light wagon; Merry-Go-Round and Chairplane Foreman. Help on all Rides. **SHOWS:**—Will book any type Shows with own equipment. Come on. All replies to:  
**ROY GATTO**  
PADDOCK COURT or WESTERN UNION Aiken, S. C.

**ROYAL EXPOSITION SHOWS**

**MIDDLE GEORGIA FAIR**  
Milledgeville, Georgia, Sept. 15 to 20.

**Want Shows, Rides and Concessions of all kinds. Contact J. P. BOLT or SPLINTER ROYAL**  
Vidalia, Georgia this week.

**WANT JOLLYTIME SHOWS**

For Chatham, Va., Sept. 15-20. First show in six years and long string of fairs and Celebrations in Tobacco and Cotton County. **SHOWS:** Colored Girl Show or any Show with own equipment, low percentage **RIDES:** Any Flat Ride, also Live Ponies, best of spots for these. **CONCESSIONS:** Bingo, Pitch-Yell-U-Win, Long and Short, Age-Weigh, Ball Games, Penny Pitch, Coke Bottle, Buckets, Six Cats, Custard, any and all Hanky Panks, privilege \$21.00, Dick Middleton get in touch with Dick Palmerster. Long season, out until Xmas. Write, wire, phone WES PRICE, Mgr., Livingston, Va.

**INDEPENDENT CONCESSIONS WANTED**

Novelties, Age, Scales, Photo, Cobb, Hanky Panks, Custard, Diggers, Working Steek, legitimate Grand Concessions of all kinds. Bottle Show—for 6 big days and nights on the Northwater's biggest free midway. No Han. P.C. or duplies

**CORN PALACE, SEPT. 22-27**  
MITCHELL, S. O. W. T. WILT

**3 CELEBRATIONS—VIRGIN TERRITORY**

**WANT** Major Rides not conflicting. **CONCESSIONS:**—Hanky Panks of all kinds. Popcorn, Apples, Custard still open. **SHOWS:**—Shows Operators with own outfit. Guacante if known. This is modern territory. **HELP:**—Want Ferris Wheel Foreman and General Help. Can join now. **DARLEN, CONN.** First Show in 4 years. **WESTPORT, CONN.** on the Town Hall property. First since 1946. **STAMFORD & GREENWICH, CONN.** Right on the line. All in succession, starting with Darlen, September 15 to 27. All Celebrations on Post Road. All contact Celebration Offices, Roger Ludlow Hotel, Phone 4-7221, Norwalk, Conn.

**MOTOR STATE SHOWS**

Port Clinton, Ohio, this week, Sept. 8-14, with all Celebrations into October. **Wanted, Hanky Panks.** Come on, will place you. Also want Second Men on all Rides. Long season Show.

Continental, Ohio, Silver Jubilee, Sept. 23-27. Need Bingo Help for show-owned Bingo.

**JOE FREDERICK, MGR.**

**E & B AMUSEMENTS**

**Want Foremen for Caterpillar, Roll-o-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.**

**Address JOHN A. BASS**  
245-04 UNION TURNPIKE BELLEROSE, LONG ISLAND, N. Y.  
(Phone: Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.)

**B. H. AMUSEMENT CO.**

**Wants for 10 Weeks of Fairs and Celebrations starting Sept. 22, including OLANEBURG, BARNWELL, KINGSTREE, FLORENCE, SUMTER, Colored Fairs and 5 White Fairs and Festivals, all in South Carolina Cotton and Tobacco Belt.**

Cross are O.K. in this section, don't let anyone advise you otherwise. **RIDES:**—Tilt-a-Whirl, Fly-o-Plane, Octopus, Rolloplano. Also any Flat Ride. **SHOWS:**—Basket, Wild Lite, Animal, Flat Show, or String Shows. **Hanky Panks,** all open, no ex. join now, and get it together. It's later than you think. **Want Foreman and Second Man for Ferris Wheel, W. E. HOBBS, Mgr., Lynchburg, S. C., this week; and then at per route P.S. Anne Lee Rinc, contact me.**

**EVANS UNITED SHOWS**

**Want for Lexington, Mo., Fair, Sept. 11 to 13; Concordia Fall Festival, 17 to 20; Stover Fair, 25 to 27. All of these on the Streets.**

**CONCESSIONS:**—Novelties, Basketball, Hi Striker, Long or Short Range Gallery or any Hanky Pank not conflicting. No racket or Cypries. **SHOWS:**—Any Show except Girl or Athletic. Contact

**MANAGER, LEXINGTON, MO.**

**STARLIGHT SHOWS**

**WANT** For good string of Fall Fairs: Bingo, Crab, Custard, Bumper, Basket Ball, Steam Spondie, Scales, Hoop-La, Heart Pitch, Set Outfit, Collier, Pin, Acid Outfit, String Mage Outfit, Taffy, Coke, Pronto Pops, Hats. **Agents wanted for Hanky Panks, Train, Roller Coaster or any other Ride not conflicting. Shows with own outfit.** Beate, Sept. 10-13, Beaver, Ohio; 16-18, Chandler, Ohio; 24-27, Bridgeport, Texas; Oct. 1-4, La Granger, Texas; 9-11, Bellville, Texas; 16-18, Three Rivers, Texas; all Fairs. Big Armistice Celebration, Nov. 9-11, Pleasanton, Texas.

**DRAGO AMUSEMENTS**

Can place for "Marion Fall Festival" (three blocks from Courthouse) and balance of season: **SHOWS:**—Wild Lite, Arcade, Blussen, Flat, Midway, Snake, or any other Shows for commensate money. **CONCESSIONS:**—Hi-Striker, Pitch, Games, Fish Pond, String Game, Age and Beale, all kinds of Hanky Panks that work for stock. Small privilege for rest of season.

**Write or Call PAUL DRAGO**  
Akron Fairgrounds, Akron, Ind. Sept. 8-13; Marion, Ind., to follow.

Used Everywhere for Over 35 Years.

**ROLL TICKETS**  
**PRINTED TO YOUR ORDER**

100,000	\$29.50
10,000	\$ 9.50
20,000	12.00
50,000	19.50

**Keystone Ticket Co.** SHAMONK, PA. DEPT. B  
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.





START YOURSELF IN THE WHOLESALE BUSINESS... CAPITAL needed; staple product; samples \$1. H. H. Whitely Co., 506 E. Jefferson, Birmingham, Ala.

TIMBLING GREETING CARDS AND PHOTOGRAPHICALLY printed on natural gelatin... 22 Motiwa, Third International Bldg., Bombay 2, India.

FRANKIE FREE, CATCHUM ALL, PATented, ever ready, no hurt, animal repellent... Trap, Dr. Roberts, 111 N. Nevada St., Chicago.

ANIMALS, BIRDS, PETS

A BETTER PLACE TO BUY THE BEST IN REPTILES... A good variety of small cage animals at the lowest prices... Chicago Reptiles, 111 N. Nevada St., Chicago.

AAAA SUMMER SPECIALS IN ANIMALS... A good variety of small cage animals at the lowest prices... Chicago Reptiles, 111 N. Nevada St., Chicago.

CALIFORNIA SEALS, SEA LIONS—WILD or tamed... We are main suppliers food and circus throughout world... Marine Wildlife, Hermosa Beach, Calif.

MORE BUYERS

will read your ad if you use

DISPLAY-CLASSIFIED TYPE

Complete information upon request.

CONVENIENT ORDER FORM

on page 46

FOR SEPTEMBER—PORCUPINES, CUTE fellows... live on any vegetation... Make wonderful pets... Chicago Reptiles, 111 N. Nevada St., Chicago.

MEXICAN YOUNG GENTLE BURROS (donkeys)... special for children to ride on... 250 each... 1318 San Eduardo Ave., Laredo, Tex.

SOUTH AMERICAN STOCK—AT LOWEST prices... 10 lb. under 7 ft. \$1.50 per lb. under 10 ft. \$2.50 per lb. Baby Alligators and Lemons... Chicago Reptiles, 111 N. Nevada St., Chicago.

TAME, YOUNG OCLOUT 1949 BEAN CUBS... African, Russian, Javan, Malayan, African Green... Chicago Reptiles, 111 N. Nevada St., Chicago.

BUSINESS OPPORTUNITIES

ADVERTISE BY RADIO WITHOUT RISK... 100 nationwide broadcast... Chicago Reptiles, 111 N. Nevada St., Chicago.

BE A JOBBER WITHOUT INVESTMENT... without inventory... Chicago Reptiles, 111 N. Nevada St., Chicago.

JEWELRY—FLATBACK FOR CELEBRATING... Chicago Reptiles, 111 N. Nevada St., Chicago.

KIDDELAND FOR SALE—9 BIDES... in perfect shape... Chicago Reptiles, 111 N. Nevada St., Chicago.

NEW ELECTRIC MACHINE BAKES... Chicago Reptiles, 111 N. Nevada St., Chicago.

ROLLER BINK FOR SALE—ADJOINING... Chicago Reptiles, 111 N. Nevada St., Chicago.

SILK SCREEN PRINTING... 100 other items... Chicago Reptiles, 111 N. Nevada St., Chicago.

SPECIALIZED MAGAZINES COVERING... Chicago Reptiles, 111 N. Nevada St., Chicago.

START A VENETIAN BLIND LAUNDRY... Chicago Reptiles, 111 N. Nevada St., Chicago.

WANT A REAL ACT LEARN GENUINE... Chicago Reptiles, 111 N. Nevada St., Chicago.

WHERE TO BUY WHOLESALE ELECTRIC... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOOD AND DRINK CONCESSION SUPPLIES... Chicago Reptiles, 111 N. Nevada St., Chicago.

FINE PLAYERS FOR MAKING SNO CONE... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE SECONDHAND GOODS... Chicago Reptiles, 111 N. Nevada St., Chicago.

ABOUT ALL MAKES POPCORN MACHINES... Chicago Reptiles, 111 N. Nevada St., Chicago.

GIAL IN FISH BOWL ILLUSION GENE... Chicago Reptiles, 111 N. Nevada St., Chicago.

MINIATURE STEAM TRAIN—WEIGHT 4... Chicago Reptiles, 111 N. Nevada St., Chicago.

POPCORN POPPERS, PEANUT ROASTERS... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—LIGHTS; FLOOD SPOT... Chicago Reptiles, 111 N. Nevada St., Chicago.

ONCE AGAIN ENJOY SERVING THE... Chicago Reptiles, 111 N. Nevada St., Chicago.

SUR MINIATURE RADIOPHONE FOR... Chicago Reptiles, 111 N. Nevada St., Chicago.

DID THIS AD ATTRACT YOUR ATTENTION?

If employ the use of display type and white space... SEE PAGE 46

FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—1000 REELS... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—MERRY-GO-ROUND HORSES... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—ALLAN REFRIGERATED... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—ALLAN HINDSCHULL... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—1949 BUICK... Chicago Reptiles, 111 N. Nevada St., Chicago.

YOU CAN EASILY SEE HOW A SPACE LIKE THIS

will enable you to put your selling story over to

BETTER ADVANTAGE BIGGER PROFITS

Use convenient order form on page 46

FOR SALE—GOOD BUY ON NO. 5... Chicago Reptiles, 111 N. Nevada St., Chicago.

FOR SALE—I 19 CAR WHIP... Chicago Reptiles, 111 N. Nevada St., Chicago.

ILLUSION PLAYS—COPPIN HEAD... Chicago Reptiles, 111 N. Nevada St., Chicago.

KIDNEY PIERCE WHEELS—LOOKS LIKE... Chicago Reptiles, 111 N. Nevada St., Chicago.

LISTING SHOW PROPERTY TO... Chicago Reptiles, 111 N. Nevada St., Chicago.

THEATRE CHAIRS—RENTAL... Chicago Reptiles, 111 N. Nevada St., Chicago.

15 FT. LONG RANGE—CAN BE WIDENED... Chicago Reptiles, 111 N. Nevada St., Chicago.

INSTRUCTIONS, BOOKS & CARTOONS

HYPNOTISM—ENTERTAIN WITH... Chicago Reptiles, 111 N. Nevada St., Chicago.

NOVELS—LOVE, ROMANCE, MYSTERY... Chicago Reptiles, 111 N. Nevada St., Chicago.

MAGIC APPARATUS

A BRAND NEW 225 CATALOG... Chicago Reptiles, 111 N. Nevada St., Chicago.

YOUR PRODUCTS and advertising message included in a space like this will

SELL SELL SELL Use DISPLAY-CLASSIFIED style of advertising

SUR MINIATURE RADIOPHONE FOR... Chicago Reptiles, 111 N. Nevada St., Chicago.

THE MAGIC HEADQUARTERS FOR... Chicago Reptiles, 111 N. Nevada St., Chicago.

SIPRAGE CATALOG OF 2500 TRICKS... Chicago Reptiles, 111 N. Nevada St., Chicago.

MISCELLANEOUS

FOR SALE—LIGHTS; FLOOD SPOT... Chicago Reptiles, 111 N. Nevada St., Chicago.

ONCE AGAIN ENJOY SERVING THE... Chicago Reptiles, 111 N. Nevada St., Chicago.

SUR MINIATURE RADIOPHONE FOR... Chicago Reptiles, 111 N. Nevada St., Chicago.

GREATEST EVER! 24 Kt. Pl. Gold "Tiffany Style" Sets

BRAND NEW, STUNNING RAINBOW OPAL "SEA-PEARL" 3 PC. NECKLACE & EARRING SET

A choice gift set! Glistening rainbow opal "sea-pears" dramatically set in 24 kt. pl. gold... DOZEN \$10.80



Includes \$7.95 gold embossed price tags and satin-lined gift box... 3 Ass't. Samples Postpaid \$5.00

"STARLIGHT ORIGINAL" 4 PC. GIFT SET

Expansion Bracelet—Necklace—Matching Earrings... DOZEN \$24.00



BAZILLING CREATIONS... READY FOR SHIPMENT... GET READY FOR VOLUME BUSINESS! THESE ARE HOT!

STERLING JEWELERS

44 E. LONG STREET, COLUMBUS, OHIO PHONE: ADAMS 4621 SEND FOR CATALOG

"BIG PROFITS!"

From the Complete CHEWING GUM LINE! POLITICAL PROFITS! RAZER TIE CLASPS

AMERICAN CHEWING PRODUCTS 414 & M. Pleasant - Newark 4, N. J.

EISENHOWER and STEVENSON BUTTONS... ACORN BADGE CO.

WANT TO MAKE REAL MONEY? H. FISHLOVE & CO. 714 N. FRANKLIN STREET CHICAGO 18, ILLINOIS

**NOW IT CAN BE SOLD**

# ENCHANTE

## Anniversary CLOCK

**A PROVEN MONEY MAKER!**

For the first time this international favorite can be yours in the low-price field. It is a beautiful replica of a well-known famous antique. You will be attracted by its sparkle and revolving action. The four-cornered pendulum revolves constantly.

7 7/8 13" High

**PRICED FOR FAST TURNOVER—**

# \$9.95

**Es. In Doz. Lots**

**Samples, \$12.00 Each**

**25% deposit, bal. C.O.D. If not for resale, add Federal Excise Tax. Catalog sent on request.**

Beautifully designed, all gold plated base and case mounted under crystal-clear UNBREAKABLE Plexiglas dome. UNRIEVABLE ACCURACY. Powered by dependable and famous United self-storing movement. Satisfaction guaranteed.

# CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

## CARNIVAL AND CIRCUS NOVELTIES

Swapper Cones Lancaster	Gr. \$ 9.75	R.W.S. Borneo	Gr. 16.20
5" Bamboo Canes	Per Gr. 17.80	Med. Bamboo Canes	Per Gr. 14.60
11" Rubber Membranes	Per Gr. 37.80	15" Rubber Membranes	Per Gr. 32.80
Rubber Animals, Assn.	Dz. 3.50	Rubber Horses, Sm.	Dz. 3.50
M-Nat Fur Membranes	Dz. 3.80	10" Rubber Membranes	Gr. 18.80
12" Rubber Membranes	Gr. 24.80	7" Rubber Membranes	Gr. 14.80
10" Rubber Membranes	Gr. 9.50	12" W/Pipe	Gr. 4.50
12" W/Pipe	Gr. 5.50	18" W/Pipe	Dz. 6.80

BUY IN OKLAHOMA—FAST SHIPMENTS—SAVE ON FREIGHT

### M. G. NOVELTY CO.

119 S. WALKER STREET OKLAHOMA CITY 2, OKLA. PHONE: 3-3884 WIRE—CALL

### MUSICAL INSTRUMENTS. ACCESSORIES

FOR SALE—MARGOANY SPINNY WALK... 1955 cash. No. 10741B, Yonkers town, N. Y.

### PARTNERS WANTED

PATENTED, TROUBLE FREE, CATCHUM... 1955 cash. No. 10741B, Yonkers town, N. Y.

### PERSONALS

MR. AND MRS. LEROY FARMER, WIT. MA... 1955 cash. No. 10741B, Yonkers town, N. Y.

### PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUND, BACKGROUNDS... 1955 cash. No. 10741B, Yonkers town, N. Y.

COPIED ENLARGED FROM PHOTO. 57... 1955 cash. No. 10741B, Yonkers town, N. Y.

DIRECT POSITIVE PHOTOGRAPHERS... 1955 cash. No. 10741B, Yonkers town, N. Y.

DIRECT POSITIVE OPERATORS—ALL... 1955 cash. No. 10741B, Yonkers town, N. Y.

### YOU CAN EASILY SEE HOW A SPACE LIKE THIS will enable you to put your selling story over to BETTER ADVANTAGE resulting in BIGGER PROFITS

Complete information on page 46

### FIGHTING COCKS—FEATHERED ROOSTERS

The best... for only \$6 you get the space... and increase the effectiveness of your ad.

### LOOK! LOOK! LOOK!

IMPORTER OF UNUSUAL MULTI-COLORED... NEMAN CARNIVAL CIRCUS BANNERS...

### SCENERY & BANNERS

FOR SALE—MARGOANY SPINNY WALK... TATTOOING SUPPLIES

### WANTED TO BUY

A GROWN OFFSHORE—STAYT PRICE... AUCTION HOUSE WANTS MERCHANDISE... FULL CHROMATIC SET OF ORGAN...

### ICE RINK EQUIPMENT

Complete used equipment for open-air artificial ice skating floor, approximately 10,000 sq. feet. Write details and price to BOX C-136

### M.O.A. & N.A.M.A. CONVENTIONEERS

See Our Large Showrooms

## ELGIN • BENRUS • GRUEN BULOVA • WALTHAM Watches

For Men and Women

New model watches in a case dial. Reconditioned and guaranteed like new. Complete with leather straps.

Men's Brand New Imported Jeweled \$3.25 Watches

2500-chron chronometers with rubber straps, waterproof, reliable, shock resistant, leather strap. 25,000 ft. water. Lots of 4 \$25.00.

**FREE** New Big 1952 Wholesale Catalog

More brilliant than diamonds. Set in clear in silver metal. Man's best investment. \$15.00 each. Ladies' sold in \$10.00 sets.

## JOSEPH BROS.

18. Wabash Ave. Dept. E-13 Chicago 16, Ill.

NO. 195 CRYSTAL HURRICANE LAMP

Ruby & Crystal \$4.30 ea.

\$15.00 per doz.

NO. 22 CRYSTAL HURRICANE LAMP

Ruby & Crystal \$7.10 ea.

\$24.00 per doz.

MOA AND NAMA CONVENTIONEERS BE SEVERE TO VISIT OUR DISPLAY ROOM

When in Chicago... Complete line of premium items and size plenty of clear cut merchandise on hand for immediate delivery.

Write for New Free 64-Page CATALOG 25% deposit with order, balance C.O.D.

## M. K. BRODY

3716 S. Halsted St., Chicago 7, Ill. L. O. Phone: Monroe 6-9520 In Business in Chicago for 33 Years

## ARMY FOOTBALL PRICE LIST 1952

PLASTIC HELMETS

Very Flecky Gold Plated \$10.00 GR.

35% deposit with order, balance C.O.D.

Complete Football Price List Now Ready.

## CHARLES SHEAR

120 Park Row New York 7, N. Y.

## Quick Photo Invention!

PICO CHAMPION PHOTOMASTER

Take color photos in 3 minutes. Take and finish in 2 minutes. Print in 2 minutes. Finished Photo in 2 Minutes.

## Watches and Ensembles

An outstanding line priced to show your fast sales action.

## DISTRIBUTORS—JOBBERS

Write for Details and Illustrated Catalog.

### PIERCE WATCH CO., INC.

22 West 48th St., New York 19, N. Y. Plaza 7-0733

FREE CATALOG

of our gorgeous jewelry line \$6.50 D. & U. 25% dep., bal. C.O.D.

David Feldman, Inc. 55 Canal St. New York 13

## SWEEPING THE COUNTRY

A "HIT" NOVELTY FOR AGENTS, SALESMEN, RETAILERS

- A regulation telephone design with standard 5.8 x 3.8 inch frame.
- Miraculous tough provok. of all parties, clubs, etc.
- Ideal for conventions, demonstrators.
- The novelty rage for years and old.
- Serves a practical use in inviting money saving.
- Individually cellophane packaged in small folded sheet.

ORDER NOW—50¢ per doz. in gross. Open order 1% to 10 days to retail account. Unrated orders 25% deposit, balance C.O.D. Yash, Chicago.

**CHARMS & CAIN** Dept. D Chicago 3, Ill.

## Genuine ALLIGATOR HANDBAGS

Cuba Products

1 Doz. Asst. \$25.00, Med. \$51.00, 1 Doz. Asst. \$26.00, Large \$51.00, 1 Doz. Per Doz.

CASPER'S GATOR JUNGLE

Terms: Cash on Hand NOW

P. O. Box 720 St. Augustine, Fla.

### DIRECT POSITIVE OPERATORS—JUST

Direct Positive Operators—All direct positive operators... 1955 cash. No. 10741B, Yonkers town, N. Y.

### PRINTING

ATTRACTIVE PRINTING REASONABLE... DAY-GO STICKON BINDER STRIPS... EXCELLENT BUSINESS CARDS WITH... FAST SERVICE. LOWEST PRICES... WINDOW CARDS—12x8 AND 11x8... SALESWOMAN WANTED

### DIRECT FROM MANUFACTURER

Beautiful three piece set... \$36.00 per set, \$4.50 each incl. \$4.50

### MODERN PEN MFG. CO., INC.

331 West 14th St. New York 13, Canal 6-5018

### COOK BROS.

316 W. Maxwell St. Chicago 8, Ill.

### MERCHANDISE

Electrical Appliances, Rogers Sil. Varnish, Cutlery, Giftware, Clocks, Premiums, Novelties.

### Blind Mfg. Co.

300 Degrave St. Brooklyn 7, N. Y.





# THE FASTEST-SELLING PROFIT-MAKER for GIFTS, PREMIUMS, PRIZES, CONCESSIONS!

**SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers**



NATIONALLY FAMOUS

*Pathfinder*  
SEALED BEAM

## PORTABLE SPOTLITE

EVERY MOTORIST wants one—needs one! Sturdy, handsome spotlight, perfect for flat tire repairs, engine repairs, signaling, other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried. Fits in glove compartment, hangs anywhere or stands by itself. NO INSTALLATION! Plugs into Cigar Lighter Socket Long extension cord included.

**SPECTACULAR SUCCESS FOR AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!**

No. 5210 Low Price PORTA-LITE  
Sells like wildfire! 5" Sealed Beam throws light 500 feet. 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader" COSTS NO MORE THAN A FLASHLIGHT. YET THROWS A BEAM 100 TIMES STRONGER.

\$2.95 Each in Doz. Lots  
Sample \$2.50  
Terms: 25% Deposit, Balance C.O.D., P.O.R. Chicago.  
SEND CASH FOR SAMPLES.



**DISTRIBUTORS! Cash in now on this opportunity for fast, easy sales! WRITE for PRICES TODAY**

**AUTO LAMP** DEPT. "B" 2909 INDIANA AVE. CHICAGO 16, ILL.

**DIRECT FROM MANUFACTURER**

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Strapped Bands. Each style in place set with a variety of genuine rhinestones and colored sparkling jewels.

**SPECIAL REDUCTIONS OFFER \$4.00 PER DOZEN BOXED OTHER SENSATIONAL ITEMS**

Opal Bonnet Set, \$8.99 per doz.  
Pin and Earrings Set, \$6.20 per doz.  
Expansion Watch Bands, \$3.99 per doz. (chrome) and \$4.19 per doz. (gold plated).  
Necklace and Earrings Set, \$7.50 per doz. Men's identification with expansion watch (chrome) \$4.19 per doz. (gold plated).  
DISPLAY BOX, \$1.99 per doz. (additional).

Beautifully engraved Heart Lockets, \$3.50 per doz. Necklaces, Bristle Hairpins Sets, \$2.25 and \$1.50 each. Double strand simulated Pearl Necklaces (White) \$1.99 per doz. Double strand, \$1.80 per doz. Triple strand, \$2.25 per doz. Pearl sets with rhinestone clasps, \$1.00 and \$1.75 each. 3 and 4 sizes All Rhinestone Rhinestone Sets, \$2.80 and \$2.75 each. Jewelry Sets (in jewel box), \$5.25 each. Ladies' and Men's Watches, Rhinestone and Plain Crystal on chains, Earrings, Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$4.00 per doz. Adjustable Ladies' Rhinestone Rings, \$1.99 and \$2.50.

**MANY OTHER ITEMS FOR NEW 1952-53 \$1.99-\$3.99 CATALOG!**

**BACKARD JEWELRY CO.**  
126 Fifth Ave., N. Y.

**MOA & NAMA CONVENTIONERS!**  
Be sure to see us while in town...

**We Carry a Complete Line of Jewelry and Premium Items**  
150,000 Pcs. of assorted Costume Jewelry—Values to \$1.00 ...  
Per Gr. \$27.00—Sample of 25 pcs. \$5.00

**WATCHES — WATCHES — WATCHES**  
Men's and Ladies' Watches ... any style or any kind for immediate delivery.

**WRITE FOR NEW FALL CATALOG**  
**TUCKER-LOWENTHAL CO.** 3 So. Wabash Ave. Chicago, Ill.  
Phone: ANdover 3-3315

**NEW CATALOG**  
Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

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**"LITTLE ATOM"**

**WORLD'S SMALLEST PISTOL**  
Shoots Blank Cartridges—Tommy Bang! Dasher Sport Traffic Profiteer!!! Standard Model (shown) retail \$1.95 inc. complete. Dealer's \$17.00 inc. Deluxe Model, Western Style. Post-War Model (shown) retail \$2.95 inc. complete. Dealer's \$18.00 inc. PACKED 100 TO CARD. NO LESS SOLD. If not available through your wholesaler, write for literature.

**SALESMEN • DISTRIBUTORS**  
"LITTLE ATOM" also insects automatically. Big profits!  
Now... say good-bye to...  
Flyer, Manufacturer, Motor, Repeater, Atom, and other flying and crawling insects with the amazingly successful "LITTLE ATOM" Electric Insect-Attracting Vapourizer.  
Beautifully attractive portable well feature... using an ordinary light bulb... superior material 100% latex removal. Made in installation... complete with read and plug.  
Illustrate of commercial letters given... ONLY \$9.95  
This method automatically solves the pest problem. Continuous operation controls areas up to 10,000 cubic feet. Smaller areas require less operation time. Consult literature. Get literature is simply FREE. ORDER TODAY.

**GENERAL MFG. & DISTR. CO.**  
200 N. Wabash Ave., Chicago, Ill.  
My check or money order enclosed (postpaid) I SEND C.O.D. I will pay cash plus postage.

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**DEMONSTRATORS**  
ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set. Handed point fountain pen, automatic pencil and precision ball pen. Metal cap. Attractive colors. Attractive set. Sample Set, \$1.99.

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Orders filled the same day an received. Send \$2.00 deposit with the order.

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**POST CARDS**  
BY ELMER ANDERSON  
53 Snappy Numbers in Full Color!  
Many choice territories open for jobbers and Distributors.  
Write for our new catalog  
**H. K. MITTRELL CO., Inc.** Waterloo, Iowa

**Imported Swiss Stop CHRONOGRAPH**  
with 3 Push Buttons  
Gross \$2.98  
Lots of 12... \$3.25 ea.  
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Just Arrived! Minkley Pak simulated ivory shell...  
U.S. Imported diamonds & rubies...  
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Send no money and your own...  
New illustrated catalog available.  
10% Disp. on C.O.D.'s—no return firms.  
On orders under 6 watches add \$1.50 ea.

**SARO WATCH** 8-3th Floor 27 W. 47th St., N. Y.

### Mdse. Topics

**Pittsburgh**  
Milton D. Myer Company reports big sales on their Chinese lamps which retail at \$4.95. Aluminum goods have also been going well at bingo games, the firm reports. ... Incolec Novelty Company reports an increasing number of orders for luxury merchandise for fairs in the Ohio and Indiana areas. Orders have picked up considerably since the termination of the steel strike, a company spokesman reports.

**From All Around**  
B. Mofwala, Bombay, India, is offering a line of "Pipal Picture" greeting cards, hand-painted on holy pipal skeleton leaves and made in 100 designs and three sizes. ... Latest item offered the trade by Robel Sales Corporation, New York, is a silverware combination consisting of a complete service for six in "Fortune" pattern, silverware chest and a pair of silver-plated salt and pepper shakers—all made in the United States. The firm offers the combination to dealers at \$5 per set.

A. N. McCreight Products, Du Bois, Pa., announces its new Tie-Vue neckwear case, a transparent plastic case for traveling bag, bureau or office desk which holds 10 ties, plainly visible, and keeps them neatly pressed and clean. One tie at a time may be taken from the case without disturbing the others. The product is manufactured to retail at \$2.50.  
Kozak Auto Dry Wash, Batavia, N. Y., manufacturer of a cloth that gives your car a dry wash, eliminating use of water and at the same time giving the car a polish, announces a new product, Sham-Et, a chemically treated substitute chamois that is said to absorb more water than a real chamois. The firm recommends it for those who wish to wet wash their cars.

A new, smartly styled cellophane tape dispenser for home or desk is announced by Northmore's, Highland Park, Ill. Called Tommy Taper, new accessory is cylindrical in shape, 2 inches high, 2 1/2 inches in diameter at the top and has a flanged base 2 1/2 inches in diameter. It is constructed of plastic, beautifully finished, and is available in deep maroon, dark green or bronze. Extending 1 1/2 inches from the side of the dispenser is a curved metal strip, one inch in width, and equipped with a saw-tooth edge. The cellophane tape is thus drawn from a corresponding slot in the cylinder and desired lengths may be torn off as needed. The top is dished so as to accommodate a supply of paper clips, rubber bands, etc., and the unit is heavy enough to serve as an ideal paperweight. The dispenser, which keeps cellophane tape neat and at your fingertips, comes loaded with a 150-inch roll of 3/4-inch cellophane tape, ready for use. Refilling is accomplished in a jiffy. Refills are available at \$1 postpaid for four rolls.

Retail price, including cellophane roll, is \$7 postpaid.  
Rum and Maple Tobacco Corporation, New York, is marketing Presidential cigarettes. The packs of 20 cigarettes are of conventional size and cover both candidates individually. One pack has a photo of General Eisenhower, with the slogan "I Like Ike," and the other has a photo of Governor Stevenson with the slogan "Stevenson for President." Each cigarette has imprinted on it the individual candidate's name. The tags are packed in attractive, eye-catching red, white and blue cartons, and the packs themselves are done up in the same motif. The firm reports that initial tests have shown favorable reaction. The Presidential cigarettes will be sold in leading chain and independent stores from coast to coast, the firm announces.

**MAKE MONEY with BOSTONIAN SHIRTS**  
Take orders for business that don't quit!  
This order for business that don't quit!  
FREE literature—no experience needed.  
BOSTONIAN SHIRT CO., 80 Bedford St., Dept. 5-36, Boston 26, Mass.

**GIVE TO THE RUNYON CANCER FUND**

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Heintzen, Mrs. James, 40c; Ingle, Fred, 40c

City Shows: Elliott, Prince; Adams, Claude; Adams, Dewey...

Harmon, Fred; Borden, Charles; Borden, Jack; Borden, Nick...

Adams, Dewey; Adams, Wm. P.; Adams, Albert...

Adams, Wm. P.; Adams, Albert; Adams, Wm. P.; Adams, Albert...

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McCoy, John P. A.; McGinn, Leo E.; McGinn, Leo E. Dale; McHenry, Mrs. Edeger

McLaughlin, W. A.; McSpadden, Mrs. J. E.; McTeague, Sr., Edmund

Mac, Herby; Macgill, Fred; Macgill, Fred; Macgill, Fred

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Barber, William; Baska, Walter; Benfor, Nick; Bentson, Bill; Blair, Mrs. Mary

Bliss, Mrs. Mary; Bishop, Gerald E.; Blackburn, Bob; Blackburn, Virginia; Blackburn, Kenneth

Branch, Charles; Breeden, Claude M.; Broome, Jr., Johnny; Brummett, Shelby L.; Brundage, J. W.

Burke, J. Edward; Canipe, Mrs. Fiera; Chapman, Virgil; Cloon, Floyd; Clark, Floyd A.

Celanor, Carl A.; Cooke, J. M.; Cottrill, Wesley J.; Curtis, Mary; Davis, Mrs. M. Mae

Dawson, Mrs. Carl; Deering, R. E.; Deering, R. E.; Deering, R. E.; Deering, R. E.

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5 in 1 SCREWDRIVER Kit! EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS ONE - WANTS ONE - BUYS ONE!

CASH IN NOW! Deposit with orders, C.O.D., F.O.B. Detroit.

GEM Sales Co. 553 Woodward Detroit 26, Mich. Ladies' New Watches \$12.95 \$9.95

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SOMETHING NEW UNDER THE SUN. 32" RAYON PLUSH BEAR \$24 \$22.50

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The  
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Fall

**COIN MACHINE  
SPECIAL**

**FEATURING**

**JUKE BOX PROGRAMING GUIDE**

- Fifty pages of helpful information designed to make programing easier, more profitable. Based on a survey of music operators.

**MOA CONVENTION**

- Music Operators of America holds its annual convention with an exhibit. Time: September 11-13. Place: Morrison Hotel, Chicago.

**NEW TRENDS IN GAMES**

- Brand new outlets are opening to coin machine operators as games manufacturers bring forth some entirely new concepts in amusement.

**NAMA, NABV CONVENTIONS**

- National Automatic Merchandising Association and National Assosiation of Bulk Vendors start their annual meetings on September 14.

## Brightest Fall Since 1946 Sparks Annual Meetings

Continued from page 7

House, September 14-17; NABV at the Morrison, September 14-16.

### Games Humming

The amusement games people held their 1952 convention last February, and plan nothing special for the fall. But that phase of the business is humming again after nearly 20 months in the doldrums.

Traditionally, autumn is a busy time for the entire industry. But this fall opens on a note of optimism unmatched since 1946.

Juke box circles generally agree the phonograph business is in healthier shape today than at any time since 1947. Costs have increased and the profit in a nickel is much smaller than it was five years ago. But the supply of

phonographs is in balance with demand and operators are meeting their time-payment installments regularly.

### Juke Stability

Just how many dollars are pledged against phonographs is a question no one in the industry can answer, but the amount of juke box financing unquestionably exceeds any previous record. Individual finance companies and distributing organizations, as well as many private banks, hold millions of dollars worth of phonograph paper. The percentage of delinquent accounts is at an all-time low, reflecting the stability of the music business in the face of greatly increased costs.

Since 1947, when the music industry began going downhill as a result of over-production, a revolution in design started by the J. P. Seeburg Corporation brought the 100, 80 and 104 selection phonograph out of the experimental stage and established a new kind of commercial music which today offers the public a much wider choice and the operator a greater potential of plays.

Grosses in automatic merchandising are well above last year, although net profit is lower as a result of increased costs. Vending machine operators attending the NAMA and NABV conventions can point to a solid period of growth. In a relatively short period, vendors have become one of the top three outlets for such diversified products as candy, tobacco, coffee, gum, nuts and soft

drinks, and give every indication of becoming volume distributors of milk and ice cream.

### Efficient Operation

With most of its equipment located in industrial installations and plant employment bolstered by defense spending which will continue well into 1953, vending's problems this fall and winter will be problems of cost, rather than of sales. Significantly, most of the business sessions at next week's NAMA convention will deal with operating efficiency.

The outlook for amusement games is equally bright. A new crop of arcade-type pieces—especially mechanical horses, midge mowers—and, most recently, baseball pitching machines—brought new capital into the games business and opened such new locations as department stores and supermarket groceries.

After the federal government banned the interstate shipment of bell machines in January, 1950, the amusement games industry—both from a lack of really new ideas and from the loss of revenue resulting from the government's action—went into a slump from which it is just now emerging.

Inflation, with its increased costs, will keep the net operating income of all three types of equipment from setting any new records this autumn. But the stability and potential for expansion now enjoyed by the operators of music, vending and games place the business on a sounder basis than at any time in the past three years.

## Williams Reps In Paratrooper First Showings

CHICAGO, Sept. 6.—Paratrooper, a new type five-ball game, is now on display at distributors' headquarters of the Williams Manufacturing Company. It features animated ball action with progressive scoring.

Key to Paratrooper play is a series of four holes near the top of the playfield. When player guides his first ball into top hole, No. 1, a half million points are tallied and the ball jumps to hole No. 2 which lights an upper left hand red bumper and rollover button which advances the Paratrooper manikin on the backglass. The second ball illuminates a yellow bumper and rollover in the upper center playfield and then the two balls advance. The third ball lights a purple bumper and rollover combination and then all three balls advance. At this point the fourth ball put in play hits the head ball into an area called "ball turn" for replays.

Other features of the game include a 1-6 series and three bottom rollovers. When the 1-6 series of lights are blacked out, the two side rollovers, No. 3 and 4, lead to replays. The bottom trio of rollovers come into play when all the paratroopers are down and also result in replays.

## Alleged Sneak Shop Head Held

PHILADELPHIA, Sept. 6.—The alleged owner of a sneak bell assembly plant and his mechanic were held here for a court hearing. The men were charged with violating a section of the criminal code banning the manufacture or assembly of any machine for gambling purposes.

Actually, the charge against the men appeared to be technical inasmuch as a search of Pennsylvania statutes revealed no State law prohibiting the sale of the machines.

The plant was raided (The Billboard, Sept. 6) by Chief Inspector George Kronbar after detectives were tipped off about the place while tailing some racket characters.

The alleged plant owner had never been arrested before. He claimed that he had done nothing wrong and that he had abided by a federal law calling for the registration of all deals in bell traffic. The title of the Justice Department revealed that he had registered and had kept the government advised of all his sales.

The FBI entered the picture, seeking to establish whether any of the units have been shipped in interstate commerce. The Internal Revenue Bureau's boys also stepped in to make a check on the tax angles.

## GOEBEL RE-ELECTED

### Oregon Assn. Eyes Pin Appeal at Annual Meet

PORTLAND, Ore., Sept. 6.—At its annual meeting here this week, the State-wide association, Coin Machine Men of Oregon, re-elected all officers for another year. They are William Goebel, president; Budge Wright, vice-president; Harry Arnsberg,

secretary-treasurer, and Al Brown, field secretary.

Discussion by members at the session indicated their concern over the outcome of a Supreme Court appeal filed by the City, seeking a reversal of a Circuit Court decision overruling an ordinance banning pinball games.

Stanley G. Terry and other operators obtained an injunction prohibiting the city from enforcing the ordinance. Terry contended the ordinance conflicted with a State law which licenses amusement games.

## Chicago Coin Names Distrib In Md., D. C.

CHICAGO, Sept. 6.—Owners Sam Wolberg and Sam Gensburg announced Thursday (4) that Chicago Coin Machine Company had appointed General Vending Sales Corporation distributor in the Maryland and Washington, D. C. territory.

General Vending Sales has headquarters at Howard and Biddle Streets, Baltimore, and is headed by Irv Blumenfeld, Harry Hoffman and George Goldman.

Chicago Coin now is in production on two shuffle games, 10th Frame Bowler and Match Bowler.

## Deliver United Matching Unit

CHICAGO, Sept. 6.—First deliveries on Lite-a-Score, a new matching score conversion for 2, 4 and 5 player Shuffle Alleys, have been started by United Manufacturing Company, Billy DeSelm, sales manager announced.

A compact unit which can be placed just above the backglass section of the game to be converted, Lite-a-Score has a shipping weight of 20 pounds. It measures by 24 by 10 by 9 inches.

With the unit, older shuffle games are brought up-to-date complete with matching score features.

## BATTER UP

### Coin-O Plans First Showing Of Pitch Unit

CHICAGO, Sept. 6.—Coin-O Manufacturing Company, Inc., will hold premier showings of its automatic pitching machine in the Lincoln Room of the Congress Hotel here, September 15-17, President Harry Katz announced. The firm has started production and deliveries will begin around show time.

The Coin-O unit, Bat-o-Mat, introduces several new operator and play appeal features. Foremost among them are two adjustment ideas: it can be set to pitch from one to 50 balls and the speed of the ball may be scientifically varied from 40 to 70 miles an hour.

The Bat-o-Mat will be offered to operators thru distributors either as individual machines or in package form. In the latter Coin-O will give operators a complete layout for outdoor locations. This includes the machines, bleachers for spectators, batting cages and all other items necessary for a representative location.

In addition to Katz, Frank Roelke is a firm principal. Guy Farrell is Coin-O's chief engineer.

## Conat Selects Three Distribs For Atomic Jet

NEW YORK, Sept. 6.—Conat Sales Company has announced three new distributors for its Atomic Jet 10-cent play kiddie ride. They are Atlas Novelty Company, 2217 Fifth Avenue, Pittsburgh; Central Music Distributors, 1523 Grand Avenue, Kansas City, Mo.; and Redd Distributing Company, Inc., 298 Lincoln Street, Boston.

The Conat firm also says that an improvement has been made on the coin-operated ride. Four hands, two in front and two at the rear, have been added to facilitate moving the unit. When not in use the handles recede into the base.

## Hope for Rehearing On Wash. Bell Ruling

SPOKANE, Sept. 6.—A heavy revenue loss to governing agencies in the State of Washington will result from a decision of the Supreme Court this week unless the court reconsiders its ruling. In a 7-4 decision, the court on Tuesday (2) declared unconstitutional a 1937 State law permitting operation of bell machines in private, non-profit clubs. The ruling was in an action brought by a group of Spokane ministers against the Brotherhood of Friends and appealed by the BOP.

The decision was based on a provision of the State constitution, prohibiting all lotteries. The majority opinion held that the bell machines were mechanical lotteries. The minority opinion stated that purchasing a chance on a lottery was far different than putting a coin in a bell machine.

Joseph L. Thomas, attorney for the BOP, announced that he would file a petition for a rehearing. The ruling would mean that more than 200 non-profit clubs in Washington would have to dispose of their bell machines within 30 days.

The State Tax Commission revealed there were 2835 machines licensed to operate as of July 1. A survey showed revenue from the machines at Federal and State levels had approximated \$4,500,000 a year. For the 12 months ended April 30, they

paid \$3,773,141 in taxes to the State.

Court records showed the BOP had paid the city of Spokane \$102,302 in taxes thru February, 1951, Washington State \$849,828, and the Federal government \$28,540 in license fees. The Spokane city auditor said 30-odd clubs paid city taxes of \$143,228 last year and that they had paid in \$94,166 in the first seven months of this year. On the basis of the 5 per cent tax, the clubs made gross operating profits of \$2,884,580 last year, he said.

Previously, the State Supreme Court outlawed pinball machines that paid off. Many of the pinballs were converted to straight amusement play.

## Ky. Field Repts Set Coin Mach. License Check

FRANKFORT, Ky., Sept. 6.—Field representatives of the Kentucky Department of Revenue have started state-wide checks on both coin machine and location licenses. They should have been renewed July 1.

Nelson Perry, director of the field division, stated the music and vending units require an annual \$10 license stamp and must be affixed to each machine. A penalty of an extra 20 per cent for the stamp, plus 6 per cent interest and a fine of from \$25 to \$500, are specified for failure to obtain a license.

He also pointed out the location license, occupational type, covers restaurants, pool parlors, bowling alleys and related spots. These should have been renewed July 1. Penalty for failure to do so is also 20 per cent, plus a fine from \$25 to \$200.

## LOCATION STUDY

### Phil. Coinmen Cites Positive Approach

PHILADELPHIA, Sept. 6.—Operators should use more care and stop trying to line up new locations in a hit or miss fashion, maintains Joseph J. Levin, head of Blue Ribbon Amusement Company.

Levin stressed that operators should analyze potential locations from the angle of profits. He also believes that operators deliver their "pitch" to prospective locations as they were with doctors rather than salesmen.

Levin visits prospective location owners with a well stacked portfolio. It contains pictures of machines to be put on locations, and also gives a break down on costs and the necessary grosses which locations must maintain so that machines can "earn their keep." Levin has found that this type of approach pays off. The location owner gets to understand the operators problems, and he becomes easier to deal with.

## Exhibit Names Utah Distrib

CHICAGO, Sept. 6.—Exhibit Supply Company thru Frank Menzies, sales manager, announced the appointment this week of Western States Distributors as representatives in the Utah territory.

Western States is headed by Bob Knowles and has headquarters at 156 East 3rd Street, South. Exhibit's current production stresses the mechanical horse, Big Bronco, and Super Twin Rotation, a new type shuffle game featuring the use of an optical illusion.

## Calendar for Coinmen

- September 8—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Balfow Restaurant, Baltimore.
- September 11—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.
- September 11—Music Operators of Northern Illinois monthly meeting. Site to be announced.
- September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.
- September 14-16—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.
- September 26-28—Texas Merchandise Vendors Association, 1952 convention and exhibit, Adolphus Hotel, Dallas.
- September 28-28—Texas Tobacco Distributors, annual convention and exhibit, Adolphus Hotel, Dallas.



## Miller Sets Up Headquarters For Chi Operator Convention

### MOA President Arrives Friday; Confers With Cunliffe on Program

CHICAGO, Sept. 6.—George A. Miller, president of the Music Operators of America, arrived in Chicago Friday (5) to set up his headquarters and take over direction of last minute planning for the MOA convention, which opens Thursday (10) at the Congress Hotel.

Miller conferred Friday afternoon with Ray Cunliffe, Chicago, head of the Automatic Amusement Company and second vice-president of MOA, to settle final details.

Monday Miller will meet with R. C. Roling, president of the Rudolph Wurlitzer Company and the phonograph manufacturers' association, to map the program for a luncheon being given by the manufacturers for the MOA executive board.

Miller said the luncheon would go "a long way toward cementing the friendship and understanding between the two groups." He added that "great appreciation" goes to the manufacturers for their financial support and co-operation which "assures a successful MOA meeting."

#### Committees Named

The following committees were announced:

**General Convention Committee**—Miller, chairman; Richard Schneider, Ill., and Cunliffe.

**Nominating Committee**—Schneider, chairman; Larry Marvin, California; James Tolson, Conn.; Morris Goldman, Michigan; Harry Snodgrass, N. M.; Jack Cohen, Ohio; and Jack Mulligan, Pennsylvania.

**Legislative Committee**—Wes Elster, California, chairman; Ben Ginsberg, New Mexico; Al Denver, New York; Howard Ellis, Nebraska; Norman Britz, Montana; Hirsch de La Vitz, Washing-

ton, D. C., and Tom Winthrow, Texas.

**Depreciation Committee**—Winthrow, chairman; Cunliffe; Dick Steinberg, New Jersey; Joseph Silla, California and Mulligan.

**Membership Committee**—Miller, chairman; Denver, Cunliffe, Clint Pierre, Wisconsin; De La Vitz, Snodgrass, and Steinberg.

**Ticket and Banquet Committee**—Silla, chairman; Denver, Schneider, Cunliffe and Pierre.

Miller emphasized that the nominating committee's recommendations would not be binding and that when they are announced at the convention, the meeting would be turned over to nominations from the floor. He also said a strong membership drive would be conducted thruout the convention by the membership committee.

## Name Carlson As Comptroller Of Wurlitzer

CHICAGO, Sept. 6.—R. C. Roling, president of the Rudolph Wurlitzer Company, announced here this week that Roy W. Carlson, assistant secretary and divisional comptroller of the firm's North Tonawanda, N. Y. division, had been promoted to comptroller.

In his new position, Carlson succeeds the late Ralph E. Walline, former vice-president and comptroller, who died August 21 (The Billboard, September 8). He will have his headquarters in Chicago.

Carlson joined the Wurlitzer organization in November, 1942 by coincidence the same year Walline joined.

## OPS GIVE VIEWS

### Why Juke Men Should Attend MOA Meeting

CHICAGO, Sept. 6.—Reasons why every juke box operator should attend the Music Operators of America convention were voiced this week by Hirsch de La Vitz, treasurer and a director of MOA, and Jack Cohen, president of the Cleveland Phonograph Merchants' Association.

De La Vitz said: "With most constructive action toward solving mutual problems coming from the floor at open business meetings or forums, this year's MOA convention has been planned to give the individual operator a greater voice in order to thrash out matters that are the most pertinent to the welfare of all juke box operators."

"This convention," he said, "literally must be 'Operation Workshop' if we are to find practical and tangible answers to many problems with which we are faced."

**Operator Problems**  
The large scale Washington, D. C., operator said the attendance of many music men "will help to multiply the force and effectiveness" of MOA plans. He said the convention "should come up with at least some answers to the problems of operators

planning a future course of profit and continued service to the public."

Pointing out that discussion topics include trade practices, ASCAP legislation, merchandising, programming, public relations and film play, De La Vitz said the exchange of ideas and information "would be vital" to all operators.

Cohen cited the importance of the convention from the standpoint of future national legislation which might affect the industry. As an example, he pointed out the attempts earlier this year to pass the Bryson Bill, a measure which would have imposed a performance tax on juke boxes.

**Price Waterhouse**  
Altho Cohen praised the defense put up by MOA officers and operators, he decried the response of operators to the request that they send financial reports to Price Waterhouse & Company, whose analysis of operator incomes had considerable effect in nullifying the Bryson measure.

Cohen said only some 1,700 operators out of the approximately 10,000 in the country responded but that those who did not could "redeem themselves by attending this convention and showing their willingness to co-operate in the future."

"As all know," he said, "ASCAP has made the statement, and has proven by its action, that it will try again to put thru legislation that will be extremely harmful to our industry. It behooves all of us to attend the convention to show our strength and become more solidly united, so that we may be able to present another excellent defense whenever that legislation may be presented before Congress again."

## INDIES SIGNING FOR MOA SPACE

WASHINGTON, Sept. 6.—Hirsch de La Vitz, national treasurer of the Music Operators of America, indicated this week there was a possibility that more small independent record firms would exhibit at the MOA convention than ever before.

De La Vitz said that during a recent trip to New York to contact these firms, three signed for exhibit space. Five others, he said, expressed considerable interest in the convention and there was every indication they too would exhibit.

At previous operator conventions, the independent diskies usually have preferred to send only representatives.

## Atlantic Service School Resumes

NEW YORK, Sept. 6.—Atlantic New York Corporation, Seeburg distributors, resumed sessions of its service school today (6).

Classes will be held at 10 a.m. every Saturday at the company's school hall, 525 West 45th St.

## Coven Starts Individual Op Service Schools

CHICAGO, Sept. 6.—A series of "personalized" schools for servicemen of individual operators has been started by the Coven Distributing Company, Wurlitzer distributors here.

The classes are held almost daily in a curtained off portion of the Coven showrooms and more than six already have been staged, according to Dave Bender of the firm's sales and advertising staff.

It was felt by Ben Coven, head of the firm, that service instruction would be enhanced by giving personal training to only one operator's servicemen at each session. In the case of small operators, who have only one serviceman or do their own servicing, several are invited at one time.

The firm's new advertising and news sheet, containing merchandising comment by Coven as well as listings of special sales features in machines, records and premiums, was mailed this week.

## Nebraska Guild Quarterly Meet Set Sept. 20-21

OMAHA, Sept. 6.—The quarterly meeting of the Music Guild of Nebraska will be held September 20-21 at the Stratton Hotel, Grand Island, it was announced this week by Howard Ellis, secretary-treasurer.

Ellis stressed the importance of the meeting in view of the fact it will follow right after the Music Operators of America convention. A report on the convention will be presented at the meeting.

Reservations for the meeting should be made by contacting C. R. McKee of Muck's Music Service, 117 East Front Street, Grand Island, or the Stratton Hotel.

The program follows much the same pattern as previous meetings, Ellis said, with the exception that a board of directors meeting will be held this time on the evening of the first day. The program follows:

Saturday, September 20: Registration 6 p.m.; refreshments 6:30 p.m.; dinner 7:30 p.m. and directors meeting 8:30 p.m. Sunday, September 21: Business meeting 1:30 p.m.; refreshment hour 4:30 p.m.

## EDITORIAL

### Pulling Together

One of the most encouraging signs for the future of the phonograph business in a long time is the evidence of growing co-operation between the Phonograph Manufacturers' Association and Music Operators of America.

As the operators' group prepares to hold its third annual convention and exhibit in Chicago this week, its officers and directors can report to the membership that manufacturers, distributors and operators pulled together the last 12 months like they have rarely done in the past.

The four members of the manufacturers' association (AMI, Rockola, Seeburg and Wurlitzer) are not going to exhibit their juke boxes at the Congress Hotel during the MOA meeting. But they have done the next best thing: The four made a cash contribution to the MOA treasury as an indication of their belief in what the association aims to accomplish.

#### New Confidence

As further proof of their new-found confidence in one another, the phonograph makers will have MOA's officers and directors as their guests at a luncheon.

All of this does not mean that the manufacturers have put their unreserved stamp of approval on the operators' organization. The business has too long a history of mutual mistrust between manufacturer and operator for any such rapid change. But the beginnings of a real spirit of co-operation, and mutual confidence, are there.

#### ASCAP Gets Credit

Strangely enough, no small credit for this closer working relationship ought to go to a third outfit generally regarded as an arch enemy in juke box circles. It was ASCAP-sponsored legislation which brought operators and manufacturers into closer contact this past year. The ASCAP battle forcibly reminded the industry's buyers and sellers.

The ASCAP threat is as strong today as it was a year ago, and that threat alone will keep PMA and MOA in relatively close contact. Every thinking member of the industry hopes that this co-operation will be extended to other vital problems: To State and local tax matters; to a long-range and effective public relations program for the benefit of the entire industry, and to programming which is the determining factor in an operation's success or failure.

## Evans to Debut '100' At MOA Convention

CHICAGO, Sept. 6.—The H. C. Evans Company will display its long awaited 100-selection Century juke box for the first time at the Music Operators of America convention here next week, according to Les Rieck, manager of the phonograph division.

Rieck announced that deliveries of the new model could be expected shortly. Work on the new machine has been proceeding for some time and a pilot model was shown for operator comment at the time of the 1952 Coin Machine Institute show last February.

The display of the new model, as well as all other types of Evans equipment, will be in the Congress Hotel's Park View room for the three days of the convention, Rieck said.

Distributor showings across the country also have been tentatively planned and will be announced shortly, Rieck said. He indicated that final production plans had been worked out and that output would be underway soon.

The Evans company, as at past MOA conventions, will be the only juke box manufacturer exhibiting.

## Mfr. Assn. Sets MOA Lunch

CHICAGO, Sept. 6.—Final plans for the luncheon of the Automatic Phonograph Manufacturers' Association for the executive committee of the Music Operators of America the first day of the MOA convention will be completed Monday (8).

George A. Miller, president of the MOA, is to meet with R. C. Roling, president of the Rudolph Wurlitzer Company and the APMA, and with Loren Meyer, secretary of the APMA concerning final details for the affair, which will include brief speeches by APMA and MOA spokesmen. The luncheon has been scheduled for Thursday (11). The exhibit will open at 2 p.m.

## Billboard to Test Plan To Supply Juke Strips

Continued from page 1

From an expanded weekly field survey by Western Union will be supplied The Billboard's editorial board each Thursday evening from two to three weeks after records have first been released to disk jockeys and the trade. This information, when combined with previous Billboard review ratings, territorial reports, manufacturers' promotion plans and each artist's current popularity rating, will be used by The Billboard's music staff to select the three or four pop records (out of 80 or so released a few weeks before) most likely to become hits. One or two country and western and rhythm and blues records will be picked each week in the same manner. Territorial selections with proper market information will also be included each week.

Thus, operators subscribing to The Billboard's title strip service will receive each week three or four cards (20 strips of each side) of pop record recommendations, one or two of country and western, one or two of rhythm and blues and an occasional territorial

pick. From this limited selection (compared to the 80 or so releases requiring operators' attention now), he can program his jukeboxes with a minimum of effort.

#### Maybe Color

A decision on whether or not to use colored title strips is still pending. The title strips will be supplied by Yermie Stern, but sold and distributed by The Billboard. The Billboard will not be identified on the strips when placed on the juke boxes.

Present planning calls for the test to begin in October. First offerings will be made to operators who currently co-operate with The Billboard on its weekly pop chart surveys. The service will be by subscription only, with prices adjusted according to the number of strips each operator needs for his particular routes. Operators who co-operate on The Billboard's weekly survey will receive substantial discounts from tentative prices set to start at \$5 per month for two cards of each record (20 strips for each record side).



**You're MORE than WELCOME!**

Come to the MOA Convention, September 11, 12, 13, Congress Hotel, Chicago. Meet the leaders of the automatic music world—operators, distributors, manufacturers, suppliers, music professionals. A wealth of new knowledge and valuable ideas on tap!



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GENERAL ARTISTS CORPORATION

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# The Billboard

## Juke Box Programing Guide

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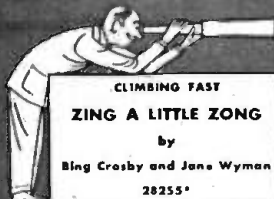
**THAT HEART BELONGS TO ME**

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Still on Charts and Riding High

**DECCA**  
RECORDS





**CLIMBING FAST**  
**ZING A LITTLE ZONG**  
by  
Bing Crosby and Jane Wyman  
28255\*

# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



GETTING BIGGER  
A  
**MIGHTY PRETTY WALTZ**  
and  
**WHEN I FALL IN LOVE**  
by  
Jeri Southern & Victor Young  
28224\*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

## NEW RELEASES - SINGLES

**ANYWHERE I WANDER** 28379\*  
From Samuel Goldwyn Production "Hans Christian Andersen"  
**WONDERFUL COPENHAGEN**  
From Samuel Goldwyn Production "Hans Christian Andersen"  
Danny Kaye and Gordon Jenkins  
28380\*  
From Samuel Goldwyn Production "Hans Christian Andersen"  
Danny Kaye, Jane Wyman and Gordon Jenkins  
**THUMBALINA** Danny Kaye and Gordon Jenkins  
From Samuel Goldwyn Production "Hans Christian Andersen"

**THE GLOW-WORM** 28384\*  
AFTER ALL Mills Brothers  
**SOMEWHERE ALONG THE WAY** 28411\*  
I WENT TO YOUR WEDDING Guy Lombardo  
**VERADERO** 28376\*  
BRIEF INTERLUDE Music by Camarata

**I'M NEVER SATISFIED** 28389\*  
**SOME FOLKS DO AND SOME FOLKS DON'T**  
Trudy Richards  
**SILVER DEW ON THE BLUE GRASS TONIGHT** 28368\*  
IT'S BEEN SO LONG, DARLING Don Cherry  
**I WALKED INTO THE GARDEN** 28371\*  
HIS ARMS ARE OPEN TO EVERYONE The Meliomen  
\*Also available on 45 RPM (add prefix '9-' to record number)

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### COUNTRY

10	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I Don't Want Your Money I Want Your Time	28232*	Kitty Wells
4	FORTUNES IN MEMORIES SO MANY TIMES	28310*	Frost Tubbs
18	THAT HEART BELONGS TO ME So Used To Loving You	28091*	Webb Pierce
1	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	28355*	Goldie Hill
41	WONDERING New Silver Bells	46364*	Webb Pierce
64	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
5	KISSES ON PAPER Are You Trying To Tell Me Goodbye	28286*	Red Foley
12	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	28252*	Red Foley with Anita Kerr Singers
1	CARMEN'S BOOGIE ONE SWEET LETTER FROM YOU	28344*	Spade Cooley
1	TEARS ON HER BRIDAL BOUQUET MOLLY OARLING	28338*	Orval Prophet
16	BACK UP THE BALLS BOYS TILL THE WELL GOES DRY	28146*	Rex Allen

### RHYTHM AND BLUES

4	ALL OF ME THERE GOES MY HEART	28355*	Louis Jordan
7	ONCE IN A WHILE CONFESSION (That I Love You)	28306*	Louis Armstrong
3	QING-DONG BOOGIE PREVIEW	28321*	Ella Fitzgerald with Sy Oliver Ella Fitzgerald
7	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN'	28293*	Buddy Johnson
7	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Thorne 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!

## Just Released!

TWO NEW SMASH RECORDS  
BY THE INIMITABLE

# LOUIS ARMSTRONG



**BABY, IT'S COLD OUTSIDE**  
and  
**THAT'S MY DESIRE**  
with Velma Middleton and The All Stars 28372\*

**I LAUGHED AT LOVE**  
and  
**TAKES TWO TO TANGO** 28394\*

## BEST BETS

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

POSITION THIS WEEK

1.	I GOTTA HAVE YOU DON'T BELIEVE EVERYTHING YOU HEAR	Red Foley and Roberta Lee	28343*
2.	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	Webb Pierce	28369
3.	TRYING MY BONNIE LIES OVER THE OCEAN	Ella Fitzgerald Ella Fitzgerald with Bobby Orton's Teen-Aces	28375*
4.	MEET MISTER CALLAGHAN RUNNIN' WILD BOOGIE	Carmen Cavallaro	28373*
5.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS TENNESSEE WARDLER	Jane Turzy	28374*
6.	SOMEONE TO KISS YOUR TEARS AWAY YOU'RE MORE LIKE YOUR MOMMY EV'RY DAY	Dick Todd with Anita Kerr Singers	28353*
7.	GOODBYE LITTLE DARLIN' No. 2 (Just Met No. 3) HONKY TONK SWEETHEART	Lonzo and Oscar	28363*
8.	YOU BELONG TO ME I WENT TO YOUR WEDDING	Grady Martin	28388*
9.	MY LOVE AND DEVOTION JUST SAY THE WORD	Gordon Jenkins	28364*
10.	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN	Bill Monroe	28356*
11.	MADAMOISELLE JAMBALAYA (On The Bayou)	Music by Camarata	28367*
12.	COMMON FOLKS I WAS THE LAST ONE TO KNOW	Roberto Lee	28362*
13.	THAT'S THE LAST YEAR TINSEL AND GOLD	Dick Haymes with Perry Botkin's String Band and The Cass County Boys	28361*
14.	BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE	Louis Armstrong and Velma Middleton with The All Stars	28372*
15.	IT'S SHADOW TIME VELVET MOON	Liberace	28279*

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

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### POPULAR

6	SHOULD I THERE'S ONLY TONIGHT	28323*	Four Aces
33	BLUE TANGO Balls Of The Ball	27875*	Leroy Anderson
7	ZING A LITTLE ZONG The Maiden of Guadalupe	28255*	Bing Crosby and Jane Wyman Jane Wyman
10	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
4	WISH YOU WERE HERE HONKY TONK SWEETHEART	28308*	Guy Lombardo
2	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)	28351*	Russ Morgan
1	YOU LIKE? SUNSHOWERS	28352*	Guy Lombardo
4	BLUE AND SENTIMENTAL (Why Have A Falling Out) JUST WHEN WE'RE FALLING IN LOVE	28309*	Mills Brothers with Sy Oliver
3	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	28341*	Rex Allen with the Nashville Dixielanders
5	A TRUMPETER'S LULLABY FIDDLE-FADDLE	28300*	Leroy Anderson
14	LOVER You Go To My Head	28218*	Peggy Lee and Gordon Jenkins
2	CARMEN'S BOOGIE ADIOS	28342*	Andrew Sisters
20	WILD SIDE OF LIFE It's So-Long And Good-bye To You	28055*	Burl Ives and Grady Martin
4	TRYING Sweet Jannie Lee	28322*	Grady Martin
9	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	28224*	Jeri Southern with Victor Young
10	TILL THE END OF THE WORLD JUST A LITTLE LOVIN'	28265*	Bing Crosby and Grady Martin

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

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Themes and Songs from

# THE Quiet Man

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REPUBLIC  
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# THE BILLBOARD JUKE BOX OPERATOR POLL OF ARTISTS AND RECORDS

## Juke Operators Name 1952's Most Profitable Pop Records to Date

**Question:**

What three Pop Records have made the most money for you in the past six months?

**Scoring:**

Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	ARTIST	POINTS
1	Wheel of Fortune	Kay Starr	697
2	Cry	Johnnie Ray	395
3	Blue Tango	Leroy Anderson	294
4	Any Time	Eddie Fisher	158
5	Kiss of Fire	Georgia Gibbs	146
6	Pittsburgh, Pennsylvania	Guy Mitchell	120
7	Half as Much	Rosemary Clooney	112
8	Blue Tango	Guy Lombardo	105
9	Blue Tango	Hugo Winterhalter	81
9	Guy Is a Guy	Doris Day	81
11	Blacksmith Blues	Ella Mae Morse	63
11	Here in My Heart	Al Martino	63
13	I'm Yours	Eddie Fisher	62
13	Tell Me Why	Four Aces	62
15	Because of You	Tony Bennett	59

## Juke Operators Name Artists Most Likely to Come Up With 1952 Fall Hits

**Question:**

On the basis of present popularity, which three Pop Record ARTISTS are most likely to have the best new pop record releases this fall?

**Scoring:**

Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	LABEL	POINTS
1	Eddie Fisher	Victor	676
2	Rosemary Clooney	Columbia	401
3	Kay Starr	Capitol	383
4	Johnnie Ray	Columbia	262
5	Patti Page	Mercury	205
6	Al Martino	Capitol	179
7	Guy Lombardo	Decca	158
8	Frankie Laine	Columbia	125
9	Les Paul	Capitol	80
10	Nat (King) Cole	Capitol	72
10	Four Aces	Decca	72
12	Grady Marlin	Decca	66
13	Doris Day	Columbia	59
14	Guy Mitchell	Columbia	43
14	Georgia Gibbs	Mercury	43

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# TRYING

*by*

# THE HILLTOPPERS



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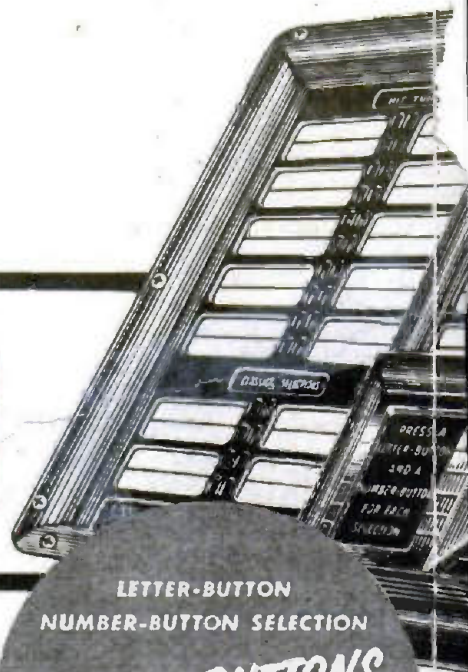
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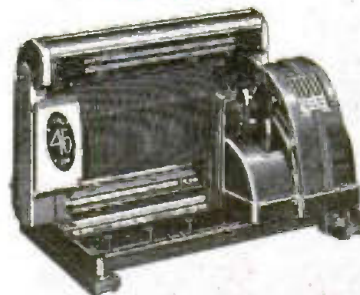
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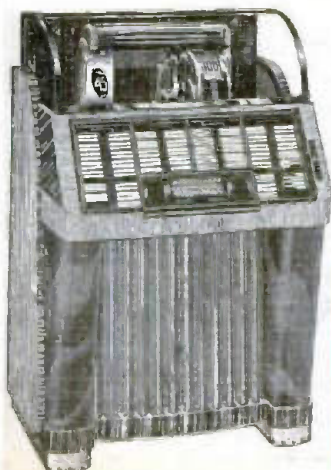


**THE Select-o-matic 100 SELECTOR PANEL**

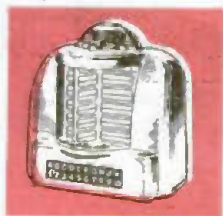
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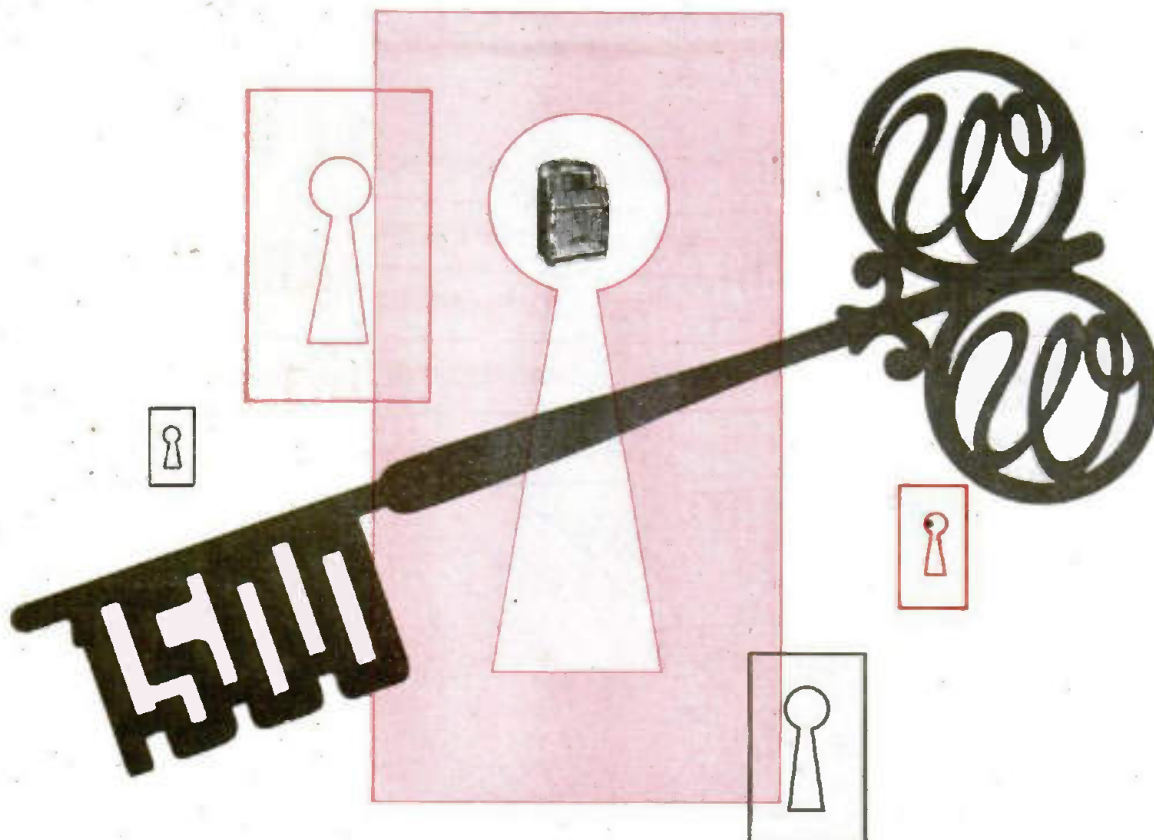
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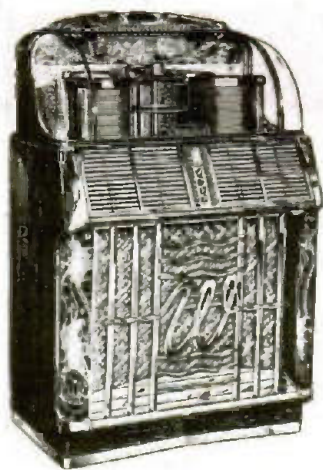
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# Juke Operators Name 1952's Most Profitable R & B Records to Date

**Question:**  
What three Rhythm and Blues records made the most money for you in the past six months?

**Scoring:**  
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	ARTIST	POINTS
1	Have Mercy, Baby	Dominos	293
2	One Mint Julep	Clovers	136
3	Goin' Home	Fats Domino	104
3	5-10-15 Hours	Ruth Brown	104
5	Night Train	Jimmy Forest	100
6	Lawdy Miss Clawdy	Lloyd Price	72
7	Got You on My Mind	Big John Greer	61
8	No More Doggin'	Roscoe Gordon	55
9	Heavenly Father	Edna McGriff	53
10	Sleep	Earl Bostic	44
10	Flamingo	Earl Bostic	44
12	Cry	Johnnie Ray	40
13	Sixty Minute Man	Dominos	37
13	Mary Jo	Four Blazers	37
13	Let's Talk About Jesus	Bells of Joy	37

# Juke Operators Name Artists Most Likely to Come Up With Fall R & B Hits

**Question:**  
On the basis of present popularity, which three Rhythm and Blues artists are most likely to have the best Rhythm and Blues releases this fall?

**Scoring:**  
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	LABEL	POINTS
1	Dominos	Federal	449
2	Clovers	Atlantic	214
3	Fats Domino	Imperial	116
4	Ruth Brown	Atlantic	78
4	Earl Bostic	King	78
6	Louis Armstrong	Decca	60
7	Lloyd Price	Specialty	51
8	Roscoe Gordon	RPM	49
8	Sarah Vaughan	Columbia	49
10	Dinah Washington	Mercury	44
11	Tab Smith	United	42
11	Nat (King) Cole	Capitol	42
11	Roy Milton	Specialty	42
14	Joe Turner	Atlantic	37
14	Percy Mayfield	Specialty	37

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**THE BILLBOARD JUKE BOX OPERATOR POLL OF ARTISTS AND RECORDS**

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

**Question:**  
What three Country and Western records made the most money for you in the past six months?

**Scoring:**  
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	ARTIST	POINTS
1	Wild Side of Life	Hank Thompson	494
2	Slow Poke	Pee Wee King	305
3	Wondering	Webb Pierce	246
4	Le! Ole Mother Nature Have Her Way	Carl Smith	223
5	Half as Much	Hank Williams	117
6	Don't Just Stand There	Carl Smith	111
7	Are You Teasing Me?	Carl Smith	84
8	Gold Rush Is Over	Hank Snow	70
9	Always Late	Lefty Frizzell	55
9	That Heart Belongs to Me	Webb Pierce	55
11	Mom and Dad's Waltz	Lefty Frizzell	47
11	Easy on the Eyes	Eddy Arnold	47
11	I Wanna Play House With You	Eddy Arnold	47
11	Wild Side of Life	Burl Ives	47
15	Almost	George Morgan	42

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

**Question:**  
On the basis of present popularity, which three Country and Western artists are most likely to have the best new Country and Western releases this fall?

**Scoring:**  
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	LABEL	POINTS
1	Carl Smith	Columbia	400
2	Hank Williams	MGM	346
3	Hank Thompson	Capitol	311
4	Hank Snow	Victor	294
5	Lefty Frizzell	Columbia	238
6	Eddy Arnold	Victor	169
7	Red Foley	Decca	142
8	Pee Wee King	Victor	110
9	Webb Pierce	Decca	107
9	Ernest Tubb	Decca	107
11	Slim Whitman	Imperial	48
12	Johnnie & Jack	Victor	46
12	Grady Martin	Decca	46
14	George Morgan	Columbia	38
14	Jimmy Wakely	Capitol	38

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JANUARY TO DATE

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HERE IN MY HEART . . . . .	Mellin
I'M YOURS . . . . .	Algonquin
KISS OF FIRE . . . . .	Duchess
A GUY IS A GUY . . . . .	Ludlow
BLACKSMITH BLUES . . . . .	Hill & Range
ANY TIME . . . . .	Hill & Range
CRY . . . . .	Mellin
PLEASE, MR. SUN . . . . .	Weiss & Barry
TELL ME WHY . . . . .	Signal
SLOW POKE . . . . .	Ridgeway
BERMUDA . . . . .	Goday
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# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

- TOP "PICK" ▲ I WENT TO YOUR WEDDING** (Hill & Range)—Patti Page (Mer.) has another "smash." Billboard rates disc a top "PICK" and "a striking piece of material." Cash Box believes it "can out-sell and overshadow her phenomenal waxing of TENNESSEE WALTZ," and names it SLEEPER OF THE WEEK. Variety says, "this is a money platter." Steve Gibson's Red Caps (Vic.) originated the tune, while Hank Snow's (Vic.) folk version hits the Cash Box. "Bullseye."  
 ★ ★ ★ ★ ★
- "DISK OF THE WEEK" ▲ TAKE ME IN YOUR ARMS AND HOLD ME** (Hill & Range)—Les Paul and Mary Ford (Cap.) continue their blaze of hits. Cash Box names it "DISK OF THE WEEK." Billboard gives it a "PICK."  
 ★ ★ ★ ★ ★
- "EXCELS" ▲ YOU'RE MY DESTINY** (Wemar)—"A brilliant performance is most capably presented by Alan Dale (Coral)," reports Cash Box for its "DISK OF THE WEEK." Billboard rates it "excellent" (82) and "disk could break out."  
 ★ ★ ★ ★ ★
- "BEST BET" ▲ HESITATION** (Mellin)—Billboard nominates Hugo Winterhalter's (Vic.) newest instrumental as "PICK" of the week. Cash Box rates it a "BEST BET."  
 ★ ★ ★ ★ ★
- NOVELTY "PICK" ▲ TOO OLD TO CUT THE MUSTARD** (Acuff-Rose)—Surprise novelty of the year, teaming Rosemary Clooney and film star Marlene Dietrich (Col.), comes out as a top Billboard "PICK." Disk getting tremendous play. Cash Box rates it "very good."  
 ★ ★ ★ ★ ★
- GRADE "A" ▲ YOU COULD MAKE ME SMILE AGAIN** (Park Lane)—Tony Bennett (Col.) rolls out a grade A ballad for a Cash Box "DISK OF THE WEEK." Billboard regards it "excellent."  
 ★ ★ ★ ★ ★
- BILLBOARD "PICK" ▲ WHEN SWALLOWS SAY GOODBYE** (Hill & Range) [non-exclusive BMI]—The "Auf Wiederseh'n" girl, Vera Lynn (Lon.) comes up with a strong follow-up in this Billboard "PICK." Disc rates a Cash Box "DISK OF THE WEEK."  
 ★ ★ ★ ★ ★
- GOING OVER ▲ SAY YOU'LL WAIT FOR ME** (Hollis) — A string of platters, including Al Martino (Cap.), Bill Hayes (MGM), Dolores Gray-Sy Oliver (Dec.) and Sarah Vaughan (Col.) are putting this tune over. Cash Box gives the nod and a "BEST BET" to Hayes.  
 ★ ★ ★ ★ ★
- BIGGER THAN EVER ▲ JUNGLE FANTASY** (Duchess)—Deejays are backing this Noro Morales hit instrumental of four years ago, now out in a new release by Percy Faith (Col.). Faith's version is likely to make the tune bigger than ever.  
 ★ ★ ★ ★ ★
- SHOWS STRONG ▲ YOU LIKE** (Gale & Gayles)—"Cute novelty with a Latin beat," is Variety's report of Guy Lombardo's (Dec.) waxing. Ditty shows strong possibilities through discs by Helen O'Connell (Cap.) and Eileen Barton (Coral).  
 ★ ★ ★ ★ ★
- MOVING FAST ▲ STRING ALONG** (Regent)—Ames Brothers (Coral) have a winner here. Platter is moving fast in plays and sales.  
 ★ ★ ★ ★ ★
- SELLS BIG ▲ TINGO TANGO** (Eastern)—Paul Bruno (Abbey) is a "potential Martino," reports the Cleveland News. Platter hit a 40,000 sales mark in three weeks.

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**"DON'T  
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JOE TURNER

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# Juke Operators Name Their Most Profitable Old Favorites

**Question:**

What favorites or standards have you used the most on your juke boxes the past six months?

POSITION	VOTES	POSITION	VOTES
1.....Stardust.....	589	8.....At Last.....	45
2.....Boogie Woogie.....	181	8.....Tennessee Waltz.....	45
3.....Begin the Beguine.....	106	10.....Dancing in the Dark.....	31
4.....Green Eyes.....	86	10.....Summit Ridge Drive.....	31
5.....In the Mood.....	71	12.....Always.....	29
6.....Beer Barrel Polka.....	60	13.....Charmaine.....	27
7.....Sunrise Serenade.....	51	14.....Heartaches.....	26
		15.....To Each His Own.....	25

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**LOVE  
ME**  
(Baby Can't You  
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# Operators Slow to Grab Jumbo Juke Programming Opportunities

By IS HOROWITZ

**O**PERATORS who are alert to the possibilities in creative programming have been able to make the large-capacity juke box work for them more productively. But too many route owners have seen in the bigger machine only a simple competitive tool. To the latter it has too often been used only to secure a location against inroads by the operator down the street. It's new and shiny and full of interesting gimmicks to attract the patron's eye. The location-owner wants it and the operator gives it to him if he can thereby win a more favorable contract stipulating front money or a weighted split.

But the operator who has taken this attitude toward this more versatile instrument is missing a good bet. He is using the machine, be it Seeburg, AMI or Wurlitzer, pretty much as a "small" phonograph that just happens to con-

When it comes to the non-hit slots, however, the selections stocked can mean a substantial difference in revenue.

Spot surveys run to learn just how operators treat the extra capacity of the newer machines disclosed some interesting data. It was brought out that the attitude toward the bigger boxes varied considerably. A good many viewed the large phonograph as a necessary competitive evil; they would be very content to operate the older juke indefinitely. Others liked the boxes for the extra income they earned, but had not felt it necessary to vary programming techniques they long had followed. A smaller number were of the strong opinion that high-capacity phonographs opened up new program horizons and reported that exploration of the potential had resulted in much more favorable collections.

Majority still look upon new juke as necessary location grabbers. More pops give bigger gross, but profits from old favorites and specialties are being missed.

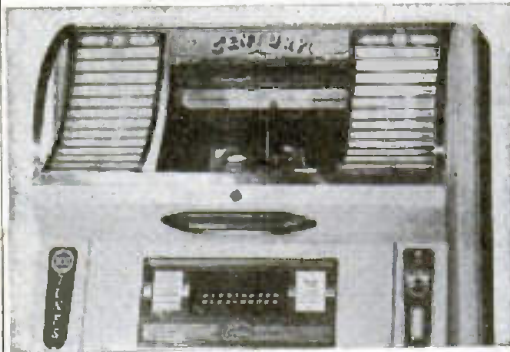
your experience with other locations to try to estimate in advance the needs of a new spot. Obviously a location favored by younger patrons requires different

with tact. Some will turn out fine, especially in "teen-age spots. Others don't carry their weight. But even for the latter, the operator with a big juke can more

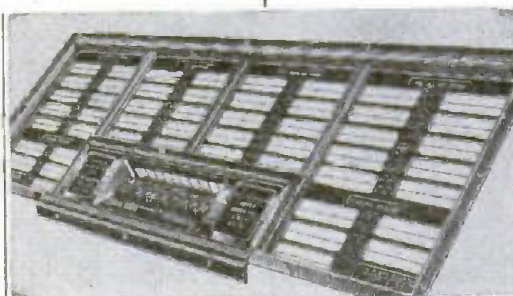
ple. Fewer operators are missing the boat here.

Alert operators also keep in continual machine stock those few records that are particularly appropriate to special occasions, such as birthdays or anniversaries. A couple of these in a phonograph can't help but pay off.

Spot surveys have also shown that the original program breakdowns of 100-selection machines (more data is available on these than on the newer 80 and 104-side units) are undergoing changes as a result of location experience. For the average location, the importance of the classical category has lessened considerably. A few such records, of



Classification breakdowns have become standard in modern, high-capacity phonographs. They provide new flexibility to operators concerned with programming problems. Most operators re-align the categories to fit the needs of individual locations.



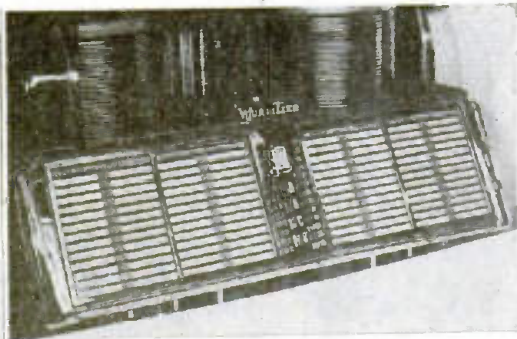
tain more record slots. He is reluctant to explore the potential inherent in adventurous programming.

Today, it is estimated, there are more than 50,000 coin phonographs on location showing 80 or more selections. The bulk of them, of course, are Seeburg 100's. However, AMI and Wurlitzer, with 80 and 104-selection units respectively, are stepping up their production programs and the number of high-capacity phonographs on location is due to increase at an ever accelerating pace. Evans and Rockola will soon add their 100-selector models to the field.

The problem, then, which is becoming more apparent to aware music operators is how to more fully realize the profit potential of the "jumbos."

Basically, the function of the operator has always been to secure and program the records juke patrons want to hear. Thus, he has rarely been one to beat out new trails. It has been enough to stock the hits and as many other disks as he can search out that meet favor on location.

No operator needs to be told how important current pop hits are. That's where most of the money comes from, except in the most specialized type of location.



One program-conscious operator put his finger on the problem by restating the too-often forgotten industry axiom: "No two locations are alike." This simple observation he has used as the starting point of his record thinking for each stop on his large Eastern route. He doesn't feel that the constant experimentation this principle induces has been wasted. It has been expensive, in time and records, but it has paid off, he insists.

The hits must go in, he states, but after that the fun begins. Use

treatment than one with older folks. That you will often find your pre-judgment wrong, should not prove discouraging. Continue the experimentation and income is bound to rise. Reluctance to change records frequently in the early stages is foolhardy penny-pinching, he is convinced.

The main attribute of the large-capacity machine, stresses this operator, and others, is its greater ability to please more people. That means filling more requests, for one thing. Operators know that requests must be handled

often afford to fill the request without quibbling. The immediate cash return may not be forthcoming, but bonus dividends will be earned in good will with "accommodation" records.

Another important asset operators have found in the "biggie" is the lower break-even point, disk by disk. Thus, while it was uneconomical on smaller units to leave a record in after plays had dipped beyond a certain weekly minimum, say 5 or 10, these marginal records can remain at work longer and still bring in income. Those few people who like the fading platter will be pleased to find it still available and will probably play other selections as well. They have found the phonograph gives them pleasure and will look on it more favorably.

Certainly, the larger phonograph has opened up new potentials in holiday or special event play. There is room to stock several Christmas or Easter records at the proper time, without thereby eliminating the pop sta-

the lighter variety, will return a profit in the more sophisticated establishment, but more and more operators are replacing this group with disks of more general tavern appeal. Country-Western and rhythm and blues are making inroads in some sections of the country.

Old favorites as a group are becoming more prominent on selection panels. This will probably become even more noticeable as more youngsters go into uniform. They are being replaced in jobs by older folks who will spend more of their increased income in locations with coin phonographs.

Most significant, tho, is the assignment of ever more space to pops. But even here, with the room to experiment, which larger machines offer, the inquiring operator is proving the same number of record slots return him a greater average than earned by the route owner whose program habits have become routine and fixed.

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GOD WHO MADE  
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- "LP" CL 6219 ★ 45 Set B-310 ★
- 78 Set C-310

exclusively

**COLUMBIA**  **RECORDS**

Trade Marks "Columbia," "Masterworks," © Reg. U. S. Pat. Off. Marca Registrada

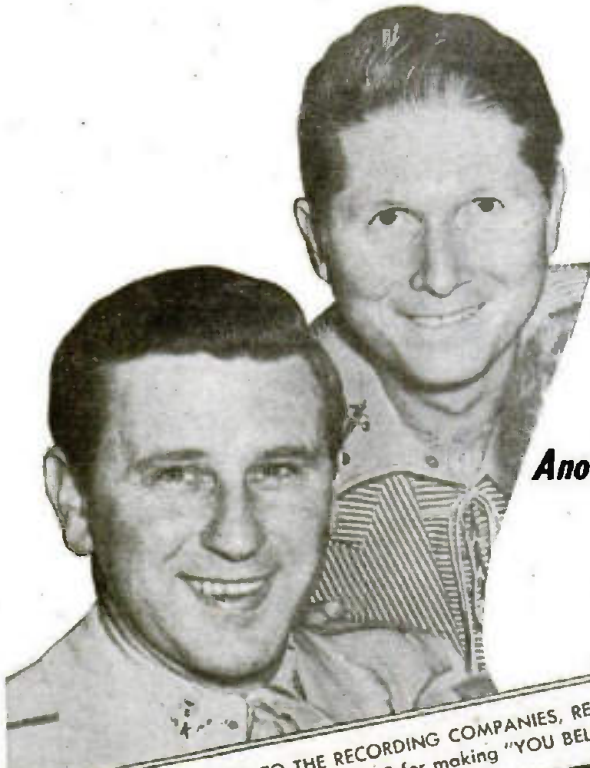
# THANKS, OPERATORS!

IT WAS...

## 'SLOW-POKE'

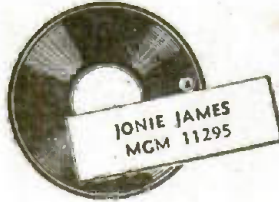
NOW IT'S...

# 'YOU BELONG TO ME'



*Another Pee Wee King, Redd Stewart & Chilton Price HIT!*

OUR SINCERE THANKS TO THE RECORDING COMPANIES, RECORDING ARTISTS, DISK JOCKEYS, RADIO AND TV STARS AND JUKE BOX OPERATORS for making "YOU BELONG TO ME" one of the BIGGEST HITS IN 1952



**RIDGEWAY MUSIC, INC.**  
 Charlie Adams  
 6087 Sunset Blvd., Hollywood, Calif.

**ALTON MUSIC**  
 Archie Lovington  
 84 W. Randolph St., Chicago, Ill.

**KEYS MUSIC, INC.**  
 SOLE SELLING AGENT  
 146 W. 54th St., New York, N. Y.

Thanks  
to the Ops  
from . . .



MR. HEART

# AL MARTINO

- HERE IN MY HEART
- TAKE MY HEART
- I'VE NEVER SEEN *and*
- SAY YOU'LL WAIT FOR ME

Just closed  
MICHIGAN  
STATE  
FAIR

Capitol

#2185



Bookings . . .  
GENERAL  
ARTISTS CORP.

Record Promotion . . .  
KAPPI JORDAN

Publicity . . .  
FRANK LAW

Management:  
JOSEPH PICCOLA  
JAMES CERES

To: **Hirsh De La Viez**

Thanks for inviting us  
to appear at your  
MOA Convention  
at the Congress Hotel  
in Chicago  
Sept. 11th-13th

Gratefully

# The FOUR ACES

- Al Alberts
- Sod Vaccaro
- Dave Mahoney
- Lou Silvestri



#### Personal Appearances at:

**COMET ISLAND PARK**  
Cincinnati, Sept. 13-14

**WOMEN'S MAIN STREET**  
Cleveland, Sept. 15-21

**COTTON BOWL**  
Dallas, Tex., Oct. 14

**JOING HOTELS**  
New Orleans, Oct. 15-22



Exclusive

Direction:



**DECCA**  
RECORDS

Personal Manager:

**HERB KESSLER**

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-100 tunes. THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received September 3, 4, 5.

Last  
Week

This  
Week

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

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

RECORDS AVAILABLE: E. Burton-B. Greco-Photopics, Coral 60753; J. Garner, Cap 2193; Chappo Butler-P. Faith, Cal 50773; DeLano Sisters, MGM 11278; Ken GRP, Cal; E. Howard, Mercury 5871; G. Lombardo, Dec 282713; V. Lynn, London 1227; Sharkey & Sons, Cap; B. Shepard-N. Waterhatter, V 20 4777; Shabby and the Buccaneers, Ronda 299.

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

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

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

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Billard, Grenobel 803; E. Satter, Cal 2143; Chappo Butler-P. Faith, Cal 50773; DeLano Sisters, MGM 11278; Ken GRP, Cal; E. Howard, Mercury 5871; G. Lombardo, Dec 282713; V. Lynn, London 1227; Sharkey & Sons, Cap; B. Shepard-N. Waterhatter, V 20 4777; Shabby and the Buccaneers, Ronda 299.

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

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

By Harold Bayer—Published by Chappell (ASCAP)

RECORDS AVAILABLE: J. Cassidy, V 14-0017; P. Carr and E. Fisher, V 20-4830; J. Franck, Cap 7154; Harmonicals, Mercury 5900; G. Lombardo, Dec 78208; F. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leary Newman, Lang-Worth; Earl Shelton, Associated.

#### 2. 4. Half as Much

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

RECORDS AVAILABLE: L. Billard, Grenobel 804; R. Cloney, Cal 50710; G. Lombardo, Dec 28271; R. Martin, Mercury 5866; D. Washington, Mercury 5294; C. Williams, Cal 20879; W. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Leo Payne, Lang-Worth; Earl Shelton, Associated.

#### 5. 5. Botch-A-Me

By Gene Y. Stanley, R. Morrell, L. Astor—Published by Mollo (BMI)

RECORDS AVAILABLE: R. Cloney, Cal 50767

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolis Owen, Thesaurus.

#### 6. 6. I Went to Your Wedding

By Gene Max Robinson—Published by St. Louis (BMI)

RECORDS AVAILABLE: S. Gibson and Red Cap, V 20-4835; P. Page, Mercury 5879; H. Saxon, V 20-4906.

#### 6. 7. Walkin' My Baby Back Home

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

RECORDS AVAILABLE: M. (Kini) Cole & B. May, Cal 2130; G. Lombardo, Dec 28277; D. Martin Apollo 1088; F. Norman's O.K., Top-Ten 79-135; J. Rex, Cal 39750; G. Spauld, London 1091; J. Stafford, Cal F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Div. Standards Radio; Tex Barlow, Thesaurus; Henry Busse, Lang-Worth; Earl Shelton, Associated.

#### 8. 8. High Noon

By Donir Timmin—Published by Feist (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 11266; B. Kelly, King 18104; A. Laine, Mercury 19720; Top Ringer, Cap 7120; L. Ross, London 1232

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

#### 9. Meet Mr. Callaghan

By Eric Seear—Published by Leeds (ASCAP)

RECORDS AVAILABLE: C. Atkins, V 20-4896; C. Chadler, Dec 28273; H. Grove Trio, London 1248; Melachino Strings, V 20-4891; L. Paul-M. Ford, Cap 2193; P. Todd, MGM 10648.

#### 10. Somewhere Along the Way

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

RECORDS AVAILABLE: G. Ammons, Dec 28222; T. Bennett, Cal 50645; J. Gray, Dec-28191; Nat King Cole, Cap 30679; H. Waterhatter, V 20-4892.

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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. WHAT DOES IT TAKE SOMEWHERE ALONG THE WAY..... N. Cole	2069
3. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
4. WALKIN' MY BABY BACK HOME FUNNY..... N. Cole	2130
5. YOU BELONG TO ME HOMINY GRITS..... D. Martin	2165
6. IN THE GOOD OLD SUMMERTIME SNOKE RINGS..... L. Paul-M. Ford	2123
7. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacLanina	2156
8. SAY YOU'LL WAIT FOR ME I'VE NEVER SEEN..... A. Martino	2185
9. MALE CALL A-SLEEPIN' AT THE FOOT OF THE BED..... E. M. Morse	2184
10. TUXEDO JUNCTION IT'S A BLUE WORLD..... Four Freshmen	2152
11. LOADED WITH LOVE MAKE BELIEVE DREAMS..... B. Anthony	2194
12. BOOGIE WOOGIE RAG STUMBLING..... J. Carr	2187
13. HOT LIPS CAN, CAN, CAN..... J. Shand	2208
14. TAKE MY HEART I NEVER CARED..... A. Martino	2122
15. SOME FOLKS DO BEI MIR BIST DU SCHON..... J. Christy	2199

## BEST SELLING POPULAR ALBUMS

... Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman	309
2. BIG BAND BASH!..... Billy May	329
3. ROMANCE IN THE AIR..... Voices of Walter Schumann	347
4. THE JUST JAZZ ALL STARS..... Louis Bellson	348
5. A BAND IS BORN..... Billy May	349
6. MOODS FOR TWILIGHT..... Francis Scott	331
7. PENTHOUSE SERENADE..... Nat (King) Cole	332
8. THE MERRY WIDOW..... Gordon MacRae & Lucille Norman	335
9. YOGI 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

GREAT IN THE MOVIE—GREAT ON RECORD

**TEX RITTER**  
sings the title song for Capitol exactly as he does it in the United Artists Picture  
**"HIGH NOON"**

Record No. 2120



## TOP COUNTRY and HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
2. HIGH NOON GO ON! GET OFF!..... T. Ritter	2120
3. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson	2189
4. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942
5. DON'T MAKE ME CRY AGAIN WAITING IN THE LOBBY OF YOUR HEART..... H. Thompson	2063
6. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
7. IT WASN'T GOD WHO MADE HONKY TOWN ANGELS BIM BAM BABY..... J. Gayle	2200
8. SAYING MY TEARS WHAT CAN I DO WITH MY SORROW..... F. Young	2171
9. WHEN I SAY GOODNIGHT THERE'S THAT SAME OLD LOVELIGHT IN YOUR EYES..... J. Wakely	2172
10. I'M GONNA WALK AND TALK WITH MY LORD BEYOND THE SHADOW..... M. Carson	2145

## LATEST CAPITOL RELEASES

No. 335

	Record No.
NO MY LOVE, MY LIFE..... J. Froman	2219
MY THRILL RIDE, COWBOY, RIDE I WENT TO YOUR WEDDING..... D. Beavers	2220
PALE MOON TAKES TWO TO TANGO..... J. Wakely	2221
BUTTERFLIES THE WHISP'RING SERENADE..... J. Gayle	2222
THE SUN FORGOT TO SHINE THIS MORNING..... G. Carr	2223
NIGHT AND DAY TWEET, TWEET, TWEETHEART..... F. Faye	2224
QUIET VILLAGE INDIAN SUMMER..... L. Baxter	2225
BIG BUG BOOGIE CORBINE CORRINA..... M. Moore	2226
ORCHIDS IN THE MOONLIGHT FAT MAN MAMBO..... B. May	2227
KISS, KISS, KISS CRAZY QUILT RAG..... B. Strange	2228

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY Capitol 78100X-3133; (45)CDSF-3133
2. TWEET, TWEET, TWEET Capitol 781KAS-3118; (45)KASF-3118
3. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF Capitol 781KAS-3109; (45)KASF-3109
4. ROBIN HOOD Capitol 78100X-3138; (45)CDSF-3138
5. BUGS BUNNY AND THE GROW-SMALL JUICE Capitol 781KAS-3119; (45)KASF-3119
6. SPARKY'S MAGIC ECHO Capitol 781KAS-3134; (45)KASF-3134
7. COUNTRY COUSH Capitol 781KAS-3135; (45)KASF-3135
8. HENRY HAWK'S CHICKEN HUNT Capitol 781KAS-3137; (45)KASF-3137
9. BONGO THE CIRCUS BEAR Capitol 781KAS-3132; (45)KASF-3132
10. TWEETY PIE Capitol 781KAS-3074; (45)KASF-3074
11. I'M A LITTLE TEA POT & THE TEDDY BEARS' PICNIC Capitol 781KAS-3083; (45)KASF-3083
12. WOODY WOODPECKER AND THE SCARECROW Capitol 781KAS-3140; (45)KASF-3140
13. TWEETY'S PUDDY TAT TWIDDLE Capitol 78100X-3102; (45)CDSF-3102

IT'S A SMASH!



and "TENNESSEE LOCAL"



**TENNESSEE ERNIE**

Capitol Record No. 2170

LES PAUL AND MARY FORD

— give you the year's most annual song!

**"MEET MR. CALLAGHAN"**

— coupled with an all-around favorite

**TAKE ME IN YOUR ARMS (AND HOLD ME)**

Don't be Misled\*  
by false claims!

# BILLY MAY



and his Orchestra  
leads the way  
in the U. S. A.

**PROOF POSITIVE**  
on one nighters

Rochester, Ind. \$2652.00	Buckeye Lake, Ohio \$2076.00	West View Park Pittsburgh Pa. \$3984.00	Warwick, R. I. \$2460.00
Balboa, California \$5143.60	Pittsburgh, Pa. \$3024.00	Bristol, Conn. \$2472.00	Buckeye Lake, Ohio \$3660.00
Chippewa, Ohio \$3312.00	Hershey Park, Pa. \$4080.00	Crystal Beach Ontario, Canada \$4460.00	Corrolltown, Pa. \$3336.00
Bridgeport, Conn. \$3920.00	Fruitport, Mich. \$2532.00	Youngstown, Ohio \$3624.00	Russells Point, Ohio \$3900.00
Sylvania, Ohio \$5161.00	Marion, Iowa \$2700.00	Salt Lake City, Utah \$3840.00	Des Moines, Iowa \$2628.00
Carrall, Ohio \$2520.00	Auburndale, Mass. \$3999.00	Brooklyn, Mich. \$2076.00	St. Paul, Minn. \$4728.00
Waterloo, Iowa \$2400.00	Steel Pier Atlantic City, N. J. Paramount Theatre New York, N. Y.	Frank Dailey's Meadowbrook, N. J. Moanlite Gardens Cincinnati, Ohio	Walled Lake, Mich. (3 night stand) \$8558.00
			Indianapolis, Ind. \$2964.00

\*THIS was ACCOMPLISHED by  
**NOT** being the NO. 1 BAND!

PERSONAL MANAGEMENT OF  
**CARLOS GASTEL**



**GENERAL ARTISTS CORP.**  
NEW YORK • CHICAGO • DALLAS • CINCINNATI • HOLLYWOOD



Promotion: Gene Howard, Hollywood Milton Karle, New York Dick LaPalm, Chicago

Cold, Cold Heart

Hey Good Looking!

Half As Much

JAMBALAYA



# HANK WILLIAMS

JUST RELEASED...



"SETTIN' THE WOODS ON FIRE"

and

"YOU WIN AGAIN"

MGM 11318 k11318

THANKS OPS FOR ALL THESE HITS YOU'VE HELPED MAKE . . .

PERSONAL DIRECTION

CLYDE PERDUE

318 No. McDonough St., Montgomery, Alabama

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. 3, 4 and 5

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

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, Label, and other details. Includes records like 'YOU BELONG TO ME', 'WISH YOU WERE HERE', 'HALF AS MUCH', etc.

VOX JOX

By GENE PLOTNIK

Chatter

George McGrath Jr., who works under the name of "Cuzzin Don," takes over the turntables for "All Night Record Round-up" on WRVA, Richmond. Jack Fisher, who's been working at KAFP, Petaluma, Calif., has moved to KBIS, Bakersfield, Calif. Says Jack, "No Little Earthquake can make me stop loving radio." Rod McKuen of KROW, Oakland, Calif., is now writing a record column, "Platter Spinners' Holiday," for three Bay Area newspapers and asks platter flacks to send him their press releases. Johnny Williams, who hosts "Club 1220" on WSPT, Thomaston, Ga., won first prize in a contest sponsored by the Yancy Company, Georgia distributor for RCA Victor. For guessing the 14 top Victor records in June and their total sales, Williams was awarded an RCA Victor TV console. Scott Douglass, who jockeys an hour-long show on KCRA, Sacramento, is now using his middle names, Mal MacIntyre, professionally because of a mix up of Douglasses. Ted Johnson is adding to his "Sleepyhead" show on WXYZ, Detroit, with a 2:15-5 p.m. Saturday stance, plus a nightly hour at 7:30.

YESTERYEARS' TOP TONES

- The nation's 10 top tunes on records as reported in The Billboard. 1. SEPTEMBER 12, 1942. 1. Kalamazoo. 2. He Wears a Pair of Silver Wings. 3. Jingle, Jangle, Jingle. 4. My Devotion. 5. A Men. 6. Who Wouldn't Love You? 7. Idaho. 8. Strictly Instrumental. 9. Strip Polka. 10. I Left My Heart at the Stage Door Canteen. 11. SEPTEMBER 13, 1947. 1. Big O My Heart. 2. That's My Desire. 3. I Wonder Who's Kissing Her Now. 4. Smokey Smokey Smokey (That Cigarette). 5. Feudin' and Fightin'. 6. Near You. 7. When You Were Sweet Sixteen. 8. The Lady From 29 Palms. 9. I Wonder, I Wonder, I Wonder. 10. I Wish I Didn't Love You So.

Raves and Rants

Jim Spero, KRUX, Phoenix, Ariz., is wild about Woody Herman's new third herd. He and the other jox at KRUX are giving it the big push. Herb Fontaine, WCOJ, Lewiston, Me., is using 45's only at his Lisbon Drive-In Theater show and asks the labels putting out that speed to send them on to him. D. M. Dwellley, KSUE, Susanville, Calif.: "Those late ones by Lisa and April should have been held until winter. Then we could all save on our heating bill." Tommy Carlisle, WROL, Knoxville, would like to compliment the Acuff-Rose rubbery for its very fast service on promotion records. Also, Carlisle says Ted Heath's recent new sides for London remind him a lot of Billy May's sound. Jack Gleason of WAAT, Newark, N. J., says requests for "Memorex" are unprecedented. Rob Busso, WTTB, Fort Huron, Mich.: "From a recent call for mail, I find that my afternoon listeners, mostly women, prefer music from the early 1940's, so now I program the first two hours of my show with disks by Artie Shaw, Tommy Dorsey and the late Glenn Miller, and it's paying off." Jay Giles, WSOY, Decatur, Ill.: "I'm glad to see that some of our major diskeries are contemplating more re-issues of old favorites and stars. I have (Continued on page 86)

Best Selling Sheet Music

Based on reports received Sept. 3, 4 and 5

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

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, Label. Includes records like '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 G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) songs alphabetically. This music checked is proportionately lower 60 per cent alone.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Litigation will be prosecuted.

Table with columns: Record Title, Artist, Label. Includes records like 'Any Time', 'Auf Wiederseh'n, Sweetheart', 'Blue Tango', etc.

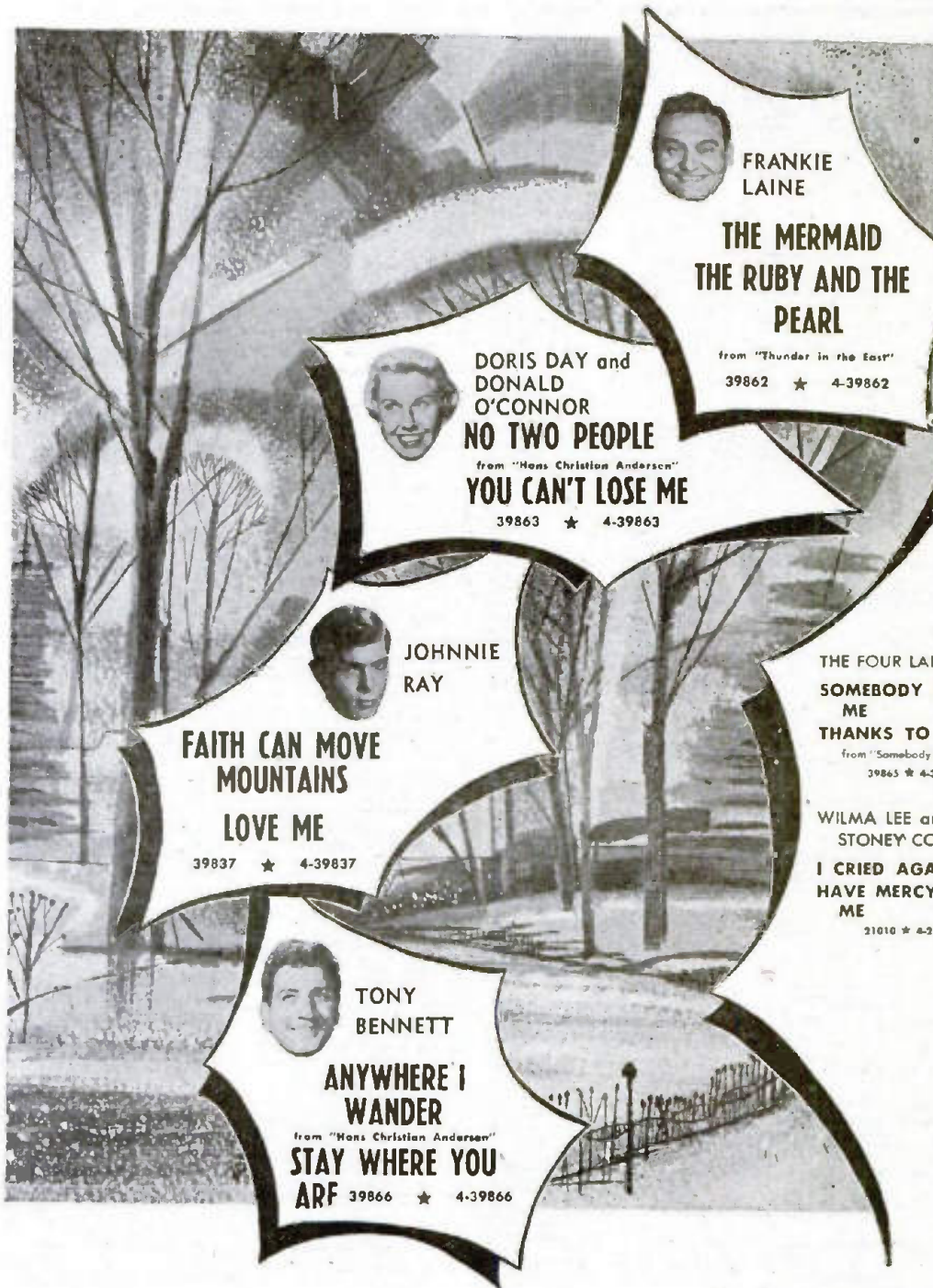
Top 10 in Television

Table with columns: Record Title, Artist, Label. Includes records like 'Auf Wiederseh'n, Sweetheart', 'Blue Tango', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Weeks, Record Title, Artist, Label. Includes records like 'HOMING WALTZ', 'AUF WIEDERSEHN, SWEETHEART', etc.

# ADDING UP TO A GREAT FALL SEASON...



starting at the  
**MOA**  
Convention  
this week!



**FRANKIE LAINE**  
**THE MERMAID**  
**THE RUBY AND THE PEARL**

from "Thunder in the East"  
39862 ★ 4-39862



**DORIS DAY and DONALD O'CONNOR**  
**NO TWO PEOPLE**  
from "Hans Christian Andersen"  
**YOU CAN'T LOSE ME**  
39863 ★ 4-39863

**PAUL WESTON**  
**WONDERFUL COPENHAGEN**  
from "Hans Christian Andersen"  
**FORGETTING YOU**  
39864 ★ 4-39864



**JOHNNIE RAY**  
**FAITH CAN MOVE MOUNTAINS**  
**LOVE ME**  
39837 ★ 4-39837

**THE FOUR LADS**  
**SOMEBODY LOVES ME**  
**THANKS TO YOU**  
from "Somebody Loves Me"  
39865 ★ 4-39865

**CARL SMITH**  
**OUR HONEYMOON**  
**SING HER A LOVE SONG**  
31008 ★ 4-21008

**WILMA LEE and STONEY COOPER**  
**I CRIED AGAIN**  
**HAVE MERCY ON ME**  
21010 ★ 4-21010

**FRED KIRBY**  
**LOST**  
**OUT OF MY MIND**  
21009 ★ 4-21009



**TONY BENNETT**  
**ANYWHERE I WANDER**  
from "Hans Christian Andersen"  
**STAY WHERE YOU ARE**  
39866 ★ 4-39866

**LOIS HINDS**  
**A FOOL**  
**LOVING IN VAIN AGAIN**  
Okoh 6909 ★ 4-6909

**STUART HAMBLÉN**  
**I GET LONESOME**  
**OUR LOVE AFFAIR**  
21013 ★ 4-21013

**GRASSHOPPER MacCLAIN**  
**OKLAHOMA BILL**  
21014 ★ 4-21014

**KNOWN ONLY TO HIM**  
**IS HE SATISFIED**  
21012 ★ 4-21012-4

**COLUMBIA'S BEST SELLERS**

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

**JOHNNIE RAY**  
**FAITH CAN MOVE MOUNTAINS**  
**LOVE ME**  
39837 ★ 4-39837

**MARLENE DIETRICH and ROSEMARY CLOONEY**  
**TOO OLD TO CUT THE MUSTARD**  
**GOOD FOR NOTHIN'**  
39812 ★ 4-39812

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

**JO STAFFORD**  
**EARLY AUTUMN**  
**JAMBALAYA**  
39838 ★ 4-39838

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

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

**LEFTY FRIZZELL**  
**FOREVER**  
**I KNOW YOU'RE LONESOME WHILE WAITING FOR ME**  
20997 ★ 4-20997

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

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

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

**MITCH MILLER**  
**MEET MISTER CALLAGHAN**  
**HOW STRANGE**  
39851 ★ 4-39851

# COLUMBIA RECORDS

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received Sept. 3, 4 and 5

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...

Table of Best Selling Pop Singles with columns for Position, Weeks Last, Title, Artist, and Record Label.

Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

Table of Best Selling Classical Albums with columns for Rank, Title, Artist, and Label.

DEALER DOINGS

Indie Diskeries

Leon Ferguson, of Ferguson's Record Shop, in Memphis, has forwarded us a copy of a letter sent to another dealer...

News and Views

Al Meyer, of Town and Country Music, Westwood, N. J., gives "cheers to RCA Victor for putting the titles on the spine of LP folders..."

VOX JOX

Continued from page 84

a segment on which I us old luncs and artists, and it's sometimes difficult to get decent material...

Best Selling Children's Records

Based on reports received Sept. 3, 4 and 5

Records listed are those records selling best in the nation's retail record stores (6+ years), according to The Billboard's weekly dealer survey...

Table of Best Selling Children's Records with columns for Position, Weeks Last, Title, Artist, and Record Label.

Best Selling Pop Albums

Based on reports received Sept. 3, 4 and 5

Because all labels are not covered on all records it is difficult to conduct a pop album survey that is statistically accurate...

Best Selling 33 1/3 R.P.M.

Table of Best Selling Pop Albums (33 1/3 R.P.M.) with columns for Rank, Title, Artist, and Label.

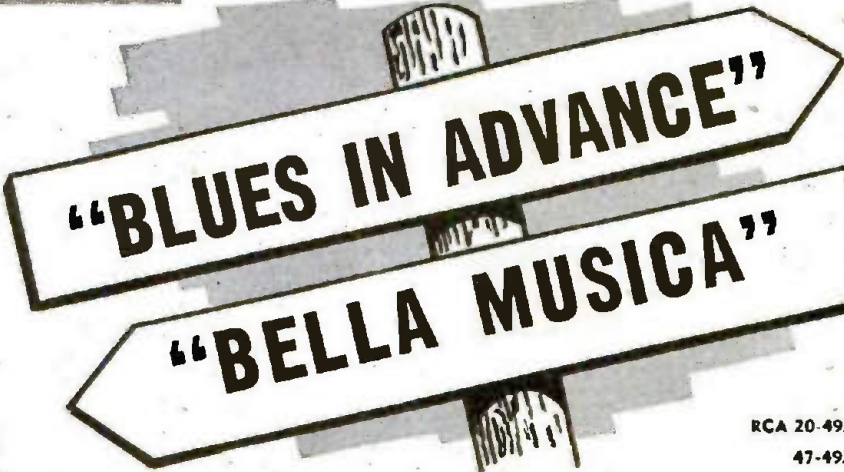
Best Selling 45 R.P.M.

Table of Best Selling Pop Albums (45 R.P.M.) with columns for Rank, Title, Artist, and Label.

Nothin' Could  
Be Finer  
than . . .

# DINAH SHORE

singing



RCA 20-4926

47-4926

This week's

## New Releases

... ON **RCA Victor**

Release 82-37

Ships Coast to Coast September 14

### POPULAR

- DINAH SHORE**  
Blues in Advance  
Brill Nuzena 20-6926—(47-4906)\*
- FRANKIE CARLE**  
The Signa Waltz  
Mademoisette 20-6928—(47-4928)\*
- YAGHM MONROE**  
You'll Never Get Away  
A Man's Best Friend Is His Horse  
I Love to Talka 20-6932—(47-4932)\*
- LAWRENCE DUCHOW**  
I Love to Talka  
Ski Waltz 20-6910—(47-4910)\*

### SACRED

- THE DARNELL FAMILY**  
Service for the Lord  
In the Shadow of the Cross 20-6925—(47-4925)\*

### COUNTRY — WESTERN

- HOMER AND JETHRO**  
Chile Psychology  
The Billboard Song 20-6936—(47-4936)\*
- SONS OF THE PIONEERS**  
Let's Friend  
The Everlasting Hills of Oklahoma 20-6937—(47-4937)\*

### RHYTHM-BLUES

- MR. SAD HEAD WITH BILLY FORD & HIS ORCH.**  
Mumbles Blues  
Butcher Boy 20-6929—(47-4929)\*
- MICKI WILLIAMS WITH HOWARD BIGGS & ORCH.**  
How Do You Feel About Me  
One Hundred Years From Today 20-6930—(47-4930)\*

### ALBUMS

- Story Book Hardback Albums — Children's**
- ADVENTURES IN MUSIC—MELODY**  
With Bill Thompson and The Jod Canton Singers. Music composed and conducted by Joe Davis. VT-4000—(WT-4000)\*
- WALT DISNEY'S PETER PAN**  
With Bobby Driscoll as Peter Pan  
Kathryn Beaumont as Wendy  
Music arranged by Norman Leyden  
Conducted by Henri Renne. VT-4001—(WT-4001)\*

\*45 rpm cat. nos.



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

- Wish You Were Here/The Hand of Fate  
Eddie Fisher 20-4830—(47-4830)\*
- I Went to Your Wedding/The Boogie Woogie Flying Cloud  
Hank Snow 20-4909—(47-4909)\*
- Because You're Mine/The Song Angels Sing  
Mario Lanza 10-3914—(49-3914)\*
- I Laughed at Love/Father Time  
Sunny Gale 20-4789—(47-4789)\*
- Vanessa/Somewhere Along the Way  
Hugo Winterhalter 20-4691—(47-4691)\*
- I'm Yours/Just a Little Lovin'  
Eddie Fisher 20-4680—(47-4680)\*
- Maybe/Watermelon Weather  
Perry Como and Eddie Fisher 20-4744—(47-4744)\*
- A Mighty Pretty Waltz/Two-Faced Clock  
Pee Wee King 20-4883—(47-4883)\*
- Hot Lips/Hotter Than a Pistol  
Spike Jones 20-4875—(47-4875)\*
- A Full Time Job/Shepherd of My Heart  
Eddy Arnold 20-4787—(47-4787)\*
- Sweethearts Holiday/My Love and Devotion  
Perry Como 20-4877—(47-4877)\*
- Got You On My Mind/One Mint Julep  
Buddy Morrow 20-4868—(47-4868)\*
- Doodletown Fifers/Azure-Te  
Sauter-Finegan Orchestra 20-4866—(47-4866)\*
- Lady's Man/Married by the Bible, Divorced by the Law  
Hank Snow 20-4733—(47-4733)\*
- Night Train/Vereda Tropical  
Buddy Morrow 20-4693—(47-4693)\*



Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top 10 in his category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- WENT TO YOUR WEDDING  
Steve Gibson and the Red Caps 20-4839—(47-4839)\*  
The Operators Pick, Billboard, September 8th issue.
- BECAUSE YOU'RE MINE  
Mario Lanza 10-3914—(49-3914)\*  
The Disk Jockey Pick, The Retailer's Pick, Billboard, September 8th issue.
- A MIGHTY PRETTY WALTZ  
Pee Wee King 20-4883—(47-4883)\*  
Country and Western Disk Jockey's Pick, Billboard, September 8th issue.

### TIPS

### BLUES IN ADVANCE/BELLA MUSICA

Dinah Shore 20-4926—(47-4926)\*



### WISH YOU WERE WHERE?

If you, like practically everyone else in the record business, have been listening to the Eddie Fisher recording of WISH YOU WERE HERE, we hasten to inform you that Eddie is not referring to his present location in Korea. Recently, Eddie has been facing mud instead of microphones on a tour of Korea.

Eddie's first show was given before 1,500 patients in a hospital in Korea. He did some of the hit tunes he had recorded for RCA Victor, then asked for request numbers. His next show was given before 2,000 paratroopers. It was staged on the back of a tank carrier truck. Eddie was a little nervous, knowing that getting an unfavorable reaction from 2,000 paratroopers is no way to live to a ripe old age. The reaction was overwhelming favorable, however.

Eddie Fisher has been hopping around by plane and jeep in Korea as part of the 10th Service Combo, which is made up of Eddie Fisher, a quartet, a tap dancer, and a guitarist. His "theaters" range from quonset huts to open-air amphitheaters. The shows are put on in blazing heat, in tropical rain, and even in fair weather.

Eddie is also due to perform for United Nations troops of Ethiopians, Thai, Turks, Australian and Belgian. No matter what the language, we think that Fisher voice will get across to them.

Our undercover gag-man reported that one day Eddie found himself sloshing through the mud loaded down with G. I. equipment when a friend of his asked who had arranged to get him to Korea.

"Well," said Eddie, a trifle wistfully, "it was not Hugo Winterhalter arrangement."

But Eddie's WISH YOU WERE HERE disc for RCA Victor certainly is, as is his latest, OUTSIDE OF HEAVEN and LADY OF SPAIN.

The stars who make the hits  
are on

# RCA VICTOR Records

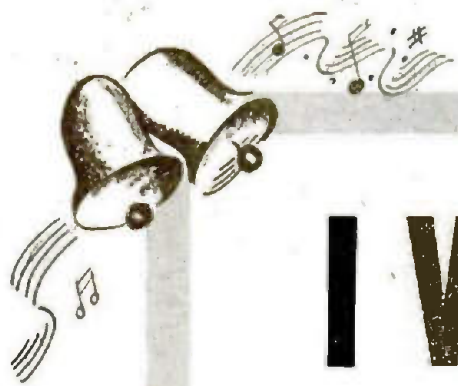
RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Not One but **2** Smash Hits !!!

on **1** record



# I WENT TO YOUR WEDDING

# HANK SNOW

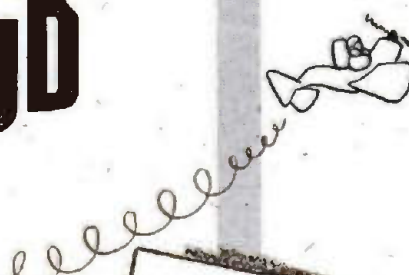


*and his Rainbow  
Ranch Boys*

# THE BOOGIE WOOGIE FLYING CLOUD

*written and recorded by Hank himself*

RCA 20-4909; 47-4909



Featured Star of WSM Grand Ole Opry and WSM-TV

Affiliated with

**HILL & RANGE SONGS** 407 Commercial Center, Beverly Hills, Calif.

and Hank's new  
Sacred Release  
**"JESUS  
WEPT"**  
RCA #20-4856; 47-4856

Personal  
Management—

## HUBERT LONG

NEW DUE WEST VALLEY RD., MADISON, TENN.

Nashville  
2-6635



**NOTHIN'  
COULD  
BE  
FINER than...**

**DINAH  
SHORE**

**Singing**

**“BLUES IN  
ADVANCE”**

**“BELLA  
MUSICA”**

RCA 20-4926  
47-4926

**RCA VICTOR RECORDS**

# IT'S GOTTA BE JUBILEE FOR '53

● RHYTHM & BLUES

## ★ THE ORIOLES

5092 See See Rider  
Don't Cry, Baby

## ★ THE MARYLANDERS

5091 Make Me Thrill Again

5079 I'm a Sentimental  
Fool

## ★ BUDDY LUCAS

5094 You Belong to Me  
Big Bertha

## ★ EDNA McGRIFF- SONNY TIL

5090 Once in a While  
I Only Have Eyes  
for You



- ★ THE RAY-O-VACS
- ★ THE TOP-NOTES
- ★ THE ENCHANTERS
- ★ BILLY PAUL

● POPULAR

## ★ LOU BARI

6012 Two Faced Clock

## ★ HAL KIPLING

6015 Mother Nature

WATCH FOR

## ★ DIXIE BRANDON

6018 My Baby's Coming Home

## ★ JACK SWANSON- DOTTIE TRAVIS

6014 Till I Waltz Again With You

## ★ EDNA McGRIFF

5089 Pray for a Better  
World  
In a Chapel by the  
Side of the Road

5087 It's Raining

5073 Heavenly Father

## ★ LITTLE SYLVIA

5093 I Went to Your Wedding  
Drive, Daddy, Drive

## ★ SONNY TIL

5076 Proud of You

## Watch this one

## VIOLA WATKINS

5095 Really Real  
Paint a Sky for Me

- ★ THE RAY-O-VACS
- ★ THE TOP-NOTES
- ★ THE ENCHANTERS
- ★ BILLY PAUL

## ★ DICK FREITAS

6013 Fiddlesticks  
That Wonderful Love

## ★ TAD BRUCE

6016 When You Know You're  
Not Forgotten  
Love Letters in the Sand

## ★ ALAN GERARD

6011 Toy-Gal  
I Love Only You

# THE BILLBOARD Music Popularity Charts

For Features 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. 3, 4 and 5

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,858 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 2.

POPULAR

Weeks in List

This

to date

Week

- |  |    |      |                               |                           |   |
|--|----|------|-------------------------------|---------------------------|---|
| 5  | 6  | 1.   | YOU BELONG TO ME...           | J. Stafford               | Col(78)39811; (45)4-39811                                       |
| 12   | 2  | 2.   | AUF WIEDERSEH'N...            | SWEETHEART                | V. Lynn<br>London(78)1227; (45)45-1227—BMI                      |
| 14   | 1  | 3.   | HALF AS MUCH...               | R. Clooney                | Col(78)39710; (45)4-39710—BMI                                   |
| 6  | 4  | 4.   | WISH YOU WERE...              | HERE                      | E. Fisher<br>H. Winterhalter<br>V(78)20-4830; (45)47-4830—ASCAP |
| 3  | 8  | 5.   | I WENT TO YOUR...             | WEDDING                   | P. Page<br>Mercury(78)5899; (45)5899X45—BMI                     |
| <small>(S. Kaye Drk, Columbia 39854; F. Wright, Swan 760; S. Gibson-Red Cap, Victor 20-4835)</small>   |    |      |                               |                           |   |
| 10   | 3  | 6.   | BOTCH-A-ME...                 | R. Clooney                | Col(78)39767; (45)4-39767—BMI                                   |
| 16   | 5  | 7.   | WALKIN' MY BABY...            | HOME                      | J. Ray<br>Col(78)39750; (45)4-39750—ASCAP                       |
| 14   | 7  | 8.   | MAYBE...                      | P. Camp-B. Fisher         | V(78)20-4744; (45)47-4744—ASCAP                                 |
| 3  | 11 | 9.   | JAMBALAYA...                  | J. Stafford               | Col(78)39838; (45)4-39838—BMI                                   |
| <small>(Music by Carmara; Decca 28367; Moon Muller, King 1106; Rex Allen-Nashville Dinetlanders, Decca 28341; Neal Mett-Francis Wayne Drk, Coral 60916; Max Williams, MGM 11283)</small> |    |      |                               |                           |   |
| 4  | 16 | 10.  | SHOULD I?                     | Four Aces                 | De(78)28323; (45)9-28323—ASCAP                                  |
| <small>(G. Herman, MacGregor 1031)</small>   |    |      |                               |                           |   |
| 2  | 10 | 11.  | HIGH NOON...                  | P. Laine                  | Col(78)39770; (45)4-39770—ASCAP                                 |
| 1  | —  | 11.  | MEET MR. CALLAGHAN...         | L. Paul                   | Cap(78)2193; (45)P-2193—ASCAP                                   |
| <small>(Peter Todd Drk, MGM 50004; Mitch Miller Drk, Col 39853; The Melandinos Strings, V 20-4891; Chet Atkins, V 20-4896; The Harry Grove Trio, London 12481)</small>                   |    |      |                               |                           |   |
| 10   | 14 | 13.  | AUF WIEDERSEH'N...            | SWEETHEART                | E. Howard<br>Mercury(78)5871; (45)5871X45—BMI                   |
| <small>(L. Merrill-R. Peters, Victor 10-9796; L. Armstrong-G. Jordan Drk, Decca 28076)</small>   |    |      |                               |                           |   |
| 4  | 13 | 15.  | FOOL, FOLL, FOOL...           | R. Starr                  | Cap(78)2151; (45)P-2151   |
| 3  | 23 | 1... | HAVE A GOOD TIME...           | T. Bennett                | Col(78)39764; (45)4-39764—BMI                                   |
| <small>(Ruth Brown Drk, Atlantic 973; Billy Eckstall, MGM 11293)</small>   |    |      |                               |                           |   |
| 3  | 27 | 16.  | WALKIN' TO MISSOURI...        | S. Kaye                   | Col(78)39769; (45)4-39769—ASCAP                                 |
| <small>(Rose Morgan Drk, Decca 28353)</small>  |    |      |                               |                           |   |
| 1  | —  | 16.  | I LAUGHED AT LOVE...          | Sunny Gale                | V(78)20-4789; (45)47-4789                                       |
| 1  | —  | 19.  | YOU BELONG TO ME...           | P. Page                   | Mercury(78)5899; (45)5899X45—BMI                                |
| 5  | 16 | 20.  | TILL THE END OF THE WORLD...  | Bing Crosby-G. Martin     | De(78)28265; (45)9-28265—ASCAP                                  |
| <small>(Ley Baxter Drk, Capitol 2205; The Hittoppers, Coral 60811)</small>   |    |      |                               |                           |   |
| 1  | —  | 20.  | BIM BAM BABY...               | P. Sinatra                | Col(78)39819; (45)4-39819—ASCAP                                 |
| <small>(L. Gayle-C. Stamp Drk, Capitol 22001)</small>  |    |      |                               |                           |   |
| 11   | 9  | 22.  | SUGARBUSH...                  | Doris Day-P. Laine        | Col(78)39693; (45)4-39693—ASCAP                                 |
| <small>(L. Marals &amp; Miranda, Decca 28267)</small>  |    |      |                               |                           |   |
| 2  | 19 | 22.  | TOO OLD TO CUT THE MUSTARD... | M. Dietrich-R. Clooney    | Col(78)39812; (45)4-39812—BMI                                   |
| <small>(Dick Todd-Grady Martin, Decca 28314; Norm Hugel Drk, J.R.R. in Me 28313)</small>   |    |      |                               |                           |   |
| 6  | —  | 24.  | SOMEWHERE ALONG THE WAY...    | Net (King) Cole           | Cap(78)20869; (45)P-20869—ASCAP                                 |
| <small>(D. Ammons, Decca 28222; T. Bennett-P. Faith Drk, Columbia 39693; J. Gray Drk, Decca 28141; H. Winterhalter Drk, Victor 20-4931)</small>  |    |      |                               |                           |   |
| 5  | 15 | 25.  | AUF WIEDERSEH'N...            | SWEETHEART                | Ames Brothers<br>Coral(78)60773; (45)9-60773—BMI                |
| 3  | 19 | 25.  | TRYING...                     | Hittoppers                | De(78)15018; (45)45-15018—ASCAP                                 |
| <small>(Lilla Fitzgerald-Bobby Orin's Teen-Ars, Decca 28375; Johnny Diamond, Coral 60823; Todd Rhodes Drk, King 4556)</small>  |    |      |                               |                           |   |
| 2  | —  | 25.  | STRING ALONG...               | Ames Brothers             | Coral(78)60614; (45)9-60614                                     |
| 19   | 11 | 28.  | I'M YOURS...                  | E. Fisher-H. Winterhalter | V(78)20-4680; (45)47-4680—BMI                                   |
| <small>(B. Martini Drk, Mercury 5852; T. Anders, Columbia 39737; L. Baxter-D. Beavers, Capitol 2102; J. Crawford, Decca 28234; D. Cornell, Coral 60690; Four Aces, Decca 28162)</small>  |    |      |                               |                           |   |
| 17   | 23 | 28.  | HERE IN MY HEART...           | A. Martino                | BBS(78)101; (45)45-101—BMI                                      |
| 1  | —  | 28.  | YAKE ME IN YOUR ARMS...       | L. Paul-M. Ford           | Cap(78)2193; (45)P-2193   |
| <small>(D. Day-P. Faith Drk, Columbia 39786)</small>   |    |      |                               |                           |   |
| 1  | —  | 28.  | ZING A LITTLE ZONG...         | J. Wynona-Bing Crosby     | De(78)28255; (45)9-28255—ASCAP                                  |
| <small>(D. London, Victor 20-4792; R. G. Lewis, MGM 11286; H. O'Connell, Capitol 2837)</small>   |    |      |                               |                           |   |

Jubilee RECORD CO INC.  
315 W. 47TH ST., NEW YORK, N. Y.

**PATTI PAGE**

I Went To Your Wedding  
 And  
 "You Belong To Me"  
 MERCURY 5899-5899X45

**EDDY HOWARD**

"MADEMOISELLE"  
 And  
 "I Don't Know Any Better"  
 MERCURY 5898-5898X45

**VIC DAMONE**

"I REMEMBER  
 YOU ROSANNE"  
 MERCURY 5877-5877X45

**GEORGIA GIBBS**

"So Madly In Love"  
 And  
 "Make Me Love You"  
 MERCURY 5874-5874X45

**Patti Page  
 Rusty Draper**

"Release Me"  
 And  
 "Wedding Bells"  
 MERCURY 5895-5895X45

**Jan August  
 AND JERRY MURAD'S  
 Harmonicats**

"MEET MR.  
 CALLAGHAN"  
 MERCURY 5900-5900X45

**BILLY WILLIAMS**

"Some Folks Do,  
 Some Folks Don't"  
 And  
 "That's What I'm Here For"  
 MERCURY 5902-5902X45

**Ralph Marterie  
 Lola Ameche**

"Takes Two To Tango"  
 And  
 "Ol' Man Mose"  
 MERCURY 5903-5903X45

**RICHARD HAYES**

"YO HO  
 AND OFF WE GO"  
 "If God Can Forgive Me"  
 MERCURY 5896-5896X45

**BOBBY WAYNE**

'Because You're Mine'  
 And  
 'Madonna Of The Roses'  
 MERCURY 5897-5897X45

**JIMMY PALMER**

AND HIS ORCHESTRA  
 "TRYING"  
 And  
 "Down By The O-HI-O"  
 MERCURY 5904-5904X45

**RUSTY DRAPER**

"Gotta Have My  
 Baby Back"  
 And  
 "Sing Baby, Sing"  
 MERCURY 5894-5894X45

**XAVIER CUGAT**

"Sun Sun Babae"  
 And  
 "OOH"  
 MERCURY 5891-5891X45

**GLORIA HART**

"I Would Rather  
 Look At You"  
 And  
 "Nickels, Quarters & Dimes"  
 MERCURY 5881-5881X45

**EDDY HOWARD**

"Auf Wiederseh'n"  
 And  
 "Take A Chance"  
 MERCURY 5871-5871X45

**PATTI PAGE**

"ONCE IN  
 A WHILE"  
 MERCURY 5867-5867X45

**SOPHIE TUCKER**

"Some Of These Days"  
 And  
 "Life Is A  
 Wonderful Thing"  
 MERCURY 5901-5901X45

**JACKIE JOCKO**

"Lover Come Back"  
 And  
 "Can't Get Too Far"  
 MERCURY 5889-5889X45

**RAY CURA**

"Mi Bella Mia"  
 And  
 "Tell Me You're In Love"  
 MERCURY 5888-5888X45

**RAY SHAW**

"The World Is Mine"  
 And  
 "Today, Tomorrow  
 and Always"  
 MERCURY 5890-5890X45

**DINAH WASHINGTON**

"My Song"  
 And  
 "Half As Much"  
 MERCURY 8294-8294X45

**JOHNNY OTIS**

WITH MEL WALKER  
 "GYPSY BLUES"  
 And  
 "The Candle's  
 Burning Low"  
 MERCURY 8295-8295X45

The **RAVENS**

"Rock Me All  
 Night Long"  
 And  
 "One Sweet Letter"  
 MERCURY 8291-8291X45

**PAUL BASCOMB**

"MUMBLES BLUES"  
 And  
 "NONA"  
 MERCURY 8299-8299X45



The HIT MAKER\*



**Fred  
foley**

Star Of Prince Albert  
Grand Ole Opry NBC

Exclusive on Decca Records.

- ★ Night Train To Memphis
- ★ Milk Bucket Boogie
- ★ Peace In The Valley  
DECCA 14573
- ★ God's Little Candles  
DECCA 28252

and

**KISSES ON  
PAPER** DECCA  
28288

and

**I GOTTA  
HAVE YOU**

DECCA 28343

With Roberta Quinlan

\* Thanks to My Friends the Operators

**THE BILLBOARD Music  
Popularity Charts**

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

• **Best Selling Pops  
by Territories**

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

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. 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. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. BOTCH-A-ME—R. Clooney—Columbia
5. HALF AS MUCH—R. Clooney—Columbia
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. MEET MR. CALLAGHAN—M. Grove—London
8. BLUE TANGÓ—L. Anderson—Decca
9. HERE IN MY HEART—A. Martino—B.B.S.
10. HIGH NOON—F. Laine—Columbia

**CHICAGO**

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. YOU BELONG TO ME—D. Martin—Capitol
5. JAMBALAYA—J. Stafford—Columbia
6. HIGH NOON—F. Laine—Columbia
7. VANESSA—M. Winterhalter—Victor
8. BOTCH-A-ME—R. Clooney—Columbia
9. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
10. INDIAN LOVE CALL—S. Whitman—Imperial

**LOS ANGELES**

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HIGH NOON—F. Laine—Columbia
3. BOTCH-A-ME—R. Clooney—Columbia
4. HALF AS MUCH—R. Clooney—Columbia
5. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. WALKIN' MY BABY BACK HOME—Nat King Cole—Capitol

**PHILADELPHIA**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. BOTCH-A-ME—R. Clooney—Columbia
7. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
8. MEET MR. CALLAGHAN—M. Grove—London
9. HIGH NOON—F. Laine—Columbia

**DETROIT**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. HIGH NOON—F. Laine—Columbia
3. JAMBALAYA—J. Stafford—Columbia
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. HALF AS MUCH—R. Clooney—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol

**BOSTON**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
6. LAUGHED AT LOVE—S. Cole—Victor
7. INDIAN LOVE CALL—S. Whitman—Imperial
8. BLUE TANGÓ—L. Anderson—Decca
9. MOCKING BIRD—Four Lads—Okeh

**PITTSBURGH**

1. INDIAN LOVE CALL—S. Whitman—Imperial
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
6. TRYING—Hilltoppers—Dot
7. STRING ALONG—Ames Brothers—Coral

**SEATTLE**

1. HIGH NOON—F. Laine—Columbia
2. HALF AS MUCH—R. Clooney—Columbia
3. TOO OLD TO CUT THE MUSTARD—B. Clooney—M. D'Arcy—Columbia
4. MEET MR. CALLAGHAN—M. Grove—London
5. MEET MR. CALLAGHAN—C. Cavallaro—Decca
6. YOU BELONG TO ME—J. Stafford—Columbia

**ST. LOUIS**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
3. JAMBALAYA—J. Stafford—Columbia
4. BECAUSE YOU'RE MINE—M. Laine—Victor
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol

**WASHINGTON, D. C.**

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

**NEW ORLEANS**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. JAMBALAYA—J. Stafford—Columbia
4. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. HIGH NOON—F. Laine—Columbia
7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
8. DELICADO—P. Faith—Columbia

**ATLANTA**

1. YOU BELONG TO ME—J. Stafford—Columbia
2. BOTCH-A-ME—R. Clooney—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. HALF AS MUCH—R. Clooney—Columbia
5. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
6. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
7. TAKE ME IN YOUR ARMS AND HOLD ME—L. Paul & M. Ford—Capitol

**DALLAS—FORT WORTH**

1. HALF AS MUCH—R. Clooney—Columbia
2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. JAMBALAYA—J. Stafford—Columbia
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
6. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
7. HIGH NOON—F. Laine—Columbia

**DENVER**

1. HALF AS MUCH—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. HIGH NOON—F. Laine—Columbia
4. DELICADO—P. Faith—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. HERE IN MY HEART—A. Martino—B.B.S.

**CINCINNATI**

1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
2. HALF AS MUCH—R. Clooney—Columbia
3. TRYING—Hilltoppers—Dot
4. YOU BELONG TO ME—J. Stafford—Columbia
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
7. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
10. BOTCH-A-ME—R. Clooney—Columbia



**I feel like a Nut**

"I feel like a nut! I didn't register—so now I can't vote Nov. 4—the most important and exciting election in your Registration is over in our town, so I've lost my chance... But you folks here still have time to register. Don't miff the chance!"

Go find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.

# THE BILLBOARD Music Popularity Charts

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

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Ruth Brown, Amos Millburn and Willis Jackson grossed \$10,000 at a midnight dance in the Atlanta Auditorium on August 31. The dance was promoted by B. B. Beamon. Millburn is set for a week's stay at the Trocadero Club in Columbus, O., beginning October 13. Buddy Johnson and Erroll Garner open Friday (12) for a week in Washington's Howard Theater. . . . The Ink Spots head North of the border for a couple of weeks of theater dates, starting September 18 in Toronto at the Casino Theater and playing the Seville in Montreal the following week. . . . Illinois Jacquet goes to Detroit's Fox Theater for a week on September 19.

Gospel singer Mahalia Jackson was welcomed by 50,000 fans to Dayton, O., on her recent appearance. The local Memorial Hall was jammed with 5,000 for her evening concert. She will sing at Carnegie Hall on October 12. Larry Darnell opens at the Club Polciana in Atlanta for a week on September 15. . . . Bullmoose

grimage to Mecca, ushers in the fall season at the Showboat for the September 22 week. . . . Powellton Cafe brings in the Sid Walker Sextet for the new season at this Philadelphia dine-and-dance spot. . . . Liswood Ewell Trio, that includes the maestro on drums and bassist Nat Lowman, rounds out with a Hammond organ for the bowing stand at the Red Rooster in Philadelphia, with local pianist Howard (Fingers) Whaley handling the new instrument. . . . Frank Palumbo's new Click spot in downtown Philadelphia becomes the latest major spot in the territory to bring in r.&b. names. The spot kicks off on Monday (8) with Dixie Gillespie sharing the spotlight with Bill Darnell, and for the September 15 week the Club has Savannah Churchill and Dick Todd as the twin headliners.

### THERE'S ONLY 1 IVORY HUNTER

NEW YORK, Sept. 6. — Frank Schiffman, owner of Harlem's Apollo Theater, and Lou Leslie, of the Gale Agency, were walking down Lexington Avenue when the latter spied "Ivory Hunter," the current film on the marquee of a movie theater. "What terrible billing," said he. "How come?" queried Schiffman. "Any fool knows it's Ivory Joe Hunter," reported Leslie. The Gale Agency books Hunter.

### R&B Records to Watch

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

DDH-DDH-DDH  
Lloyd Price. . . . . Specialty 440

Jackson is booked for a week at the Cleveland Ebony Club with the same opening date. Lynn Hope, back from his pit.

## Most Played Juke Box Rhythm & Blues Records

Based on reports received Sept. 3, 4 and 5

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 1 This to date/Week /Week	RECORD	Label
9	3	1. MARY JO	Four Blazers United 314
8	5	2. YING A LING	Clovers Atlantic 969-BM4
14	1	3. HAVE MERCY, BABY	Dominoes Federal(78)12068; (45)45-12068
10	2	4. LAWDY MISS CLAWDY	Lloyd Price Specialty 428
2	6	5. DUKE	Little Walter Checker 778
5	—	6. DON'T YOU CRY	J. Turner Atlantic 970-BM1
3	10	7. LET'S CALL IT A DAY	J. Thompson King(78)4541; (45)45-4541-BM1
3	—	8. CALL OPERATOR 210	F. Dixon Aladdin 3135
1	—	9. NIGHT AND DAY	B. Milton Specialty 438-BM1
4	10	10. CALL OPERATOR 210	J. Otis-M. Walker Mercury(78)2828; (45)45-2828-K45
2	7	11. DADDY, DADDY	Ruth Brown Atlantic 970-BM1
3	—	10. I'LL DROWN IN MY TEARS	Sonny Thompson King(78)4527; (45)45-4527-BM1

## Best Selling Retail Rhythm & Blues Records

Based on reports received Sept. 3, 4 and 5

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 1 This to date/Week /Week	RECORD	Label
14	3	1. LAWDY MISS CLAWDY	Lloyd Price Specialty 428-BM1
8	1	2. TING A LING	Clovers Atlantic 969-BM4
4	4	3. MY SONG	J. Ace Duke 100
17	1	4. HAVE MERCY, BABY	Dominoes Federal(78)12068; (45)45-12068
2	7	5. DADDY, DADDY	Ruth Brown Atlantic 970-BM1
9	6	6. MARY JO	Four Blazers United 314
7	9	7. I'LL DROWN IN MY TEARS	Sonny Thompson King(78)4527; (45)45-4527-BM1
19	8	8. GOIN' HOME	Fats Domino Imperial(78)5180; (45)45-5180
6	6	9. CALL OPERATOR 210	F. Dixon Aladdin 3135
1	—	10. YOU KNOW I LOVE YOU	B. B. King Modern 343

## Rhythm & Blues Record Reviews

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

### RHYTHM & BLUES

Record Reviews

**CALVIN BOZE**  
BLOW, MAN, BLOW . . . . . 82-83-81-82  
ALADDIN 3147—Side shapes as a lively effort, what with the fine chest-job Boze scorching the lyrics and the delectable backing by the Maxwellians. This one can happen.

LOPED . . . . . 79-80-77-80  
Here's another one that could take off. Newly dirty about a guy who's had more than one too many is one to turn by the cheater. A strong entry.

**THE CHECKERS**  
OH, OH, OH, BABY . . . . . 80-80-80-80  
KING 451—This is the side which could get the heavy action. It's a bounce man with the lead bass driving the group thru the routine.

FLAME IN MY HEART . . . . . 78-78-78-78  
No matter the group's name on the label, this could very well be the Dominoes as the label tries to double the release schedule of the latter group by having some on King in any event, this is a lively platter.

**HADDY BROOKS**  
I WENT TO YOUR WEDDING . . . . . 80-81-79-79  
OEM 6810—His "Brooks" rich voice carries thru beautifully on this new ballad. Fine looks to have potential in this field as well as others. Thrush's interpretation may make it for her.

MY SONG . . . . . 70-70-70-70  
Thrush has a fine plaintive quality in her voice which makes this a strong interpretation. She sets a lively background.

**THE RAVENS**  
ROCK ME ALL NIGHT LONG . . . . . 78-78-76-80  
MERU 8291—Hopping lead, a snare and the comb shot, the repetitive lyrics, a rowling send-off. Boss of the Ravens in stand-out. A good side that's due for some.

WRITE ME ONE SWEET LETTER . . . . . 78-77-74-77  
Renaissance ditty is stated in the group's individual manner for a wailing that should appeal to many. There's a spanking beat thrust.

**JIMMY HUFF**  
SHE'S MY BABY . . . . . 78-79-77-79  
RPM 364—Set at a fast tempo "Huff" carries thru with a fine performance on a first-rate team.

TURTLE TEARS AN' PAID . . . . . 74-75-73-75  
Huff impresses as a good blues shouter as he sets an above average opus with sincerity.

### RHYTHM & BLUES

Record Reviews

**PINEY (KOKOMO) BROWN**  
YOU MADE ME THIS WAY . . . . . 76-77-74-75  
ATLAS 1023—Brown shows his way, there a blues weeper for a side that should come for a fair amount of action.

TALKING ABOUT YOU . . . . . 74-75-72-75  
Piney Brown cuts a strong rendition of one of his own ditties. Off-beat handclaps perk the solid deal.

**MELVIN SMITH**  
BABY I'LL BE THERE . . . . . 75-76-74-74  
Victor 20-4907—Slow ballad is sung strongly by Smith. Backing adds interest.

I'M OUT OF MY MIND . . . . . 73-73-72-73  
Fast blues item is shouted effectively by the singer. One drives hard behind him.

**"LITTLE" EDDIE RIKKLAND**  
THAT'S ALL RIGHT . . . . . 74-74-74-74  
RPM 362—Rikkland combines the deep South with big city shuffling for an okay platter.

IT'S TIME . . . . . 74-74-74-74  
More of the same.

America's **NEWEST** FOLK Sensation!

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**BIG HIT of 1952!**  
#5199—BLAZER BOY—45x5199  
"JOE'S KID SISTER"  
"MORNIN' TEAM"  
IMPERIAL RECORDS  
6423 Hollywood Blvd.  
Hollywood 28, Calif.

**A BRAND New HIT!**  
#5202—I BONE WALKER—45x5202  
"BLUES IS A WOMAN"  
"STREET WALKING WOMAN"  
IMPERIAL RECORDS  
6423 Hollywood Blvd.  
Hollywood 28, Calif.

CLIMBING FAST!  
"SPARROW'S FLIGHT NO. 2"  
and  
"BOUDOIR BOOGIE"  
by JOHNNY SPARROW  
and his Bows & Arrows  
GGTHRILL  
G 284

WATCH IT GO TO NUMBER 1  
"MUMBLES BLUES"  
by BOBBY LEWIS  
CHES 41518

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b/w  
**MY HEART**  
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Specialty records  
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Billy Eckstine  
**EARLY AUTUMN**  
 and  
**BECAUSE YOU'RE MINE**  
 (From MGM Technicolor Musical "Because You're Mine")  
 MGM 11301 78 rpm K11301 45 rpm



Bill Hayes  
**HIGH NOON**  
 and  
**PADAM-PADAM**  
 MGM 11266 78 rpm K11266 45 rpm



Acquaviva and His Orchestra  
**BEYOND THE NEXT HILL**  
 and  
**TILLIE'S TANGO**  
 MGM 30614 78 rpm K30614 45 rpm

The Four Horsemen  
**INDIAN LOVE CALL**  
 and  
**SAN ANTONIO ROSE**  
 MGM 11300 78 rpm K11300 45 rpm

Fran Warren  
**WISH YOU WERE HERE**  
 and  
**WHAT IS THIS THING CALLED LOVE?**  
 MGM 11270 78 rpm K11270 45 rpm



Barbara Ruick  
**SERENADE TO A LEMONADE**  
 and  
 Delicious  
**WINDOW SHOPPING**  
 MGM 11279 78 rpm K11279 45 rpm



MGM Means Mighty Good Music

**THE BILLBOARD Music Popularity Charts**

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

**• The Billboard Picks**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**LADY OF SPAIN**.....Eddie Fisher-Hugo Winterhalter Ork.  
**OUTSIDE OF HEAVEN**.....RCA Victor 20-4953

Fisher has a pair of sides here that have every indication of continuing his unbroken string of clicks. He pulled the stops out on his reading of "Lady of Spain" and is backed by an exciting Winterhalter arrangement full of surging brasses and agitated strings. "Outside of Heaven" is a beautiful slow ballad which Fisher tells tenderly over a subdued ork. Margaret Whiting also has an excellent recording on Capitol.

**WHO KISSED ME LAST NIGHT**.....Rosemary Clooney-Percy Faith Ork.  
 Columbia 39813

A lovely new ballad finds the songstress in a fine sentimental groove and the mello lyrics persuasively. A fine Percy Faith backing sets a gentle backdrop. Flip side has Miss Clooney reviving "Blues in the Night" in solid style.

**TAKES TWO TO TANGO**.....Louis Armstrong  
 Decca 28294

This one was made for Sachmo. It's a bouncy, rattling readmill which the fabulous one gets at big a kick out of doing as well anyone who hears it. Flip side is a strong reading of "I Laughed at Love."

**THE GLOW WORM**.....Mills Brothers  
 Decca 28384

The revival of the side has been dressed up with new Johnny Mercer lyrics. The Mills Brothers deliver it brightly for a side that should catch on quickly.

**• The Disk Jockeys Pick**

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

1. BECAUSE YOU'RE MINE.....Marie Lanza.....Victor 10-3914
2. SOME FOLKS DO AND SOME FOLKS DON'T.....Eileen Barton.....Coral 60833
3. YOU'LL NEVER GET AWAY.....Don Cornell-Teresa Brewer.....Coral 60829
4. MARILYN.....Ray Anthony.....Capitol 2207
5. TRYING.....Ella Fitzgerald.....Decca 28375

**• The Retailers Pick**

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

1. MY LOVE AND DEVOTION.....Perry Como.....Victor 20-4877
2. TRYING.....Ella Fitzgerald.....Decca 28375
3. CARMEN'S BOOGIE.....Andrews Sisters.....Decca 28342
4. JAMBALAYA.....Hank Williams.....MGM 11283
5. SAY "O'LL WAIT FOR ME".....G. Martino.....Capitol 2185

**• 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 one has operators think tomorrow's hits will be.

1. BECAUSE YOU'RE MINE.....Marie Lanza.....Victor 10-3914
2. MY LOVE AND DEVOTION.....Perry Como.....Victor 20-4877
3. ADIOS.....Ginette MacKenzie.....Capitol 2156

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

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

1. I WENT TO YOUR WEDDING.....Maak Snow.....Victor 20-5909
2. BLACKBERRY BOOGIE.....Tennessee Ernie.....Capitol 2170
3. BY THE WATERS OF THE MINNETONKA.....Silo Whiteman.....Imperial 8163
4. FOREVER.....Litty Fizzell.....Columbia 20997
5. HOW COLD HEARTED CAN YOU GET.....Mark Thompson.....Decca 28348

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Western Charts...

- 17 Weeks... Mr. Moon High Spot #5 Oct. 6, 1951
- 20 Weeks... Let's Live a Little High Spot #3 July 21, 1951
- 26 Weeks... Don't Just Stand There High Spot #1 May 17, 1952
- 30 Weeks... Let Old Mother Nature Have Her Way High Spot #1 May 3, 1952
- 18 Weeks... Are You Teasin' Me and It's a Lovely, Lovely World High Spot #1 July 3, 1952

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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)

POPULAR Record Reviews

LEWY HOLMES ORK THE CYPHY IN MY SOUL... 72-73-70-72
Mela 1104—Good instrumental reading of a familiar tune which shows great tenacity.

GEORGE BLEDSOE (Stephen McNeil Ork) WHEN APRIL COMES... 69-73-65-67
CAVALIER 813—A lush ork supports ballroom Bledsoe on a nice new ballad.

THE FREDDY COLE TRIO THE JOKES IS ON ME... 68-68-68-68
TOPPER 204—The trio's new reading of a Cole classic shows to nice advantage on this slow ballad.

SAUTER-FINEGAN ORK MOONLIGHT ON THE CANCES... 76-81-76-72
VICTOR 30-4827—An extremely imaginative arrangement of the oldie.

APRIL IN PARIS... 75-80-75-71
New readings on this program make for an interesting time.

TOMMY TUCKER ORK I DON'T WANT TO SET THE WORLD ON FIRE... 76-77-76-77
MGM 11326—Tucker is taken at a gentle bounce by the ork, with some fine chancing by male combo and chirp Karen Rich.

JIMMY YOUNG FAITH CAN MOVE MOUNTAINS... 75-76-75-76
LONDON 1255—The lively new tune is sung with feeling by Young who is new to the label.

M'L NEVER BE THE SAME... 74-75-74-72
The English harmonies on this slow ballad in disc style aided by a standard ork backing.

JOHNNY MERCER (Billy May Ork) MEMPHIS IN JUNE... 75-76-73-74
CAPITOL 2218—Mercer cuts a warm interpretation of the nostalgic ballad.

BARBARA RUICK-CARLETON CARPENTER NO TWO PEOPLE... 75-76-74-75
MGM 11314—Miss Ruick and Carpenter combine nicely on the dance from "Miss Charlotte Anderson."

WHEN YOU'RE WALKING IN THE RAIN... 73-74-73-72
Moppleman harmonies by the duo with a great ork assist from the Martin band.

TED HEATH ORK LITA ROZA MEET ME ON THE CORNER... 75-76-72-77
LONDON 1251—Heath's story of it on this rhythmic opus is etched here by the warbler and the Heath ork.

BLACKPOOL BOUNCE... 72-73-71-72
The English import displays the Heath ork to good advantage and Lita Roza charms prettily.

LORRY RAINE (Cliff Parsons Ork) PUDGY... 75-77-75-79
UNIVERSAL 5670—Cute ditty about a kid with the usual ribbons and balloons of youngsters is read with appealing sentiment by the warbler.

DICK BEAVERS (Harold Memory Ork) MY THRILL... 75-76-73-76
CAPITOL 2220—The re-visited Latin disc is sung persuasively by Beavers.

RICKY VALLO AS SURE AS THERE'S A HEAVEN... 74-75-72-75
MGM 11315—Big-styled ballad gets an okay reading by Vallo.

FORGIVE AND FORGET... 72-73-72-71
The musical appeal for reconciliation is delivered tenderly by the chanter, backing is appropriately moody.

POPULAR Record Reviews

DON CHERRY IT'S BEEN SO LONG... 74-75-73-74
DECCA 2360—Cherry, the orker, turns in a slick reading of the country item penned by Ernest Tubb.

STAN KEATON ORK BEEHIVE... 74-78-73-70
CAPITOL 2214—Tune consists of an interweaving of instrumentation around a basic four bar melody.

JACK FINA ORK RIMBY DIXIE MELODY... 74-75-72-75
MGM 11307—An attractive honey item with the ork delivering a gang-vocal reading with whistling and Fina pounding the piano.

BILL FARRELL A SINNER KISSED AN ANGEL... 74-76-73-74
MGM 11310—Typical Farrell reading of a fine song—lively, however, are some of the more brilliant Farrell disc—all to good advantage.

JIMMY YOUNG IF I HAD WINGS... 73-74-73-72
LONDON 1255—The new single handles this slow ballad well in a semi-bigwaved style.

ALONG AS I LIVE... 72-73-72-71
Crooner gives this lively ballad a very tender reading with his soprano-filled voice.

CHILDREN'S Record Reviews

BASEBALL SERIES... 75-85-75-85
GEORGE KELL, RITCHIE ASHBURN, BOBBY THOMPSON, NED GARVER, Columbia PV 8047—Since Columbia issued its last batch of baseball discs on wax, it has come up with a couple of improvements that should make the little 35-cent discs even more useful to diamond hopefuls.

NORMAN ROSE BUILD ME A HOUSE... 77-77-77-85
Discs 1 & 2
CHILDREN'S RECORD GUILD 5019 — The polished cast here includes Sally Sweetland, Audrey Marsh, Arthur Malin, Percy Dowd and Rose.

THE SALLY MARTIN SINGERS GET AWAY JORDAN... 73-73-73-85
DOWN BEAT 401—The group's charming on a gospel ditty is smooth and in keeping with the serious mood.

CHILDREN'S Record Reviews

NORMAN ROSE-EUGENE LOWELL SINGERS RHYME ME A RIDDLE... 80-80-80-85
Discs 1 & 2
CHILDREN'S RECORD GUILD 1025—A cleverly worked out method to help youngsters increase their vocabulary is presented in same and song style here.

HOT JAZZ Record Reviews

MILT JACKSON QUARTET TRUE BLUES... 73-73-73-79
M-10 1412—The boys create a pleasant atmosphere as they work over the Jackson original.

LU WATTERS SWEET GEORGIA BROWN... 72-72-72-72
MERCURY 1100—The evergreen gets a take for a boony ride by the small combo.

NORMAN GRANT JAZZ AT THE PHILHARMONIC... PERIDIO (Part 1 & 2)... 79-82-80-75
MERCURY 1101—Starting in greater of the Grant series of on-the-spot readings are Billie Holiday, Fats Waller, Bill Harris, Mornay and Melrose Jo Jones, Ray Brown and Hank Jones.

SACRED Record Reviews

THE CROSSROADS QUARTET SOMEBODY'S KNOCKING... 78-78-78-78
MGM 11312—One harmonizing set to a jaunty rhythm makes this a fine sacred item.

THE MELLOWMEN HIS ARMS ARE OPEN... 75-75-75-75
DECCA 2892—The Mellowmen combine smoothly in a sweet and effective reading.

SPIRITUAL Record Reviews

THE SALLY MARTIN SINGERS GET AWAY JORDAN... 73-73-73-85
DOWN BEAT 401—The group's charming on a gospel ditty is smooth and in keeping with the serious mood.

SPIRITUAL Record Reviews

SISTER FOSTER I'M SEALED... 77-77-77-85
SWING TIME 309—The Sister sounds like a first-rate lead singer and handles the religious theme with fine backing from the song-organization.

ROY GOODRICH JUNGLE DRUMS TO YOU... 15197
45-15197
MOON MULIKAN JAMBALAYA A MIGHTY PRETTY WALTZ... 1106
45-1106

Royalty Dispute

Continued from page 18
writers. Those who object to this clause now ask that they be permitted to treat writers according to either plan, at the publisher's option, except that all songs of any one writer be treated consistently.

These conditions have been tagged unacceptable by SPA. William Klein, who has been handling the negotiations for SPA in the absence of Schulman, stated: "It would be an expression of bad faith for it (SPA) to modify an agreement that was accepted not only by two regular committees (of both organizations), but was also ratified by the governing bodies of SPA and MPPA." Among those who didn't return completed documents to SPA were some 30 publishers who asserted that their firms were founded too recently for the proposition of the compromise to have application.

Some Exceptions
The firms of the Music Publishers Holding Corporation also failed to return completed contracts, but under conditions that were deemed reasonable by SPA execs.

Another special case was that of the E. H. Morris firm. The publishing concern said it plans to sign the pact, but will hold it in escrow until such time as writers retract withdrawal notices filed earlier with the company.

While no action by the writers will be taken prior to the next confab of the BPA Council, the clefters are expected to take a firm stand. This has become more apparent since it is known that many writers felt their association had given away more than it received in the compromise agreement and are committed to a stand of no further concessions.

Best Sellers King AND Federal RECORDS POPULAR KING WESTERN... STEVE LAWRENCE MINE AND MINE ALONE ALL MY LOVE BELONGS TO YOU... MOON MULIKAN JAMBALAYA A MIGHTY PRETTY WALTZ... EDDIE SMITH THE PREACHER AND THE BEAR SNOW BEAR... WAYNE RANEY I'M REALLY NEEDIN' YOU BEATIN' ROUND THE BUSH... SONNY THOMPSON I'LL DROWN IN MY TEARS CLANG-CLANG-CLANG... EARL BOSTIC MOON GLOW AIN'T MISS BEHAVIN'... TODD RHODES ROCKET 69 POSSESSED... JIMMY WITHERSPOON FOLKSON PRAYER TWO LITTLE GIRLS... RECORDS INC. 1540 BREWSTER AVE CINCINNATI 14, OHIO

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NOTHING AT ALL"**

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and a Brand New Sacred Release . . .

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AND  
**"JUST A CLOSER WALK  
WITH THEE"**

Columbia 20947

# 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. 3, 4 and 5

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

POSITION  
Weeks Last 1 To  
to date/Week/Week

6	1	1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)9-28232
22	2	2. WILD SIDE OF LIFE	Mark Thompson	Cap(78)1942; (45)F-1942—BMT
2	5	3. JAMBALAYA	H. Williams	MGM(78)1283; (45)K-1283—BMT
6	3	4. FULL TIME JOB	E. Arnold	V(78)20-4787; (45)47-4787—BMT
15	4	5. WAITING IN THE LOBBY OF YOUR HEART	Mark Thompson	Cap(78)2063; (45)F-2063—BMT
4	—	6. INDIAN LOVE CALL	Sim Whitman	Imperial(78)156; (45)45XB156—ASCAP
17	5	7. ARE YOU TEASING ME?	Carl Smith	Col(78)20922; (45)4-20922—BMT
14	7	8. ALMOST	G. Morgan	Col(78)20906; (45)4-20906—BMT
14	—	9. HALF AS MUCH	Mark Williams	MGM(78)1202; (45)K-1202—BMT
8	8	10. LADY'S MAN	Mark Snow	V(78)20-4733; (45)47-4733—BMT
8	8	11. THAT HEART BELONGS TO ME	W. Pierce	Dec(78)28091; (45)9-28091—BMT

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**COMMUNIST"**

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"DANNY BOY"—Vocal—Record No. 3/4  
"MY DREAM GIRL"—Vocal  
"BEAUTIFUL WILD SYRINGA"—Orchestration—Rec. No. 3/4  
"BEAUTIFUL WILD SYRINGA"  
"RIDING DOWN THE CANYON"—Vocal—Rec. No. 1/3  
M. M. Cole, 823 S. Wabash, Chicago 5, Publisher for "Beautiful Wild Syringa."  
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**VIC'S RECORD CORPORATION** Baltimore, 16, Md.

# THE BILLBOARD Music Popularity Charts

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

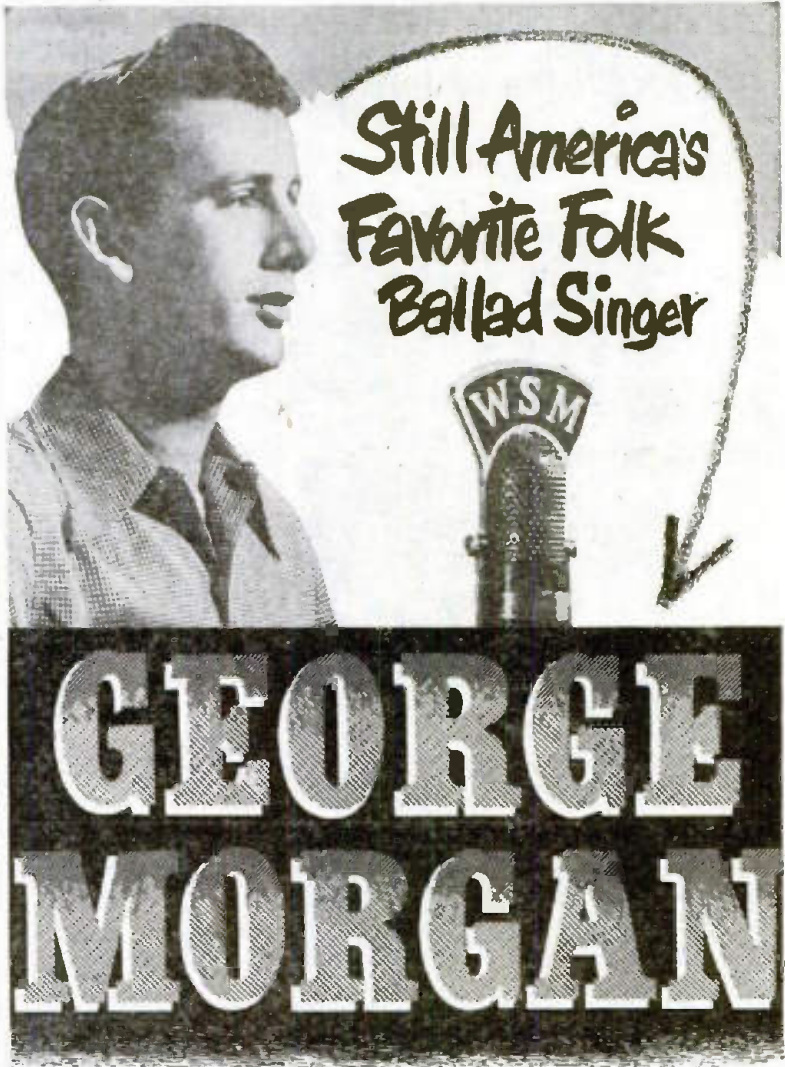
## • Best Selling Retail Folk (Country & Western) Records

Based on reports received Sept. 3, 4 and 5

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

POSITION  
Weeks Last 10 Wks.  
to date/Weeks/Week

1	1	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Decca 78124232; (45)W-28232
4	4	2. JAMBALAYA	Hoak Williams	MGM (78)11283; (45)K-11283-BMI
23	3	3. WILD SIDE OF LIFE	Hoak Thompson	Capt 781942; (45)F-1942-BMI
8	3	4. FULL TIME JOB	E. Arnold	V-79120-4787; (45)W-4787-BMI
7	5	5. INDIAN LOVE CALL	Slim Whitman	Imperial 7818156; (45)W-8156-ASCAP
9	6	6. THAT HEART BELONGS TO ME	W. Pierce	Decca (78)28091; (45)W-28091-BMI
12	7	7. WAITING IN THE LOBBY OF YOUR HEART	Hoak Thompson	Capt 7812063; (45)F-2063-BMI
20	9	8. ALMOST	G. Morgan	Col (78)20906; (45)W-20906-BMI
11	6	9. LADY'S MAN	Hoak Snow	V-78120-4733; (45)W-4733-BMI
17	10	10. ARE YOU TEASING ME? It's a Lovely, Lovely World	Carl Smith	Col (78)20922; (45)W-20922-BMI



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

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Record labels our specialty; LP covers printed, fast service. Progressive Label Co., 132 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799.

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**"ALMOST"** 20 weeks on the Billboard's Charts  
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 now our newest...  
**"ONE WOMAN MAN"**  
 and  
**"You're Every Little Thing Rolled Into One"**  
 Columbia #21006

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"HEART TROUBLE"  
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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).

### Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received Sept. 3, 4 and 5

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select 100 of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This	Record	Artist	Label
5	1	1. JAMBALAYA	Mark Williams	MGM 7811283; (45)K-11283-BMT
9	2	2. FULL TIME JOB	E. Arnold	V(78)20-478; (78)47-478-BMT
9	4	3. IT WASN'T GOD WHO MADE MONEY TONK ANGELS	K. Wells	Dec(78)28232; (45)P-28232
15	4	4. ARE YOU TEASING ME?	Carl Smith	Col(78)20922; (45)K-20922-BMT
6	7	4. INDIAN LOVE CALL	Slim Whitman	Imperial(78)156; (45)45X1156-ASCAP
27	5	4. WILD SIDE OF LIFE	H. Thompson	Cap(78)1942; (45)P-1942-BMT
16	3	7. THAT HEART BELONGS TO ME	W. Plorco	Dec(78)28091; (45)P-28091-BMT
33	9	8. LADY'S MAN	Hank Snow	V(78)20-4753; (45)47-4753-BMT
22	10	9. ALMOST	G. Morgan	Col(78)20906; (45)4-20906-BMT
1	-	9. FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)P-28310-BMT

### Country & Western (Folk) Record Reviews

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

FOLK Record Reviews	FOLK Record Reviews
<p><b>HANK SNOW</b> I WENT TO YOUR WEDDING ..... 85-88-88-88 VICTOR 20-4704—Tune seems to be headed for the top in the pop field and this interpretation by Snow could follow the same pattern in the country market. It's one of Snow's best efforts and should go a long way.</p> <p><b>THE BOOGIE WOOGIE</b> FLYING CLOUD ..... 85-85-85-85 The warbler is back to his more familiar kick of rhythm railroad song on this side. This one really moves with a driving tempo set by the guitars and a fine vocal by Snow. This is a very strong disk.</p> <p><b>HANK WILLIAMS</b> SETTIN' THE WOODS ON FIRE ..... 86-86-86-86 NIGHT 91318—Cole ditty about a night on the town is warbled in fine fashion by Williams to lustrous, buoyant backing. This should be a big one for the charter.</p> <p><b>YOU WUB AGAIN</b> ..... 83-83-83-83 Williams has penned a lustrous rural warper here which he projects with that combination of sincerity and warmth which has won him his many loyal followers. A good side.</p> <p><b>CURLEY DAULTON</b> A LITTLE AT A TIME ..... 77-80-74-76 COLUMBIA 20995—The label's latest country charter addition could break new as did several others for Columbia. Daulton projects</p>	<p>much heartfelt vocalizing, but with a touch of the pop crooner. With some more exposure Daulton could create quite a stir.</p> <p><b>PLEASE LEAVE ME ALONE</b> ..... 77-70-74-76 Same comment.</p> <p><b>GRADY MARTIN ORK</b> I WENT TO YOUR WEDDING ..... 80-81-79-80 DECCA 28368—The 1940s' Western groove does fine by the big pop hit. Waltz tempo is danceable and Cecil Bailey hands the vocal a smart routine. Good coverage for the market.</p> <p><b>YOU BELONG TO ME</b> ..... 78-79-77-78 Same here.</p> <p><b>SKEETS McDONALD</b> BIG FAMILY TROUBLE ..... 75-78-73-75 CAPITOL 2218—A humorous reading of the 1947 story about a married man whose wife just loves raising a big family. Good for lots of girls.</p> <p><b>DON'T LET THE STARS GET IN YOUR EYES</b> ..... 73-74-70-74 Okay charting on an okay bank of rhythmic material.</p> <p><b>GENE O'QUIN</b> TENNESSEE TALKIN' DOLL ..... 72-73-70-73 CAPITOL 2218—Lightweight entry is handled an appropriate so by the chanter.</p> <p><b>YOU'RE GONNA BE SORRY</b> ..... 72-73-70-73 More of the same here.</p>

A NEW LABEL  
★ A NEW STAR ★  
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Version of a  
Great New Song!  
**"DINKY" COLE**  
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SINGS  
**"JOKE IS ON ME"**  
Backed with  
(MAMA DIDN'T RAISE) NO CRAZY KIDS  
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# THE BILLBOARD Music Popularity Charts

## Country & Western (Folk) Record Reviews

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

### FOLK Record Reviews

**BOB NEWMAN**  
**GREETINGS** 77-78-75-78  
 KING 1108—A timely piece of material should draw some coin. Newman reads with a rhythmic charm which tells the story of getting that notice from the draft board.  
**TONIGHT'S THE NIGHT** 75-76-73-76  
 Rousie country bounce material gets a routine reading.

**TEX WILLIAMS**  
**SWEET LITTLE BOOGALIE** 76-78-75-75  
**VICTOR 20-4871**—Morris time about a Cajun girl is latched and sung by Williams with gang vocalizing. A-4 hand-clapping in the background. Fine instrumentation. Dearys will get a bite out of this.  
**MIRACLE WALTZ** 75-76-74-75  
 Slow waltz is sung deftly by the marbler. Changes add a churchy note. Band sets a quiet backing.

**TEXAS JIM ROBERTSON**  
**LIFE PASSED ME BY** 76-77-74-77  
**VICTOR 20-4906**—There's some powerful deep chanting by the low-voiced Robertson on this wailing. Slightly a mournful set of lyrics but is delivered with a happy bounce. A good side.  
**BLUE EYED ELLEN** 73-74-71-74  
 Robertson turns in a fine reading of the sentimental waltz ballad. He's supported nicely by the art and a few vocal corchos.

**TERRY PRESTON**  
**ARE YOU AFRAID** 75-75-75-75  
**CAPITOL 2211**—Preston delivers a magnificent vocal on an above average country ballad with an attractive lyric idea.  
**I'M ONLY WISHING** 75-75-75-75  
 Another good effort from Preston on another good piece of material.

**BLACKIE CRAWFORD**  
**JUMP, JACK, JUMP** 74-74-72-76  
**CORAL 64138**—The rural rhythm opens to changed easily by Crawford to heavy support by the string band. Should spin some in the coin phones.  
**FALLING ANGELS** 68-69-67-68  
 Easy ballad is read warmly by Crawford.

**JACK HUNT**  
**SEND ME THE PILLOW** 73-75-71-73  
**CAPITOL 2106**—A low ditty penned by Hank Lozier provides a good vehicle for Hunt.  
**STANDING OUTSIDE** 71-73-69-71  
 Hunt had a hand in writing this waltz which comes close to "Farewell Waltz" in many ways but not close enough to do more than be compared with discs in an unfavorable light. The chanting is good enough, tho.

**ELLIS AND BILL**  
**MY LITTLE HOME IN**  
**WEST VIRGINIA** 72-72-72-72  
**VICTOR 20-4903**—The husband and wife duo harmonize pleasantly while the band adds a buoyant accompaniment.  
**COME A LITTLE CLOSER** 68-68-68-68  
 Sentimental nature is made suitable by the pair to the accompaniment of quiet but effective instrumentation. It's actually more an old pop side than country.  
**SLEEPY EYED JOE** 72-72-72-72  
 Same goes here.

**BUD AND BETTY BRYANT**  
**LET'S CHANGE PARTNERS** 71-71-71-71  
**MGM 11302**—The husband and wife duo harmonize pleasantly while the band adds a buoyant accompaniment.  
**COME A LITTLE CLOSER** 68-68-68-68  
 Sentimental nature is made suitable by the pair to the accompaniment of quiet but effective instrumentation. It's actually more an old pop side than country.

**JACK RIVERS**  
**ONE WOMAN MAN** 68-70-68-69  
**LISTEN 1441**—Rivers does nicely by this slight ditty about a guy who's faithful to only one.  
**NAVY HOT ROD** 60-60-60-60  
 Story ballad about the Navy will probably have limited appeal as projected here in ballad style by Rivers.

**CHUCK WELLS**  
**CAREFREE KISSES** 65-65-65-65  
**KING 1104**—Nothing special here as Wells delivers a voice reading of country ballad which sounds like dozens of previous efforts.  
**COLD HANDS AND WARM HEART** 65-65-65-65  
 More of the same.

### FOLK Record Reviews

**KENNY ROBERTS**  
**HONKY TONK SWEETHEART** 78-79-78-77  
**CORAL 60818**—Roberts makes the "hard-boiled singer" lyric of the record new ditty sound as if they were penned by a Nashville team instead of Carmen Lombardo and Sunny Clapp. Could get some action with this one.  
**A MIGHTY PRETTY WALTZ** 78-78-78-78  
 The other country waltz is treated to a good reading from Roberts which should get some of the action for the charters the three are stronger and earlier writers on the market.

**EDDIE HAZELWOOD**  
**EVERYBODY'S GOT A RIGHT TO CHANGE THEIR MIND** 76-76-74-78  
**INTRO 6058**—This country rhythm ditty with cute lyrics has a novelty twist. Should do okay on rural radio.  
**THERE'S NO TWO WAYS ABOUT IT** 74-75-72-74  
 Hazelwood has penned a happy, romantic ditty and he delivers it easily for a pleasant side.

**BILLY WALZER**  
**IF I SHOULD LIVE THAT LONG** 76-77-75-76  
**COLUMBIA 6996**—An effective singer in hand with a strong reading by Walzer, as he puts a lot of feeling into the poignant lyrics.  
**ONE HEART'S BEATING**  
**ONE HEART'S CHEATING** 73-74-73-72  
 Good job by Walzer on a clever effort. Played in medium tempo. A pleasant item.

**RUSTY McDONALD**  
**YOU GOT THE RIGHT NUMBER** 76-77-74-77  
**INTRO 6061**—This one bounces along merrily from start to finish. It's a happy musical reply to the moody message of the flip. McDonald handles it energetically.  
**CALL OPERATOR 210** 72-73-70-73  
 Country version of the blues ballad is given a convincing reading by the charters. Some action may be created in Southern areas.

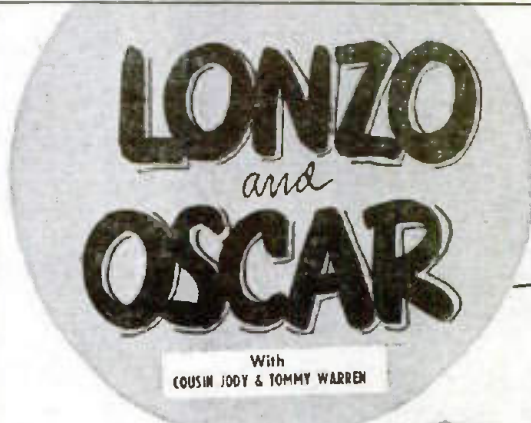
**WEBB PIERCE**  
**BACK STREET AFFAIR** 75-76-74-75  
**DECCA 28363**—The singer turns in a strong performance on this sorrowful weeper, with the right amount of deliberation in his voice as he tells about his sad back street steps.  
**I'LL ALWAYS TAKE CARE OF YOU** 72-72-71-73  
 Pierce tells this oldy wogger in his waltz style, telling how much he loves his girl.

**LONZO AND OSCAR**  
**GOODBYE LITTLE DARLIN'**  
**NO. 2** 75-77-73-75  
**DECCA 28363**—As usual the boys have a joyful take-off on the well-known country item. It figures to do as well as most of their other and earlier releases.  
**HONKY TONK SWEETHEART** 73-77-73-75  
 The backwoods sound is fairly effective in a new ditty penned by Carmen Lombardo and Sunny Clapp.

**SHEB WOOLEY**  
**YOU NEVER CAN TELL** 75-76-73-75  
**MGM 11308**—Appar here is wiser than on the earlier. Wooley handles the lyrics neatly for a good performance.  
**A COWBOY HAD DUGHT TO BE SINGLE** 73-74-72-73  
 Wooley and the male group do nicely by an attractive verse-chorus item for the Western market.

**GOLDIE HILL**  
**DON'T SEND NO MORE ROSES** 73-73-69-70  
**DECCA 28355**—Miss Hill figures to do about as well as most teen singers in the country market—amp no better.  
**WHY TALK TO MY HEART** 71-73-69-70  
 Ditto.  
**LAURA LEE-DICKIE MCBRIDE**  
**HEARTLESS** 70-73-67-70  
**MGM 11312**—The boy-girl team display a smooth but unexciting style for a routine reading of an above average country ballad with some pop appeal.  
**THO IT MAY BE A LONG TIME** 70-73-67-70  
 Different material, but the result is the same.

# THE "MARTIN + LENIS" & GRAND OLE 'OPRY



With COUSIN JODY & TOMMY WARREN

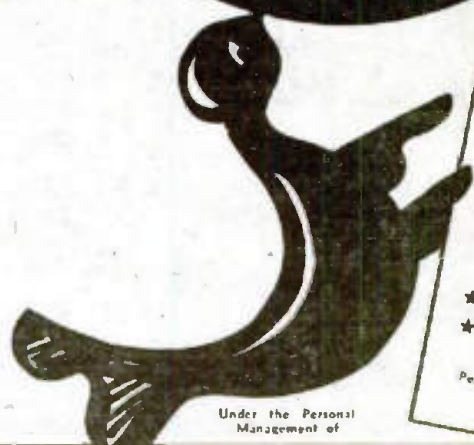


Exclusive on DECCA RECORDS...

Hitting Big with...

"HONKY TONK SWEETHEART" and "GOODBYE LITTLE DARLIN'"  
 NO. 2  
 I JUST MET  
 NO. 3

DECCA 28363



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 ★ ED SULLIVAN'S TOAST OF THE TOWN  
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Under the Personal Management of

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**JAMES DENNY** WSM Artists Service Bureau  
Nashville, Tenn.

## FOLK TALENT AND TUNES

D- JOHNNY SIPPET

### Artists' Activities

Tennessee Ernie Ford has had his ABC web show extended from 30 minutes to one hour daily. Ernie's frau, Betty, was expecting at press time. Ford is set for three weeks at the Thunderbird, Las Vegas, Nev., opening in late November. Ernie, Speedy West and other friends will make up a hunting party into Utah in October.

Marty Landau did his business the week-end of September 30, with Duke Martin and his TV Gang playing their debut dates Friday and Saturday. Merle Travis and his new band are working Sundays regularly at the Riverside Rancho, Los Angeles. Landau has Carl Smith coming out for 10 Coast dates in October. Smokey Rogers is rumored breaking up his band, which has been working at Rogers' Ballroom Ballroom, San Diego. Rogers will rejoin the Rex Williams Western Caravan with Williams' work week-ends at the Bostonia.

Pal Thibodeaux (4 Star), who formerly played guitar with Bill Nettles' band, is now serving with the Army in Korea. En route overseas, Pal formed a Western band aboard ship with Neal Merritt, who also cut for 4 Star and gave six shows on the high seas for which he received an official commendation from his superior officers.

Lou Epstein, manager of Jimmie Skinner, reports that their new disk shop at 222 East Fifth Street, Cincinnati, is progressing well. They are still doing an hour show daily over WNOP, Covington, Ky.

Orval Prophet (Decca), who is residing in Edwards, Ont., reports that Will Carter got him his Decca pact. He got his first show break from Bill Shepherd, of CFRA, Ottawa. George Morgan will cut a disk session for Co-

half hours a day over KCLV, Clovis, N.M., and is also doing a series of one-nighters in that area with his Palomine Cowhands. Bill Long and his trio, with Madeline Bonin on bass, playing to capacity houses nightly at the Antlers Hotel, Colorado Springs, Colo. Don Gibson, formerly heard on RCA, has been signed by Columbia and will cut his first sides for that label soon. Mae Wiseman (D), after touring thru the East, is now being heard regularly via WNOX, Knoxville, Tenn.

Jack Shelton and his Green County Boys now doing a series of personal appearances thru Tennessee. Red Murphy and his wife, Bessie Lou, formerly on WRVA, Richmond, Va., where Red produced the "Atlantic Barn Dance," have moved to WNOX. Duo also will appear at the Greater Houston County Fair, Dothan, Ala., October 27-November 1.

### Disk Jockey Doings

Bill Sweda, WCMY, Ottawa, Ill., likes the new Capitol interview disks for partying his shows. Lee Petrich, KONO, San Antonio, interviewed the nurse who attended his wife at the August 11 birth of their daughter, Pamal.

He also taped early wails of the infant for his show.

Jimmy Wakely has converted his six-and-a-half acres on Lanker-shim Boulevard, Van Nuys, Calif., into truck gardening. He has purchased a tractor and is set for a full fall harvest. Billie Cook, the gal d.j. at WSIP, Paintsville, Ky., is moving to WNX, Portsmouth, O., where she and Fred Cook start early in September. They intend to start a live talent jamboree for the new outlet. Harry Baldwin, WGAA, Cedars-town, Ga., reports he is taking new likely disks and trying to build them as hits in his area. He wants all new releases. George Duck has replaced Bruce

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records recorded this week.

- I'M HOG-TIED OVER YOU  
Tennessee Ernie-Ella Mae Morse . . . Capitol 2215
- FOREVER  
Lefty Frizzell . . . Columbia 20977

Columbia with Rosemary Clooney in Nashville September 12. Bill Bailey, the emcee and talent promoter from Chicago is spending several weeks on the Coast scouting talent for future editions of the "Old American Barn Dance," the TV film series put out by Kling Studios, Chicago.

Tommy Mooney, K-nova, W. Va., has a new release on a new label, Floto. The Eames Bishop vs. Bob Willis suit in Superior Court, Los Angeles, is currently involved in an attempt by Edythe Jacobs, W.'s attorney, to get the case moved to Sacramento. Willis is reportedly getting set to re-open his Willis Point amusement center. Bill Irvin, Atlanta, reports that Dapper Dan conducted a listeners' poll of favorite artists with Carl Smith, Lefty Frizzell, Kitty Wells, Hank Williams and Hank Thompson finishing in that order. Dan is heard daily on WTJH, East Point, Ga.

Bob and Wanda Wolff, KGFL, Roswell, N. M., worked a couple of dates with Lefty Frizzell, with whom they started in radio in Roswell, N. M., in 1946. They report that Lefty has Lee Miller, new Columbia warbler, as emcee, along with his brother, Billy, who is now on Decca. Frizzell is considering several movie offers. Ray Shaffer, who owns the Eddy County Barn Dance, Carlsbad, N. M., is promoting Frizzell's gate in that area.

Jim Halsey, youthful manager of Hank Thompson, is setting a battle of bands, pitting Thompson vs. Lefty Frizzell at the Memorial Hall, Independence, Kan., September 25. The bands will play an early evening 90-minute show and concert at \$1 per, while later the same night, they'll work a three-hour dance at \$1.50 per. Jimmy Goodman, KING, Independence, is urging Thompson and d.j. Dobby Lee, KGGF, Coffeyville, Kan., is plugging Frizzell for the date. Thompson has added Bobby Crayton, ex-Leon Payne fiddle. Thompson is considering a radio and TV offer from an Oklahoma City outlet. He may also wind up with a commercial show on the Mutual web.

Hank Hazzel, formerly heard on KWPT, Wichita Falls, Tex., is now broadcasting one and one-

HITTING BIG!  
"A MIGHTY  
PRETTY WALTZ"  
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146 West 54 St. N. Y. 19, N. Y.

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BREAKING FAST  
GET THE ORIGINAL  
"Don't Let the Stars  
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By Slim Willis  
Four Star 1614 and (45) 1614  
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WE JUST COULDN'T SAY  
GOOD-BYE  
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# NAMA Convention, Exhibit Opens in Chicago Sept. 14

CHICAGO, Sept. 6.—With less than a week to go before the opening of its annual convention and show, National Automatic Merchandising Association this week released a complete program of events and a list of approximately 130 exhibitors.

The convention will be held at the Palmer House September 14-17.

## 34 Companies To Be Honored At NAMA Show

CHICAGO, Sept. 6.—Thirty-four firms, including The Billboard Publishing Company, will be made charter members of the National Automatic Merchandising Association's Exhibitors' Club during the association's convention here September 14-17 at the Palmer House.

Ernest Fox, chairman of the convention and exhibit committee, announced the 34 firms had participated in each of the exhibits NAMA has staged thus far and had given "meritorious service to the automatic merchandising industry."

### Firms Listed

The firms are: ABT Manufacturing Corp., Chicago; Austin Packing Co., Baltimore; The Billboard Publishing Co., Chicago; Brown & Williamson Tobacco Co., Louisville; Canada Dry Inc., New York; Chicago Lock Co., Chicago.

The Coca-Cola Co., Atlanta; Dixie Cup Co., Easton, Pa.; Dr. Pepper Co., Dallas; Eastern Electric Co., Inc., New Bedford, Mass.; Guardian Electric Co., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Charles E. Hires Co., Philadelphia.

Johnson Fare Box Co., Chicago; Walter H. Johnson Candy Co., Chicago; Lamont, Corliss & Co. (Nestles), New York; Lehigh Foundries, Easton, Pa.; Lily-Tulip Cup Corp., New York; Lion Match Co. Inc., New York; Lorillard Co., New York; Lyon Industries, Inc., New York.

Bert Mills Corp., Lombard, Ill.; Phillip Morris Co., New York; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; The Northwestern Corp., Morris, Ill.; Rowe Manufacturing Co., Inc., New York; Siro Syrup Co., Brooklyn.

Spacarb, Inc., Stamford, Conn.; Sweets Company of America, Inc., Hoboken, N. J.; Universal Match Corp., St. Louis; Vendo Co., Kansas City; James O. Welch Co., Cambridge, Mass.; Wilbur-Suchard Chocolate Co., Inc., New York.

## Danish Vender Maker En Route To N. Y., Chi

COPENHAGEN, Sept. 6.—Svend Arge Bruun, export manager of the A/S Wittenberg firm, largest manufacturer of coin-operated merchandise venders in Scandinavia, is leaving for America Tuesday (9) for an extended stay.

After visiting the firm's distributing agency, Automatiques, Inc., New York, Bruun will head for Chicago to attend the convention of the National Automatic Merchandising Association, at which he is skedded to deliver an address.

The Wittenberg firm has a large plant in Odense, Denmark, which not only manufactures food, candy and cigarette vending machines but also produces scales, meat-slicing machines and other articles which are large sellers in the Scandinavian countries as well as in the United States and Canada.

Theme of this year's NAMA business sessions is "Become An Automatic Merchandising Specialist." Keynote speaker in opening day will be Gen. Leslie R. Groves, formerly head of the atomic energy program and now vice-president of Remington Rand, Inc. Groves will outline the changes which the development of atomic energy are likely to bring in industry.

Advance registrations at the Palmer House indicate this year's convention may break all previous attendance records.

One of the featured speakers on this year's convention program is William H. Parker, sociologist and chief of police of Los Angeles. Parker's address will deal with the problem all businesses face today in keeping out the hoodlum

element. He is expected to tell of some first-hand experiences with hoodlums attempting to enter the vending industry in Los Angeles.

Also some manufacturers kept information concerning new equipment under wraps until convention-time, advance announcements of new models from such well-established manufacturers as Spacarb, Ideal and Eastern Electric indicated this year's show will have a higher percentage of new machines than the 1951 exhibit.

## Survey Shows Ops Sell 5.8% Of All Bars

WASHINGTON, Sept. 6.—A recently completed analysis, made by Wilbur K. Hess, research director of the Wholesale Confectionery Industry Foundation, reveals that vending machine operators account for 5.8 per cent of the sale of all candy bars produced in this country. Chain stores, on the other hand, the report shows, account for only 13.6 per cent of the bar goods manufacturers' production. This is the estimate of the last U. S. Department of Commerce survey (1950) of the candy industry, which is the basis for the WCIF analysis.

Wholesalers alone handle 56.3 per cent of the candy bar production, and 45.2 per cent of all candy sold, the survey notes. The difference between the 56.3 per cent sold thru wholesalers and the 77.1 per cent figure, is the amount sold direct to independent distributors of various kinds. The remainder, after allowing for the chains and vending operators, is sold to the government (2.0 per cent), and others, including exporters (1.5 per cent).

In commenting on the analysis, Hess said, "Wholesalers and operators of all types play an important part in the distribution of confectionery and especially for the candy bar manufacturers. They do this thru their service to over 1,500,000 independent retailers, dealers and innumerable other outlets thruout the country."

The WCIF is sponsored by the National Candy Wholesalers Association and organized for the conduct of marketing research studies on improving the merchandising and increasing the sale of candy, chocolate, chewing gum and other confectionery at wholesale and retail levels.

## Ideal to Show Milk and Drink Unit at NAMA

BLOOMINGTON, Ill., Sept. 6.—The Ideal Dispenser Company will introduce a selective milk-soft drink bottle beverage at the National Automatic Merchandising Association exhibit September 14-17 in Chicago.

A pioneer in the field of selective bottle beverage vending, Ideal said the new machine would enable operators to serve both milk and soft drinks from the same unit in those locations which do not warrant the placement of separate machines.

The new model, known as the 300-C, is built to the same size and cooling specifications as the 300-B and 300-M selective venders. The rack has been redesigned to accommodate milk and soft drinks, and the unit is equipped with two separate coin devices and operating mechanisms.

## Acorn Display In Chicago Set

LOS ANGELES, Sept. 6.—All of the latest models of the Acorn bulk merchandiser will be shown during the NAMA convention. Meyer Abelson, East and Midwest general sales manager for Oak Manufacturing Company, will be in charge of the firm's display. Informal gatherings of customers and distributors of the line are scheduled for Abelson's Morrison Hotel suite.

## Key to Vending Industry: Small, Profit-Reaping Bulk Units

By FRED AMANN

**BULK VENDERS**, numerically and historically, constitute the backbone of the automatic merchandising industry. Over 1,340,000 nut, ball gum and candy machines were in operation thruout the country last year, and that bulk machine operation continues to grow is indicated by the 1,000,000 units on location during 1949 and the 1,230,000 machines during 1950.

With each unit averaging 100 sales per week for an annual total of almost seven billion sales, up from the five billion sales level in 1949, the importance of the individual bulk unit cannot be minimized.

One of the smallest units in the vending industry, and the least costly, the bulk machine also affords established operators a means of low unit cost diversification and expansion of present routes, and new operators a basic vending education with a minimum of investment outlay if the equipment is not promotion purchased.

Attesting to the value of bulk

vending as a companion activity to nickel and/or dime products equipment are the number of such operators using penny units. Last year, 81.2 per cent of all operators in the nation had some bulk venders, while 71 per cent of all part-time operators had added bulk equipment.

During the middle and late 1920's, before present-day beverage, candy and cigarette venders arrived on the automatic merchandising scene in force, the bulk vender became established as the major coin-operated product dispenser. It continued to grow during the 1930's, especially during the early "depression" years, and reached the billion unit level in the late 1940's. This outgrowth of bulk vending still continues, as shown by the figures cited earlier.

Today, with new packaged and other nickel-and-over product venders featuring a greater variety of merchandise, the industry spotlight is often shown more brightly on this equipment. However, the bulk vender, profit-proven by at least three decades of volume operation, continues to

## NABV Program

MORRISON HOTEL, CHICAGO

SUNDAY, SEPTEMBER 14, 1952

4:00 p.m.—Pre-convention meeting of Board of Directors and Convention Committee to select a nominating committee for officers and Board of Directors.

MONDAY, SEPTEMBER 15, 1952

10:00 a.m.-1:00 p.m.—General business session. New officer and Board of Directors nominees to be announced. Trade discussion.

1:00 p.m.—Exhibits open.

TUESDAY, SEPTEMBER 16, 1952

10:00 a.m.—Election of new officers and Board of Directors for 1953. General business discussion.

1:00 p.m.—NABV luncheon for members, their wives and friends.

General and legal trade problems and the need of a national association for the future security of the bulk vending industry, subject of an address by Milton T. Raynor, NABV general counsel.

2:00 p.m.—Exhibits open.

7:00 p.m.—Open house in association headquarters, exhibitor suites.

## NABV Exhibitors

Ball-Gum, Inc., Chicago (ball gum, confections and venders)

Champion Vendors Supply Co., San Antonio (bulk venders, supplies)

Samuel Eppy & Co., Inc., Jamaica, L. I. (charms)

Karl Guggenheim, Inc., New York (charms)

Leaf Brands, Inc., Chicago (ball gum, confections)

Penny King Co., Pittsburgh (charms)

Plastic Processes, Inc., New York (charms)

Paul Price, Inc., New York (charms)

## Vending Revenue Off Slightly on NY Subways

NEW YORK, Sept. 6.—New York subway riders are spending slightly less in coin vending machines than they did a year ago. A report by the New York Board of Transportation for the fiscal year ending June 30, 1952, reveals that receipts to the city from vending machines were \$1,262,218. Total receipts for the fiscal year ending June, 1951, were \$1,266,381.

Of course these figures merely represent the amount of gross business as they are the subway's share of the volume. For example, when the subways took in \$1,266,381 in 1951, it represented a total gross of \$3,731,258. While no total gross figures for 1952 have been released, the take should top \$3,500,000.

Subway takes for all gum, candy and nut machines were virtually the same for the 1952 fiscal year as for the 1951 fiscal year—\$780,000 for 1952 and \$18 more for 1951. All candy, nut and gum machines are operated by the American Chicle Company.

### Soft Drinks

Soft drink revenues dipped slightly—\$402,584 for 1952 against \$407,024 for 1951. However, the soft drink gross for 1952 probably topped \$1,000,000; it was \$1,171,446 for 1951.

Two other sources of revenue from coin-operated machines were public lockers and toilets. Revenue from the former was

\$54,467 and receipts from the latter were \$25,169. The 1951 figures were \$55,545 and \$23,812 respectively.

## Lunch-O-Mat Increases Unit Cost to \$2,600

NEW YORK, Sept. 6.—The cost of the recently introduced Lunch-O-Matic multiple food and beverage vender has been boosted from \$2,400 to \$2,600. It was announced here yesterday by the manufacturer, the Lunch-O-Mat Corporation of America.

The cost increase resulted from the fact that the interior is now being constructed entirely of aluminum instead of the sheet metal used heretofore, spokesmen said. The refrigeration capacity also has been increased.

The first machines were reported placed on location this week. The locations are not being announced at this time, however, since company execs are anxious to limit study of the operation for the time being.

## Venders to Boost Red Feather Drive

NEW YORK, Sept. 6.—The coin vending machine industry will co-operate in the Community Chest and United Fund drives this fall. The National Automatic Merchandising Association this week launched a drive to place 100,000,000 Red Feather messages on vending machines, matches and cups during the campaign.

The industry's drive on behalf of Red Feather started in 1950 when 63,000,000 messages were displayed.

## COINAGE HALTS BELGIAN TRADE

BRUSSELS, Sept. 6.—Coinage problems are keeping the automatic merchandising industry from developing in this country, according to J. L. Beaurain, managing director of Maison Beaurain Freres.

"We have had three or four different types of coins since the war," Beaurain said. "Consequently, the first thing to settle is the question of money. When this is settled, people will buy vending machines established for a definite type of coin."

(Continued on page 106)



# Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for **ZALOOM'S**

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Finest Selling Pistachios. Red and White DELICIOUSLY TOASTED AND SALTED

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

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America's Original Masters in Roasting and Sorting of Pistachio Nuts

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## Supplies In Brief

Here are the current trends in supplies and commodities which affect vending machine operators. Abstract from The Billboard's Washington Bureau.

### Cuban Sugar Surplus

The Cuban sugar surplus has resulted in French and Belgian syndicates conferring with the Cuban Sugar Institute on a part cash, part barter basis, for around 600,000 tons of sugar, the Commerce Department reported this week. Cuban sugar mills were still grinding late in July, and the Department said 1952 production rose to over 7,000,000 Spanish long tons.

Two American firms were reported taking between 12 1/2 to 23 million gallons of backstrap molasses the later part of July when the Molasses Sales Committee finally lowered its price to 12 cents per gallon. The Cuban government is said to be working on a plan for curtailing next year's sugar production to 5,000,000 Spanish long tons.

### Brazil Cocoa Crop Up

Brazil's cocoa bean crop is running far behind last year's harvest, according to Commerce Department reports. It totals between 279,000 to 429,000 bags of 60 kilograms compared with 1,155,200 bags in 1951. Exports of cocoa beans to the United States the first six months of the year were 102,059 bags as against 378,955 bags in the corresponding period of last year.

Brazil's consumption of cocoa beans the first six months of the year totaled 191,203 bags, slightly over its consumption of 190,436 for the same period last year. July cocoa bean stocks were estimated at 25,000 bags compared with 117,538 bags at the same time last year.

### July Employment Up

Tobacco industry employment jumped 5 per cent to 86,000 workers in July as compared with 81,000 in July of last year despite a nationwide slump in industrial employment, latest Labor Department figures revealed. July employment in the tobacco industry was 1 per cent over employment the previous month, with 85,000 workers registered in June.

Average weekly earnings of tobacco industry workers also rose to \$49.46 in July compared with \$46.82 in June and \$44.03 in July of last year, partly because of increased hours and partly due to pay raises. Tobacco workers received \$1.24 an hour this July as against \$1.21 in June and \$1.17 last July, while they worked an average of 39.6 hours a week in July compared with 38.6 hours in June and 37.6 hours in July of last year.

### Peanut Supply Rises

Peanuts held in off-farm positions at the end of July reached 417 million pounds—about 1/4 more than the 332 million pounds held on the corresponding date a year ago, according to the Agriculture Department. Of the current peanut supply, 243 million pounds is farmers' stock, 158 million pounds is shelled edible and 16 million pounds cleaned, unshelled for roasting.

Farmers' stock milled thru July, which totals 11 months, stood at 1,286,000,000 pounds compared with 1,636,000,000 pounds thru July of 1951, the lowest of any season since 1942.

The disappearance of shelled peanuts, including oil stock for crushing, totaled 699 million pounds thru July, about 39 per cent less than the disappearance of 982 million pounds for the same period last season. With reported uses of edible grades above that of a year ago, the lag in disappearance was said to be due to fewer peanuts crushed for oil.

### Tobacco Prices Up

The nation's farmers received slightly more per pound for tobacco and peanuts in August than they did the previous August, according to latest Agriculture Department figures. Tobacco averaged 48.8 cents a pound August 15, compared with 47.7 cents a pound the corresponding day of last year. July 15 farmers received an average of 42 cents per pound for tobacco, the same as the 1947-49 average.

# Electro Has Simplified Wiring and Mechanism

NEW BEDFORD, Mass., Sept. 6.—Eastern Electric's new low voltage model of its Electro, the all-electric console cigarette machine, will be unveiled at the annual convention of the National Automatic Merchandising Association to be held at the Palmer House, Chicago, Sunday thru Wednesday (14-17).

While the new Electro will have virtually the same cabinet as the present model, J. T. Teahan, of Eastern's sales department here, said that the wiring and mechanism have been drastically simplified and that all service functions may be performed without removing the machine from its cabinet.

Regular 110-volt line current is required to operate the new Electro, but a transfer reduces the current to 25 volts. This eliminates fuses, resistors and thermal switches and has allowed the machine's wiring to be reduced by more than 50 per cent.

**Fewer Terminals**  
Terminal blocks have been simplified and where there were 24 terminals on the original Electro, there are now only six. These terminals no longer require the use of a screwdriver since the screw terminal has been replaced with a Fahstock clip that requires only the insertion of a wire.

All wiring on the new Electro is accessible from the main panel, and the low voltage permits the

serviceman to work on the machine without danger of shock even tho it remains plugged in. Component units also have been simplified and made much easier to reach for adjustment. The adding unit, for example, is entirely unencumbered, allowing ready access to its micro-switches, while coin deposit and coin return are made positive by replacing the original "T" lever with two coils.

The trend to king-size cigarettes will pose no problem to the new model. As in the present Electro, each machine can carry either regular or king-size packages in its columns, with no adjustment necessary.

**SMOKESHOP "612"**  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

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403 scale. Ship at once.

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### Bendow to Head Cole N. E. Office

NEW YORK, Sept. 6.—Officials of Cole Products here announced that Al Bendow has been transferred from the Cleveland to the Boston office, where he will take over as New England divisional manager. Bendow has been with Cole a year.

Louis B. Holzer, who recently joined Cole, has been appointed New Jersey district manager. George Grubert, who is in charge of the New York sales office, last week returned from a sales trip to Northern New York State.

# No Fuses to Blow! Low Voltage Operation! the NEW, IMPROVED Electro

FIRST AGAIN! Electro's new model—the service man's dream of simple, easy maintenance come true—exclusive features...

- 25 VOLT OPERATION ON 110 VOLT LINE
- NO FUSES TO BLOW
- NO CHANCE OF SHOCK
- TAKES REGULAR & KING-SIZE IN ANY COLUMN — WITHOUT ADJUSTMENT
- VENDS AT ANY ONE OF 3 PRICES FROM ANY COLUMN
- COIN MECHANISM ADJUSTABLE FOR ANY PRICE UP TO 35c



Fewer service calls — economical operation! No breakdowns — uninterrupted service! Instant cigarette delivery at the push of a button! — ALL THESE IN ELECTRO'S HANDSOME CONSOLE DESIGN! That's why ELECTRO is top choice of operators and locations alike! Write for further details.

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## GET READY FOR KING SIZE!

Convert your older equipment to King Size with completely new shafting, magazines, capable of holding regular or King Size in each and every column. Now available for the following types of machines:

**DUGRENIER S. V. VD. W & WD: U-NEED-A-PAK 6, 8 & 9 'A' & 'E' MAKERS NATIONAL 9-30 & 9-50**

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CHICAGO SEPT. 14-17

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New BABY GRAND CHICKLE TREETS VENDOR also JUMBO 100

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*4 poses 25¢ ... less than 3¢ cost per strip!*



## Detroit Operation in Major Expansion Move

DETROIT, Sept. 6.—The Jacobson family, long active in vending and motion picture theater operation here, completed an expansion move this week to become one of the city's major vending machine operations.

Central Vending Company, organized a year ago to succeed the Jacobson Automatic Service, acquired the cigarette routes of How Vending Company and the canned juice machine operation of the Howard Meter Company. Mervin Jacobson, founder of the firm, said Central now has about 500 cigarette machines.

How, Howard Continue

How Vending was operated by Ray Merritt. Having disposed of its cigarette interests, How will continue to operate popcorn machines. Howard Meter, in the coin-operated washer field for two decades, will keep its washing machine routes. The firm is operated by Walter Palechek.

Central Vending Company was the name originally established here by Fred Schalk. The Jacobsons purchased Schalk's operation in May, 1951, and at the same time, acquired the route of Frank Hopkins, well-known Detroit operator.

Jacobson has been operating vending machines on a relatively small scale for the past 15 years. His major interests were concentrated in the Jacobson Coal Company. He said this week he expected to devote the largest

part of his time building up the cigarette business.

**Plan Other Purchases**

Central Vending will endeavor to acquire other operating companies in the future, Jacobson said, since experience had demonstrated that buying established routes was preferable to attempting new business.

Owners of Central Vending are Mervin Jacobson; his father, Isadore Jacobson; his father-in-law, Nathan Schreiber, head of Midwest Theater Circuit; his sister-in-law, Maxine Fidler, and Ben Flaisher, active manager of the operation.

Mervin Jacobson's brothers, Leon and Bernard, have established Automatic Merchandising Company to specialize in juice, candy and gum venders.

## Mills Intros New Custard Freezers

CHICAGO, Sept. 6.—Mills Industries, Inc., introduced a new twin-head, two-flavor continuous type freezer, designed for frozen custard and other forms of soft frozen products.

New features include fully automatic performance of both barrels, a single temperature adjustment control for each barrel, new agitators, barrels and mix container.

## SCALES



"PRICES REDUCED \$125.00 CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Saperton and we will ship to you by express or freight.

A Scale rated weighs 100 pounds.

Get in touch with us for a Scale Deal.

MANUFACTURED BY **SPARKS SPECIALTY COMPANY**  
PHONE 33 SOPERTON, GEORGIA

GIVE TO DAMON RUNYON CANCER FUND

**1¢ 5¢ GREETINGS!**



**TO ALL CONVENTIONEERS SEE US IN BOOTH 84**

**ATLAS presents Tried, Proven and Profitable BULK VENDERS**


THE ATLAS BANTAM TRAY, 5c Nut Vendor, is positively the most consistent eye-catching machine available. Its sleek styling, highly polished aluminum body really gets customer attention and stimulates buying. It vends all kinds of merchandise, but for high profit performance we recommend almonds, mixed nuts and pistachios.

### ATLAS CHLOROPHYLL GUM VENDOR



The tremendous merchandising program for chlorophyll products builds sales for this new Atlas vendor. It's natural for placement with locations everywhere. Chlorophyll ball gum, 210 to the pound, with low merchandise cost, makes this a very profitable vendor.

### ATLAS BANTAM 5¢ TRAY VENDOR



The Bantam is ideal for bars, counters and table tops. It's easy to service, can be used with or without tray. Order today and watch them pay.

The ATLAS CHLOROPHYLL GUM VENDOR is a profitable vendor because of chlorophyll demand. Retail packages range from 15c to 49c for a package of 12 tablets . . . and you can offer it for 1c per ball! The market has been waiting for this . . . and you can share in it.

## Sales Up on Repackaged Dunhill Cigs

NEW YORK, Sept. 6.—Decked out in a new package and reintroduced to the market less than a year ago, Dunhill king-size cigarettes have since recorded excellent sales results, according to George Weisman, public relations director of Philip Morris & Company, Ltd.

Since 1938, Philip Morris factories in Louisville and Richmond have produced the cigarettes for, and according to, "a special blending process conceived by Alfred Dunhill." The process is still adhered to.

The newly designed package has a white background which sets off a maroon-colored block on which the brand name appears in gold letters. The smokes are 21 per cent longer than regular size brands, Weisman pointed out, and sell for the same price as standard size cigarettes.

While over-the-counter sales in the Midwest and on the West Coast have been increasing, vending volume has been particularly strong, especially in Ohio, Michigan and California cities. Weisman stated.

## Tobacco Orgs Join Fair Trade Council

NEW YORK, Sept. 6.—The National Association of Tobacco Distributors, represented by Joseph Kolodny, managing director, and Retail Tobacco Dealers of America, represented by Eric Calamia, president, are two of the 13 trade associations which have accepted membership on the new advisory council established by the Bureau of Education on Fair Trade.

### Key to Vending

• Continued from page 104

replacement globes, which can be easily substituted for partially emptied globes on the machine.

**New Ideas, Products**

New ideas in cabinet design, products offered and increasing location scope have acted to keep bulk vending a vital segment of automatic merchandising. For outdoor installations, some manufacturers have introduced special weather-seal equipment.

Bulk venders, because of a combination of several winning factors such as versatility, simple operation, long profit life, universal acceptance by the American public and relatively easy location entree, will certainly continue as a "foundation phase" of the rapidly expanding vending machine industry.

## NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards Compasses  
Photo Photo  
Bullet Tipped Lockets Photo and  
New Charms Jewels Bling

Ours is the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna

Available Now!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER  
Featuring the new **SILVER STREAK** BRUSH MOUNTING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**ATLAS**

Write direct Today for your packet of literature on Atlas Vendors and Chlorophyll Ball Gum.

MANUFACTURING AND SALES CORP  
12220 WISKEYRD CLEVELAND 11, OHIO

**LOOK! OPERATORS LOOK!!**

THIS IS IT—SOMETHING NEW AND DIFFERENT. ATTRACTIVE—MYSTERIOUS—SENSATIONAL MONEY MAKER

**"The ORACLE of the SPHINX"**

ANSWERS QUESTIONS ON LOVE, MARRIAGE, BUSINESS, HEALTH AND HORSE RACES

**"WATCH THE DIMES ROLL IN"**  
SEE IT AT YOUR DISTRIBUTORS OR WRITE

**CRABB MFG. CO., Howell, Michigan**

**VENDING MACHINES  
COUNTER GAMES  
SALESBOARDS  
SUPPLIES and  
ACCESSORIES**

FOR THE MOST COMPLETE LINE

Send for Your **FREE**

Copy of

**RAKE'S  
NEW  
1952  
CATALOG  
TODAY!**

A guide to efficient and economical operation of coin operated machines

**Rake** COIN MACHINE EXCHANGE  
400 4 SPRING GARDEN ST.  
PHILA. 23, PA.  
LOHARD 3-2676  
Distributors of Coin-Operated Machines and Supplies

**Juice Bar Announces  
New Hot Dog Machine**

NEW YORK, Sept. 8. — Juice Bar, Inc., this week announced that it will begin production soon on its new hot dog vending machine. President Jack Cross said that the machine should be available for delivery about January 1, 1953. The price has not yet been determined.

The machine will have a 158-hot dog capacity and will be refrigerated. The dogs will vend for 25 cents each. A special unit will return correct change to the customer for a quarter and will take any combination of nickels or dimes.

Hot dogs are cooked and the rolls toasted in 17 seconds; the dogs come out wrapped in cellophane. A diathermy heating process is used. A container on the side of the machine is used for mustard.

Juice Bar has a contract with Godfrey Rolis and Stahl Meyer Frankfurters whereby all operators who buy the new machine are required to buy their supplies from the two organizations.

The three-column machine was developed by Juice Bar in cooperation with Radio Receptors, Brooklyn.

**Tobacco Co-Op Set  
To Convene in N. Y.**

NEW YORK, Sept. 8. — Two merchandising sessions as well as exhibits will highlight the 1952 fall-winter convention of the Mutual Merchandising Co-Operative September 8-10 at the Prince George Hotel here. The MMC is a New York sundries buying group for tobacco wholesalers.

Jerome Kaufman, managing director of MMC, and a former executive of the National Association of Tobacco Distributors, said that both winter and spring-summer items and promotions will be discussed and displayed. The convention will start at 5 p.m., Monday (8) with a cocktail party for members, manufacturers and guests.



**NOW AVAILABLE  
AMERICA'S MOST EFFICIENT  
AND ATTRACTIVE HOT  
POPCORN DISPENSER**

**FRENCH BOY**

HOT POPCORN DISPENSERS ARE FAMOUS FROM COAST TO COAST

There are many locations such as schools and school stores, drug stores, taverns, clubs, movies, etc. in every town waiting to see an operator of FRENCH BOY HOT POPCORN DISPENSERS.

Only French Boy Dispensers carry Underwriters' Seal of Approval, guarantee of protection for your investment.

THIS IS YOUR OPPORTUNITY TO START YOUR OWN OPERATION—LOW COST, BIG, STeady EARNINGS. WRITE FOR DETAILS TODAY.

**ABC POPCORN CO.**

3441 W. North Ave., Chicago 47, Illinois (Dept. Popcorn)

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

**Greatest Time-Saving  
PENNY WEIGHING  
SCALE**

CAPACITY \$10.00  
SPRINGS AND  
EIGHION CALI  
BRATED  
HEAVY SWIFT  
METAL BASE  
TIN SCOOP  
DIAL IS GLASS  
COVERED WHICH  
PROTECTS POINT-  
ER WHEN IN USE  
It enables hand  
workmanship in  
building this  
scale to ensure  
reliability and  
accuracy.

**\$18.50**

**ORDER TODAY**  
113 Dep. Bld. C.O.D., F.O.B. N.  
Distributors, Write for Prices  
**J. SCHOENBACH**  
Distributors of Advance Vending  
Machines  
1647 Bedford Ave., Brooklyn 75, N. Y.

**VICTOR  
1-BABY GRAND-5c**

**\$13.00 each** 4 to coin  
**\$12.00 each** 10c or more  
**\$15.05 each** Sample filled  
with gum

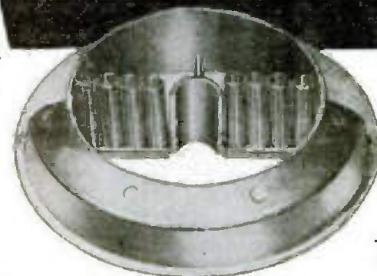
**VENDE**  
Chicle  
Treats,  
Chicle  
Treats,  
2 for 1c  
Large  
Chicle  
Treats,  
3 for 5c.

**WRITE FOR**  
Lowest  
prices on  
Ball Gum,  
Soft  
Vendors  
and all  
merchandise  
for  
vending  
operations.  
New Stocked  
in Kansas City.  
Victor Topper Deluxe Hot  
Cabinet \$14.50  
Victor Topper Deluxe with  
glass globe \$14.50  
**Bernard H. Bitterman**  
110 E. 11th St., Kansas City, Mo.

**CANADIAN OPERATORS!**

**OAK'S  
ACORN  
VENDOR**  
The finest in the  
vending industry!  
New Brush  
Housing!  
New Gum  
Wheel!  
New  
Mechanism!  
Above parts may be  
changed separately.  
They fit any Acorn  
model in Canada.  
These new features make this ma-  
chine unbeatable. Remember, Acorn  
will vend confections, charms and  
any size ball gum.  
We can also supply you with ball  
gum, and we carry the most complete  
line of CHARMs in Canada.  
**INTERNATIONAL VENDING CO., LTD.**  
940 Gladstone St. 561 Gladstone  
Toronto, Ont. Ottawa, Ont.  
Harrogate 2179 Office 3-5785

**HERE IT IS!**  
An Operator  
Designed  
Operator-Demanded  
One Piece Aluminum  
**SILVER STREAK**  
BRUSH HOUSING



An Exclusive feature of  
**ACORN\* All Purpose VENDOR**

\*the only completely die-cast aluminum precision-built vending machine

**AND.**  
**Here's the New**  
One Piece Aluminum  
**SILVER STREAK**  
BALL GUM WHEEL



- Vends 210 count to large size ballgum, one at a time.
- 6 Silver Streak all-aluminum blades for positive "no-miss" vending.
- Fits all Acorn Vending Machines.

**\$9.00**  
POSTAGE INCLUDED

Silver Streak #3-8G

Here's What "King" Operator Commanded  
in a Trouble-free Brush Housing!

1. Long wearing, easy-cleaning aluminum.
2. Maximum strength of material to cut down on service time required.
3. Simplicity of design—held in place by cast bosses, retained by machine screws.
4. Ease of operation—renewable springs—screw driver only tool required.
5. Economy of motion for replacement.

**SEND FOR SILVER STREAK TODAY!**

Eliminate the headaches of "temporary" or "make-shift" housing units—convert to ACORN'S sensational new one-piece rigid-cast aluminum brush housing!  
SILVER STREAK assures accurate fit from hopper to merchandise wheel. SILVER STREAK is a stroke of engineering genius—banishes the problems of excessive wear—"milking"—inaccurate dispensing. SILVER STREAK guards your profit margins. Order SILVER STREAK for every ACORN machine you own—Do it now!  
Contact your distributor—or write directly to

Send for a test sample  
**\$1.50**  
POSTAGE INCLUDED

**SILVER STREAK #7-52**  
(For shallow wheel and Silver Streak wheels only, at this time.)  
Fits all 1c ACORN VENDORS



East & Midwest  
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Gen. Sales Mgr.  
2033 Fifth Ave., Pittsburgh  
Phone: AT 1-4476  
Pacific Coast Distributor  
**OPERATORS VENDING  
MACHINE SUPPLY**  
1023 S. Grand Ave.  
Los Angeles

**OAK MANUFACTURING CO., INC.**  
11411 KNIGHTSBRIDGE AVE. SILVER CITY, CALIF.

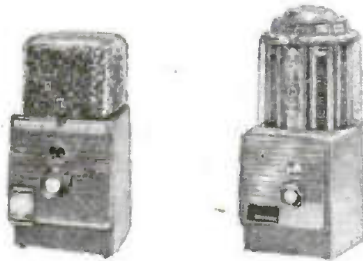
**IMMEDIATE DELIVERY—ORDER NOW!**

# BIGGER PROFITS

FROM EVERY LOCATION

with

*Northwestern*



### MODEL 49 NUT VENDOR

Detachable Semi-Carry globe simplifies service. All cleaning and filling is done at your work shop... just exchange globe on location. Accurate merchandise control, 1c, 5c, 10c play, vends all products. Can be used on counter, wall or other type machines and on stands.

### 1c SELECTIVE TAB GUM

A companion machine to the Model 49, 10-column, 500 or more capacity vending a wide selection of fast selling tab or candy coated gum as well as penny candy and chocolate bars. Can be used on counter, wall or other type machines and on stands.

Know what's going on in the Bulk Vending field. Write for free copy of the "Northwesterner."

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692 ARMSTRONG STREET MORRIS, ILLINOIS

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**Viking Specialty Company**  
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## 30 DAY MONEY BACK TRIAL

*Northwestern* Model 49

Try this famous vendor for 30 days. If it doesn't earn more money for you, it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

### GUARANTEED USED MACHINES

DELUXE 16 and 32 Combination, \$19.95  
MODEL 22 Ball Gum, Percolator, 12, 7.45  
MASTER 32, 7.45  
SILVER KING, 16 or 32, 7.45

### MERCHANDISE AND SUPPLIES

ZENORIA PISTACHIO Jumbo Queen, 3 64	VIRGINIA PEANUTS 35	BALL GUM, All Sizes 1200 Lbs. Min. 35
ZENORIA PISTACHIO Fancy Shell, 7 64	SPANISH PEANUTS 35	Prepaid, Per Lb. 3.25
PISTACHIO 4-STAR, 64	ALMONDS 40 Count 35	ADAMS GUM, All Flavors, 100 Count 40
PISTACHIO Vendors MIX, 57	5 Lb. Yum Packeds 25	WHEELER'S GUM, All Flavors, 100 Count 40
PISTACHIO 3-STAR, 75	ITALIAN CHICK PEAS, Washed 25	SUGAR CHOCO LATE, 200 Count 35
CASHEW, WHITE, 45	Softed PEANUTS 35	HERBIE'S CHOCO LATE, 200 Count 35
CASHEW, BUTTS, 65	RAINBOW PEANUTS 35	Minimum Order, 25 Boxes
FILBERT'S MIXED NUTS, 51	BOITON BAKED 25	
	BEANS 35	
	LICORICE LOZENGES 35	
	M & M 35	

Complete Line of Parts, Supplies, Signs, Globes, Graclets, Cranks, etc. 123 Dearyn Bldg. Chicago, Ill.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

**NORTHWESTERN** SALES AND SERVICE COMPANY  
MOE MANDELL  
940-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LONgore 4-6447

**FOR SALE**  
40 S-30 Nut Jewel Vending Machines. 34 machines, double compartments. Used less than a year. Owner has other inquiries. Original cost—\$400 each. \$800 takes all 40 machines. Will ship anywhere.  
**T. G. Keeling**  
Box 121, Wortham, Texas

**DISTRIBUTORS**  
Let us ship out for you in bulk cartons. Shipped to order. Price right.  
**ASTER NUT PRODUCTS CO., INC.**  
1001 Main Street Evansville 6, Indiana

# NAMA PROGRAM

SUNDAY, SEPTEMBER 14, 1952

General Theme: Be an Automatic Merchandising Specialist  
Sunday Theme: The Challenge  
9:30 a.m.—Free coffee and rolls. Tickets for attendance prize distributed.  
10:00 a.m.—Opening ceremonies.  
10:10 a.m.—Annual Meeting of NAMA. I. H. Houston, first vice-president, presiding.  
Brief reports from First Vice-President, Treasurer, and Executive Director. Report of nominating committee—nomination and election of directors.  
10:45 a.m.—The Challenge: Today and Tomorrow. John Mock.  
11:15 a.m.—Be an Automatic Merchandising Specialist. Aaron Goldman, NAMA President.  
11:40 a.m.—Attendance prize awarded.  
11:45 a.m.—Another Industrial Revolution? Lt. General Leslie Groves, wartime chief of the government's atomic project, now vice-president in charge of development for Remington-Rand.  
12:30 p.m.—Grand Opening of the Exhibits—Exhibits Open: 12:30-6:30 p.m.  
6:30 p.m.—Old Gold cocktail party (by invitation).  
8:00-10:00 p.m.—Operator round table discussions.

MONDAY, SEPTEMBER 15, 1952

Monday Theme: Vending Specialists in the American Economy  
8:00 a.m.—Breakfast Tax Conference. Crystal Room. Special meeting on legislative problems for operators from seven States: Alabama, California, Georgia, North Carolina, South Carolina, Tennessee and Texas.  
8:30 a.m.—Press breakfast for financial and industrial editors as well as allied trade press.  
9:00 a.m.—Free coffee and rolls. Tickets for attendance prize distributed.  
9:30-12:30 p.m.—Business Session. John Mock presiding.  
9:30 a.m.—Vending's Role in Distribution. I. H. Houston, president, Spacarb, Inc.  
9:45 a.m.—Why a Vending Specialist?  
A. In-Plant Feeding as a time-saver energy-giver which costs management nothing. Discussion.  
B. For Inventory Control. How vending serves restaurants and similar outlets. Discussion.  
C. Additional outlets for National Brands. How vending provides plus sales for the big brands which would not otherwise be made. Discussion.  
D. Handling High Volume Outlets. How venders serve such outlets as subways, railroads, all quick-service sites. Frank Fineran. Discussion.  
10:45 a.m.—Today's 504 Questions.  
A. King-Size Cigarettes. The future of King Size Cigarettes. Operating problems. Discussion.  
B. Dime Candy. Discussion.  
C. Don't Give Away Your Gross. Mort Simon.  
11:45 a.m.—The Vender's Role in Cigarette Tax Relief. F. N. Parkinson.  
12:00 noon—Attendance prize awarded.  
12:00 noon—Future Role of Automatic Merchandising in the American Economy. Svend A. Bruun, A/S Wittenborg, Copenhagen, Denmark.  
12:30-5:30 p.m.—Exhibit Hours—7th floor.  
5:30-9:30 p.m.—4th floor.  
9:30-10:30 p.m.—Operator round table discussions.

TUESDAY, SEPTEMBER 16, 1952

Tuesday Theme: Good Management: Key to the Specialist's Success  
9:00 a.m.—Free coffee and rolls. Tickets for attendance prize distributed.  
9:30-12:30 p.m.—Business Session. John Mock presiding.  
9:30 a.m.—Training Mechanical Repair Personnel. Gail Anderson. Discussion. Operators' representative. Discussion.  
10:00 a.m.—Problems of Management.  
A. Hiring and Training Route Personnel. Discussion.  
B. Employer-Employee Relations. Hugh Howes. Discussion.  
C. What Insurance is Necessary? John Guthrie. Discussion.  
D. Problems of Sanitation. Dr. W. L. Mallmann.  
E. What's the Boss' Job? Herb Geiger. Discussion.  
11:00 a.m.—How to Control Operating Costs.  
A. How to Cut Time on the Route. Discussion.  
B. Incentives for Routemen. Richard Howard. Discussion.  
C. Forms Help Do the Job. Wally Collett. A visual presentation of on-the-route forms for the average operator with explanation of how to use them. Samples to be given each person attending.  
12:00 noon—Attendance prize awarded.  
12:00 noon—The Road Ahead. Robert Z. Greene.  
12:30 p.m.—Regional and Area Chairmen Luncheon.  
12:30-6:30 p.m.—Exhibits open.  
2:30 p.m.—Cup Vending Division. (Participants only.)  
6:30 p.m.—State Legislative Chairmen Dinner.  
8:00-10:00 p.m.—Operator Round Table Discussions.

WEDNESDAY, SEPTEMBER 17, 1952

Wednesday Theme: The Specialist's Tools: Merchandising and Salesmanship  
9:00 a.m.—Free coffee and rolls. Tickets for attendance prize distributed.  
9:30-12:30 p.m.—Business Session. John Mock presiding.  
9:30 a.m.—Point-of-Sale Merchandising.  
A. Build Your Point-of-Sale Program. Oscar Bregman. Discussion.  
B. More Sales Per Machine. Lee Moffet. Discussion.  
C. Put the Machine Where It Sells. Robert Kyle. Discussion.  
(Continued on page 109)

# VICTOR'S

TOPPER DELUXE globe style



# VICTOR'S

BABY GRAND



# VICTOR'S

TOPPER DELUXE half-cabinet style



AUTHORIZED VICTOR DISTRIBUTOR

Standard Specialty Company  
5115 East 14th St.  
Oakland 1, California

**★ NEW CHARMS  
★ MANY SURPRISES**  
ARE WAITING FOR YOU AT  
**PAUL A. PRICE CO.**  
NABU Exhibit  
Morrison Hotel, Chicago  
SEPT. 14-15-16



**WE'RE BRINGING YOU SOMETHING TO MAKE YOU MONEY LIKE MAD!**  
IT'S NEW!  
IT'S A BEAUTY!  
IT'S A MONEY HONEY

**New CHAMPION BULK VENDOR**  
(DISTRIBUTORSHIPS AVAILABLE)  
VENDS CHARMS and MERCHANDISE LIKE MAGIC.  
DESIGNED BY OPERATORS FOR OPERATORS

See it at THE A. S. & COMPANY, 200 N. W. 10th St., CHAMPAIGN, ILL. or at COMMERCIAL HOTEL, CHICAGO, ILLINOIS  
**CHAMPION VENDORS SUPPLY CO.**  
117 E. HAMILTON ST. SAN ANTONIO, TEXAS

**MERCURY ATHLETIC SCALES**  
**NEW DELUXE FLOOR MODEL**  
This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors.  
Write us for distributor prices and all other information. Place orders now for early delivery.  
Write, wire or phone  
**GREAT LAKES SYSTEM**  
Phone: Grand Blanc 275 Flint, Michigan  
C-5274 S. Dort Hwy.

**"DAV" RAZOR BLADES**  
An AMAZING VENDING PROGRAM... that returns your cost within 4 months. See your distributor or write direct.  
NOTE: Other flat package vendors, too. Write for full details.  
**National Sanitary Sales**  
Dept. B, 8107 W. Lawrence Ave., Chicago 30, Ill.

• We are coasters and servers at Nur Meats  
• Spanish Peanuts  
• Jumbo Peanuts  
• Cashew Nuts  
• Almond Nuts  
• Pistachio Nuts  
• Whirlers Gum  
• Beach Seeds  
• Red Skins  
• Almonds  
• Adams Gum  
• Salt Gum  
• Sun Crispies  
• Stands  
• Breadbats  
• Scales  
• Charms  
• Globes  
• Eggs  
Northwestern 100"  
150" ..... \$17.35 ea.  
120" ..... 12.99 ..... 17.15 ea.  
80" ..... 10.95 ea.  
**NORTHWESTERN SALES & SERVICE**  
114 TREMONT ST., BOSTON, MASS.

# NAMA PROGRAM

• Continued from page 108

10:30 a.m.—Sell-Sell-Sell!  
A. How to Use a Sales Presentation. Discussion.  
B. Building Identity for Your Company. John Saxon. Discussion.  
C. Public Relations Is Selling. Lou Golden. Discussion.  
11:30 a.m.—Attendance Prize awarded.  
11:30-12 noon—Introduction by George Seedman.  
The Thin Blue Line. W. H. Parker, sociologist, chief of police, Los Angeles, Calif. Can Automatic Merchandising be more successful than other industries in keeping racketeers out? One of the country's leading experts will discuss this and other timely problems.

12 noon-4 p.m.—Exhibits open.  
7:30 p.m.—Annual banquet.

## LADIES' PROGRAM

**SUNDAY, SEPTEMBER 14, 1952**  
10:00 a.m.—Ladies' headquarters will open. Free coffee and information service.  
**MONDAY, SEPTEMBER 15, 1952**  
11:00 a.m.—"Theater of the Sky" at the Planetarium.  
12:30 p.m.—Luncheon at the Field Museum followed by guided tour and lecture.  
**TUESDAY, SEPTEMBER 16, 1952**  
2:00 p.m.—Tea. Crystal Room, Palmer House. Estelle Compton in "Poise and Charm."  
**WEDNESDAY, SEPTEMBER 17, 1952**  
12:00 noon—Luncheon at Kungsholm, followed by the Kungsholm Puppet Opera.

## SUMMER VOLUME DIPS

# Candy Bar Sales Off 15% From July, 1951

WASHINGTON, Sept. 6.—This summer's sales of candy bars is running behind last summer, both pound and dollar-wise, the Department of Commerce announced this week. The figures were termed a "significant" decrease.

During July, the dollar volume of candy bars trailed behind July of last year by 15 per cent, and poundage showed a 16 per cent decline.

Bulk goods, including but not limited to penny items, showed a 9 per cent dollar decline and a poundage drop of 5 per cent. Sales of 5 and 10-cent candy specialty items rose 1 per cent in dollars but dropped 1 per cent in poundage.

### 1951-1950 Comparison

This week, Commerce also reported that sales of confectionery and chocolate products in 1951 totaled \$985 million, compared with sales of \$924 million in 1950. A review of Commerce figures show only 1948 sales exceeded 1951 totals in the past five years. In 1948, total sales amounted to \$981 million.

Since the average price of a pound of all types of candy was slightly higher in 1951, manufacturers reported the 5 per cent increase in dollar volume, despite a 1 per cent decrease in poundage.

As usual, sales were heaviest the last three months of the year. During October and November, 1951, sales totaled \$111 million, compared with a 1950 October total of \$109 million and a November total of \$98 million.

### Illinois Top Sales

Illinois reported the heaviest sales—a total of \$242,382,000 in 1951 against \$237,288,000 in 1950. The Commerce Department survey showed sales of package goods jumped 10 per cent in 1951 over those of the previous year, although poundage sales increased only 4 per cent. Yearly package goods sales totaled \$108,188,000 for 251,163 pounds, compared with a 1950 sales total of \$98,581,000 for 240,581,000 pounds. Most money came from the sale of bar goods, which reached \$327,728,000 for 869,178,000 pounds, compared with a 1950 total of \$305,530,000 for 886,124,000 pounds.

## Nestle Semi-Sweet Bar Is Available

NEW YORK, Sept. 6.—A new 5-cent semi-sweet candy bar is available for vending machines, officials of the Nestle Company announced last week. The new bar weighs 3/4 ounces and is the same size as the 5-cent milk and crunch bars sold to vending ops. A sales executive of the firm reports that Nestle plans a fall drive to boost the sales of 5-cent and 10-cent milk and crunch bars to vendors.

pounds, a rise of 7 per cent, although poundage sales dropped 2 per cent.

Sales from bulk goods totaled \$68,091,000, a rise of 4 per cent over 1950 sales of \$65,568,000, although poundage sales were nearly the same.

Packaged goods retailing at more than \$1 hit peak sales in December, for a total of \$9,122,000. Packaged goods selling for between 50 cents and \$1 a pound reached top sales in November for a total of \$7,864,000, with the same month also showing top sales for packaged goods retailing at less than 50 cents per pound.

Most bar goods were sold in September, when manufacturers collected \$25,419,000, although January sales reached \$22,482,000. Bulk goods sales reached their peak with an October total of \$7,821,000, while 5 and 10-cent specialties hit a January peak of \$3,972,000.

## Form Vender Repair Firm

INDIANAPOLIS, Sept. 6.—The formation of Midwest Vending Exchange, offering reconditioning and rebuilding services, was announced last week by Joseph E. Powell. The firm, 802 S. State Street, will handle all types of major vending equipment and component parts, including coin changers.

Powell stated that services would include cabinet work, refinishing, reconditioning, converting, modernizing, etc. The firm also will stock used equipment.

## Aleck Abrahamson Ends Europe Trip

NEW YORK, Sept. 6.—Aleck Abrahamson, vice-president of the Chunky Chocolate Corporation, returned recently after an extended tour of Europe. Abrahamson reported that American candy bars could be bought at a reasonable price in many European countries, including France. In England, however, he noted that high costs and strict rationing had caused a decline in candy sales.

## Swedish Candy Co. Sets U. S. Outlet

NEW YORK, Sept. 6.—Gregg International, Inc., has been appointed U. S. distributor for the chocolate candy line of the Marabou Company, Stockholm. Dime and 15-cent bars and boxed chocolates will be introduced here by Gregg shortly. Some of the Marabou items have been re-designed to meet American traditions and customs, it was stated.

# Get Your Share of the FORTUNE IN COINS

## POURED INTO FAMOUS SILVER-KINGS MIGHTY KING OF ALL VENDORS



**SILVER-KING'S GOT 'EM ALL**

- 1¢ CHLOROPHYLL BALL GUM VENDOR
- 8¢ TODAY'S SENSATION 8 (Vends 210 count—45¢ lb.)
- 1¢ "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
- 5¢ PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
- 1¢ "SUPERVENDOR"—RING-SIZE BALL GUM (To wake up "sleepy" locations)
- 1¢ CANDY BAKED BEANS VENDOR (Fine companion for ball gum machine)
- 5¢ SILVER-RING "HOT NUT" (For that "extra-special" spot)
- 1¢ "HUNTER" ACTION BALL GUM VENDOR (The kids stampede it)
- 1¢ or 5¢ SILVER-RING NUT VENDORS (Best bet for bars)
- 2 for 1¢ SILVER-RING BALL GUM (For quick, quick money)

VENDORS FOR ALL FOREIGN COINS

IMMEDIATE DELIVERY AT BEST DEALERS EVERYWHERE  
ANY SPOTS A HOT SPOT WHERE THERE'S A SILVER-KING

**SILVER-KING CORP.** 622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

## MONEY BACK—GUARANTEE RECONDITIONED VENDORS

**FREE! Order 10 reconditioned Vendors of One Kind — You Will Get One Extra FREE!**

<p><b>Burd—1c—3 Col.</b> Vends Peanuts, Candy Charms, Pistachio nuts. <b>\$19.50</b> New \$39.50</p> <p><b>Also \$x</b> Mol Nut <b>\$14.50</b> New \$49.50</p>	<p><b>1c BALL GUM</b> Yu Chu ..... 9.95 Columbus ..... 5.95 Silver King (new) ..... 15.50 (used) ..... 15.50 Tooper (new) ..... 13.50 Victor V Globe Type (new) \$12.50 (used) ..... 12.50 Tooper Standard (new) ..... 13.50 Tooper Deluxe (new) ..... 15.50</p> <p><b>PENNY PACKAGE GUM</b> Snacks Whirlers Gum, 1 Col. 8¢ 9.95 Blue Stick Gum, 4 Col. ..... 9.95 Nuff for Whirlers Gum, 2 Col. .... 13.95</p> <p><b>PEANUT or PISTACHIO</b> Northwestern Standard, 15-Cent Columbus Model 16, 16 or 3¢ ..... 8.50 Northwestern 25, 1¢ ..... 8.50 Silver King, 1¢ or 5¢ ..... 8.50 Atlas Bantam (Almonds), (new), \$14.95 (used) ..... 9.95 Bobbing Sun-1, 3 Col. .... 9.95 Honeydew Free Play, 1¢ (new), \$15.00 (used) ..... 12.00 Snacks, 1¢, 3 Col. .... 12.00 Variety Shop, 1¢, 5 Col. .... 14.50 Northwestern 3 Col. Tr. .... 17.50 Selector, 1¢ ..... 17.50 Candy Hot Nut, 5¢, 2 Col. .... 14.50 St. Candy BAR U.S. Select ..... 149.50</p> <p><b>25¢ CIGARETTE</b> Unrede Pak 2¢ 4 Col. .... 55.00 Rover Imperial, 4 Col. .... 55.00</p>	<p><b>Ajax</b> Whirlers Gum and Life Savers. 2 Col. <b>\$19.50</b> New \$44.50</p> <p><b>A. B. T. Challenger</b> New <b>\$16.50</b> New \$39.50</p>
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Write for Complete List of New and Used Vendors, Accessories and Supplies.  
1/2 With Order, Balance C.O.D., P.O.S. Newark, N. J.

**Lighter Fluid, 1¢ (new) ..... 39.00**  
Sanitary Station (new) ..... 39.00  
Pond Card, 3 for 5¢ (New) ..... 39.00  
Shaman Footstep Stamp, 3 Col., 1¢ per pound (for 5¢ model) ..... 39.00  
Felder Type (new) ..... 39.00  
Northwestern Ball Type Package, 1¢ and 3¢ Stamp ..... 39.00

## AJAX DISTRIBUTING COMPANY

55 BRANTFORD STREET, NEWARK 5, NEW JERSEY B10ELOW 3-7710

**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 Treat Gum—5¢ per pound.  
Chloro Treat Gum—7¢ per pound (for 5¢ model)  
Chloro Treat Gum—10¢ per pound (for 5¢ model)  
5¢ model brings last returns of \$6.25 per pound.  
ORDER NOW

**Parkway Machine Corp.**  
715 Enloe St. Baltimore 2, Md.

**PROMPT SHIPMENT**

GIVE TO DAMON RYUNON CANCER FUND

**ORDER YOUR KING SIZE CONVERSIONS NOW!**

We have King Size conversions for all ROWE, DU GRENIER, U. NICO - A - PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

**SPECIAL!**  
 ROWE TAB GUM 5 Cols. 1c. 400 Cps. .... \$17.50  
 Mounting Bracket \$7.50 Extra

Our Points Are VENDORIZED Prevents Peeling, Flaking & Rusting.

**SPECIALS ON CANDY MACHINES**  
 DUO. Condemner, 72 Cps. Without Base ..... \$7.90  
 DUO. Condemner With Base, 62.50 National #118, 102 Cps. .... 118.00

**UNEEDA VENDING SERVICE, INC.**  
 "The Nation's Leading Distributor of Vending Machines"  
 NEW RECONDITIONED LIKE NEW  
 166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

**ATTENTION: VENDING MACHINE OPERATORS!!!**

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grands Vending 2 for 1c Chico Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chloro Treats, Topper Deluxe at \$14.20 per unit; Baby Grands at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION  
**GRAFF VENDING SUPPLY CO.**  
 2841 WEST DAVIS STREET DALLAS, TEXAS

**5c BABY GRAND & JORDANETTES**

(Candy coated Flay Almonds assorted flavors and colors)

**JORDANETTES 30 LB. CS 75c lb. (350 Count)**

**HOLDS 5# EMPTY MACHINE GROSS APPROX. \$12.50**

Baby Grands also for Chloro Treats, \$13.00 per unit—\$12.00 hundred lbs

**STANDARD SPECIALTY CO.**  
 5115 E. 14TH ST. OAKLAND 1, CALIF.

Let Us Arrange a FREE DEMONSTRATION of the Keossee Deluxe Electric CIGARETTE VENDOR

\* For MORE THAN 5 YEARS operators have made much more money with service carts at an all-time low. Features a 432 cubic capacity w/ easy loading with swing-up top a 3-way milk vending a alternate front and rear column vending a quick price changes a large storage. Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.

**LOOK BABY GRANDS ON TIME PAYMENT**

In lots of 8 or more

8 Baby Grands ..... \$104.00  
 50 Lbs. Chico Treats ..... 22.50  
 Finance Charge—50¢ Per Machine ..... 4.00  
**\$130.50**

\* 4% down—Balance in 20 weekly payments. Write for details and credit application.

**ROY TORR-LANSOWNE, PA.**

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

# MANUFACTURERS DISTRIBUTORS

Continued from page 55

- MINNEAPOLIS**—Vend-All Co., 816 W. 36th St.  
**NEW YORK**—Northwestern Sales & Service, 140 E. 7th St.  
**OMAHA**—Peanut Products Co., 910 Harney St.  
**PHILADELPHIA**—Rake Coin Machine Exchange, 609 Spring Garden St.  
**ST. LOUIS**—J. Rosenfeld Co., 3218 Olive St.  
**SAN FRANCISCO**—Viking Specialty Co., 530 Golden Gate Ave.  
**Oak Mfg. Co.** (vending machines)  
 11411 Knightbridge Ave., Culver City, Calif.  
**ATLANTA**—Capital Automatic Vending & Distributing Co., 1243 Virginia Ave. N.E.  
**BALTIMORE**—Danco Coin Machine Co., 1302 E. Baltimore St.  
**BOSTON**—American Nut & Chocolate Co., 1042-44 Fremont St.  
**BROOKLYN**—J. Schoenbach, 1845 Bedford Ave.  
**CHICAGO**—Empire Coin Machine, 1012-14 Milwaukee Ave.  
**CLEVELAND**—Metro Coin Machine, 2423 Payne Ave.  
**CLEVELAND**—Ohio Oum Co., Beachland Station  
**COLUMBIA**—University Coin Machine Exchange, 854 North High St.  
**DALLAS**—Master Sales & Service, P. O. 6222  
**DETROIT**—Weidman Sales Co., 5911 El Cañon, Calif.—South Coast Vending Machine Supply, 1165 Merritt  
**ELIZABETH**, N. J.—Seacoast Distributors, 1200 North Ave.  
**LAWRENCE**, Mass.—Bunny Vending Co., 385 Lowell St.  
**LOS ANGELES**—Operators Vending Machine Supply Co., 1023 S. Grand Ave.  
**MEMPHIS**—Southern Amusement, 628 Madison Ave.  
**MINNEAPOLIS**—Ellingsworth Supply Co., 655 Adams St.  
**PHILADELPHIA**—Rake Coin Machine Exchange, 609 Spring Garden St.  
**PITTSBURGH**—Oak Sales Co., 2033 Pittsburg Ave.  
**SALT LAKE CITY**—O. P. Callis, 227 Hubbard Ave.  
**SAN FRANCISCO**—Wm. J. Newman Co., 450 Octavia St.  
**SEATTLE**—Bert Farmer, 1435 23d Ave. S.  
**TAMPA**—Frank Fleming, 2415 Stuart Ct.  
**Foreign Distributors:**  
**CANADA**—International Vendors, 501 Wellington, Ottawa  
**CANADA**—International Vendors, 840 Gerrard St. E., Toronto  
**Rock-Ola Mfg. Corp.** (juke boxes)  
 800 N. Kedzie Ave., Chicago 51  
**ATLANTA**—Robinson Distributing Co., 301 Edgewood Ave., B.E.  
**BALTIMORE**—Eastern Vending Sales Co., Inc., 20-24 Linden Ave.  
**BELOIT**, Wis.—Savage Novelty Co., 628 Third St.  
**BOSTON**—Music & Television Corp., 1119 Commonwealth Ave.  
**BUCHANAN**, Mich.—Michiana Shuford Sales, 208 E. Dewey Ave.  
**BUFFALO**—Haeola Distributing Corp., 305 Franklin  
**BUTTE**, Mont.—H. B. Brinck, 625 E. Front St.  
**CHARLOTTE**, N. C.—Southern Music Corp., 3828 B. Boulevard  
**CHICAGO**—Walton Distributors, Inc., 2300 N. Western Ave.  
**CLEVELAND**—Lake City Amusement Co., 4533 Payne Ave.  
**DALLAS**—Walbox Sales Co., Inc., 3009 Main St.  
**DENVER**—Modern Distributing Co., 3222 Tejon St.  
**DETROIT**—Brilliant Music Co., 19093 Livernois Ave.  
**ELIZABETH**, N. J.—Seacoast Distributors, Inc., 1200 North Ave.  
**FT. WORTH**, Tex.—Blanco Music Distributor Co., 1379 S. Calhoun St.  
**GRAND RAPIDS**, Mich.—Bill Doyle & Co., 118 Michigan, N.W.  
**INDIANAPOLIS**—Calderson Distributing, 450 Massachusetts Ave.  
**JOHNSON CITY**, Tenn.—Coin Automatic Music Co., 241 W. Main St.  
**KANSAS CITY**, Mo.—Uni-Coin Distributing Co., 2410 Main St.  
**LOS ANGELES**—Dan Stewart Co., Inc., 2867 West Pico  
**LOUISVILLE**—H. M. Branson Distributing Co., 811 E. Broadway  
**MEMPHIS**—G & M Sales Co., Inc., 1074 Union Ave.  
**MILWAUKEE**—Badger Novelty Co., 3668 N. 30th St.  
**MONTGOMERY**, Ala.—Franco Distributing Co., 24 N. Perry  
**NASHVILLE**—Frank Swartz Sales Co., 818-4 4th Ave. S.  
**NEW ORLEANS**—A. M. & P. Distributing Co., 3118 Tulane Ave.  
**OKLAHOMA CITY**—Boyle Amusement Co., 522 N. W. Third  
**OKLAHOMA**—Z. Vending & Sales Co., 1206 Douglas St.  
**ORLANDO**, Fla.—Southern Music Distributing Co., 503 W. Central Ave.  
**PHILADELPHIA**—Rake Coin Machine Exchange, 609 Spring Garden St.  
**PITTSBURGH**—B. D. Lazar Co., 1835 Fifth Ave.  
**PORTLAND**, Ore.—Chas. Distributing Co., 3131 S. E. Division St.  
**RICHMOND**, Va.—Wertz Music Supply Co., 1013 E. Cary St.  
**ST. LOUIS**—Ideal Novelty Co., 2323 Broadway St.  
**ST. PAUL**—La Beau Novelty Sales Co., 1946 University Ave.  
**SALT LAKE CITY**—Dan Stewart Co., Inc., 149 E. 2d St.  
**SAN ANTONIO**—United Amusement Co., 448 N. Main St.  
**SANTA ROSA**, Calif.—Coin Machine Service Co., 422 W. 8th St.  
**SEATTLE**—Pudge Sound Novelty Co., Inc., 114 Elliott Ave. W.  
**STRACUSE**—Balle Distributing Co., 647 S. West St.  
**TUCSON**, Ariz.—Paul W. Hawkins, 829 E. 7th St.  
**TULSA**, Okla.—Automatic Music Co., 140 E. First St.  
**YOUNGSTOWN**, O.—Dixon Distributors, 3808 Southern Blvd.  
**J. P. Seeborg Corp.** (juke boxes)  
 1500 N. Dayton St., Chicago 22  
**ALBANY**, N. Y.—Davis Distributing Corp., 1054 Broadway  
**ATLANTA**—Sparks Specialty Co., 104 Edgewood Ave.  
**BALTIMORE**—The Musical Sales Co., 140 W. Mt. Royal Ave.  
**BIRMINGHAM**—Wolfe Distributing Co., Inc., 1626 Sixth Ave. N.  
**BOSTON**—Trinmont Automatic Sales Corp., 40 Washburn St.  
**BUFFALO**, N. Y.—Davis Distributing Corp., 875 Main St.  
**CHICAGO**—Atlas Music Co., 2200 N. Western Ave.  
**CINCINNATI**—Shaffer Music Co., 1200 Walnut St.  
**CLEVELAND**—Music Systems, Inc., 2000 Euclid Ave.  
**COLUMBIA**, S. C.—Sparks Specialty Co., 2045 Main St.  
**COLUMBUS**, O.—Shaffer Music Co., 600 S. High St.  
**DALLAS**—H. Lynch & Co., 2000 Canton Ave.  
**DENVER**—R. F. Jones Co., 1314 Pearl St.  
**DES MOINES**—Atlas Music Co. of Iowa, 221 Ninth St.  
**DETROIT**—Music Systems, Inc., Michigan, 10217 Linwood Ave.  
**EVANVILLE**, Ind.—S. L. Stiebel Co., 108-107 N. 6th St.  
**FAYETTEVILLE**, N. C.—Music Distributors, Inc., 213-216 Franklin St.  
**HARTFORD**, Conn.—Atlantic Connecticut Corp., 790 Albany Ave.  
**HOUSTON**—S. H. Lynch & Co., 910 Calhoun St.  
**INDIANAPOLIS**—Shaffer Music Co., 1327 N. Capitol Ave.  
**JACKSONVILLE**, Fla.—Wolfe Distributing Co., 459 Riverside Ave.  
**KANSAS CITY**, Mo.—W. B. Music Co., Inc., 1618 McGee St.  
**LANSING**, Mich.—Music Systems, Inc., 127 Turner Ave.  
**LOS ANGELES**—Minthorne Music Co., 2916-20 W. Pico Blvd.  
**LOUISVILLE**—S. L. Stiebel Co., 635 W. Main St.  
**MEMPHIS**—Sammons-Pennington Co., 1049 Union Ave.  
**MILWAUKEE**—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.  
**MINNAPOLIS**—S. L. London Music Co., Inc., 2805-07 Hennepin Ave.  
**NASHVILLE**—S. L. Stiebel Co., 313 Seventh Ave. S.  
**NEWARK**, N. J.—Atlantic New Jersey Corp., 772 High St.  
**NEW ORLEANS**—Lynch & 2nd Co., 832 Baronne St.  
**NEW YORK**—Atlantic New York Corp., 683 Tenth Ave.  
**OKLAHOMA CITY**—Copeland Distributors, Inc., 900 N. Western  
**PHILADELPHIA**—Atlantic Pennsylvania Corp., 210 Broad St.  
**PITTSBURGH**—Atlas Music Co., 2217 Fifth Ave.  
**PORTLAND**, Ore.—R. F. Jones Co., 1815 N. E. Broadway  
**ROCHESTER**, N. Y.—Davis Distributing Corp., 2011 Main St. E.  
**ST. LOUIS**—W. B. Distributors, Inc., 1013 Market St.  
**SALT LAKE CITY**—R. F. Jones Co., 127 E. Second St. S.  
**SAN ANTONIO**—S. H. Lynch & Co., 416 Dehorosa  
**SAN FRANCISCO**—R. F. Jones Co., 1283 Mission St.  
**SEATTLE**—R. F. Jones Co., 2308 Fourth Ave.  
**SOPERTON**, Ga.—Sparks Specialty Co.  
**SPRINGFIELD**—Davis Distributing Corp., 738 Erie Blvd. E.  
**TOLEDO**—Music Systems, Inc., 1312 Jackson Ave.  
**American Steel Export Co.**  
 347 Madison Ave., New York 17  
**Foreign Distributors:**  
**CANADA**—G. Olchrich, Ltd., 1166 Bay St., Toronto  
**United Mfg. Co.** (games)  
 3401 N. California Ave., Chicago 18  
**ATLANTA**—F. A. B. Distributing Co., 304 Ivy St., N. E.  
**BALTIMORE**—Double U Sales Corp., 1101 N. Cathedral St.  
**CHICAGO**—Empire Coin Machine Exchange, 1012 Milwaukee Ave.  
**CINCINNATI**—Slicking, Inc., 1401 Central Pkwy.  
**CINCINNATI**—Southern Automatic Music Co., 1000 Broadway  
**CLEVELAND**—Cleveland Coin Machine Exchange, 2021 Prospect Ave.  
**COLUMBIA**, S. C.—T. B. Holliday Co., 727 Main St.  
**COLUMBUS**, O.—Central Ohio Coin Machine Exchange, 525 S. High St.  
**DALLAS**—Commercial Music Co., Inc., 1801 Dragon St.  
**DENVER**—Wolf Distributing Co., 8600 W. Colfax Ave.  
**EVANVILLE**, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.  
**EVANVILLE**, Ind.—Carl Spels Co., 316 W. Columbia Ave.  
**FAIRMONT**, W. Va.—Mid-State Distributing Co., 122 Fairmont Ave.  
**FORT WAYNE**, Ind.—Southern Automatic Music Co., 3011 E. Maumee  
**INDIANAPOLIS**—Slicking, Inc., 1312 N. Central  
**INDIANAPOLIS**—Southern Automatic Music Co., 120 W. North St.  
**JACKSONVILLE**—Taran Distributing Co., 90 Riverside Ave.  
**JOHNSON CITY**, Tenn.—Coin Automatic Music Co., 241 W. Main St.  
**KANSAS CITY**, Mo.—Uni-Coin Distributing Co., 3410 Main St.  
**LEXINGTON**, Ky.—Southern Automatic Music Co., 240 Jefferson St.  
**LOUISVILLE**—Southern Automatic Music Co., 7 E. First St.  
**MEMPHIS**—Williams Distributing Co., Inc., 1117 Union Ave.  
**Miami**—Taran Distributing Co., 2820 N. W. Seventh Ave.  
**MILWAUKEE**—Paster Distributing Co., 2808 W. Fond du Lac  
**NASHVILLE**—Frank Swartz Sales Co., 513-A Fourth Ave. S.  
**NEW ORLEANS**—Delta Music Sales Co., 704 Baronne St.  
**NEW YORK**—Dave Simon, Inc., 627 Tenth Ave.  
**OKLAHOMA CITY**—Culp Distributing Co., 612 W. Grand Ave.  
**PHILADELPHIA**—Banner Specialty Co., 199 W. Girard Ave.  
**PITTSBURGH**—Banner Specialty Co., 1508 Fifth Ave.  
**PORTLAND**, Ore.—Western Distributors, 1126 S. W. 18th Ave.  
**ROCKFORD**, Ill.—Mid West Distributing Co., 208 N. Madison St.  
**ST. LOUIS**—Central Distributors, Inc., 2316 Olive St.  
**ST. PAUL**—Mayflower Distributing Co., 2218 University Ave.  
**SALT LAKE CITY**—Dan Stewart Co., 1508 Fifth Ave.  
**SAN ANTONIO**—Commercial Music Co., Inc., 901 E. Houston St.  
**SAN FRANCISCO**—Advance Automatic Sales Co., 130 Howard St.  
**SEATTLE**—Western Distributors, 3126 Elliott Ave.  
**TOLEDO**—Cleveland Coin Machine Exchange, 1927 Trade St.  
**WICHITA**—Kan. United Distributing, Inc., 513 E. Central Ave.  
**Foreign Distributors:**  
**HAWAII**—Service Omeas Co., 210 Mokuauia St., Honolulu  
**The Rudolph Wurlitzer Co.** (juke boxes)  
 North Tonawanda, N. Y.  
**ALBANY**, N. Y.—Biotta Distributing Corp., 1130 Broadway  
**ATLANTA**—Biotta Distributing Co., Inc., 304 Ivy St., N. E.  
**BALTIMORE**—The Winters Distributing Co., 1743-15 Harford Ave.  
**BOSTON**—Poodle Distributors, Inc., 1022 Commonwealth Ave.  
**BUFFALO**—Century Music Distributors, 1221-23 Main St.  
**CHARLESTON**, W. Va.—Cruse Distributing Co., Inc., 106 Virginia St. W.  
**CHARLOTTE**, N. C.—Brady Distributing Co., 827 E. Trade St.  
**CHICAGO**—Covren Distributing Co., Inc., 3181 N. Elston Ave.  
**CINCINNATI**—T & L Distributing Co., 1321-23 Central Pkwy.  
**CLEVELAND**—Western Music, Inc., 807 Euclid Ave.  
**COLUMBIA**, S. C.—P.A.B. Distributing Co., Inc., 611 Geneva St.  
**DALLAS**—Commercial Music Co., Inc., 1801 Dragon St.  
**DENVER**—Draco Sales Co., 2005 W. Alameda  
**DES MOINES**—Sandier Distributing Co., 110 11th St.  
**DETROIT**—Angott Distributing Co., Inc., 2016 Superior Ave.  
**HOUSTON**—Poodle Distributing Co., 1300 Louisiana St.  
**JACKSONVILLE**, Fla.—Bush Distributing Co., 60 Riverside Ave.  
**KANSAS CITY**, Mo.—Central Music Distributing Co., Inc., 1523-23 Grand Ave.  
**LOS ANGELES**—Paul A. Laymon, Inc., 1429 W. Pico Blvd.  
**LOUISVILLE**—Cain, Calliouette, Inc., or Kentucky, 122-24 S. Seventh St.  
**MEMPHIS**—Williams Distributing Co., Inc., 1117 Union Ave.  
**Miami**—Biotta Distributing Co., 286 N. W. 29th St.  
**MILWAUKEE**—United, Inc., 4227 W. Vliet St.  
**MINNEAPOLIS**—Lieberman Music Co., 257 Plymouth Ave. N.  
**NASHVILLE**—Cain-Calliouette, Inc., 1600 Broadway  
**NEWARK**—Biotta Distributing Co., 224 N. Main St.  
**NEW ORLEANS**—P.A.B. Distributing Co., 1018 Baronne St.  
**NEW YORK**—Young Distributing Co., 599 10th Ave.  
**OKLAHOMA CITY**—Culp Distributing Co., 814-16 W. Grand Ave.  
**OMAHA**—Central Music Distributing Co., Inc., 122 Fairmont St.  
**PHILADELPHIA**—Active Amusement Machines Co., 686 N. Broad St.  
**PITTSBURGH**—Music Distributing Co., 2201 Fifth Ave.  
**RICHMOND**, Va.—O'Connor Distributors, Inc., 2320 W. Main St.  
**ST. LOUIS**—Brandt Distributing Co., Inc., 1809-11 Olive St.  
**SAN ANTONIO**—Commercial Music Co., Inc., 901 E. Houston St.  
**SAN FRANCISCO**—Emarcy Distributing Co., 122 Fairmont St.  
**SEATTLE**—Northwest Sales Co., 909 Elliott Ave. W.  
**TUCSON**, Ariz.—Maestro Music, Inc., 121 E. Broadway  
**TULSA**, Okla.—Culp Distributing Co., 1405 E. First St.

**\*NEW CHARMS \*MANY SURPRISES ARE WAITING FOR YOU AT PAUL A. PRICE CO. NABU Exhibit Morrison Hotel, Chicago SEPT. 14-15-16**

# VICTOR'S Manufacturers' Directory

Here, classified according to the type of equipment they manufacture, is a list of the makers of most major kinds of coin machines. Every attempt has been made to insure that the list is both accurate and complete.

## AMUSEMENT EQUIPMENT

### Cams

- Early Mfg. Co. 1640 Belmont Ave. Chicago
- Chicago Coin Machines Co. 128 Diversy Blvd. Chicago 14
- Exhibit Supply Co. 418-40 N. Lake St. Chicago 24
- Gene, Inc. 221 N. Ashland Ave. Chicago 14
- D. Goldfish & Co. 1140-50 N. Kosler Ave. Chicago 81
- J. H. Kenney & Co. 2000 West 50th St. Chicago
- Marvel Mfg. Co. 2840 W. Fullerton Chicago 47
- United Mfg. Co. 201 N. California Ave. Chicago 18
- Williams Mfg. Co. 433 W. Fullmore St. Chicago

### Horses (coin operated)

- Bally Mfg. Co. 2810 Belmont Ave. Chicago
- Beatty Horse Sales Co. River Edge, N. J.
- Capital Progress Corp. 154 W. 52d St. New York
- Conat Sales Co., Inc. 27 10th Ave. New York
- The Exhibit Supply Co. 422 West Lake St. Chicago
- King Amusement Co. 42 Orchard St. Mount Clemens, Mich.
- Merry-Go-Round Sales, Inc. 1207 N. 3rd Philadelphia, Pa.
- Memphis Metal Mfg. Co. 705 Longwood Memphis, Tenn.
- Range Rider Co. 418 E. 14th Kansas City, Mo.
- Roe-A-Ride Sales 1501 N. 3rd Philadelphia, Pa.
- Royal Engineering Co. 500 West Beach Ave. Inglewood, Calif.
- Wander Horse Co. 61 Columbus Dr. Pascagoula, Miss.

### JUKE BOXES

- AMC 1800 Union Ave., S. E. Grand Rapids 2, Mich.
- H. C. Evans & Co. 152 W. Carroll Ave. Chicago 7
- Ritzmaster, Inc. 1212 E. Wisconsin Ave. Appleton, Wis.
- Rock-Ola Mfg. Co. 400 N. Kodie Ave. Chicago 3
- J. P. Seaberg Corp. 1810 North Dayton St. Chicago 22
- The Wadsworth Mailer Co. North Ferrisburgh, N. Y.

## VENDING MACHINES

### Bulk Venders

- Advance Machine Co. 4611 N. Ravenswood Ave. Chicago
- Andrews Mfg. Co. 840 S. Rochester Rd. Clawson, Mich.
- Atlas Mfg. & Sales Corp. 12220 Trickett Rd. Cleveland, O.
- Bevered Mfg. Co., Inc. 122 S. Michigan Ave. Chicago
- Bevee Mfg. Co. Valley Station, Ky.
- Champion Vendors Supply Co. 1119 E. Houston St. San Antonio
- Columbus Vending Co. 2800 E. Main St. Columbus, O.
- Ford Gam & Machine Corp. P. O. Box 310 Lockport, N. Y.
- Northwestern Corp. 1004 E. Armstrong St. Morris, Ill.
- Oak Mfg. Co. 11111 Kingsbridge Ave. Culver City, Calif.
- W. O. Parrish, Inc. 221 W. Ohio St. Chicago
- Silver King Corp. 221 Diversy Plwy. Chicago
- Yendamalle Sales & Mfg. Co. 2800 Wilson St. Tampa
- Victor Vending Machine Corp. 4761 Grand Ave. Chicago 30

### Candy Bar Venders

- Advance Machine Co. 4611 N. Ravenswood Ave. Chicago
- Atlas Tool & Mfg. Co. 2147 Natural Bridge St. Louis 13, Mo.
- Bevered Mfg. Co., Inc. 122 S. Michigan Ave. Chicago
- Coan Mfg. Co. 2070 Helena St. Madison, Wis.
- Arthur DeGreiner, Inc. Haverhill, Mass.
- J. H. Kenney & Co. 2000 West 50th St. Chicago
- Mills Industries, Inc. 4100 W. Fullerton Ave. Chicago
- National Vendors, Inc. 2003 Natural Bridge Ave. St. Louis 13, Mo.
- Shipman Mfg. Co. 1125 S. Lorenz St. Los Angeles 23, Calif.
- Silver King Corp. 221 Diversy Plwy. Chicago 14
- Stoner Mfg. Corp. 221 Ohio St. Aurora, Ill.
- Wadsworth Company 2223 Wainman St. Chicago 18

### Cigar Venders

- Chapman Corp. of America 218 Walnut Philadelphia 3, Pa.
- Maxim-Hillson Co. 290 Oak St. Irvington, N. J.
- Zang's Modern Vending Service 411 S. Pearl St. New London, Wis.

### Cigarette Venders

- A & B Co., Inc. 1112 South Ave. Plainfield, N. J.
- Automatic Products Co. 250 W. 37th St. New York 18
- Coan Mfg. Co. 2070 Helena St. Madison, Wis.
- Arthur H. DeGreiner, Inc. 15 Hale St. Haverhill, Mass.
- Eastern Electric, Inc. 18 Prospect St. New Bedford, Mass.
- J. H. Kenney & Co. 2000 W. 50th St. Chicago
- Lehigh Foundries, Inc. 1500 Lehigh Drive Easton, Pa.
- Maple-Leaf Enterprises 1000 Marlboro Ave. Montreal, Canada
- National Vendors, Inc. 5065 Natural Bridge Ave. St. Louis 13, Mo.
- Stoner Mfg. Co., Inc. 221 Ohio St. Aurora, Ill.

### Coffee Venders

- Chief-Way, Inc. 521 Southwest Blvd. Kansas City 8, Mo.
- Coak Products Corp. 29 S. La Salle St. Chicago 3
- Coan Mfg. Co. 2070 Helena St. Madison, Wis.
- Harnon Enterprises 20 N. La Salle St. Chicago
- Intorex, Inc. 406 E. 164th St. Bronx 24, N. Y.
- Bert Mills Corp. 400 Crescent Blvd. Lombard, Ill.
- Rudd-Mitchell, Inc. 1848 N. Howard St. Philadelphia, Pa.

### Coin Changers

- Hamilton Beale Co. 1702 Summit St. Toledo 11, O.
- Vendo Co. 2400 E. 12th St. Kansas City, Mo.

(This listing shows only those firms which build service or standby changers, does not include those firms which make built-in changers.)

### Cookie Venders

- Clean Manufacturing Co. 2070 Helena St. Madison, Wis.
- Wm. F. Shephard, Inc. 2404 Woodburn Ave. Cincinnati 2, O.
- Stasler Mfg. Co. 3122 Broadway New York 22
- Stoner Mfg. Corp. 221 Ohio St. Aurora, Ill.
- Vend-Rite Mfg. Co. 1518 N. Halsted St. Chicago

### Food Venders

- Automatizer, Inc. 473 Fifth Ave. New York 17
- Leach-O-Hat Corp. of America 2113 Broadway New York 23

### Fruit Venders (refrigerated)

- Wright Fruit Co. 1103 S. 20th Ave. Yakima, Wash.
- Fruit-O-Matic Mfg. Co. 2018 Wilshire Blvd. Los Angeles 38, Calif.
- Oram Venders (no stock) Advance Machine Co. 4611 N. Ravenswood Ave. Chicago
- Arthur H. DeGreiner, Inc. 15 Hale St. Haverhill, Mass.
- Mills Industries, Inc. 4100 W. Fullerton Ave. Chicago
- Northwestern Corp. 1005 E. Armstrong St. Morris, Ill.
- Filter Co. 31 Canal St. Rochester 8, N. Y.

**SAM AND GEORGE EPPY**  
 INVITE YOU TO SEE  
**"The NEWEST in CHARMS"**  
 In Room 740  
 Morrison Hotel, Chicago  
 at the  
 N. A. B. Convention

THIS YEAR we bring to Chicago a **LINE OF NEW CHARMS** which we consider to be the very **BEST NEW CHARMS** we have manufactured to date.

The **EXTENT** of our **NEW LINE OF CHARMS**, as well as our **NEW CHARM IDEAS**, will be, we believe, the talk of the Convention. Our display will open **Saturday, Sept. 13**, and will run until **Wednesday, Sept. 17**.

SEE WHAT EPPY HAS—in Room 740, Morrison Hotel.

**Samuel Eppy & Co., Inc.**  
 91-15 144th Place Jamaica 2, N. Y.

- Stoner Mfg. Corp. 221 Ohio St. Aurora, Ill.
- Gam Venders (no postage) Advance Machine Co. 4611 N. Ravenswood Ave. Chicago
- W. G. Parrish, Inc. 221 West Ohio St. Chicago
- Shipman Mfg. Co. 1125 S. Lorenz St. Los Angeles 23, Calif.
- Stoner Mfg. Co. 221 Ohio St. Aurora, Ill.
- Vendo Co. 2160 E. 12th St. Kansas City, Mo.
- Wm. W. Wiley Jr. Co. 912 W. Michigan Ave. Chicago

### Hosiery Venders

- Lehigh Foundries, Inc. 1500 Lehigh Drive Easton, Pa.
- Rewe Mfg. Co. 31 E. 17th St. New York
- Yendamalle Sales & Mfg. Co. 2800 Wilson St. Tampa

### Hot Nut Venders

- Atlas Mfg. & Sales Corp. 12720 Trickett Rd. Cleveland
- Silver King Corp. 221 Diversy Plwy. Chicago 14
- Tropical Trading Co. 8 South Wabash Ave. Chicago 3

### Ice Cream Venders

- Artie Vender Sales Co. 300 Sanford St. Milwaukee, Wis.
- Atlas Tool & Mfg. Co. 2147 Natural Bridge Ave. St. Louis 13, Mo.
- Bevered Mfg. Co. 122 S. Michigan Ave. Chicago 3
- Fred Hebel Corp. 1400 E. 13th St. Kansas City, Mo.

### Juice Venders

- American Citrus Corp. 233 N. Michigan Ave. Chicago 12
- Cedar Hill Farms 4910 Wooner Pike Cincinnati 27, O.
- Jackie Bar Corp. 12 East 44th St. New York 17

### Milk Venders

- Cedar Hill Farms, Inc. 4910 Wooner Pike Cincinnati 27, O.
- Daniel & Associates P. O. Box 741 Evanston, Ill.
- Food Engineering Corp. 118 Elm St. P. O. Box 1026 Manchester, N. H.
- Ideal Dispenser Co. 509 S. McClun St. Bloomington, Ill.
- Refrigeration Engineering Corp. Montgomery, Miss.
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York

### Popcorn Venders

- Auto-Vend, Inc. 3612 Cedar Springs Dallas 4, Tex.
- BMC Corporation 30-20 Thompson Ave. Long Island City 3, N. Y.
- San-Fuji Popcorn Corp. 1440 Cimarron St. Los Angeles 15

### Postage Stamp Venders

- Flavia Mfg. Co. Box 300 Miami 44, Fla.
- Northwestern Corp. 1005 E. Armstrong St. Morris, Ill.
- Sherman Products Corp. 1164 W. Baltimore Detroit 2, Mich.

### Milk Venders

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- Daniel & Associates P. O. Box 741 Evanston, Ill.
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- Refrigeration Engineering Corp. Montgomery, Miss.
- Rewe Mfg. Co., Inc. 31 E. 17th St. New York

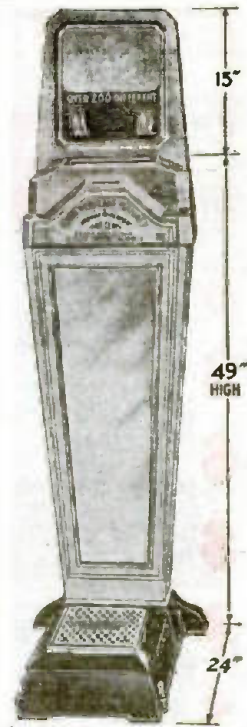
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- Northwestern Corp. 1005 E. Armstrong St. Morris, Ill.
- Sherman Products Corp. 1164 W. Baltimore Detroit 2, Mich.

(Continued on page 114)



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS

Will not be at the NAMA show this year.

**COME OUT** to the plant and see our NEW Sc. Marascope Scale.

Manufactured and made only by

**WATLING** Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
 Tel. 1029—Telephonix Columbus 1-2772  
 Cable Address: WATLINGCHS Chicago

## TOPPER DELUXE globe style



## VICTOR'S

## BABY GRAND



## VICTOR'S

## TOPPER DELUXE half-cabinet style



AUTHORIZED

# VICTOR

DISTRIBUTOR

## Ace Vending & Distributing Co.

2702 W. Pico Blvd.

Los Angeles 6, Calif.

WE HAVE THEM  
**VICTOR'S BIG 3**

TOPPER DE LUXE GLOBE STYLE ..... \$56.00 per case of 4  
 BABY GRAND 16 OR 52 ..... \$2.00 per case of 4  
 TOPPER DE LUXE CABINET STYLE ..... \$6.00 per case of 4

Victor Products Make Operators Big Profits. We have all of Victor's machines, parts and supplies in stock for immediate delivery.

CHLORO-TREETS, 2 FOR 1g ..... \$12.00 per case of 25 lbs.  
 CHLORO-TREETS, 2 FOR 1g ..... \$12.50 per case of 25 lbs.  
 CHLORO-TREETS, 2 FOR 5g ..... \$11.50 per case of 25 lbs.

Order Today! Send 1/3 deposit with order, balance C.O.D. on send full amount and save C.O.D. charges.

Victor's Authorized Factory Distributor  
**LOGAN DISTRIBUTING CO.**  
 427 Milwaukee Ave. Chicago 22, Illinois

**BRAND NEW SENSATION**      **IMPORTANT!**      **THE GREATEST EVER OFFERED**

**SALESMEN, AGENTS, DISTRIBUTORS:**

You have watched and waited—now here it is! New, exciting, high-profit vending machine that will create a sensation wherever offered. Be first in your territory with the brand new money-maker. Don't delay, write today for full details on how you can cash in on the hottest package in the vending machine business. No obligation, all replies confidential.

**GENERAL MANAGER**  
 Box D-244, c/o The Billboard      Cincinnati 22, Ohio

**67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

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**TOPPER DELUXE**  
globe style



**SUPERIOR SUPER-SALESMEN**  
The Big 3 by Victor

**TOPPER DELUXE**  
globe style

**BABY GRAND**

**TOPPER DELUXE**  
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and Half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style

- 1 to 5 cases at \$56.80 per case of 4 F.O.B. Factory
- 6 to 11 cases at \$58.00 per case of 4 F.O.B. Factory
- 12 to 24 cases at \$55.00 per case of 4 F.O.B. Factory
- 25 or more cases at \$52.80 per case of 4 F.O.B. Factory

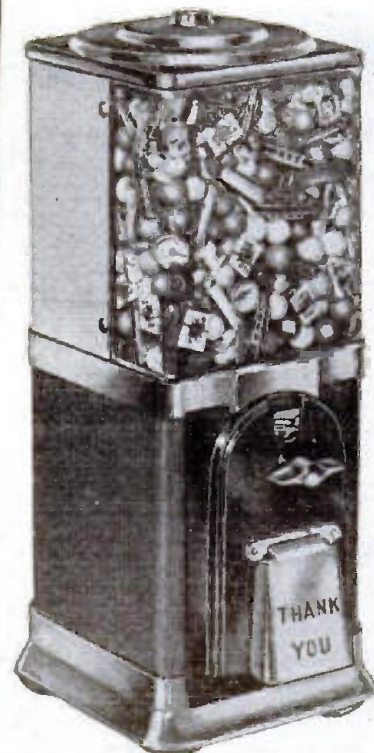
All orders must specify whether "FOR BALLGUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**BABY GRAND**

Victor's Baby Grand, Chicle Treetts and Chloro Treetts, the right combination for greater profits and steadier income. Vends Chicle Treetts 2 for 1c 300 count per pound, or Chloro Treetts, 336 per pound Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5 1/4 lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.



**TOPPER DELUXE**  
half-cabinet style



Less than 25 cases @ \$52.00 per case. 25 cases or more @ \$48.00 per case. One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

**VICTOR VENDING CORPORATION**

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors



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 resistor. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Financial partnership wanted in buying and operating coin operated machine routes throughout the United States. Amusement Route Company, C. Ted Houchens, Mgr., Minton, W. Va.

Pin Ball Mechanic wanted good pay and good working conditions; must be 50007. Write Box 547, Billboard, 188 W. Randolph St., Chicago 1, Ill.

Wanted—Good, all ground, sober and reliable Man for Seeburg A's and B's, Bingo and Bowling Games. The right job for the right man. State references and experience when answering. Located in Central New York. Box 560, The Billboard, Chicago 1, Ill.

Wanted—Mechanic for Games in Chicago area. Box 558, The Billboard, Chicago 1, Ill.

Parts, Supplies & Services

Decks for Vending Machines; catchy designs, low price; write for color. Grand, 2508B 52nd, Kenosha, Wis.

For best finds in bulk vendors and supplies write for literature. Carmo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Mark Drop Chute and Switch, \$5, 10c or 25c play. Health feather-touch push-pull type 1c, 2c, 5c, 10c or 25c play. Immediate delivery from stock. Health Distributing Co., 234 Third St., Mason, Ga.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Verdecio Sales Co., 2124 Market St., Philadelphia 3, Pa. LDCust 7-1468.

Used 1c-5c Candy, Nut, Ball Gum Venders. Bought, sold, exchanged. All parts, coin wrappers, coin counters, tab gum, napper candies, cast iron stands, top plates for 2 venders, top plates for 3 venders. Ball Gum—210, 170, 140—24c per lb. in case lots 125 lbs. Jumbo 51c Ball Gum—25c per lb. in case lots 125 lbs. Chlorophyll Ball Gum—210, 170, 140—45c per lb. in case lots 125 lbs. Chico Treats—30c count—45c per lb. in case lots 125 lbs. All prices f.o.b. factory, no deposit, balance c.o.d.

KING & CO. Distributors of Northwestern Model 49 and Tab Gum Venders. 2700 W. Lake St., Chicago 12, Illinois.

Routes for Sale

Rio Grande Valley, Texas—50 Photographs, 25 Bowlers and Game about \$25,000 weekly take, \$10,000 will handle. Box 551, The Billboard, Chicago 1, Ill.

Western Michigan: established 22 years approx. 400 pcs. Phonos, Pins, Alloys, Boards; takes \$30,000 down or may sell into routes. Satisfactory income; owner wishes to retire. Box 995, 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? Maca Post, 2952 Milwaukee Ave., Chicago, Ill.

For Sale or Trade—Latest model Deluxe Photomatrix, C. E. Garrett, 21036 Cokeset, Canoga Park, Calif.

For Sale—Mills, Jennings, Peco, Welling Bells, Double Ups, Sucker, Bonus, Singles, Twins; beautifully reconditioned. Evans Rents, 5100; new Bally Clover Bell, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAInut 2-4378.

For Sale—5 Rock-Ola 1428 Blonde, 1 United Shuffler Alley, 5 Pin Balls, all on location now. 2 39 Rock-Ola, 1 38 Rock-Ola. Bill Johnson, St. Ignace, Mich.

For Sale—10 Scoopy Ball Gum Venders, 15 A.B.T. Challengere, all in very good condition. \$18 each. A. R. Young, 9274 Stone, Detroit 9, Mich.

For Sale—12 Pop Corn Sea Machine—on or off location, coin operated, excellent condition. \$35 each. Emman, 1123 Egan Court, Cincinnati 29, Ohio. Phone: REdwood 4319.

FOR SALE 2 Exhibit's Big Bronco Used 3 months, packed in the original crates. \$750 each.

W. L. CROOVER 1896 Madison St., N. W., Atlanta, Georgia. King Side 'Em Cowboy Movie, slightly used \$495 each. All Buses, 805 W. Mercury, Butte, Mont.

Like New—Master, Columbus, Northwestern, Advance Ball Gum Machine with 3,500 balls best 5c gum only \$15. Peanut Machines with 25c or 1c salted Scandan products, \$15; Imps. \$10; Gotti's latest model Three-Way Grips, never on location. \$22.50. T. O. Thomas, C. O., 572 Jefferson St., Paducah, Ky. Phone 2131.

Must sell these new machines at great loss—Sleep King made 7 Hunter Gum Balls, \$15 each. 7 Hot Nut, \$12.50 each. 5 100 Bar Candy, \$25 each. Box 559, The Billboard, Chicago 1, Ill.

Message Photomatrix, late model, good condition; best offer takes. Ballard, 119 State Line Road, Niles, Mich.

Sell 40 National Hot Nut Vendors, 10 National Hunter Ball Gum; perf. or whole, reasonable. Apt. 14, 630 S.W. 17th Ave., Miami.

U-Telet-It, 72-bar size, \$27.50; 74-bar size, \$37.50. Shipman 3 column like New Candy Bar Machines, \$22.50—cost \$69.50; Cigarette Machines, quarter operation, all makes, \$22.50 up. Harrie Vending, 2717 N. Park Ave., Philadelphia, Pa.

Used less than 1 year—\$29 Ajax 3-Column Hot Nut Vendors (cost \$79.50), only \$17.50 each; 26 Sizzle King Hot Dog Machines, \$27.50 each; 7 Silver King Hunters, \$10 each; 10 Pop Corn Wappers, \$9 each; 25 New Silver King 5c Hot Nut Vendors, \$20 each; 35 Used Silver King Hot Nut Vendors, \$12 each; 6 Ideal Card Vendors, \$9 each; 8 Dual Beer Makers, \$10 each. 1/2 deposit, balance C.O.D. or will trade for late Cigarette or Charm Machines. W. B. Copley, 608 6th St., Durham, N. C.

Wanted—Used Bingo Games, new Silver King Hunter Gum, Singsong Selective Bover and Hushaw's; send price and condition of equipment. Box 555, The Billboard, Chicago 1, Ill.

Want to Sell 1 Chicago Coin & Player Derby at \$109, clean; 1 Williams 5c Jockey at \$195; 1 Sparkling at \$195; 4 Universal Super Twins at \$45; 2 Canco Target Shuffle Alloys at \$65; Zak 3017 South 14th St., Milwaukee 15, Wis.

Will trade Turk Kings (like new) for music cigarette or any other coin machine equipment. \$18 each. Runyon, 123 West Runyon St., Newark 8, N. J.

Wanted to Buy

Alan Klein will buy Master, Yu Cho Ball Gum and Exhibit Card Vendors, 1711 W. George St., Philadelphia, Pa.

Want to Buy Bingo Rolls (General) at \$60; Universal Hi-Score Bowlers at \$75; AMI Model B's at \$350; Keeney Four Players, 8 foot with bag only, at \$125; also other makes of 4, 5 and 6 Players. Zak 3017 South 14th St., Milwaukee 15, Wis.

Wanted—Ene Diggers, any condition; hand operated type only. Collins, 2120 Grace St., Dubuque, Iowa.

WANTED Chicago Coin Bowling Alleys, Bally Bass-ball, United Twin Rebound, United Shuffle, Suggers, Randolph 6,0879, Chicago, or write Streamliner Coin, 9842 Calhoun Ave., Chicago 17, Ill.

Wanted—Good used Q-Ball Machines; will trade New Irish Poker (pool) game, retail \$165. Write 2400 W. 24th, Pine Bluff, Ark.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print off type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address in case you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch: [ ] Display Classified [ ] Regular Classified

2: Now check off the classification you want your advertisement to appear under: [ ] Agents and Distributors Wanted [ ] Help Wanted [ ] Parts, Supplies and Services [ ] Positions Wanted [ ] Routes for Sale [ ] Used Coin Operated Equipment [ ] Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: [ ] Next 6 issues [ ] Next 4 issues [ ] Next 3 issues [ ] Next issue only [ ] Payment enclosed [ ] Bill me Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Table with columns for REGULAR-CLASSIFIED and DISPLAY-CLASSIFIED rates, including word counts and insertion durations.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

Advertisement for WILLIAMS NEW LONG BEACH PARATROOPER and CHAMPION COIN COUNTER, featuring game details and pricing.

Advertisement for JACHAM, INC. featuring a "!! FALL CLEARANCE !! ALL EQUIPMENT PRICED TO GO" with a detailed list of items like balls, shufflers, and arcade games.

Advertisement for H. Z. VENDING & SALES featuring a "SPECIAL CLOSEOUT" of cigarette machines and used balls.

Advertisement for PURVEYOR Shuffleboard Co. featuring shuffleboard supplies and equipment.

GIVE TO DAMON RYUNTON CANCER FUND

# GET MORE FOR YOUR MONEY

with  
**SHAFFER**



**Guaranteed Late Model Phonographs**

Mechanisms are completely overhauled; all worn or defective parts replaced with new parts. Amplifiers and tone arm reconditioned; plastic, glass, etc., replaced wherever needed.

**FREE**

Illustrated Catalog of Late Model Phonographs. Write for your copy today.

Send for your free copy of Shaffer's new illustrated catalog. Every machine shown is guaranteed carefully reconditioned by factory-trained experts in Shaffer's own fully-equipped service center. You can be sure of better quality phonographs—all ready for location.

## Shaffer Music Co.

Columbus, Ohio  
606 S. High St.  
Main 5583

Cincinnati, Ohio  
1200 Walnut St.  
Main 6310

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

NEW CINCINNATI OFFICE NOW OPEN

### HERCULOX\*

Double Feature  
Protection

1 Protect your money in coin machine cash boxes with HERCULOXES for dependable security.

2 Your key number is registered in our files under your name. This code system will protect your individual key . . . keeps it reserved for your use.

Only Herculox has the Ilico Gear-Tooth keyway—virtually pick-proof because only the Herculox key will fit. Investigate Herculoxes right now for complete cash box security!

\*T.M. Reg. U. S. Patent Office

**INDEPENDENT LOCK COMPANY**  
FITCHBURG • MASSACHUSETTS

**SHUFFLEBOARDS, ETC.**

- Electric Scoreboard Overhead, 15-21 pts. \$125.00
- Wall Model 15-21 pts. and 15-31 \$95.00 ea.
- 80 pts.

**NEW 22' SHUFFLEBOARD**

- Maple Top. Complete. Crated. \$169.50

**BINGO GAMES**

- 5-11-17-23-29 \$159.90
- Bright Light \$65.90
- Bright Spot \$65.90
- Coney Island \$66.90

**MID-STATE COMPANY**  
2349 Milwaukee Ave., Chicago 47, Ill. Tel. Dickens 2-3444

**BOTTOM PRICES**  
THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURGS M-100A \$599.50
- WURL. 750-E \$750.00
- KEMNEY Deluxe LEAGUE BOWLER 299.50
- UNIV. 5-STAR 129.50

**WANT TO BUY?** Late Model Phenos, Bingos, Pins. State quantity, condition, price in first letter.

**COVEN** distributing company  
3101 Elston Chicago 18, Ill. Independence 3-2210

EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAPHS

# Manufacturers' Directory

Continued from page 111

J. Schenck Co., 1845 Bedford Ave., Brooklyn 26, N. Y.  
Shipman Mfg. Co., 1220 S. Loren St., Los Angeles 23, Calif.  
U. S. Printing Stamp Machine Co., 1210 Wilcox Ave., Chicago

**Post Card Vendors**  
Kohut Supply Co., 4210 W. Labo St., Chicago  
International Meteoroscope Corp., 44-92 118th St., Long Island, N. Y.  
Shipman Mfg. Co., 1224 S. Loren St., Los Angeles 23, Calif.

**Radios (coin-operated)**  
Canada, Inc., 318 Broadway, New York  
Hotel Radio Corp., 1045 W. Fort, Detroit  
Phillips Electric Division, O. K. Samping Corp., Fort Wayne, Ind.  
Trade Co., Inc., 430 Park, N. E., Asbury Park, N. J.  
Sandwich Vendors  
J. H. Keeney & Co., 2600 W. 38th St., Chicago  
Beane Mfg. Co. Inc., 31 East 17th St., New York  
Blenheim Mfg. Corp., 328 Gale St., Aurora, Ill.

**Sanitary Napkin Vendors**  
Advance Mach. Co., 644 North Ravenswood Ave., Chicago  
Hospital Specialty Co., 190 E. 46th St., Chicago  
Sanitex Co., 1182 Meyer Rd., Detroit 27, Mich.  
Twin Top Vendors Mfg. Co., 1263 E. Irving St., Blue Island, Ill.  
Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago

**Scales**  
A. B. Mfg. Co., 115 N. Kedzie Ave., Chicago  
American Scale Mfg. Co., 3204 Grace St., N. W., Washington, D. C.  
J. F. Francis Mfg. Co., 15140 Resford St., Blue Island, Ill.  
Hamilton Scale Co., 1705 Summit St., Toledo 11, O.  
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago  
Perrins Weighing & Vending Machine Corp., 1625 41st St., Long Beach City 1, N. Y.  
Rush-On Mfg. Corp., 608 N. Riverside Ave., Chicago  
Walling Mfg. Co., 408 Fulton St., Chicago 44

**Soft Drink Vendors (bottle)**  
Atlas Metal Works, P. O. Box 3200, Dallas, Tex.  
Atlas Tool & Mfg. Co., 2726 Indiana Ave., Kansas City, Mo.  
General Vending Machine Corp., 549 W. Washington Blvd., Chicago  
Ideal Dispenser Co., 509 S. McClain St., Bloomington, Ill.  
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago  
R. & S. Products Co., P. O. Box 1047, Lima, O.  
The Selectivend Corp., 1820 Wyandotte (Kansas City, Mo. Vendo Co., 7401 E. 12th St., Kansas City, Mo.  
Vendrolator Mfg. Co., 4800 Railroad Ave., Fresno, Calif.

**Soft Drink Vendors (cup)**  
Automatic Products Co., 240 W. 47th St., New York  
Cole Products Corp., 20 E. La Salle St., Chicago  
Hume Corp., 251 W. 26th St., Cleveland, O.  
Lynn Industries, Inc., 373 4th Ave., New York  
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago  
Navarro Mfg. Co., 3508 E. Mockingbird Lane, Dallas  
Sparac, Inc., 275 Fairfield Ave., Stamford, Conn.  
Sears Mfg. Co., 210 Broadway, Chicago

**Soft Drink Vendors (hot, cold)**  
Cole Products Corp., 39 B. La Salle St., Chicago  
Andrew, Inc., 305 E. 31st St., Bronx 14, N. Y.  
Red-William, Inc., 1810 N. Howard St., Philadelphia, Pa.  
Silver Vending & Sales, Winter Haven, Fla.  
Sparac, Inc., 275 Fairfield, Ave., Stamford, Conn.

**Miscellaneous Merchandise Vendors**  
White's Comb Vender Co. (BOBBY PIN) 215 Erie St., Egin, Ill.  
International Meteoroscope Corp. (BOOB) 44-92 118th St., Long Island City, N. Y.  
F. B. Dickinson & Co. (COAL) 800 University St., Des Moines, Ia.  
Andrew Mfg. Co., Inc. (COMB) 610 E. Rochester Rd., Clawson, Mich.  
White's Comb Vender Co. (COMB) 215 Erie St., Egin, Ill.

Automatic Beal Corp. (DONUT) 323 W. Pike St., Long Beach, Calif.  
Merchandising Dispensers, Inc. (HAIR OIL) A HAND LOTION, 1793 W. Adams Blvd., Los Angeles 18, Calif.  
The Handkerchief & Vending Machine (HANDKERCHIEF) 3451 49th St., Rock Island, Ill.  
F. B. Dickinson & Co. (ICE) 800 University St., Des Moines, Ia.  
S & S Vending Machine Co. (ICE) 670 Lincoln Ave., San Jose, Calif.  
Vend-Rite Mfg. Co. (KLEENEX) 1536 N. Halsted St., Chicago 23, Ill.  
Atlas Mfg. & Sales Corp. (LIGHTER FLUID) 12220 Trickett Rd., Cleveland  
L. E. Neel Co., Inc. (LIGHTER FLUID) 271 Water St., Waczen, R. I.  
A. H. Pritchard, Inc. (LOTION) 1156 Pierce St., Pittsburgh 18 Pa.  
Columbus Vending Co. (MATCH) 2009 E. Main St., Columbus, O.  
Betta Corp. (RAYOGEN) 121 N. St. Mary's St., San Antonio, Tex.  
Dixie Cup Co. (PAPER CUP) Easton, Pa.  
Lily-Tall Cup Corp. (PAPER CUP) 721 E. 42d St., New York  
Reur Mfg. Co., Inc. (PASTRY) 31 E. 17th St., New York  
Steuer Mfg. Co. (PASTRY) 328 Oak St., Aurora, Ill.  
Kemper Food Co. (PENICIL) Shelbyville, Tenn.  
Kaye & Co. (PENICIL) 2572 West High Ave., Philadelphia, Pa.  
Perfums of Canada, Ltd. (PERFUME) 961 Esplanter Ave., Toronto 12, Ont.  
Andrew Gerovita & Co. (POWDERED SOAP) 1500 Euclid Ave., Cleveland, O.  
International Meteoroscope Corp. (PROTO & VOICE RECORDER) 44-92 118th St., Long Island City, N. Y.  
Auto-Photo Co. (PHOTO) 1444 S. San Pedro St., Los Angeles, Calif.  
Vend-Rite Mfg. Co. (PRETZEL) 1536 N. Halsted Chicago  
National Sanitary Sales (RAZOR BLADE) 4307 Lawrence Ave., Chicago  
Shipman Mfg. Co. (STATIONERY) 1224 S. Loren St., Los Angeles 23, Calif.

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See-Well, Inc. (BINGOGLARES) 545 53 Ave., New York  
Pay-Pull Mfg. Co., Inc. (BOTTLE OPENER) 716 San Pedro Ave., San Antonio, Tex.  
McDowell Mfg. Co. (FOOT STIMULATOR) Pittsburgh, Pa.  
Electric-Air Engineering Corp. (HAIR DRYER) 308 W. Jackson Blvd., Chicago 8  
Innapgraph, Inc. (INSURANCE) Brown-Marr Bldg., Birmingham, Ala.  
Aid, Inc. (LAUNDRY) 1610 W. Clark St., Chicago 13  
A. H. Pritchard, Inc. (SHAVE) 1153 Pinewood Drive, Pittsburgh 16  
Advance Machin Co. (TOILET LOCK) 4611 N. Broadway, Chicago  
Continuity Corp. of America (TYPEWRITER) 331 E. Spring St., Los Angeles 13

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"You can always depend on Active—ALL WEAYS"

**BINGO GAMES**

United Stars	Write
Bright Stars	Write
Bright Stars	Write
Atlantic City	Write
Write My Line	Write
Gottlieb Knockout	95.50
Gottlieb Sharpshooter	95.50
Winch My Line	121.00
China Tri Score (New)	100.00
China Play Ball (New)	95.50
Exhibit Jet Gun	75.50
Whiplip Six Shooter	175.50
Dais Gums	45.50
Turf Kings	145.50

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**WANT TO BUY! 10 PHILA. TOBOGGAN SKEE BALLS**  
Must be in perfect condition. State best price, how old and condition.  
**I. FEIT, FEIT MUSIC WOODBINE, N. J.**

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NEW "KILL" SHIBA 1700, Amusing collection! Start Route, 151.46 dozen; samples, \$7.50 each; wholesale and 25% disc on C.O.D.  
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Long Beach 1, Calif.

**YOUR CONFIDENCE IS OUR MOST IMPORTANT ASSET... That's Why You Always Get a Better Buy from LONDON!**

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- Shuffle Express \$49.50
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**TAKE YOUR CHOICE**

Tan Pin	Pin Bar
Shuffle Alley	Shuffle Bowler
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**NEW GAME SPECIALS**

Daily Gun	44.50
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Bradley Carbonated Drink Vendor, 2-Flavor, 1000 Cup Capacity ..... \$480  
Cigaromat, 3 Col. .... 64  
Cigaromat, 6 Col. .... 84  
Keeney Cigarette Vendor. Write

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Salora Five Star (5 Card Bingo) Type ..... \$230  
Type ..... 170  
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Linco ..... 310

**ARCADE EQUIPMENT**

**NEW**  
Auto Photo ..... Write  
Spot Pool (Coin Operated) Pool Table ..... \$98  
United Team Hockey ..... 98

**USED**  
Auto Photo ..... Write  
Bat-A-Bowling ..... \$170  
Bat-A-Bowling ..... 200  
Exhibit Big Bronco ..... Write  
Exhibit Six Shovel ..... 190  
Fire Meter Deluxe ..... 340  
Panoram Solo-Vox ..... 240  
Pitch 'Em & Bat 'Em ..... 150  
Pony Express ..... 290  
Quizzes ..... 110  
Spot Pool ..... 60  
Tonal Roll ..... 60  
United Team Hockey ..... 98  
Wilcox Gay Recordographs 120

**PIN GAMES**

**USED**

Blue Skies	.....	\$90
Bowling Champ	.....	80
Success	.....	50
Caravan	.....	700
Carolina	.....	30
Crossroads	.....	210
Double Shuffle	.....	60
Country Fair	.....	230
Blind Ball	.....	190
Fighting Irish	.....	100
Four Stars	.....	210
Georgia	.....	100
Go-Burner	.....	220
Milk & Buns (Girls)	.....	100
Jeep	.....	240
Just 21	.....	40
Knockout	.....	90
Lucky Ending	.....	50
Madrotes	.....	180
Mercury	.....	80
Minutal Man	.....	130
Moby	.....	190
Oxide	.....	90
Olympic	.....	210
Red Shoes	.....	90
Punch	.....	90
Road Head	.....	30
Select-A-Card	.....	30
Sharpshooter	.....	80
Shanty Town	.....	80
Shoe Shoe	.....	100
Ship Past	.....	190
South Pacific	.....	100
Steak Chase	.....	200
Star & Co	.....	90
Swathead	.....	90
Tamias	.....	90
Tahiti	.....	90
Thing	.....	40
Tri-Scors	.....	90
Wisconsin	.....	30

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

**NEW**

BANNER'S Original Match-A-Score (Novelty Play) ..... \$150  
BANNER'S Original Match-A-Score (Free Play) ..... 210  
UNITED Star Shuffle Alley Immediate Delivery ..... Write  
UNITED Super Six-Player. Immediate Delivery ..... Write

**NEW CONVERSION UNITED LITE-A-SCORE**

Will convert any United Shuffle Alley into a MATCH-A-SCORE Game \$57.50

**Used**

BANNER'S Original Match-A-Score Novelty Play	.....	\$110
BANNER'S Original Match-A-Score Free Play	.....	70
Chicago Coin Ace Bowler	.....	40
Chicago Coin Bowler	.....	70
Chicago Coin Classic	.....	40
Genex Shuffle Target	.....	90
Shuffle Alley Express	.....	50
Single Shuffle Alley Rebound	.....	70
Union Farmica	.....	90
United Double Shuffle Alley	.....	70
United Shuffle Alley Double Defense	.....	70
Playaway Pin Conversion	.....	70
United Shuffle Stuffer	.....	70
United Star Alley	.....	70
United Twin Shuffle Code	.....	710
Williams Double Header	.....	60

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**BASEBALL PITCHING MACHINE AT THE CONGRESS HOTEL CHICAGO, ILLINOIS LINCOLN ROOM SEPTEMBER 15-16-17**

Notice to Distributors: There are several desirable territories available.

WRITE-WIRE-PHONE FOR DESCRIPTIVE LITERATURE

**COIN-O-MANUFACTURING CO., INC.**  
3433 N. Sheffield Avenue Chicago 13, Illinois  
Phone: ORacelund 7-3790

**Berger Set to Distribute Trio Of Dime Rides**

NEW YORK, Sept. 6.—H. H. Berger, of West Side Distributors, is now displaying the Kara-zoo, a two-horse coin-operated Merry-Go-Round, one of three new rides which he will distribute in all States east of the Mississippi River.

Manufactured by the Merry-Go-Round Sales Company, Philadelphia, the Merry-Go-Round operates on either AC or DC (optional), stands about 6½ feet high and is approximately 48 inches in diameter. It is cold to withstand a weight of more than 500 pounds.

Two stationary horses, made of aluminum and brightly painted, are bolted to the floor of the revolving unit. The entire ride being encircled by a metal grillwork fence. Each ride lasts a minute and a half and, as Berger points out, by or even three kiddies can ride for the one price of 10 cents.

After depositing a dime in the push-slot mechanism which is set into the base, moppets enter the Carousel thru a spring-held door. Once seated, they activate the unit by pushing starting buttons located on the leather-reined horses. As the ride starts, tape-recorded music in the base begins to play, adding greatly to the Merry-Go-Round effect. The music can be changed at any time simply by installing a new spool of musical tape.

To heighten the Carousel effect even more, a striped canopy umbrella top is provided, the support pole standing upright between the horses in the center of the unit. Lights can be added for nighttime use, Berger explained.

Because of its circular shape and the fact that it needs no legs for support, the ride can be placed in almost any location, even in the corner of a room, Berger said. Deliveries are now being made.

Two other new 10-cent plays, the Rocket Patrol and the Red-Nosed Reindeer, also are to be distributed by Berger. Both are produced by the Philadelphia manufacturer, Merry-Go-Round Sales.

The aluminum-bodies rocket ship will offer among other features a flight of steps built into the base for ease in entering and exiting. The rider also will be able to control the speed—moderate or a bit faster for the more daring pilots. Sealed motors, which need no oiling or greasing and which are guaranteed for five years, are standard equipment on these rides. Delivery is now being made.

The reindeer ride, which can be switched with horses, will be ready for shipment in about 10 days, according to the distributor. Replete with antlers, a flashing red nose and a leather saddle, the molded aluminum ride also is a 10-cent play.

**Shuffle Alley Scoring Unit New on Market**

NEW YORK, Sept. 6.—Kings Amusement Company, Brooklyn manufacturer, is producing a conversion unit for use on shuffle alley games, one trade-named "Match-the-Wheel."

According to Arthur, Aaron and Albert Herman, owners of the firm, the trend of the shuffle alley games, as such, has indicated a loss of appeal. "Something new must be added," the owners claim, "and the conversion scoring unit seems to be the answer."

The unit is screwed to the top of a game's backboard and is ready to work simply by connecting two wires. When a coin is inserted, a wheel in the center of the unit is activated. When it stops an arrow points to the number which must be matched by the player. Five stars, representing bonus scores, also are a feature of the unit.

Priced at \$42.50, the conversion is made of new, factory-precision parts and spaces are provided for posting high score bowled and high score matched. The scores can be erased at any time.

**Runzel**  
**PUSHBACK WIRE**  
18 OR 20 STRANDED  
**NOW AVAILABLE IN 90 COLOR COMBINATIONS**

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Costs production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

**MANUFACTURERS**... our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com cable requirements satisfied.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE.  
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For a FAST CONTROLLED GAME  
**SLICK Shuffleboard WAX**

CONTAINS NO PLASTIC  
PROVED 65% Less Abrasive  
PLAYERS prefer a smooth, accurate SLICK waxed board.  
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.  
SHORT-TABLE players like speed and accuracy SLICK leaves a shorter playing surface.

SLICK "SPEED COAT" Finish  
NEW Polishing Wax and Cleaner for a tough, scuff-proof finish. Wipes on lightly, without rubbing. Speeds boards up 50%. Use with SLICK Shuffleboard Wax.

SLICK SHINE  
207-15 ASTOR ST., NEWARK, N. J.  
Manufacturers of Quality Water Pushback and Cleaners Since 1911

**Dancer Dan**  
NEW 1c GAME ONLY \$29.50!  
"DANCER DAN"—crowd catcher and trade stimulator. New, different, catches hundreds of pennies in its marionette lamp dance automatically when penny lands in target cup. Electrical Patrol. Banks under spring backboard. Most pennies fall below in cashbox. Wood cabinet. Lights under game. Ht. 19 in. Width 17 in. Glass wt. lbs. Send full amount. Immediate delivery.  
WARR DISTRIBUTING CORP.  
2300 W. Chicago Ave. Chicago 51, Ill.

**WANTED A-1 MECHANIC**  
For Seaburg Select-O-Matics and Games. Good pay and good working conditions.  
**VICTORY AMUSEMENT CO.**  
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**PHOTOMAT**  
 PICTURE YOURSELF  
 IN 50 SECONDS

**SALE EVERY 50 SECONDS**  
 The Amazing  
**PHOTOMAT** \*

delivers a (3" x 5")  
 set of two fine

**Large Portraits in  
 Less Than a Minute**

- \* Unexcelled Portrait Quality
- \* Can Also Deliver Set of Four or Six Portraits
- \* Loading Capacity for 700 Sales
- \* High Profit Margin

SEE OUR EXHIBIT  
 BOOTH 90  
 N.A.M.A. CONVEN.  
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Write for Details on  
 Complete Vending Line

**International  
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Floor Space,  
 50" long, 29" wide,  
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REMEMBER—For export and domestic business it is now  
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Write for Free Price List and Order Forms

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**2 FOR 1 SALE**

All games in the block below included: Buy one at regular price. Pay  
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BALLY SPEED BOWLERS	49.
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ABOVE—FOR \$1.00 YOU GET THE SECOND GAME—ABOVE

**WIRE — CALL — WRITE**

10 UNITED 4 PLAYERS, FORMICA	\$219
10 UNITED 5 PLAYERS, FORMICA	269
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5 BALLY HOOK BOWLERS	99
5 KEENEY DBL. BOWLERS	79
1 BRIGHT SPOT (Like New)	369
1 ATLANTIC CITY (Used 4 Weeks)	439

**BINGHAMTON AMUSEMENT CO., INC.**  
 221 Main St. Phone: 7-1971. Binghamton, N. Y.

**WANTED TO BUY FOR CASH**

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SEEBURG 100 78's	WURLITZER 1400-S
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**EQUIPMENT,  
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 HAVE TO SELL?**

Write The Billboard  
 2160 Patterson Street  
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**SENSATIONAL!**  
**EXCITING!**  
 New!  
 AMAZINGLY  
 DIFFERENT!

**Williams JUMPS PROFITS with  
 PARATROOPER**

READY TO  
 CAPTURE  
 THE CHOICEST  
 LOCATIONS  
 EVERYWHERE!

FAST!  
 SEE THE NEW  
 "JUMP-BALL"  
 FEATURE!

HERE'S THAT SMART NEW  
**"JUMP-BALL"  
 PARATROOPER**

FIRST BALL IN TOP HOLE NO. 1 SCOPES  
 1/2 MILLION AND JUMPS TO HOLE NO. 2 WHICH  
 LITES UPPER LEFT-HAND RED THUMPER BUMPER AND  
 RED FOLLOWER BUTTON TO ADVANCE PARATROOPER  
 ON BACK GLASS. SECOND BALL LITES UPPER CENTER  
 (YELLOW) THUMPER BUMPER AND YELLOW FOLLOWER  
 AND THE TWO BALLS JUMP FORWARD. A THIRD  
 BALL LITES THE UPPER RIGHT HAND (PURPLE)  
 THUMPER BUMPER AND PURPLE FOLLOWER AND  
 THE THREE BALLS JUMP FORWARD. A FOURTH  
 BALL SHOOTS THE HEAD BALL INTO "BALL  
 TURN" FOR REPLAY! HERE'S REAL  
 BULLET-1100 ACTION THAT INCITES  
 STEADY REPEAT PATRONAGE.

- \* WHEN A PLAYFIELD LITES (1-3-6) ARE  
 KNOCKED OUT, THE 2 SIDE FOLLOWERS  
 NO. 3 & 4 BECOME "SPECIAL" AND GOOD  
 FOR REPLAYS!
- \* WHEN ALL MEN ARE DOWN 3 FOLLOWERS  
 AT BOTTOM ARE GOOD FOR REPLAYS, A  
 REAL COME-ON!

**NEW! NEW! NEW!**  
 3 MEN DOWN THE LEFT AUTOMATIC  
 FLIPPER GOOD FOR 1/2 MILLION!  
 4 MEN DOWN THE RIGHT AUTOMATIC  
 FLIPPER GOOD FOR 1/2 MILLION!

**Williams  
 PARATROOPER**  
 IS HEADING YOUR WAY!

CREATORS OF DEPENDABLE PLAY APPEALS  
 4242 W. FLEMING ST., CHICAGO 24, ILL.

WATCH YOUR LOCATIONS  
 START JUMPIN'...

**See Your Distributor Now!**

**GUARANTEED USED  
 BINGOS & ONE BALLS**

Ready for Location at Lowest Prices

BRIGHT LIGHT	\$249.50
BRIGHT SPOT	349.50
UNITED LEADER	289.50
SPOT-LITE	349.50
TURF KING	149.50
WINNER	89.50
CHAMPION	74.50
CITATION	49.50

1-3 deposit with all orders

**SICKING, INC.**  
 America's Oldest Distributor  
 Established 1895  
 1401 Central Bldg., Cincinnati 14, Ohio

**READY FOR LOCATION!**

MAJORETTE (Brand New)	\$210.00
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SPOT-LIGHT	389.50
5-STAR	149.50
EXH. OASIS	89.50
EXH. PLAYLAND	89.50
WURLITZER 1015	169.50
SEEBURG 148 ML	260.00
C-8 ELEC. CIG. VENDOR	189.50

**NEW**  
 Bally Games—Long Beach—"400"  
 Super Twin Rotation—Shipman Stamp  
 Vendor—Skill Pool

Write for complete list  
 New and Used!

Terms: 1/2 Deposit, Balance C.O.D.  
**ACME-INTERNATIONAL DISTRIBUTORS**  
 Phone: WH1tehall 2-0813, Inv. Dvts  
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**"THE ORACLE OF  
 THE SPHINX"**

is a Stereotyped Vendina Machine giving a million dollars' worth of good advice for a dime. Trouble Free and a constant money-maker in any transient location. Price, \$279.50; readings 1c each.

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Acc Bomber	\$150.00
Astronox, 10c	95.00
Star-Ball, new	75.00
Reemering	45.00
Bally Big Income	188.00
Balls Defender	95.00
Bally Heavy Hitter	49.50
Bally Band Fire	125.00
Chi. Coin Hockey	75.00
Chi. Coin Pistol	100.00
Chicken Barn	108.00
Chi. Coin Basket	108.00
Ball Champ	75.00
Chi. Coin Goals	115.00

**NOW DELIVERING**  
 WANTED—Any Size  
 Games, Liberal Trades

**COUNTER GAMES**

Hit-a-Moments, new	22.50
Shur-Bit's Twin Rotation	Kicker & Catcher, new 14.50
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Shipman's Peek	75.50
Show, new	75.50
Mute Velocograph	125.00
Pop Series	100.00
Pop Set	40.50
Magic Pen	100.00

**BINGO GAMES**

Five Stars	\$139.00
ABC	75.00
Leaders	75.00
Balers	350.00
Spot Lights	275.00
Coney Island	375.00
Copy-Lite	280.00

**SPECIALS**

Dr. Kleenex Vendors	5.29.50
10c Coin Operated Automatic Bowling Ball Cleaners	150.00
Genco Punch & Ball, non-air operated counter games	15.00
10c Cream Bar or Cup Vendors	450.00
Balls Penny Personal Weight Scales	75.00
Laundry Type	50.00
Brand New Aircon Lin-Up Scales, originally 150.00	17.50

All merchandise factory reconditioned

Terms: 1/2 deposit for orders with all orders, balance C. O. D.

**AMI**  
 NOW DELIVERING  
 MODEL D

**Cleveland Coin  
 MACHINE EXCHANGE, INC.**  
 2021-2025 Prospect Ave., Cleveland 15, Ohio  
 All Phones: Tower 1-6713

**M. S. GASSER**  
 Sales Manager

TV IS ALL OF SHOWBUSINESS  
 ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS

# Blast Your Way to Bigger Profits With ATOMIC JET

THE GREATEST MONEY-MAKING  
THRILLER EVER PRODUCED IN THIS INDUSTRY!



JUST SCAN THESE TERRIFIC ATOMIC JET FEATURES:

- Lights in tail and nose, and crystal lights in dash, flicker and flash to attract play when plane is idling.
- Atomic Jet is low slung so child can get in and out by himself without necessity of a ladder.
- Child is completely safe at all times. Blast-Off Switch is illuminated when coin is deposited. When Blast-Off Switch is pressed, that light and the crystal landing lights go off; and, the air blower starts to give realistic take-off effect. Not till then does Atomic Jet really go into action with blasting atomic rays.
- A real sense of being in full flight is created by jet-powered blast of air that sweeps over child during the one minute of flight. This is perfectly safe—it's not a fan, it's a cleverly concealed air blower. Also, during flight, twin flying lights mounted in the tail flash on and off. When ride is completed the crystal landing lights in the dash resume their flicker action.
- Atomic Jet has DUAL PILOTING!
- When child presses button on joy stick, futuristic atomic ray guns go into action flashing red rays at the two enemy planes which are revealed in Redarscope on dash; and, further excitement is added by the simultaneous release of the air whistle.

Specifications: Base 30" x 48". Overall Length 78". Height 48". Weighs about 350 lbs. Operates on standard 110V AC Current.

All parts of ATOMIC JET are easily accessible for servicing, and are readily removable with thumb-screws, switches, and Jones plugs. An electrical diagram is shipped with each machine.

EQUIPPED WITH NATIONAL COIN REJECTOR

ATOMIC JET IS ON CONTINUOUS DISPLAY—VISIT YOUR NEAREST DISTRIBUTOR TO SEE THIS EXCITING RIDE IN ACTION:

- |   |   |  |
|---|---|--|
| Active Amusement Machines Co.<br>644 N. Broad St.<br>Philadelphia, Pa.  | Brilliant Music Co.<br>19623 Laverne Ave.<br>Detroit, Mich.       | Devoe Sales Corp.<br>1101 Calverton St.<br>Baltimore, Md.          |
| Advance Aurremark Sales Co.<br>1530 Howard St.<br>San Francisco, Calif. | Gash Distributing Co.<br>286 N. W. 29th St.<br>Miami, Fla.        | Good Distributing Co., Inc.<br>208 Lincoln St.<br>Rochester, N. Y. |
| Allan Novelty Co.<br>2217 Fifth Ave.<br>Pittsburgh, Pa.                 | Central Music Distributing<br>1525 Grand Ave.<br>Kansas City, Mo. | Belgo-American<br>113 rue des Plantes<br>Bruxelles, Belgium        |
| Automatic Enterprises<br>3221 W. Polo Blvd.<br>Los Angeles, Calif.      | Cole Distributing Co.<br>1405 E. First St.<br>Tulsa, Okla.        | Service Games<br>218 Makaha St.<br>Honolulu, Hawaii                |

**ATTENTION, DISTRIBUTORS!**  
Atomic Jet is NEW! Coin machines are still available! Write, phone, or visit...

Manufactured by NARCO exclusively for

## CONAT SALES CO., INC.

EXCLUSIVE WORLD WIDE DISTRIBUTORS  
631 10th Avenue, New York 36, N. Y. • Circle 6-4800

MAKE YOUR SELECTION FROM  
**DAVIS GUARANTEED RELIABLE PHONOGRAPHS**

Phonographs listed below are complete and in good working order at the low prices listed below. They may also be purchased reconditioned and refinished with "Davis 6 Point Guarantee for \$35 additional machine.

	SEEBURG		WURLITZER	
148ML	\$240	1250		\$39
147M or S	135	1100		32
146M or S	110	1015		125
W147M Midway	110			125
W146M Midway	99	1080		69
1941 Midway	49	750		59
Envy, Major, Classic, Hightone	49	850		59
Regal	39	500		49

**ROCK-OLA**

1426	\$119
1422	95

• Davis 6 Point Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Refinished Professionally

**WALL ROX SPECIALS**

Wurlitzer 4820, Sc. 10c, 25c, Converted	\$41.50
Wurlitzer 3020, Sc. 10c, 25c, Reconditioned	29.50
Wurlitzer 3025, Sc. Wireless, Reconditioned	5.95
Wurlitzer 3031, Sc. Reconditioned	9.95
Wurlitzer 219 Stepper	22.50
Seeburg 3W-156, Sc. 3-Wire, Reconditioned, Refinished	11.95
Seeburg 3W-156, Sc. 10c, 25c, 3-Wire, Reconditioned, Refinished	34.50
Seeburg W1-156 (5 cent wireless) Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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SEEBURG Factory Distributors  
738 ERIE BLVD. EAST-SYRACUSE, N. Y. • PHONE 5-5194  
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**SPECIAL! "POP" CORN SET 10c VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL-PANORAMAS**  
Guaranteed Reconditioned WRITE

**NEW ROCK-OLA "FLEBOARD TOPS" \$135**

NEW-WRITE

Vms. Long Beach	ER. Super Twin
Shill Pool	Rever High Score
Star Bowling Alley	Loops (New)
Price 400	Shuffle Big Bronze
Nicco Coin 10th inning & Match Bout	

**RECONDITIONED EQUIPMENT**

Bright Spot	363	Spot Lite	\$40
Coney Island	365	Turf King	150
Leader	338	5-Starts	135
Bolero	300	A-B-C	195

**SPECIAL! Nat. W. Cig. Machine, Factory, Retold. \$149.50**

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Crash on Standard

Rebuilt, Reconditioned Like New.

All Work Guaranteed

Write for Prices

We carry in stock all parts and finest Aluminum Discs

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1318 N. Western Ave. Chicago 22, Ill.

**WANT TO BUY!**  
MUTOSCOPE  
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World Series Baseball  
State Lowest Prices  
**CHARLES RUBENSTEIN**  
45-44 Bayside St., Forest Hills, N. Y.  
MOnument 2-2735

**25<sup>TH</sup> ANNIVERSARY 1927-1952**

**Leo Willens & associates**

FOR THIS HAPPY OCCASION  
*Present*  
A NEW ACTION RIDE  
**"PLANET PATROL"**

WATCH FOR OUR SPECIAL ANNOUNCEMENT IN BILLBOARD ON "PLANET PATROL" PLUS AN ADDITIONAL SURPRISE ACTION RIDE...

**CAPITOL PROJECTOR CORP.**  
556 WEST 32ND ST. • NEW YORK 19, N. Y.

**WANTED**

**HIGHEST PRICES PAID**

200 WURLITZER 1015  
100 WURLITZER 1100  
50 WURLITZER 1250  
50 WURLITZER 1400

WRITE, WIRE OR PHONE TODAY

EXCLUSIVE GOTTLOB, WILLIAMS AND SEEBURG DISTRIBUTORS

**TRIMOUNT**

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
TRIMOUNT 3-3400

**GIVE TO DAMON RUNYON CANCER FUND**

**SOMEWHERE IN THE WORLD...**

There's a buyer for your talents—services—or merchandise.

Quizzes are you'll find the biggest...  
the \$2,000...  
B-ARD classified...  
And looking him up...  
can cost as little as \$3 —!

EVERYWHERE . . .  
THE DEMAND WAS TERRIFIC!  
FOR



THE BEST PROFIT-MAKING  
MECHANICAL HORSE  
WITH THESE  
EXCLUSIVE BUILT-IN  
FEATURES!

- CAST ALUMINUM CONSTRUCTION—COMPLETELY WEATHER-PROOF FOR LONG LIFE
- ALL-WEATHER, ALL-PURPOSE FINISH
- Real Western Saddle of Genuine Top-Grain Leather
- Proven Trouble-Free Push Slide for Volume Performance
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- Special Timer, Engineered Only for Lightning
- Easy Rolling Casters Permit One Man to Move Horse
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- Eyes Flash With Light When in Operation
- Housing Can Be Opened in Split Seconds
- Will Carry Over 300 Lbs.



It's the same sensational story at all test locations. Lightning is the most appealing mechanical horse in the market. The Kingsley mechanism gives you trouble-free, expense-free continuous operation.

Here is the result of years of development now available for your inspection.

Lightning's special timing mechanism is a proof-positive of superlative PERFORMANCE! In addition Kingsley Corp. Gives you PRICE with leader merchandise . . . PROFITS with "life-like" colorful models that draw traffic in any location . . . PRESTIGE with the greatest manufacturer of coin-operated machines. Add them all up and they spell out the greatest value in coin-operated mechanical horses in the industry.

LET LIGHTNING  
PAY FOR ITSELF!

ACT TODAY!

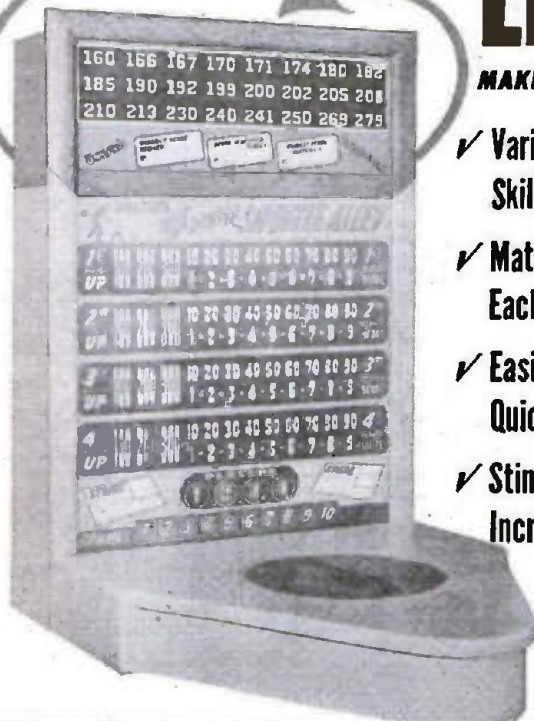
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CHOICE TERRITORIES  
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# LITE-A-SCORE

MAKES OLD SHUFFLE GAMES EARN NEW PROFITS!



- ✓ Variety of Skill—Scores to Match
- ✓ Match Score Changes Each Game
- ✓ Easily and Quickly Installed
- ✓ Stimulates New Interest—Increases Play



**DIMENSIONS**  
APPROX. SIZE 24" x 10" x 9"  
SHIPPING WEIGHT, 20 LBS.

Order Now . . .  
Do it at Once!

FOR IMMEDIATE DELIVERY  
IN MY TERRITORY

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**DAVE SIMON**

PLaza 7-5660

# DAVE SIMON, INC.

627 TENTH AVENUE • NEW YORK 36, N. Y. • PHONE PLAZA 7-5660

Write,  
Wire  
or  
Phone

# Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

## 12 Great Features in 1 Great Game

- 1 • NEW SUPER-CARDS  
PRODUCE SUPER-PROFITS  
See this new extra-coins attraction in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS  
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES  
3, 4, 5-IN-LINE ON MASTER-CARD  
3-IN-LINE ON SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400  
ON SUPER-CARD WHEN LIT  
MASTER-CARD CORNERS SCORE 200
- 5 • MYSTERY "SPOTTEM" FEATURE  
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE  
ATTRACTS EXTRA COINS EVERY GAME

- 7 • FAMOUS ADVANCING SCORES  
GREATEST SCORING APPEAL  
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES  
3-IN-LINE IN SUPER-CARDS  
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY  
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS  
IN BACKGLASS, CABINET  
AND PLAYFIELD
- 11 • ILLUMINATED  
PLAYFIELD
- 12 • TROUBLE-FREE  
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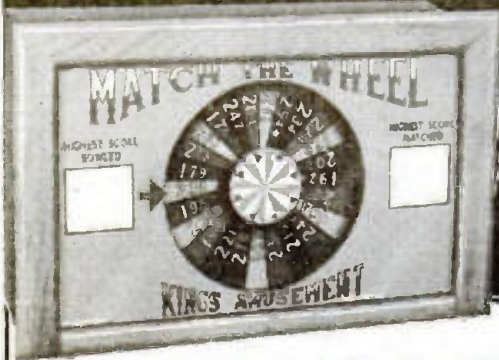
ORDER FROM YOUR  
BALLY  
DISTRIBUTOR  
TODAY!



THE  
**CHAMPION**  
COIN-OPERATED HORSE  
SEE PAGE 124

**Bally** MANUFACTURING COMPANY  
DIVISION OF LYON MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## Add New Life to Your Old Shuffle Alleys



# WITH MATCH THE WHEEL

Greatest MATCHING Shuffle Alley CONVERSION UNIT

- OTHER FEATURES**
- ★ 25 numbers to match—5 stars
  - ★ Multi-colored silb-screened Wheel and Backboard with space for High Score Bowled and Highest Score Matched and Highest Score Matched
  - ★ Stunning polished cabinet
  - ★ Fool-proof operation: fully location tested
  - ★ All factory precision parts
  - ★ Lowest price

ONLY  
**\$42.50**  
COMPLETE

- ★ Coin Spins Colorful Wheel—Arrow Stops At Number to match
- ★ Remarkable Play Stimulator—New Action Principle Commands Attention
- ★ Installed in Minutes on Location—Only Two Wires to attach

**IMMEDIATE DELIVERY**

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Send 1/2 Deposit With Order, Balance C.O.D.

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WRITE US TODAY

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COMPANY

143d Street & Wales Avenue  
New York 54, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

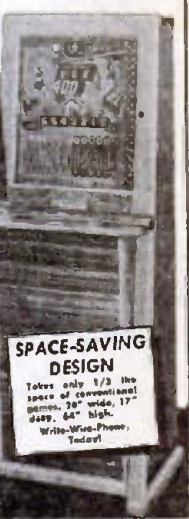
BRIGHT LIGHT	.....	\$539.50
BRIGHT SPOT	.....	224.50
CONY ISLAND	.....	314.50
SPOT LIGHT	.....	349.50
TURF KINGS	.....	119.50

1/2 Dep., Balance Sight Draft.

**KRAMER DIST. CO.**  
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## IT'S NEW... IT'S DIFFERENT... It's THE Coin Machine of Tomorrow!

GENCO'S  
**\$400**  
UPRIGHT CONSOLE  
BINGO GAME  
NOTHING LIKE IT FOR FLASH  
FOR CLASS FOR EXTRA TAKE!



- EXCLUSIVE ORIGINAL DESIGN
- UP TO 540 RELAYS!
- DOZENS OF WINNING COMBINATIONS!
- ABSOLUTELY TROUBLE-FREE  
PROVED BY 6 MONTHS ON ACTUAL TEST LOCATIONS!
- SPECIAL SKILL CONTROL  
KEEPS 'EM PLAYING! KEEPS 'EM PAYING!
- FASTEST-PLAYING, BIGGEST PAYING  
GAME IN COIN MACHINE HISTORY

**GENCO**

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**FOR BETTER BUYS BUY MCGINNIS**

You Can Depend on Roy for  
Quality Reconditioned Equipment

Camel Cafavan	.....	\$ 48.00	Hiss & Run	.....	95.00
Thrill	.....	75.00	Conesta	.....	50.00
Catalina	.....	25.00	Member	.....	90.00
Champion (CC)	.....	79.00	Brookline	.....	100.00
Citizens	.....	48.00	Harvest Time	.....	50.00
Bowling Champ	.....	15.00	Milly	.....	110.00
Golden Gloves	.....	100.00	Punchy	.....	100.00
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**BOWLING GAMES**

Kenney League Bowls ..... \$150.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

- Kenney Electric Cigarette Vender
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- Kenney Deluxe 6-Way Bowler
- Kenney 4-Way Hi-Score Bowler
- Kenney Television
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# FLYING SAUCERS! LIGHTS IN THE SKY! We'll Let You in on a Secret!



★  
They're only  
Reflections from  
**GOTTLIEB'S NEW**  
Brilliantly Colorful . . .

## SKILL-POOL

- ★
- |   |                                  |   |
|---|----------------------------------|---|
| [ | 1 to 15 POOL-BALL SEQUENCE . . . | } SCORE POINTS                                |
|   | TARGET, When Lit . . .           |   |
|   | SKILL, Spotted Out . . .         |   |
| [ | REPLAYS for                      | KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence |
|   |                                  | MYSTERY ROLL-OVER, When Lit                   |
|   |                                  | HIGH POINT SCORE                              |
|   |                                  | HIGH SCORE TO 6 MILLION                       |

**FLASHING CENTER "RACK-UP" ILLUMINATION!**  
All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

- |                      |  |                     |
|----------------------|--|---------------------|
| "POP" BUMPERS        | COMPLETED SKILL SEQUENCE EACH ROLL-OVER BUTTON | SPOTS 9 POOL BALLS, |
| SUPER-SCORING        | Increases Kick-Out Hole                        | When Lit            |
| CYCLONIC KICKERS     | Scoring Values Up to 400,000                   |                     |
| SUPER-POWER FLIPPERS |  |                     |

YOUR "CUE" FOR PROFITS—  
**ORDER FROM YOUR  
DISTRIBUTOR NOW!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS  
"There is no substitute for Quality!"

### RIDE 'EM COWBOY!

Designed By  
World Famous Manufacturer of  
Amusement Rides

The variable speed control allows the smallest tots to ride safely, should a larger child or teen-ager desire more action a gentle pull of the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at reasonable prices. Write today for full information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

### CLOSEOUT

Seeburg '46	\$ 99.50
Seeburg '47	139.50
Rock-Ola '49 and '50	295.00
(Like New)	
Seeburg Wall Boxes	22.50
(Brand New)	
Packard Wall Boxes	5.95

1/3 with order, balance C.O.D.

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Exclusive A.M.I. Dist. Ea. Pa.  
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## UNIQUE! NEW! ORIGINAL! IT TALKS!

**MOST SENSATIONAL EARNINGS IN THE COUNTRY!**

PLEXI-WINDSHIELD      FLASHING SUPERSONIC GUNS      OPTIONAL FOR ROCKET  
SPACE DASHBOARD

NOSE-LITE      TAIL LITE

SEALED MOTOR UNITS      ALUMINUM BODY

BUILT IN STEPS      LARGE SEAT

FOR THE FIRST TIME!  
COIN OPERATED  
**MERRY-GO-ROUND**  
1 OR 2 CHILDREN FOR 10c  
WITH MUSIC

**THUNDERBOLT**  
America's Best and Cheapest Horse

IT GALLOPS  
IT TROTS

SEALED MOTOR UNIT

ALL ALUMINUM BODY

**Thunderbolt**

GENUINE WESTERN SADDLE

INTRODUCING . . .  
**THE RED NOSED REINDEER**  
A new body for your old horse. Easy to install on horses. All Aluminum body. Eyes, Tail and Nose lite up. All parts supplied with instructions.

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Write or Call—Some Territory Available.

**H. H. BERGER**  
**WEST SIDE DISTRIBUTING CORP.**  
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**COBRA CARTRIDGES**  
Resigned and Resurfaced, 75¢ each  
ORIGINAL PERFORMANCE GUAR.  
ANTED TO OVEY SERVICE VIA  
AIR MAIL

**ELECTRONIC INDUSTRIES**  
P.O. Box 3006      Mesa, Arizona

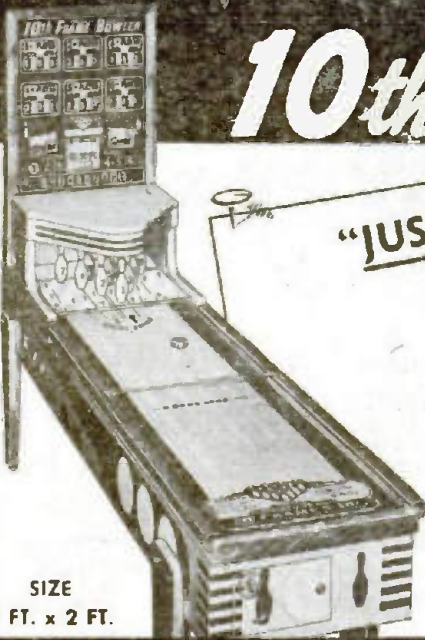
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**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

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ARCADE—all good equipment,  
6 Gun A.B.T. Air Rifle  
Voice Recorder  
27 Late Amusement Games  
Selling at 50¢ each.

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4755 W. HANSON ST.      Chicago, Ill.

# THE 2 BOWLING GAMES MOST IN DEMAND!



SIZE  
8 FT. x 2 FT.

Chicago Coin's 6 PLAYER  
**10th FRAME BOWLER**

**"JUST LIKE REGULATION BOWLING"**

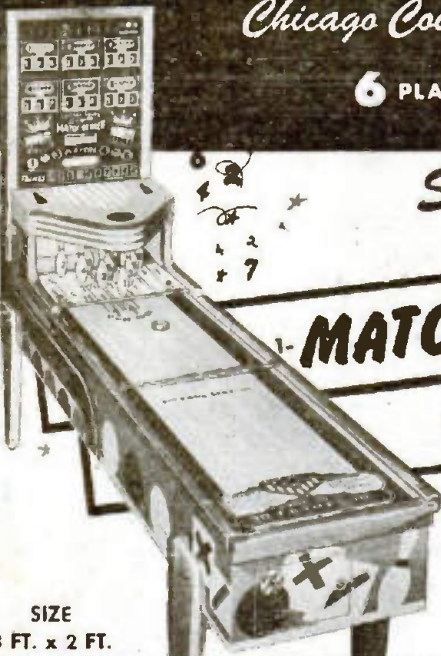
A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

- Features*
- HIGH SCORE OF THE WEEK
  - INDIVIDUAL SCORE DRUMS
  - 7-10 SPLIT PICKUP
  - JUMBO "FLY-AWAY" PINS
  - FORMICA PLAYFIELD
  - REBOUND 20-30 SCORING



SIZE  
8 FT. x 2 FT.

Chicago Coin's 6 PLAYER  
**MATCH BOWLER**

Sensational "2-WAY" MATCHING FEATURE

- 1- MATCH A NUMBER
- 2- MATCH A STAR

1-2-3-4-5 OR 6 CAN PLAY 10¢ PER PLAYER

EASY TO READ INDIVIDUAL SCORE DIALS

- FORMICA PLAYFIELD • JUMBO "FLY-AWAY" PINS • 7-10 SPLIT PICKUP
- HIGH SCORE OF THE WEEK • STRIKE & SPARE FLICKER LITES
- REBOUND ACTION 20-30 SCORING

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS



Brand New!  
**Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES ..... 5c or 10c Play

Buckley Manufacturing Co.  
4723 W. Lake St. Chicago 24, Ill.

\*\*\*\*\*  
For  
**SUPER TWIN ROTATION IN OHIO**  
It's  
**SAM SOLOMONS**  
University Coin Machine Exchange  
254 N. High St. Columbus 6, Ohio  
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**FOR SALE**

RCA 250 Radio .....	\$ 23.50	Keeney Submarine .....	\$ 98.00
6-Col. Postage Stamp Vendors .....	18.00	United Rotare .....	339.50
Shipman 3-Col. Stamp Vendors .....	18.00	United Leader .....	333.00
Packard Wall Boxes .....	8.75	Conroy Island .....	365.00
Mills Candy Vendor, 5 Col. ....	45.00	Boat Light .....	375.00
Mercury Athletic Scale, Brand New .....	68.50	Bright Spot .....	378.00
Wm's. Deluxe World Series .....	375.00	Bright Lights .....	378.00
Chicago Coin King Pin .....	180.00		
Dale Gun .....	69.50		
Keeney Air Raider .....	180.00		
Evans Super Bomber .....	175.00		
Microscope Card Vendors .....	29.50		
Chicago Coin 4 Player Derby .....	395.00		
ABC United .....	298.00		

NOW DELIVERING!  
**CHICAGO COIN 10TH FRAME 6 PLAYER MATCH BOWLERS**  
BIG HIT 5 BALL PIN GAME

**MONROE COIN MACHINE EXCHANGE, Inc.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.: Superior 1-4600)

**ELECTRIC SCOREBOARDS**  
Two faces—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plus switch-over.  
**OVERHEAD MODELS**  
Horsecollar (115-21-50 pts.) \$125.00 ea.  
Marvel Score (115-21 pts.) \$125.00 ea.  
2845 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.: Dickens 2-2424)

**WALL MODELS**  
Horsecollar (115-21-50 pts.) \$95.00 each  
Terms: 1/2 dep. bal. C.O.D. or E.O.

**ATTENTION!**  
Seeburg M180A, late series ..... \$420.00  
Slightly Used 6 Player Super (121) .....

**WE WANT TO BUY**  
20 Wurlitzer 3020 Wallboxes at \$17.50  
**T & L Distributing Co.**  
1221 Central Pkwy., Cincinnati 14, Ohio  
Main 8751

**MANUFACTURER MUST MOVE**  
2000 brand-new 6-tube coin operated Hospital Radios immediately, \$19.50 each with bed bracket, ready to install. Factory guaranteed. Write, wire or phone  
Philtain Bedrk Div., O.K. Stamping Corp.  
P.O. Wayne, Ind.

GIVE TO DAMON RUNYON CANCER FUND

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Chain Stores... ARE YOUR "Class" INVESTMENT OPPORTUNITIES



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THE PHOTO STUDIO THAT OFFERS **4 POSSES 25¢**

- ★ Less Than 3¢ Per Strip!
- ★ Professional Pictures!
- ★ Produced in 2 Minutes!
- ★ All Automatic—Easy Servicing!
- ★ A Profit Maker in Any Location!
- ★ Durable Eye-Catching Cabinet!
- ★ A Perfect Picture Every Time!

**700% Gross Profit!**

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PALM BEACH  
See Page 120

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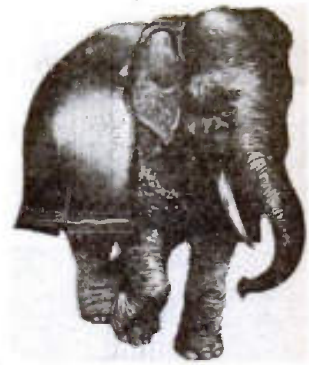
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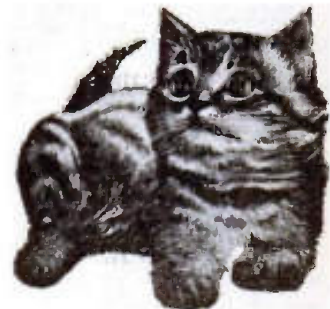
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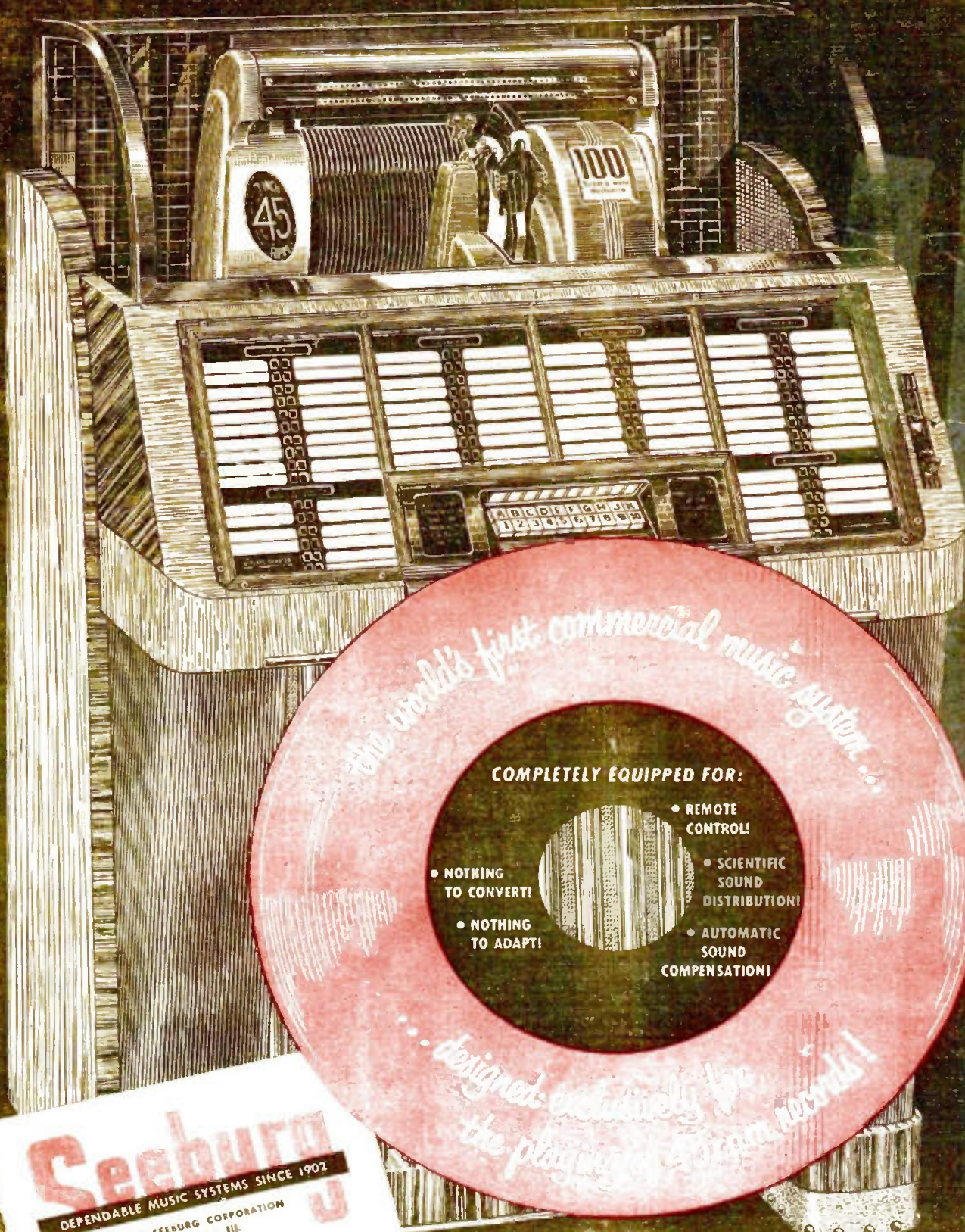
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