

# The Billboard

SEPTEMBER 20, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Home, Theater, Pay-As-U-See Speed Push for Sports TV

### SMOKE GETS IN THEIR EYES

STEVENSON, Wash., Sept. 13.—The entire day shift of the local telephone company went on strike in protest against a float entered by Stevenson townspeople in the Skamania County Fair. The theme of the float was that subscribers could communicate better with smoke signals. The phone crew stated the strike would continue until persons responsible for the float apologize.

### Rooney Pilot Film for NBC

HOLLYWOOD, Sept. 13.—"Key Rooney's TV film show pilot will be lensed September 15 by National Broadcasting Company. NBC assigned movie director Arthur Lubin to produce and direct the pilot reel. Lubin associated with Donald O'Connor's "Francis" movies, will return to theatrical motion pictures following the Rooney reel to direct "Sulu Sea" at Warner Bros. Rooney TV film will be produced at General Service Studios. Pilot reel will use live music.

### Theater Owner Confab Devises 5-Pt. Program

Arbitration Plan, Drive-Ins, Theater TV Up on Agenda

WASHINGTON, Sept. 15.—Vastly expanded use of "off-hours" closed-circuit theater TV as a key promotional step to help the theater industry get its foot inside the TV door was recommended to the Theater Owners of America annual convention which opened here yesterday. The recommendation came from a theater TV committee as some 600 association members gathered for the convention which also received recommendations from other committees urging the TOA to do the following:

1. Decide without delay whether the association should intervene as a party-defendant in Justice Department's 16mm. film anti-trust suit.
2. Push harder than ever for reduction or elimination of the

(Continued on page 4)

### BUICK ACCENTS NAMES, CIRCUS THEME FOR TV

NEW YORK, Sept. 13.—Buick Motors reached into the talent grab bag for a host of names for its once-monthly musical-comedy created around life in a circus. Broadway producer John C. Wilson will produce and direct; Joe E. Brown will play the circus owner; Dolores Grey, his daughter, and John Raitt, the romantic lead. The script will be by Anita Loos and other top writers. Original music and orchestra will be handled by Victor Young.

The show goes into the Tuesday 8-9 p.m. slot on the National Broadcasting Company's TV network, "Texaco Star Playhouse," starring Milton Berle, in the three-monthly program in the time period. Kudner is the agency.

### Open Bids Okay On Pic Scores

NEW YORK, Sept. 13.—Edwin H. (Buddy) Morris' suit against the five major motion picture production companies and their music publishing company subsidiaries was settled this week, out of court, with an agreement which may effectively result in open competitive bidding on the part of all music publishers for motion picture scores.

The original suit, filed in the Federal Court for the Southern District of New York in March, 1950, charged Loew's, 20th Century-Fox, Warner's, Paramount and Universal and their publishing subsidiaries with a conspiracy to monopolize the publication of scores written for motion pictures.

The agreement, signed between Morris and Loew's, 20th Century-

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### 3-Way Tug o' War Quickens Dilemma

Promoters' Problem Increases on Which To Use and Save Gate as Pressure Mounts

By SAM CHASE

NEW YORK, Sept. 13.—A free-for-all over future coverage of major sports is shaping up with quickening pace among live broadcasters, proponents of the pay-as-you-go home TV methods and theater television interests. Forcing the issue is the dilemma in which sports promoters find themselves increasingly mired: Whether to seek box office protection by turning down live web pickups despite payments for rights soaring to record heights, or to turn to some other form of TV which may be less lucrative immediately but which offers some hope of gate relief.

Pointing up the situation was this week's decision by the Washington Senators to eliminate all TV from their home games in 1953. Stating that video is a definite threat to the box office, President Clark Griffith of the Senators said that he would seek an advantageous TV deal for telecasting games his club played out of town only.

Simultaneously, president Dan Topping of the New York Yankees voiced much the same sentiment, without specifying any immediate action. The Yankees, whose attendance will be well

(Continued on page 3)

### Stevenson in TV-Film Push

HOLLYWOOD, Sept. 13.—Gov. Adlai Stevenson thinks enough of TV film as a campaign force to get up at the crack of dawn to shoot 13 sequences. Footage, lensed by Filmcraft Productions for the Hollywood-for-Stevenson Committee, will be used for two 15 minute film programs and 12 one-minute spot announcements. Stevenson becomes the first national Presidential candidate to campaign thru the TV film medium. Films will be booked on nets and stations thruout the country.

### MOA Stresses Unity, New ASCAP Threat

By GEORGE B. LEHRING  
CHICAGO, Sept. 13.—The third annual Music Operators of America convention, largest and most successful ever staged by the trade organization, closed here Saturday on the opposed notes of a dire threat from national legislation and the greatest unification the industry has seen.

George A. Miller, MOA president, revealed that more than 635 operators attended the convention in the Congress Hotel and that total registration exceeded 1,100. As in past years, the majority of the 27 exhibitors were record firms, but representatives of all segments of the industry were present.

The acute danger operators can expect from adverse changes in federal copyright laws proved to be the outstanding focal point

of the convention. Speakers from all segments of the industry stressed that operators can expect the most vigorous and concerted attacks from this direction in coming months.

#### Unity of Purpose

Conversely, the convention also gave evidence the industry has achieved its greatest unity of purpose—particularly between manufacturer and operator. The climax of this unity was reached Thurs-

(Continued on page 20)

### ASCAP, Ballroom Operator License Fee Accord Seen

CHICAGO, Sept. 13.—National Ballroom Operators' Association, which has been in negotiation with the American Society of Composers, Authors and Publishers for some five years, is expected to have finalized these negotiations in time for the NBOA convention at the LaSalle Hotel here, September 30-October 1, it was learned this week.

Tom Roberts, NBOA legal counsel; Tom Archer, who heads the org's music licensing committee, and Ken Moore, Chicago, and Herb Mertinka, Mankato, Minn., met here early in the week with Jules Collins, ASCAP general sales manager, and I. T. Cohen, the Society's legal counsel. At the

conclusion of the talks it was revealed that the two orgs were closer to an agreement than at any previous period in their negotiations, and that it was definitely possible for an agreement which would be acceptable to both parties to be presented to the convention in two weeks.

The two committees at their session this week agreed to the method of determining the rates to be paid the licensing org, which would be in the form of a percentage of the box-office receipts. Only matter still in the air, however, is the exact percentage figure, but even on this score there is expected to be an agreement soon.

### ORCHESTRA MELON

### NBC Players to Get 26G Earned in '47

NEW YORK, Sept. 13.—On December 6 and 13, 1947, Arturo Toscanini and the NBC Symphony orchestra performed "Othello" over the network of the National Broadcasting Company. RCA Victor taped the broadcast with the idea of later issuing the performance on records. This week, RCA Victor informed Local 802 that the staff musicians who

were with the maestro on those two broadcasts—1947—would be paid \$26,800.64 when the disks are released early in 1953.

The notification was sent to Charles Lucci, 802 secretary, via the Office of Copyright, Royalty Section, RCA Victor Division. The 802 execs—as well as the musicians—were highly gratified. The plan of payment was worked out years ago. The maestro, at the time, did not wish to record in a studio, so Victor decided to take the performance off the air, inasmuch as the maestro's performances were superb.

The men who will benefit number more than 100. Some have died and their heirs will benefit. The figure breaks down to about

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### USTED HABLA ESPANOL?

which means, "Do you speak Spanish?" Well, you can! And you can make some profitable sales, too. 4000 "Quick Spanish Course" record albums are available cheap in this week's classified Music Market Place. It's but one of scores of weekly bargains packed into the three money-making Billboard classified sections.

In any language, by any standards, these sections are sure-fire for bargain buys of products, services, novelty items, etc. Every description. Or if you're selling, sell fast and profitably in the Music, Coin Machine or General Classified pages for as little as \$3 a week!

What Do You Want to Buy or Sell?  
See pages 13, 44, 72, 92

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# Billboard Backstage

By JOE CSIDA

As I've remarked previously in this corner, one of life's happier coincidences is the way in which the mail piles up just about the time I run out of Backstage themes. So once again I take the opportunity of doing the column and answering some correspondence simultaneously.

The candidate for president of the Spiritual Party of the U. S., Edward Longstreet Bodin, writes: "... it's about time we seek show people for delegates and a leading actor for President. At least the public will benefit and we will be saved from the hams. As I have often said, show people are the most spiritual people in the world ... I would be glad to step down to Vice-President alongside a nominee of the Lions Barymore variety. The Spiritual Party will have the greatest write-in vote in history, judging by correspondence to dates from dissatisfied Republicans and Democrats."

"Dear Mr. Bodin: "How about Berle for vice-president?"

Our Glasgow columnist, Cliff Hanley, sends us a column he did about The Billboard for the Scot-

tish Daily Record and Evening News. Says Cliff:

"I trust that the enclosed piece will not close our amicable relationship abruptly." And the columnist Cliff did, discussing our Carnival Department, says: "... The Billboard is a terrifying heap of paper weighing about three pounds each issue, and, as the casual reader scans its pages, the unbelievable truth emerges that the whole carnival business is just a business like anything else, and not a kind of mystic art whose practitioners burst upon society for one week in the year and then vanish into holes in the ground for the next 51 weeks."

"Dear Cliff: "Amicable relationship continues yawningly open. Thanks for the Scotch plug."

Three letters about (one from) singers, Eve Young, a lovely and charming lass, who's been battling to make it as a singer for a little while, writes:

"... It's been some time since I saw you here in Hollywood ... Lots of things (all good) have happened since then. We did a record date at Capitol studios. Jack Pleis (Eve's husband) did all

the arranging and conducting, and we got three really good sides. Fred Amsel, my manager, took them to Gordon Jenkins and he liked them so well he sent Fred to New York to confer with Milt Gabler. Coral Records bought the sides and signed me. Needless to say, I'm in cloud No. 6 ... You will notice on the label is the name Karen Chandler. Do you like it? That's my new name."

"Dear Eve (Karen): "Thanks for the letter and the record. I liked the 'One Dream' side a good deal, and think you should stand a solid chance with it. 'Hold Me,' I felt was too contrived a tune, but I could easily be as wrong as I've been before any number of times. I think you're singing fine, and I'm sure Milt won't regret having made the deal. Keep punching and say hello to Jack."

Don Grashy of Port Arthur, Ont., writes about Bobby Wayne, and Arthur Dunklin of West Palm Beach, Fla., about Ella Fitzgerald. Both the letters are far too long to permit my printing them here but I'll get to them sooner or later columns. They're both interesting. Thanks, fellows.

# Legit Line-Up

The American Academy of Dramatic Arts announced that it would take over space, September 25-26, in the American National Theater and Academy Playhouse. The Academy has been based in Carnegie Hall 56 years, received a provisional New York State charter in 1899, permanent charter in 1900. Originally organized to issue 500 shares of stock as a profit-making corporation, the school is now in full possession of those shares. To make the ANTA move, since ANTA is chartered as non-profit, the school will apply for a new charter, striking out the shares clause, thus making it a non-profit operation. Answers to some questions on the move are thus: The school will not pay rent, as announced, but will carry ANTA building expenses which will be bigger than previous cost of operation at Carnegie Hall location. What of ANTA's academy and the funds raised for it? Christian Westphalen has proposed a long-range plan, temporarily okayed by the board, for workshops throughout the country. Persons in these workshops would get a year in a New York shop sometime in the future. How will the academy be affected? The school's set-up will be expanded to include TV. Tele producer Worthington Miner has been added to the board to aid in setting this up. One point seems to be unsettled. A spokesman for the school said it planned to buy the ANTA Playhouse, which would mean much to those having purchased memorial seats, dressing rooms, etc., but Westphalen denies that ANTA is in-

terested in any such deal.

J. J. Shubert has filed a Sherman Anti-Trust Act suit against the Association of Theatrical Press Agents and Managers, Local 817 of the Teamsters Union, and eight theatrical truck companies. Suit revolves around the ATPAM picket of his White Plains (N. Y.) operettas, and the truckers' refusal to cross the lines. Mary Chase's "Mrs. McThing" will be out in print September 25 (33, Oxford University Press). Illustrations are by Madeline Gekiers and Helen Sewell.

## EARLY CURTAINS PROVE HELP

Receipts for the nine Broadway shows, which made the wholesale move to 7 p.m. curtains on Mondays last Monday (8), were reported at an increase over the previous week-day's take. Checks will be continued to see if the move will stick. "Seagulls Over Sorrento," which opened on Broadway Thursday (10) also opened in Salzburg, Germany, the same time. Jean King announced this week a new musical production of "Off Limits," with book by himself; lyrics by Jane Mact; music, Phil Elliot choreography, Fred Kelly, and supervisory direction, Harry Delmar. Jessica Tandy and Hume Cronyn's next will be "Mr. Arcularis," by Conrad Aiken and Diana Hamilton. Meyer Davis will supply the ink for "My Darlin' Aida," "The Eden" and Agatha Christie's "The Hollow" go into rehearsal next Monday. The Robert Breen-Blevins Davis State Department

showing of "Foxy and Bess" in Vienna has been held over. William Werfield's success as Porgy has created a demand for an immediate concert there.

## KEATING ON CUE DRAMA DESK

John Keating, feature editor for Cue, takes over the mag's drama editor and critic slot left vacant by Gilbert W. Gabriel's death. The American Shakespearean Festival Theater and Academy launches a fund drive at a luncheon in Westport, Conn., September 20. The American Lyric Theater premieres Gordon Jenkins' pop opera, "Christopher Columbus," September 18 at the Provincetown Playhouse, New York. Garcia-Lorca's "The Shoemaker's Prodigious Wife" kicks off the National Arts Club season October 31. Mike Todd's "A Night in Venice" is set to re-open at the Jones Beach (L. I.) Marine Stadium next June 25. Beatie Royce has already been re-signed. Frances Starr will head the cast in Somerset Maugham's "The Sacred Flame," at the President Theater, New York, October 7, under Anthony Parelli's banner. Rudy Vallee is high on the list for replacements for Elliott Nugent in "The Male Animal," should Nugent's duties on "Seven Year Itch" force withdrawal. Producer Michael Ross will give a mock trial production Sunday (14) at the Hotel Astor in the Case of Margot Brown, now in Francis Farm. He hopes to interest a playwright into converting the material into a Broadway prospect.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 13.—Number of TV license grants may soar to 75 by year's end, according to Federal Communications Commission insiders. However, the balance of the TV outlook remains clouded by hearings, number of contested applications continues to rise. More than three-fifths of all pending TV bids are tied up in conflicts headed for prolonged hearings. Optimism over lifting of defense controls on scarce materials continued to soar this week. Interior Department disclosed that domestic output of tungsten exceeded consumption for the first time since mid-1949. Uncle Sam also announced an ample supply of structural steel to meet allocations needs in the construction industry. America's July personal income took the sharpest dip in two years. Commerce Department revealed, Annual rate of \$246 billion was two and a half billion lower than previous months.

## MOVIES SEEK QUICK ARBITRATIONS

The movie industry, as some of its nabobs have complained in recent Federal Communications Commission appearances, is tired of being "easy pickings" for feehungry lawyers. So the film folks are preparing to seek quick arbitration of as many pending litigations as possible, and there's quite a parcel of them. Chances are that an arbitration plan will come out of the Theater Owners of America convention here next week. Economy is the motive for the step, but public relations-wise the film lads are likely to reap some of their most beneficial results. FCC, for instance, has been keeping a suspicious eye on the film industry's lawsuits as the agency's long-deferred theater TV hearings near. The commission has frequently stressed its attentiveness to anti-trust litigations affecting theater interests which "want in" on television. There's a division of opinion in the FCC, however, as to whether the agency ought to be too much concerned with anti-trust history as long as the Justice Department is satisfied that the litigations have been satisfactorily concluded. FCC's willingness to soften its attitude has been shown in the American Broadcasting Company-United Paramount Theaters, Inc. merger proceedings. The FCC in that case literally introduced a statute of limitations. The commission, in studying an applicant's anti-trust background, won't go back more than three years prior to the filing of the application. The agency's attitude to the theater industry is likely to be improved all the more by any big-scale reduction of film cases in the courts.

## LAST ACTION SAVES WORLD COPYRIGHT

Now that the United Nations Educational, Scientific and Cultural Organization has finally produced a model copyright pact after five years of controversy, it can be told for the first time that the pact nearly got the skids in the final hours of the recent conference in Geneva, Switzerland.

A last-minute compromise on world translation rights was hammered out in the wee hours of the final night session of the conference a week ago. Failure to work out an agreement on that issue had threatened the entire pact. At 2 a.m. of the last day of the conference, however, Dr. Luther Evans, Librarian of Congress and head of the U. S. delegation, walked into a small room where Arthur Barker, counsel to the American Book Publisher's Council, and John Schulman, counsel to the Author's League of America and Song Writers' Protective Association, were closeted with a few other delegates in a desperate struggle for agreement. Despite heated statements by a number of the delegates, including the Mexican delegate's challenging, "If I'm not right in this, may a dog bite me," Dr. Evans managed to bring them near agreement on a Mexican compromise. When delegates met again after a few hours sleep, they adopted a partly typewritten, partly handwritten version of the compromise section, with numerous apologies for their "inculting statements" of the night before.

# London Dispatch

By LEIGH VANCE

LONDON, Sept. 13.—British Actors' Equity has protested to the Ministry of Labor for granting work permits to actors Rex Hudson and Jeffrey Hunter, due here from the States to play parts in two British pictures. Basis of Equity's protest is that neither part is one which specifically needs an American artist. In one case the script had to be especially slanted to build a Canadian out of an Englishman. The Ministry, however, has overridden Equity on the grounds that it is reasonable for the picture companies to arm themselves with keys to American showing by use of (Continued on page 53)

# Paris Peek

By ANNE MICHAELS

PARIS, Sept. 13.—In the midst of freezing, rainy days, the general entertainment industry is doing its best to come back to life. This week, nine legit theaters have opened their doors once again, seven with revivals and two presenting new shows. At the Theater Huchette, came a well-received Japanese fantasy, "It Rains on Higan Kyo," and at the Theater Sarah Bernhardt, Paquita Leon stars in a musical "Spanish Caravan."

A new theater will open in Paris November 5. The Comedie Caumartin, and very much slated as competition to the State-owned Comedie Francaise. Using plays that are usually limited to (Continued on page 53)

# Picture Business

By LEE ZITTY

HOLLYWOOD, Sept. 13.—Boys in the TV industry have long been irked by being hissed as the villains by the movie industry. But what really gets them screaming is when they file official objection to TV good naturedly ribbing film sequences. An articulate spokesman for the "V side" of the question of "Who's doing what to whom" is Bud Cole, program director of Station KNBH, National Broadcasting Company's owned-operated TV station in Hollywood. Here's the way Bud sees it: "Ever since television has moved into the big time, which was only roughly a brief three years ago, practically every established business concerned in and out of show business, has made it their purpose whenever business was bad, to blame television. Even the steepest companies, too, in their turn blaming the new infant for lack of business. The television industry has taken these abuses and shrugged them off only because the business and everyone in it have been too busy treading in with the business and

the prominence and respect that it deserves in all fields.

"One of its natural opponents has been the motion picture industry which has run the gamut of emotions regarding the television industry from a initial utter disdain and it will go nowhere and a question which was exemplified in the attitude, 'when it gets big enough, we'll take it over anyway,' and finally to 'if we can't beat them, let's join them.' This earlier attitude was best exemplified in a motion picture fan magazine a couple of years ago in which the author expressed the desire to ask the question of the motion picture people, 'Now that television is here, what are you going to do about it?' He decided this an opportune moment to spring the question would be at the next large Hollywood party in which prominent people in the motion picture industry would be present, executives, producers, directors and stars. This opportunity arrived on the very next week-end and during a definite lull in the conversation he used his loaded

this conversational void, a tender young blonde, affectionately known in the trade as a starlet, languishing on the arm of one of the biggest tycoons in the industry, said: "Oh! But they don't have the colloquial cable in yet."

Indignation has reached a high pitch as was exemplified in last season's Martin and Lewis tarrn on the motion picture industry to be set by television. As is recalled, Martin and Lewis made an apology. After all, the boys have to eat. Several other instances have risen, the most recent being RKO's turn-down of a TV take-off on their picture "Clash by Night."

"The matter is becoming increasingly disturbing in that no one in the television industry has ever stood up and defended the industry in such matters, and asked what about the large number of pictures which have either built their entire story line around the television industry in a certainly not complimentary way, and the many other pictures in which there have been incidental

# BROADWAY SHOWLOG

Performances Thru September 13, 1952

| DRAMAS                          |           |       |
|---------------------------------|-----------|-------|
| Mrs. McThing (Morosco)          | 9-8-'52   | 181   |
| Point of No Return (Aixie)      | 12-19-'51 | 276   |
| Seagulls Over Sorrento (Golden) | 8-11-'52  | 4     |
| The Four Poster (Banyan)        | 10-25-'51 | 375   |
| The Male Animal (Music Box)     | 4-20-'52  | 156   |
| The Moon Is Blue (Newly Wilkes) | 3-8-'51   | 629   |
| MUSICALS                        |           |       |
| Cats and Dolls (46th Street)    | 12-15-'50 | 804   |
| New Face of 1952 (Royal)        | 5-26-'52  | 139   |
| Pal Joey (Broadhurst)           | 1-3-'51   | 282   |
| South Pacific (Majestic)        | 4-7-'49   | 1,412 |
| Top Banana (Winter Garden)      | 31-1-'51  | 333   |
| The King and I                  | 5-19-'51  | 611   |
| With You Were Here              | 8-25-'52  | 93    |

## COMING UP

(Week of September 14)  
Dancers of Ball... 9-16-'52 (Fullon)

# The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson  
Subscription rates payable in advance. One year, \$10 in U. S. and Canada. All foreign countries, \$12. Subscribers when requesting change of address should give old as well as new address. Publications Office: 1230 Avenue of the Americas, New York 10, N. Y. Second class matter since 4-19-51. Post Office: Copyright 1952 by The Billboard Publishing Company. The Billboard will not be responsible for the contents of unsolicited material. Rate for advertising: one year \$1.00. Vol. 64 No. 38

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# NOTICE

## *To All Agents Franchised under Rule B and AGVA Members*

By resolution of the National Executive Committee of the American Guild of Variety Artists, Rule "B" (regulations governing artists' representatives) has been extended to and including October 15, 1952, at which time that rule will terminate.

**Jack Irving**

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*National Administrative Secretary  
American Guild of Variety Artists*

This One



341X-A6N-JR8D



## King to Cross Legal Swords With MPPA

Threat Results From Fox's Objection To Standard's Music Library Sales

HOLLYWOOD, Sept. 13.—Standard Radio Transcription Prexy Jerry King this week threatened to cross legal swords with the Music Publishers' Protective Association. Flurry resulted from MPPA's Harry Fox objecting to Standard selling outright its transcribed music library to stations. Standard earlier notified radio stations that they would be able to buy rather than lease the Standard library or any portion of it. Purchase would be similar to a station buying phono-

graph records. MPPA's Fox sent a letter to radio stations stating that Standard has no right to sell its music library but can only lease it. King this week struck back. He said Standard would protect stations against any and all actions by copyright owners pertaining to mechanical rights of the transcriptions.

King maintains that Standard's agreements with all publishers, including the Fox group, permits the sale of the transcriptions to the stations. He blamed "panicky competitors" for "prevailing upon Fox to throw a scare into stations" not to own their own library.

"Cannot make a definite statement at this time," King said, "but we feel that Fox is putting himself into a position where he and his publishers may be liable for damages running into the hundreds of thousands of dollars."

King recalled that several years ago C. P. MacGregor tried to sell his transcribed music library to stations on an outright basis. Fox, according to King, similarly sent a letter to stations and succeeded in blocking the deal. Standard, King said, will not bow to the Fox threat, but will go ahead with its plans to sell the library or any part of it to stations who want to buy.

### EVER ALERT

## Competish Rears Head At TOA Meet

WASHINGTON, Sept. 15.—Despite a warning courtship between the theater industry and TV, Theater Owners of America in convention here wasn't able to prevent at least one competitive note in one of its committee reports today.

This occurred in TOA's Concessions Committee advising theater exhibitors to enter into reciprocal advertising arrangements with concessionaires and the manufacturer of their concession products. The advertising, it was pointed out, should include a reference to the movie theater, stating that the concession product can be enjoyed "while relaxing in comfort and witnessing a large-screen motion picture in natural color." Theater owners were advised, to have a voice in the text of the ads.

"Just recently," the committee report continued, "a large candy manufacturer initiating a candy carton in the form of a television set for appeal to television audiences was contacted by your chairman, calling attention to the fact that this would not be a very profitable item for theaters to handle, and asking if his firm had in mind developing a candy box featuring large-screen motion pictures for audiences everywhere."

## 10 U.H.F. TV Channels OK'd

WASHINGTON, Sept. 13.—Ten UHF TV channel changes were finalized by the Federal Communications Commission this week to correct what it said were "sub-standard" UHF TV channel assignments. Channel 53 was deleted from Wilmington, Del., and Channel 83 added; Channel 16 deleted from Elberton, Ga., and Channel 24 added; Channel 21 deleted from Fort Wayne, Ind., and Channel 69 added; Channel 33 deleted from Lexington, Ky., and Channel 64 added; Channel 22 from Somerset, Ky., and Channel 29 added; Channel 40 from Fall River, Mass., and Channel 68 added; Channel 15 from North Adams, Mass., and Channel 74 added; Channel 41 from Lima, O., and Channel 73 added; Channel 45 from Allentown, Pa., and Channel 67 added; Channel 37 from Newberry, S. C., and Channel 70 added. All changes, except for that at Somerset, Ky., were proposed in July.

## Curtis Buys in On "Traveler"

NEW YORK, Sept. 13.—Helene Curtis this week bought the first quarter-hour of Friday's "Welcome Traveler" half-hour strip on the National Broadcasting Company's TV web. Procter & Gamble owns the last quarter-

## GESUNDHEIT! AMIGO MIO

HOLLYWOOD, Sept. 13.—Area will get its first live all foreign language TV show today, "Momentos Alegros," sponsored by Acme Brewing Company. Half-hour Spanish-tongue show will feature Eddie Rodriguez as emcee and the Don Tostios Latin ork.

Acme will plug its Bulldog Lager Beer, aiming the program at the heavy Los Angeles Spanish-speaking populace, second largest in the hemisphere, outlashed only by Mexico City.

## Johnson, Mayo Fill 2 Major Mutual Posts

NEW YORK, Sept. 13.—The Mutual Broadcasting System this week filled two recently vacated major exec posts from within the organization. Earl M. Johnson, vice president in charge of web's network station relations, was named veeper in charge of engineering for Mutual WOR and WOR-TV here, and Robert C. Mayo, WOR-TV sales manager, was upped to director of WOR-TV sales. John F. Sloan, formerly general sales manager of WPAT, Paterson, N. J., takes over Mayo's sales manager post.

Johnson succeeds J. R. Poppel, who resigned his engineering veeppeship last week (after 30 years with WOR) to set up his own consultant firm, specializing in the development and construction of new TV studios and transmitters. In his new position, Johnson will continue to handle his old duties as well and also assume the direction of the WOR recording division. Mayo succeeds Pete Maddux, who resigned from WOR-TV last week.

## Ike to Talk Thurs. Over Du Mont Web

NEW YORK, Sept. 13.—The Republican National Committee will sponsor a half hour address by General Dwight D. Eisenhower over the Du Mont Television Network on Thursday (25) from 9:30 to 10 p.m. Eisenhower, speaking from the Fifth Regiment Armory in Baltimore, will be picked up by Du Mont's primary affiliate WAAM in that city. Agency is Kudner.

## NBC Turns Back 2 3/4 Hours to TV Affiliates

NEW YORK, Sept. 13.—The National Broadcasting Company this week reportedly turned back two and three-quarter hours time to its TV affiliates. The Columbia

Broadcasting System turned back a half hour.

NBC-TV gave up on its fight to clear time in the Sunday, Monday and Wednesday night 10:30-11 slot; the Monday and Wednesday evening, 7-7:30 time periods, and the Friday, 7:15-7:30, segments. Herman Hickman will be slotted Fridays, 7-7:15 p.m. In exchange, it is believed the NBC-TV affiliates will clear Tuesdays and Thursday, 7-7:30 p.m., for "The Goldbergs," sponsored by Rybuto and Procter & Gamble and Pepsi-Cola's "Short, Short Theater."

## Broadway Hue For Cantor's TV Kick-Off

HOLLYWOOD, Sept. 13.—Eddie Cantor will try to give viewers of his "Colgate Comedy Hour" kick-off show a taste of Broadway. His first show of the season, September 28, will attempt to touch every showbiz facet, including vaude, drama, burlesque, opera, radio, musical comedy, TV and cafe entertainment.

Guests will include Dorothy Lamour, Jan Pearce, Will Mastin Trio with Sammy Davis Jr., Tom D'Andrea and Henry Davis, Dave Barry, Jim Backus and Sid Fields. Show will be written, directed and produced by Sid Kuller. Cantor's "Colgate" sked for this year is similar to last year's, calling for one show every four weeks. His blood donation touring for the Red Cross will be continued between TV appearances.

## ABC-TV Buys 'Life at 80' & 'Mike Shayne'

NEW YORK, Sept. 13.—The new Barry-Enright packages will hit the American Broadcasting Company radio network next month. The first is "Michael Shayne, Detective," which will go on Tuesdays at 8 p.m. beginning October 7. In the title role will be Donald Curtis, movie and TV actor.

The other is a radio version of "Life Begins at 80," which also continues on the Du Mont Television Network. This will be heard 8:30-9 p.m. Wednesdays beginning October 8. A sponsor has not been signed for either show as yet.

ABC this week also shifted Valentino, the romantic vocalist, from Wednesday, 8:30-9 p.m., to the 12:15-12:30 p.m. slot across the board beginning early next month.

CBS-TV has thrown in the towel on Tuesday nights, 10:30-11 p.m. It still expects to clear Friday nights at the same time period, however. The network does not program the 7-7:30 video strip.

## Author's Veto Costs CBS Talent Fees

NEW YORK, Sept. 13.—After being all set to present "Celebrity" as the initial drama in the "Studio One" series for the new season, the Columbia Broadcasting System this week had to pay several thousand dollars in talent fees to already-committed performers and cancel the project. The network found that it did not have novelist Laura Hobson's permission to do the story.

The script uses stars as walk-ons. Among those signed were Veronica Lake, Madge Evans, Nina Foch, Dick Foran and Darren McGavin. Both Miss Lake and Foran will be used in other dramas in the series. Miss Hobson is willing to allow "Studio One" to do the novel later in the season. It is believed a pending movie sale changed her mind. Initial script in the program now is "The Kill," which will be telecast September 22.

### THE CHAMP!

## Garry Moore Wins Battle With Web

NEW YORK, Sept. 13.—Garry Moore this week won his dispute with the Columbia Broadcasting System's programming department which soon afterward renewed its contract with him. CBS-TV had wanted Moore to take over the daytime version of "Songs for Sale," but the diminutive comic refused.

Moore agreed when the proposition was pitched to him intially. His change of mind occurred when the network wanted him to stay in his 1:30-2 p.m. strip, instead of moving him to 3:15-4 across the board as he alleges it had originally promised. Moore will retain his old format in his old 1:30-2 p.m. time period on CBS-TV. His two sponsors, Stokes-Van Camp and Best Foods, will continue with their quarter-hour segments. "Songs for Sale" will therefore be put temporarily on the shelf until a daytime time slot appears.

## AIM SOCK SHOW FOR TALLU BOW

NEW YORK, Sept. 13.—The forthcoming TV debut of Tallulah Bankhead vs. the National Broadcasting Company's "All Star Revue" show on October 1 is being geared up as one of the web's all-time socko stanzas. The network is seeking to line up a brace of big names to support Tallulah on her bow. Among those reportedly

## NBC Unveils Burbank Lot With Revue

HOLLYWOOD, Sept. 13.—The National Broadcasting Company will unveil its multi-million dollar Burbank lot, October 4, with the "All Star Revue." The show will probably feature Phil Harris. NBC-TV therefore will get its formidable Coast studio operation underway before the Columbia Broadcasting System's TV City is in working order.

Pearson Pharracal's "Hollywood Opening Night" will be the first live dramatic stanza to use the Burbank lot. The program goes into the Monday night 9-9:30 p.m. period, opposite "I Love Lucy."

## TOA Confab Outlines Action Plan To Intensify Program Now in Effect

• Continued from page 3

federal 20 percent theater admissions tax.

3. Intensify a fight against film censorship at local, State and national levels, "especially in the light of the recent favorable decisions of the U. S. Supreme Court."

4. Spread a promotional campaign for drive-ins, but urge caution against "overbuilding" drive-ins which leads to product fights." (See separate story.)

5. Solidify a program of arbitration on as many pending theater lawsuits as possible (see Washington Once-Over Column).

Theater TV held a key place in the convention spotlight, with the Federal Communications Commission's long-deferred hearings on the subject little more than another month off and with the vanguard of TOA registrants frankly looking to their trade association for guidance.

The association's theater TV committee, headed by Robert O'Brien, of United Paramount Theaters, Inc., called attention to vast strides made in closed-circuit theater TV in such projects as the Office of Civil Defense's training telecasts in which theater hook-

non-government circles alike, can provide theaters with an increased opportunity to gain a TV foothold even while the FCC is pondering the question of whether theater TV will continue operating on closed circuit or whether channels should be allocated. The industry was urged by the committee to foster greatly increased usage of off-hours theater TV and to seek to interest industrial, educational, civic, governmental and other bodies in taking advantage of this "effective means" for training, advertising and promoting. Big strides should be sought in this "non-entertainment" use of theater TV in the coming year, it was urged, and in this way the industry will gain more experience in the field, strengthen its foothold and be in a position to know where to chart its course in TV when the FCC finally resolves the theater TV hearings.

The O'Brien committee cited the growth of theater TV in the last year, pointing out that 84 theaters in 50 cities are now geared for it with big screens and other facilities, as compared with 36 theaters in 23 cities the previous year. Development of equipment

research has made considerable progress. The committee mentioned that while closed-circuit hook-ups of boxing events and other sports have had wide appeal on a nationwide basis, the use of theater TV in mornings and off hours for such non-entertainment projects as OGD's opens new vistas for the medium's expansion. Speakers slated for a theater TV panel Wednesday (17) include D. C. Legaist, Marcus Cohn, S. H. Fabian and O'Brien.

Walter Morris will preside that day over a meeting of the 16mm committee, which proposed that the TOA take a stand on the Justice Department's anti-trust suit on TV film separation. The convention received a report of a survey on acetate film in which it was pointed out that about 20 percent of the films are still on nitrate stock and that another year and a half will be required to exhaust films on nitrate stock. A complete switch to acetate would result in big savings in insurance rates the survey showed.

Convention business sessions will last thru Thursday, highlighted by two board of directors



LAST STRAW

# Stow, Mass., Slaps Tax on Video Sets

STOW, Mass., Sept. 13.—This little town of 1,697 burghers today became the first town in the country to impose a tax aimed directly at television sets, and the resulting howl makes the shot heard round the world from nearby Concord seem a popgun's cough.

The Board of Assessors has slapped a valuation of \$100 on every set in Stow, with a tax of \$4.50 each. The taxpayers are hopping mad. The assessors can only guess who has a set. Some people with inside antennas have received no bill. A man with two antennas and one set was charged double. Others who have had outside antennas for years also were not charged. One man with five antennas and one set received five bills.

The office of Massachusetts Tax Collector Henry Long asserts the assessors are within the law.

Long's office explained that, under the law, citizens must file a list of personal property with the assessors. Failing to do this, the TV owner must accept the assessor's estimate, which may be based on guesswork. If no other means are available, a taxpayer may file a claim for abatement, which results in a visit by the assessors to his home. Experience has shown such a visit usually results in a tax hike instead of a slash.

In the meantime, the fellow with five antennas, the one with two and all the rest of the Stow video owners will have to scrape up the amount of each bill.

It's all perfectly legal in Massachusetts.

# FCC Station License Nix Is Revoked

WASHINGTON, Sept. 13.—The Federal Communications Commission in an unusual action this week, set aside an order revoking a station license, after the commission decided that control of the station was not transferred before owners obtained FCC permission. The commission had issued an order December 20, 1950, revoking the license of WTNJ, Trenton, N. J., because evidence indicated that Erling C. Olson assumed control of the station from Charles and Julie Loew without commission consent, in violation of the communication act.

The commission said it has now learned that Olson acted only as the "lawfully designated agent" of the Loews, and that his actions had been taken in his capacity of vice-president, treasurer and director of the company. It also noted that the Loews, brother and sister, fired the former station manager, employed a new one, took steps to increase the size of the board of directors and extended additional loans to the corporate licensee, thus showing they had not "abdicated all responsibility" in connection with operation of WTNJ, as had originally been indicated.

# Pontiac Takes Hickman Show

NEW YORK, Sept. 13.—Pontiac this week was reported to have bought a new Herman Hickman TV show to air immediately following lensing of the college football games each Saturday via National Broadcasting Company. Show will run 15 minutes in length, and will consist of Hickman's views on the contests and scores of other games.

Some difficulty in clearing stations is anticipated, as many outlets have indicated they prefer to run their own scoreboard shows for sale to local sponsors, from which they can reap a better take.

# McGREERY HAS EVEN EXCHANGE

WASHINGTON, Sept. 13.—When A. Leo McGreery, night manager of the Court Hotel here, was relieved of \$7 by an armed bandit at the hotel one night this week, McGreery hardly waited for the bandit to exit before he phoned the information to disk jockey Jack Rowzie at Station WWDC. Rowzie, an ex-cop on the D. C. police force, has an all-night show called "Night Beat." He pays \$1 for every usable news tip phoned to him each night, and he lost no time using McGreery's. On the following night he got another usable news tip for his show from McGreery after the hotel man identified the bandit who had been captured by police. For having given the best news tip of the week, McGreery got an extra \$5 from the Rowzie show. So the hotel man wound up with \$7, the exact amount he was robbed of. And, if police find his stolen \$7 on the bandit, the hotel man will be \$7 ahead, thanks to ex-cop Rowzie.

# DAMM LETTER

## Cookbooks Old Story To WTMJ

NEW YORK, Sept. 13.—Walter Dam, head of WTMJ and WTMJ-TV, Milwaukee, this week wrote The Billboard to point up an oft-repeated failing of New York headquartered trade newspapers.

Said Dam: "When I read the story on page 8 of the September 13 issue of Billboard about WNBC's great promotion on cookbooks I could not help again feeling that whatever New York does is news, but that whatever we do in the hinterlands just doesn't count."

"I am enclosing a copy of a release dated April 2, 1951, which shows that we sold over 840,000 of this very same cookbook at a time when there were only 160,000 sets in Milwaukee when the deal started and 224,000 when it ended, and we did it on a kitchen show program which ran early in the afternoon and had a rating of about 18. I don't think NBC is entitled to all the credit—go ahead."

(Ed. Note: Shucks no, Walter, we sure don't.)

# Grid Roundup Buy Muddled By Ford

NEW YORK, Sept. 13.—Ford Motor this week was considering the purchase of "Football Roundup" on the Columbia Broadcasting System's radio network. The program was sponsored last season by General Electric. The football play-by-play is unique in that it jumps around the country to present highlights of top gridiron clashes, instead of presenting only one game. Red Barber is expected to be at the mike again.

Meanwhile, both the National and American Broadcasting Companies this week for the first time offered their schedules of AM gridiron clashes to radio advertisers on a co-op basis. Sales have already been made by 10 NBC stations to such sponsors as the Texaco Central division, the St. Louis 7-Up bottlers and the Frontier Oil Refining Company.

# KRKD Airs Three College Games

HOLLYWOOD, Sept. 13.—Indie Station KRKD got the jump on its competitors to air three major college football games exclusively in this area. Station will originate grid clashes between USC-WSC (September 19), USC-NW (September 26), USC-San Diego Navy (October 10) and will carry the Santa Clara-Idaho game from San Francisco (October 24).

Games are sponsored over a nine-station coast network by Tidewater-Associated Oil Company. Mrs. Glad Hall Jones is account exec for KRKD.

# Home, Theater, Pay-As-U-See Speed Up Push for Sports TV

Continued from page 1

below the 2,000,000 mark this year for the first time in many seasons. Likewise would like to air only road games via local TV stations, but this is a complicated procedure in a city in which there are three major league clubs.

Topping declared that if he could get joint agreement over details from the New York Giants and Brooklyn Dodgers whereby all would follow the same policy, he would end home game TV, for which the Yanks get a record \$500,000 in rights payment. Already, the Dodgers have stated they plan to air certain road games along with their full home sked next year. None of the three clubs could drop TV completely, inasmuch as they have long-range contracts; however, these possibly could be revised to cover a road-game-only clause instead of the current set-up.

## Promoter Quanders

The dilemma of the promoter is pointed up equally strongly in other sports, such as boxing and football. In the fight game, especially, heavy money is at stake. Pabst, for example, recently signed a \$4,000,000 contract for telecasting International Boxing Club bouts via the Columbia Broadcasting System during the upcoming year, of which IBC gets some \$30,000 weekly.

Nevertheless, when it comes to a real big one, such as the upcoming Joe Walcott-Rocky Marciano clash for the heavyweight title, IBC has chucked home TV out the window. In this case, rights have gone to theater television, via Theater Network Television, Inc. The latter organization is setting up the medium's initial coast-to-coast operation for the event, and is backing out Philadelphia, where the fight is to be staged September 23, as well as the New England area, where Marciano hails from.

TNT intake In addition to securing gate protection via this device, IBC also may acquire a sizable sum from TNT, estimated to be a minimum of \$140,000 and possibly running considerably higher, depending upon seat sales. TNT is said to be guaranteeing sale of

140,000 seats in 50 houses at \$1 a throw to IBC, but the total sale may go well over that figure, with new houses constantly being added to the line-up.

Another development of potentially major importance is rising out of this TNT-IBC deal. The first drive-in theater to get big screen TV equipment is the S-3 plant in Rutherford, N. J., operated by Phil Smith Management

# 11 Stations Nix Horses, Get FCC Okay

WASHINGTON, Sept. 13.—Eleven radio stations were granted license renewals this week after they assured the Federal Communications Commission that they had ended or curtailed horse racing broadcasts. The action was recommended by FCC Broadcast Bureau Chief Curtis Plummer (The Billboard, Sept. 6). Stations include: KWKW, Pasadena, Calif.; KJBS and KSAN, San Francisco; KVSM, San Mateo, Calif.; WWPB-FM, Miami; WLAP, Lexington, Ky.; WTTB, Baltimore; WBNX, New York; WQPA, Bethlehem, Pa.; WRIB, Providence, R. I., and WAAF-FM, Chicago.

At the same time the commission granted a license application by WMIE, Miami, held up for the same reason, and removed WPIX of New York and KLAC-TV of Pasadena from license hearings, also they have not yet been checked for license renewal.

# KTLA Originates Nixon's Speech

HOLLYWOOD, Sept. 13.—Station KTLA will originate Republican vice-presidential candidate Richard Nixon's Pomona, Calif., address Wednesday (17) for the full American Broadcasting Company TV net.

KTLA will exclusively air the telecast in the Los Angeles area, with the ABC stations picking it up via microwave in other markets.

# Theater-TVers Still Seek ATT Rate Sked

WASHINGTON, Sept. 13.—Theater TV sponsors this week asked the American Telephone & Telegraph Company for the third time for a statement of charges on theater TV transmission so that it can present the information to the Federal Communications Commission in hearings scheduled to begin October 20. The theater TV group expressed "sincere regret" that "we seem to have such a difficult time making clear to you our requests for certain information which we have assumed a nationwide common carrier would be only too pleased to supply."

The sponsors pointed out that, although the AT&T expressed "confidence" it would be able to meet the requirements of theater TV, it did not say "when and for how much." "Neither one of those questions has yet been answered by you," the theater TV group declared, "although five months time has elapsed and a considerable amount of correspondence has been indulged in since we first directed our requests to you." The theater TV letter was signed by Vincent B. Welch of Welch, Mott & Morgan, and James Lawrence Fly, of Fly, Shuebruk & Blume, for the Motion Picture Association of America, Inc., and by Marcus Cohn, of Cohn & Marks, for the National Exhibitors Theater Television Committee.

Data furnished by the AT&T on its present quality of TV service was said to be "of no value," since it was "wholly inadequate and unsatisfactory for the proposed theater TV. Theater TV sponsors objected to AT&T's questioning of whether the requirements set forth in their first letter were "in all respects necessary or practical for satisfactory theater TV transmission." They

Corporation which has other drive-ins in some 20-odd cities. Installation has been ordered to be completed in time for the fight. How well the attraction draws will be watched carefully by operators of the 4,000 drive-ins estimated to be flourishing around the country. Addition of any great numbers of these to the TNT line-up could make the Nate Halpern theater TV organization a decisive factor in determining disposition of future sports events.

## Football

In the realm of football, General Motors' recent linking of a \$2,638,000 contract for the 11 college games to be aired this fall via National Broadcasting Company, is another indication of how high the ante is being raised. Here, however, there is no question of buying an opposition sked on another web, since the National Collegiate Athletic Association has authorized only these games for TV. This marks the second year of the NCAA "limited TV" blueprint, although there are certain variations in technique this season as against 1951. Nevertheless, the basic fact is that the TV demon again has been raised, in another form, by NCAA in imposing its restrictions against free and open televising of games. In 1951, the group claimed its plan was necessary to protect the gate receipts from unlimited video. This year, after its \$500,000 survey on the subject proved to be self-contradictory, the reasoning behind the limitation is to spread the TV coin around among each of 22 schools on the schedule, rather than have a few giants reap all the coin.

It is at this weak chunk in the sports armor that the home TV pay-as-you-go forces now are chipping. International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, this week sent out a brochure to sports promoters and other interested parties, with a covering letter indicating that if free home TV is the problem facing sports, they have the answer. In an effort to assuage the NCAA group especially, Telemeter labels their approach "the most intelligent... to a complicated problem." The dilemma of State universities is cited, in which schools must decide whether to televise and ask the State treasuries for money to make up gate losses, or refuse to televise, or turn to a pay-as-you-go method which will permit TV, gate protection and revenue, such as Telemeter.

The question of the legality of NCAA's restrictions may determine how far Telemeter can get. This, in turn, is dependent upon outcome of the government's anti-trust suit against the National Professional Football League, which comes up for trial in November. The NFL is accused of restricting TV in violation of anti-trust laws, and the government has said it will look for other similar cases if this suit is won.

Meanwhile, promoters of other sports continue to debate the question of TV. The Chicago Blackhawks hockey team, after several seasons of no TV and poor attendance, returns to a video policy next winter. A series of new soccer promotions at Yankee Stadium will be televised weekly. The ultimate and correct solution continues to evade final answer at this time.

Your Top TV Sales Opportunity

# WDEL-TV

Wilmington, Delaware

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

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## ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles



# ABC to Be Major News Net; Ruppel to Head New Set-Up

NEW YORK, Sept. 13.—American Broadcasting Company's TV web will in effect become the news network early next month when it turns over four hours of prime evening time, five days a week, to a news series. The network has hired Louis Ruppel, former editor of *Colliers* and former head of the Columbia Broadcasting System's press department, to be managing editor of the new production, which as yet is untitled.

The program, which will unveil an entirely new concept in news-casting, is an outgrowth of ABC's success in its TV coverage of the political conventions in Chicago last July.

With the major emphasis on the late-breaking news, the program also will include commentary and analysis, interviews and film coverage of sports, science, education and other fields. Remote pickups of the web's correspondents in other cities will be worked into the show. No material will ever

be repeated in the course of a show.

The program will be sold on the most flexible basis. Advertisers will be able to buy all or any segment of the four hours weekly. Furthermore, they will be allowed to buy for any length of time desired, making it an extremely practical buy for special seasonal campaigns.

The sked for the news show will be as follows: Monday, 9-10 p.m.; Wednesday, 8-9 p.m.; Thursday, 8-9 p.m.; Friday, 8:30-9 p.m.; and Sunday, 8-9 p.m. The show will thus be ABC's answer to most of the top rated shows on the other networks. ABC's affiliates will be allowed to take any segment of the show or all of it.

## AM, TV Push "Vote" Drive

WASHINGTON, Sept. 13.—Radio and television stations are taking the lead in local "register and vote" activities, according to John Patt, chairman of the national committee for the National Association of Radio and Television Broadcasters, which is spearheading broadcasting's effort in the campaign. Typical of the local-level leadership exhibited by stations is that of KFBI, Great Falls, Mont., which has made an arrangement with the city's auto dealers to announce free transportation to registration booths and polling places, Patt said.

Registration records are being broken in Knoxville, as a result of WROL's "Ballot Bandwagon" which features circus music as a background for frequent spot announcements. A heavy schedule of television interviews with local businessmen is the major contribution of WTVR, Richmond, Va., with the local Chamber of Commerce offering assistance in program development.

## SPOT SPOT

### WNBT Sets Facilities For Sponsors

NEW YORK, Sept. 13.—In a move to accommodate advertisers who can't afford to film station break commercials, WNBT here is setting up a special "House of Station Breaks" department, effective Monday (15). New section will provide live station break advertisers with a variety of different sets and props suitable for almost any kind of spot commercial.

Heretofore, according to WNBT general manager Ted Cott, many advertisers have refrained from buying TV station breaks because they couldn't afford to film their own spots and available studio facilities were often too inadequate to guarantee a good live sales job. Under the new set-up, WNBT will utilize all the built-in props and sets, such as store fronts and kitchens.

### Coast May Co. Takes First Step Into TV

HOLLYWOOD, Sept. 13.—May Company department store takes its first step into TV programming September 14 when it sponsors a half-hour across-the-board show on KLAC-TV. Show will be "Webster Webfoot," aired 5-5:30 p.m. Monday thru Friday. Jimmy Weldon and his talking duck, "Webfoot," will be featured. Duo formerly were featured on TV in Dallas where they reportedly fostered a 30,000 kid fan club.

Show will be produced by George Tibbles and directed by Don Forbes with Tibbles scripting special material and story line. Contract was set for 15 weeks with options thru the Milton Weinberg advertising agency.

May Company has used TV for spot announcements, but this marks the store's first bankrolling of a regular program. Show will be aimed at getting the kids to convert parents to become May Company patrons.

## May Extend Godfrey Seg

NEW YORK, Sept. 13.—The "Godfrey Roundtable" may be extended to an hour this season. Holland Furnace, which sponsored the radio show this summer while Kingan Foods took a hiatus, is interested in continuing its sponsorship thru the next season.

The stanza, which consists of highlights of Arthur Godfrey's morning strip, may be extended to include 4:30 to 5 Sunday afternoons. It normally would be programmed from 4-4:30 p.m. on the Columbia Broadcasting System.

## Hooper Set to Launch New TV Rating Service

NEW YORK, Sept. 13.—C. Hooper, Inc., today (Monday) introduced a new video rating service, titled "TV-Area Hooperatings," which he will begin pitching at advertisers and agencies tomorrow. The new service will be applied to 40 of the existing 63 markets, covering an estimated 80 per cent of all television homes. The method incorporates Hooper's veteran coincidental measurement method with a home diary system, similar to the blending of the two techniques for the "Radio Area Hooperatings" and "U. S. Hooperatings" reports.

The service will kick off in October, and will feature a sales method new to Hooper. Station subscribers will be charged a flat rate, no matter how many outlets in an area participate, instead of the initial subscriber in an area paying a higher fee, which later is pro-rated among additional subscribers. It will be possible to purchase the surveys on a single-shot or annual subscription basis.

The TV - Area Hooperatings, which will report on more markets individually on a regular basis than any other rating service has yet done, will actually give two percentages for each 15-minute segment, a Hooperating, based on all homes in the area, and a Telerating, based on television homes only. Two sets-in-use percentages will accordingly also be given, figured on the aforementioned

two bases. In addition to the number of homes, share and audience composition figures, the reports will give the cumulative audience of multi-weekly shows.

Reports on the top 12 markets, comprising almost 60 per cent of U. S. television homes, will be issued monthly. The next 16 ranking markets will be reported on six times a year, and TV-Area Hooperatings will be issued three times yearly for an additional 12 important single-channel cities.

By combining the coincidental and diary techniques, Hooper feels he achieves accuracy plus the realistic sampling and broad time coverage that the diary makes possible. The TV-Area Hooperating will cover stations' telecasting from sign-on to sign-off.

Hooper will outline the new service to advertiser and agency clients tomorrow morning at the Music Room of the Biltmore Hotel here. The new plan will be presented to mid-West subscribers at the Hotel Sherman this Thursday (18).

## WOR's 'All-Night Show' Reports Most Per \$\$

NEW YORK, Sept. 13.—Robert Hoffman, WOR-TV research head, estimates that the station's "All Night Show" (video's first live all night program) delivers from 76 to 413 per cent more homes per dollar between midnight and 2 a.m. than any other Manhattan station, on the basis of a special Pulse survey.

The telephone-recall study, conducted during the first week of August, also reveals that the Monday thru Saturday series chalked up an average quarterly hour rating of 1.4 from midnight to 1 a.m. and 1.5 between 1 and 2 a.m., with a 0.7 from 2 to 3 a.m. and 0.2 from 3 to 4 a.m.

Survey shows that on the basis of WOR-TV's \$50 per participation time charge for the series, the cost per 1,000 homes for WOR-TV advertisers is \$1.12, as compared to WNBT's \$1.99; WCBS-TV's \$2.28, and WPIX's \$5.74. The WOR-TV show delivers 44,000 TV homes per \$50 spot, as compared with WPIX, which

## TV BYPASSES TOA CONCLAVE

WASHINGTON, Sept. 13.—Altho theater TV struck a dominant note at the eve of the annual convention of Theater Owners of America which will be staged here next week, not a single major exhibit on theater TV was slated in advance for the trade show to be held at the Shoreham Hotel in conjunction with the conclave. This was in sharp contrast to last year's convention of TOA in New York where theater TV was a feature of the exhibits.

## NBC Signs Conrad Nagel On News Seg

NEW YORK, Sept. 13.—The National Broadcasting Company's flagship here WNBC added another personality to its roster of "name" radio talent, with the signing this week of veteran legit-film actor, Conrad Nagel. Nagel takes his place in WNBC general manager Ted Cott's new two and a half-hour daytime program block, which already features Faye Emerson, Skitch Henderson and Herb Sheldon.

Nagel will handle a daily five-minute "News From Hollywood" seg from 1:30 to 1:35 p.m., and also emcee a "Music From Hollywood" deejay session from 1:35 to 2 p.m. Chores were previously announced for film performer Don Ameche, but the deal evidently failed to jell. Cott holds an option on Nagel's services for TV as well. However, no video plans were in the works at the writing. The two and a half-hour block tees off with Emerson at noon, and winds up with Herb Sheldon at 2:30 p.m.

## Mutual Sets 3 Fall Sponsors

NEW YORK, Sept. 13.—The Mutual Broadcasting System this week lined up three new sponsors for the fall. Beginning Sunday (21), Vick Chemical Company will sponsor "The Vicks News With Ed Pettit," from 4:55 to 5 p.m.; General Mills is buying a participation sponsorship on each of the web's five MGM radio packages, beginning September 29, and Libby-McNeil & Libby picks up the tag for the "Nick Carter" series on October 19, when the show moves to the web's 6 to 6:25 p.m. time period.

The Vick's deal marks first time this firm has sponsored a network news program. The agency is Morse International, Inc., New York. General Mills plugs its Kiks cereal product on all five MGM shows, and will also have opening and closing billboards on each program. The agency is Tatham-Laird.

## Post-Freeze TV Grants By FCC Reach 52

WASHINGTON, Sept. 13.—TV post-freeze licenses granted by the Federal Communications Commission mounted to 52 this week while pending TV applications stood at 744, six more than last week. The commission approved three additional TV grants, bringing the total to 52, eight of which are for educational TV stations. The last of applicants notified or scheduled for hearings, meanwhile, grew to 161. In addition, several hundred other applications tied up in contests are awaiting hearing dates (The Billboard, September 13).

This week's TV grants went to the Winnebago Television Corporation, for operation on Channel 39 at Rockford, Ill.; the Roanoke Broadcasting Corporation, for operation on Channel 10 at Roanoke, Va., and the Mississippi Publishers Corporation, Channel 25, Jackson, Miss.

Notified for other requests for the same TV channel make them eligible for hearings were TV and Radio Peoria, Inc., and Hilltop Broadcasting Company, applicants for Channel 19 at Peoria, Ill.; Greater Rockford Television, Inc., and Rockford Broadcasters, Inc., applicants for Channel 13 Rockford, Ill.; Polan Industries and Times World Corporation, applicants for Channel 7, Roanoke, Va.; KARM and California Inland Broadcasting Company, Channel 12, Fresno, Calif.; the McMahan Company and John Poole Broadcasting Company, Channel 53, Fresno, Calif.

## TV-AM Sales Top July, '51 Mark by 13%

WASHINGTON, Sept. 13.—July sales of TV radios and phonographs jumped 13 per cent over sales the previous July, while sales of pianos, records, sheet music and instruments dropped 13 per cent in the same period, according to latest Federal Reserve Board figures. Stores selling records, sheet music and instruments alone reported a July sales drop of 5 per cent under the same month of last year, however. All three categories showed a decided sales drop the first seven months of the year, as compared with sales the same period of last year. TV-radio, phono sales fell off 23 per cent, pianos, records, sheet music and instrument sales dropped 22 per cent, while sales of records, sheet music and instruments in 12 special stores dropped 9 per cent. July locks in all three categories also showed a more than 50 per cent drop under those of the previous July.

## CBS Telefilms DC Documentary

HOLLYWOOD, Sept. 13.—Columbia Broadcasting System this week concluded arrangements to film a Washington documentary-type show for TV. Deal was made between CBS Coast net programming veepee Harry Ackerman and agent-packager Frank Cooper whereby CBS, in association with Cooper, would produce "Wanted in Washington," a documentary series.

Plans call for show to be filmed, thus adding to the net's heavy diet of telepix programs. Ackerman said details on show's format and principals would be worked out at a later date with Cooper.



**WWJ**

NBC AFFILIATE  
in DETROIT

Owned and Operated by  
**THE DETROIT NEWS**

Member of  
THE GEORGE F. WOLLMER 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 MEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



# What Makes a Song Hit?



Why do some songs lead the parade — and remain popular throughout the years?

Why do other songs flare up like a rocket — and then fade into oblivion?

Nobody knows the answer. Popularity cannot be predicted. The man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

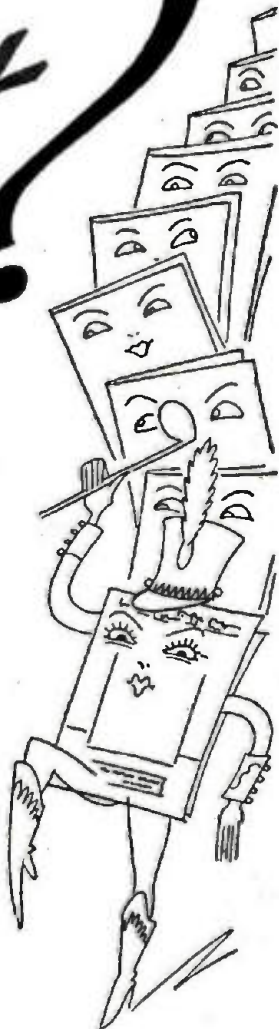
But, Mr. Showman — you don't have to pick hit songs in advance!

Impartial surveys show that ASCAP composers and authors wrote 9 out of 10 of the top tunes over the past 10 years. Your ASCAP license assures your patrons of being able to hear the music they demand — the tunes that are tops in listener appeal — today — tomorrow — always.

A single ASCAP license gives you the right to use quality music — the music that continues in popular demand. These are the tunes created and published for you by the more than 2,500 composers and authors, and 450 publisher members of ASCAP.

Your ASCAP license is the smallest item in your entertainment budget. Yet it brings you the biggest return in customer satisfaction and goodwill.

Give your patrons the finest music available — give them ASCAP Music.



*This is the third of a series of advertisements telling the story of ASCAP*



**AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

575 MADISON AVENUE, NEW YORK 22, N. Y.



# THE BILLBOARD Radio-TV Show Charts

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

## • Top 10 TV Shows Each Day of the Week in BUFFALO

(274,000 TV Sets; Panel Size 200)

... According to Videodex Reports

Videodex reports monthly or each of 26 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed shares in a week of 7,700 TV homes. The city reports for those markets, for the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

**BUFFALO TV** audiences are rather individualistic in their tastes. In July, as the chart shows, "Martin Kane" got the biggest audience there, with "Original Amateur Hour," "Dragnet" and the "Westinghouse Summer Theater" tied for second. "Summer Theater," in fact, got a higher rating than "Studio One," for which it is the summer replacement, got in March. "Kane's" July ratings were several points higher than his March rating too. The clue to Buffalo's "top summer six" was the fact that the biggest audience came in at 10 p.m. every night but Saturday and Sunday, and they came in quite late on the week-end too.

| Mar. '52 | Top 10 | SHOW                         | NET     | Time        | Share |
|----------|--------|------------------------------|---------|-------------|-------|
| 2        | 57.8   | 1. PHILCO TV PLAYHOUSE       | NBC     | 9-10:00     | 46.5  |
| —        | —      | 2. THE BIG PAYOFF            | NBC     | 8:00-9:30   | 35.8  |
| 6        | 38.0   | 3. CELEBRITY TIME            | NBC     | 10:00-10:30 | 35.5  |
| 5        | 39.5   | 4. ONE MAN'S FAMILY (Film)   | NBC     | 10:30-11:00 | 34.5  |
| 3        | 48.5   | 5. THIS IS SHOW BUSINESS     | CBS     | 7:30-8:00   | 25.5  |
| —        | —      | 6. LONE RANGER (Film)        | ATC     | 5:20-6:00   | 25.0  |
| —        | —      | 7. U. S. ROYAL SHOWCASE      | NBC     | 7:00-7:30   | 24.5  |
| —        | —      | 8. RANGE RIDER (Film)        | Non-Net | 1:00-1:30   | 23.5  |
| 7        | 35.5   | 9. LET'S PLAY CHARADES       | Non-Net | 6:30-6:45   | 22.0  |
| —        | —      | 10. ROBERT MONTGOMERY (Film) | NBC     | 11:15-12:15 | 20.5  |

| MONDAY                      | Share                  |      |
|-----------------------------|------------------------|------|
| 1. SUMMER THEATER           | 50.3                   |      |
| 2. CRUSADE IN EUROPE (Film) | 42.5                   |      |
| 3. MY LITTLE JARGIE         | 40.5                   |      |
| 1. 57.5                     | 4. LUX VIDEO THEATER   | 37.5 |
| 6. 37.5                     | 5. VOICE OF FIRESTONE  | 28.5 |
| 9. 31.0                     | 6. SAGEBRUSH TRAIL     | 26.5 |
| —                           | 7. FLASH GORDON (Film) | 25.0 |
| 8. 31.5                     | 8. CAMEL NEWS CARAVAN  | 19.0 |
| —                           | 9. NEWS AND SPORTS     | 19.0 |
| —                           | 10. HOWDY DOODY        | 18.0 |

| TUESDAY | Share                    |      |
|---------|--------------------------|------|
| 3. 57.5 | 1. ORIGINAL AMATEUR HOUR | 50.3 |
| 3. 57.5 | 2. CIRQUE THEATER        | 41.0 |
| —       | 3. BOSS LADY             | 29.5 |
| —       | 4. INVITATION PLAYHOUSE  | 27.0 |
| 7. 35.0 | 5. FLASH GORDON (Film)   | 22.0 |
| —       | 6. SAGEBRUSH TRAIL       | 21.5 |
| 8. 34.0 | 7. HOWDY DOODY           | 20.0 |
| —       | 8. FILM FEATUETTE        | 17.5 |
| 6. 36.5 | 9. CAMEL NEWS CARAVAN    | 15.5 |
| —       | 10. CHARLIE WELD (Film)  | 15.0 |

| WEDNESDAY | Share                      |      |
|-----------|----------------------------|------|
| 3. 45.5   | 1. PABST BLUE RIBBON BOUTS | 43.8 |
| 1. 58.0   | 2. KRAFT TV THEATER        | 43.5 |
| 2. 54.0   | 3. GODFREY AND FRIENDS     | 35.8 |
| 7. 29.5   | 4. SAGEBRUSH TRAIL         | 27.0 |
| 9. 26.5   | 5. SPORTS SPOI             | 26.0 |
| —         | 6. FLASH GORDON (Film)     | 23.5 |
| —         | 7. HOWDY DOODY             | 19.0 |
| —         | 8. SEARCH FOR TOMORROW     | 17.5 |
| 5. 35.0   | 9. CAMEL NEWS CARAVAN      | 17.5 |
| —         | 10. NEWS ROUND-UP          | 17.0 |

| THURSDAY | Share                          |      |
|----------|--------------------------------|------|
| 5. 46.0  | 1. MARTIN KANE                 | 55.0 |
| —        | 2. DRAGNET                     | 53.0 |
| —        | 3. MR. PEPPERS                 | 48.0 |
| —        | 4. DANGEROUS ASSIGNMENT (Film) | 43.5 |
| —        | 5. THE BEST OF GROUCHO         | 36.0 |
| —        | 6. TV NEWS CONFERENCE          | 27.5 |
| 7. 33.5  | 7. SAGEBRUSH TRAIL             | 25.5 |
| —        | 8. PLAYHOUSE OF STARS (Film)   | 21.0 |
| —        | 9. NEWS                        | 19.5 |
| —        | 10. NEWS WEATHER, SPORTS       | 19.0 |

| FRIDAY  | Share                    |      |
|---------|--------------------------|------|
| 3. 51.8 | 1. BOXING                | 45.3 |
| 1. 49.5 | 2. FILM FEATUETTE        | 40.3 |
| 1. 65.5 | 3. RAMA                  | 36.0 |
| 8. 30.5 | 4. SAGEBRUSH TRAIL       | 25.0 |
| —       | 5. RACKET SQUAD (Film)   | 23.5 |
| 7. 31.0 | 6. HOWDY DOODY           | 23.0 |
| 2. 55.5 | 7. WE, THE PEOPLE        | 20.5 |
| —       | 8. THE UNEXPECTED (Film) | 20.0 |
| 8. 30.5 | 9. GREATEST FIGHTS       | 19.0 |
| —       | 10. FLASH GORDON (Film)  | 18.5 |

| SATURDAY | Share                         |      |
|----------|-------------------------------|------|
| —        | 1. SUMMER THEATRE             | 35.1 |
| 3. 40.5  | 2. YOUR HIT PARADE            | 34.0 |
| —        | 3. SATURDAY WIT DANCE PARTY   | 30.0 |
| —        | 4. BLIND DATE                 | 25.3 |
| 1. 27.0  | 4. TELENEWS WEEKLY (Film)     | 25.3 |
| 5. 35.0  | 6. CISCO KID (Film)           | 24.0 |
| 9. 24.0  | 7. THIS WEEK IN SPORTS (Film) | 23.5 |
| —        | 8. HOPALONG CASSIDY (Film)    | 23.5 |
| 8. 26.5  | 9. WILD BILL HICKOK (Film)    | 22.5 |
| —        | 9. WESTERN THEATER            | 22.5 |
| 1. 53.5  | 10. ALL STAR REVUE            | 20.5 |

\*NBC estimate for July, 1952.

## • Share of Total Audience Radio vs. TV in BUFFALO

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

| TELEVISION         | Radio      | % of Total | % of Total |
|--------------------|------------|------------|------------|
| Total Aud.         | Total Aud. | Avg.       | Avg.       |
| 7 P.M. to Midnight |            |            |            |
| SUNDAY             | 57.0       | 43.0       | 38.4       |
| MONDAY             | 55.1       | 44.9       | 36.4       |
| TUESDAY            | 57.0       | 43.0       | 36.9       |
| WEDNESDAY          | 57.6       | 42.4       | 39.6       |
| THURSDAY           | 57.8       | 42.2       | 39.9       |
| FRIDAY             | 54.0       | 46.0       | 37.4       |
| SATURDAY           | 56.3       | 43.7       | 34.9       |

| 6 A.M. to 6 P.M.   | Total Aud. | Radio      | % of Total |
|--------------------|------------|------------|------------|
| MON.-FRI.          | Total Aud. | Total Aud. | Avg.       |
| 6 A.M. to Midnight |            |            |            |
| ENTIRE WEEK        | 35.6       | 64.4       | 28.2       |

## NEXT WEEK Top 10 TV Shows Each Day in PITTSBURGH

... According to Videodex

## Top 5 Radio Shows Each Day in ST. LOUIS

... According to Pulse

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

## FOR FULL INFORMATION

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

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

## Schwimmer Inks 16 For AM 'Tello-Test'

CHICAGO, Sept. 13.—Walter Schwimmer Productions, Inc. this week signed 16 new stations for its AM "Tello-Test" series, bringing the total number of outlets carrying the program to over 200 for the fall season. George Guyan, vice-president in charge of sales, said the following outlets had contracted for the show:

WELL, New Haven, Conn.; WFOJ, Milwaukee; WRNO, Orangeburg, S. C.; WKIP, Poughkeepsie, N. Y.; WATR, Waterbury, Conn.; WTOR, Torrington, Conn.; WSOY, Decatur, Ill.; WROK, Rockford, Ill.; KWYO, Sheridan, Wyo.; WFMA, Rocky Mount, N.C.; WJVS, Owensboro, Ky.; WBTY, Batavia, N. Y.; WUSJ, Lockport, N. Y.; WFCB, Dunkirk, N. Y., and WLOK, Lima, O.

## • Top 5 Radio Shows Each Day of the Week in BUFFALO

(311,250 Radio Families)

... According to Pulse Reports

| WBEW | 5,000 watts | NBC | WGR  | 5,000 watts  | CBS  |
|------|-------------|-----|------|--------------|------|
| WBWY | 250 watts   | ind | WKBW | 50,000 watts | ABC  |
| WBBR | 5,000 watts | M95 | WWOL | 1,000 day    | ind. |

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 6,200 homes are interviewed in each market. Ratings are reported in 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

**CLINT BUEHLMAN's** wake-up show over WBEW again had the highest radio rating in Buffalo in July and August. The hourly newscasts that accompany his show came up right behind him audiencewise. The top evening show in Buffalo over the summer was the "Railroad Hour" followed closely by the "Voice of Firestone," both over National Broadcasting Company. NBC had the most network shows on the chart.

| Jan. Feb. '52 | Top 5 | SHOW               | NET | Time      | Share |
|---------------|-------|--------------------|-----|-----------|-------|
| 1.            | 1.    | BEST PLAYS         | NBC | 8:30-9:30 | 6.3   |
| —             | —     | 2. MUSIC ROOM      | NBC | 8:00-8:30 | 5.8   |
| —             | —     | 3. DORIS DAY SHOW  | CBS | 7:30-8:00 | 5.5   |
| —             | —     | 4. DECEMBER BRIDE  | CBS | 7:00-7:30 | 5.3   |
| —             | —     | 5. P. M. PLAYHOUSE | CBS | 8:30-9:00 | 5.0   |
| —             | —     | 5. DREW PEARSON    | ABC | 9:00-9:15 | 5.0   |

| MONDAY | Share                    |     |
|--------|--------------------------|-----|
| 3. 8.3 | 1. RAILROAD HOUR         | 7.3 |
| —      | 2. VOICE OF FIRESTONE    | 7.0 |
| 5. 7.5 | 3. TELEPHONE HOUR        | 6.8 |
| 5. 7.5 | 4. BAND OF AMERICA       | 6.0 |
| —      | 5. ROMANCE               | 5.3 |
| —      | 5. BWAY BEAT, ALLEN SHOW | 5.3 |
| —      | 5. DANGEROUS ASSIGNMENT  | 5.3 |
| —      | 5. NEWS                  | 5.3 |

| TUESDAY | Share                       |     |
|---------|-----------------------------|-----|
| —       | 1. MEET YOUR MATCH          | 6.0 |
| —       | 2. CONVENTION NEWS, CONCERT | 6.0 |
| —       | 3. TITM OR CONSEQUENCES     | 5.8 |
| —       | 4. NEWS                     | 5.5 |
| —       | 5. BARRIE CRAIG             | 5.3 |

| WEDNESDAY | Share                 |     |
|-----------|-----------------------|-----|
| 5. 8.5    | 1. GREAT GILDERSLEEVE | 6.0 |
| 1. 9.8    | 1. GROUCHO MARX       | 6.0 |
| —         | 3. E. R. MURROW       | 5.8 |
| —         | 4. L. LESUEUR         | 5.8 |
| —         | 4. WHAT'S MY LINE     | 5.5 |
| —         | 4. DR. CHRISTIAN      | 5.5 |
| —         | 4. PROMENADE CONCERT  | 5.5 |
| —         | 4. BOXING             | 5.5 |
| —         | 4. NEWS               | 5.5 |

| THURSDAY | Share                      |     |
|----------|----------------------------|-----|
| 2. 10.5  | 1. COUNTERSPY              | 6.8 |
| —        | 2. FBI IN PEACE AND WAR    | 6.3 |
| —        | 2. BASEBALL                | 6.3 |
| 1. 10.8  | 4. DRAGNET                 | 6.0 |
| —        | 5. E. R. MURROW            | 5.5 |
| —        | 5. MR. KEEN                | 5.5 |
| —        | 5. WATCH IT BUD, THE CHASE | 5.5 |
| —        | 5. DEFENSE ATTORNEY        | 5.5 |
| —        | 5. MR. CHAMBERLAIN         | 5.5 |
| —        | 5. NIGHT BEAT              | 5.5 |

| FRIDAY | Share                    |     |
|--------|--------------------------|-----|
| —      | 1. MARIO LANZA           | 6.5 |
| —      | 2. BASEBALL, MISC.       | 6.8 |
| —      | 3. WHO GOES THERE, MUSIC | 5.8 |
| —      | 4. NEWS OF THE WORLD     | 5.3 |
| —      | 5. ONE MAN'S FAMILY      | 5.0 |
| 3. 7.5 | 5. THIS IS YOUR FBI      | 5.0 |
| —      | 5. MY GARDNER            | 5.0 |
| —      | 5. NEWS                  | 5.0 |
| —      | 5. THE CISCO KID         | 5.0 |

| SATURDAY | Share                     |     |
|----------|---------------------------|-----|
| —        | 1. BASEBALL, MISC.        | 5.8 |
| 3. 6.8   | 2. GRAND OLE OPPY         | 5.3 |
| 1. 7.3   | 2. GANG BUSTERS           | 5.3 |
| —        | 4. CARAVAN, TIM PAN ALLEY | 5.0 |
| —        | 5. JUDY CANOVA            | 4.8 |

| 3 A.M. to 7 P.M. MONDAY-FRIDAY | Share             |      |
|--------------------------------|-------------------|------|
| 1. 11.0                        | 1. CLINT BUEHLMAN | 10.5 |
| 4. 8.9                         | 2. NEWS           | 10.0 |
| 2. 10.1                        | 3. NEWS           | 9.5  |
| 3. 9.5                         | 5. ARTHUR GODFREY | 8.9  |
| —                              | 5. NEWS           | 7.8  |

| SATURDAY | Share                    |     |
|----------|--------------------------|-----|
| 1. 8.8   | 1. CLINT BUEHLMAN, MUSIC | 7.0 |
| 3. 7.5   | 2. NEWS                  | 6.8 |
| 5. 6.8   | 2. HI-TEEN               | 6.8 |
| 4. 6.3   | 4. NEWS                  | 6.0 |
| —        | 5. MY SECRET STORY       | 5.8 |

\*Based on U. S. 1950 Census of radio ownership and Sales Management 1952 estimate for Buffalo metropolitan area, including Erie and Niagara counties.



NEWS CAPSULES—COAST TO COAST

WOR Newcasts Deliver as Large an Audience as 1946

NEW YORK, Sept. 13.—Radio newcasts are still going strong according to a study The Pulse recently completed for WOR as part of the station's continuing study of news listening. The survey showed that 86.1 per cent of New York's families listened to radio news shows during the first week in August right after the political conventions. Among TV homes, 82.6 per cent listened to news on the radio during the survey period.

The survey further showed that WOR was the city's chief news station. It was preferred by 27.7 per cent of the listeners surveyed as compared to 15.3 per cent for the next most favored station. In announcing the results of the survey, Robert Hoffman, WOR's research director, said that WOR newcasts are delivering as large an audience today as in 1946, when TV ownership was practically nil. Pulse pulled the study August 6 and 7, covering 1,000 homes in metropolitan New York.

FOX BUYS SPOTS TO PLUG PIC ...

NEW YORK—20th Century-Fox has bought a skeed of 75 spot announcements on WJZ-TV to plug the opening of "The Snows of Kilimanjaro" at the Rivoli Theater here Wednesday (17). The plugs will go on all thru next week. The station will cover opening night festivities in an exclusive 45-minute show beginning 8 p.m. that night.

WEEK NBC BIZ WORTH \$4 MIL ...

NEW YORK—Two new programs and six renewals for the National Broadcasting Company radio web in the past week represent \$4,160,000 in annual billings, John Herbert, the networks sales vicepres, disclosed. The two new buys are "The First Nighter," Tuesdays at 10:35 p.m. for Miller Brewing, and "Carnel Scoreboard," Saturdays at 5:30 p.m.

TRADE SHEET PLUGS ZIV SHOW ...

NEW YORK—"Freedom USA," the Frederic Ziv Company show starring Tyrone Power, was plugged in a recent issue of the American Banker, finance trade sheet. In a two-column story, the paper mentioned that five banks and financial orgs were among the first sponsors of the show.

PINE-SOL MULLS LEWIS STANZA ...

CHICAGO—Pine-Sol this week was considering a 15-minute radio program to feature the talents of Robert Q. Lewis and the Chor-dettes. The stanza would be aired via the Columbia Broadcasting System. Gordon Best, Inc., is the agency.

ZIV SIGNS TWO NEW REPS ...

NEW YORK—The Frederic W. Ziv Company this week engaged two new district representatives. They are Raymond J. Thomas, former big league baseball player, and Bernard Mackall, who recently resigned as sales manager of Ledbetter Signs, Sacramento, Calif. Thomas was recently a salesman for J. B. Hunt & Sons, roadbuilding equipment, of Raleigh, N. C.

NBC EXEC SEES WORLD-WIDE TV ...

CHICAGO—O. B. Hanson, engineer-veepee of the National Broadcasting Company, this week predicted that TV would be international in scope before long and compatible color will be added. Speaking before the American Institute of Electrical Engineers, which devoted a good part of its meeting to TV prospects, Hanson reviewed the history of broadcasting and predicted that U. S. would have 50,000,000 TV homes in a few years.

VENEZUELA TV STATION SET ...

NEW YORK—Venezuela's first TV station is due to go into operation in Caracas in December, it was announced this week by Meade Brunel, a veepee of Radio Corporation of America. The station, which is completely RCA equipped, will be operated by the Venezuelan government.

TV COMMITTEE TO BE PERMANENT ...

NEW YORK—The Television All-Industry Committee, which was set up on a temporary basis last January to work out revisions in New York City ordinances to

facilitate the operation of the industry in New York, will be made into a permanent organization to deal with such problems as may arise. Mayor Impliciter last last week signed two bills liberalizing the laws under which TV must operate here, which was the result of the Committee's labors.

SATURATION DRIVE FOR DUNHILL ...

NEW YORK — Dunhill cigarettes ran one of the biggest spot saturation campaigns of its kind on radio and TV this week. The king-size cigarette used a total of 1,128 spots in the East. Of these, 626 were on TV and 502 on radio. Biow is the agency.

WABD DOES 600C IN WEEK ...

NEW YORK — WABD here, flagship station of the Du Mont web, this week wrapped up \$600,000 worth of billings. The seven new contracts include such sponsors as Philip Morris, Pacific Coast Biscuit, Bristol-Myers, National Carbon Copy, Miller Brewing, Greater New York Kaiser-Frazer dealers and the Congress of Industrial Organizations.

SHOLIS TO AID STEVENSON ...

LOUISVILLE—Victor A. Scholis, veepee and director of WHAS and WHAS-TV, will become administrative assistant for the balance of the campaign to Wilson Wyatt, personal campaign manager for Governor Adlai Stevenson, the Democratic candidate for President. During his leave of absence, sales director Neil Cline takes over.

SCHWARTZ DIRECTS AM. TV FOR RI DEMOCRATS ...

PROVIDENCE — Lewis L. Schwartz, formerly production manager of WJAR-TV here, has been appointed radio-TV director for the Rhode Island Democratic Party. He will supervise program production for TV and radio during the election campaign in conjunction with Ten Eyck Lansing, public relations counsel for the Democrats here.

CRABBE TO OPEN NEW SEG ...

NEW YORK—Buster Crabbe opens his Buster Crabbe Health and Swim Club Tuesday (16) at the Hotel Shelton here. The new gymnasium and the Shelton pool will offer a swimming, exercise and diet program under the 1932 Olympic champ's personal supervision, for adults, with a special junior program for children under 13. Crabbe is currently dividing his energies between 16 weekly TV and radio shows, including a daily exercise seg on NBC-TV's early morning "Today" show; a half-hour spot over WOR-TV every afternoon; a nightly sports show over WNBC, and a Sunday morning WNBC show, "Time for Adventure."

HUDSON BAY PLANS KIDDIE SHOW ...

NEW YORK—Hudson Bay Fur Company will sponsor a new children's show, "Ben Tucker's Starlet Revue," over WOR-TV here, beginning Wednesday (17), 5:15 to 5:30 p.m. The program, a Sid Robbins production, will feature Ted Lawrence and Marie Moser.

NAME 7 BROADCASTERS TO STANDARDS GROUP ...

WASHINGTON—Seven Broadcasters will serve on radio standards of practice committee for the National Association of Radio and Television. It was announced by Harold E. Fellows, NARTB president. John Meagher, KYSM, Mankato, Minn., is chairman of the committee. Committee members are William B. McGrath, WHDH, Boston; Carleton Brown, WTVL, Waterville, Me.; E. R. Vadeboncoeur, WSYR, Syracuse; Walter Wagstaff, KIDO, Boise, Idaho; Clyde W. Rembert, KRLD, Dallas; William Pabst, KPRC, San Francisco.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Acc sportscasters Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will cover the 1952 NCAA college football schedule of telecasts for NBC. National sales exec Phil Williams, Twentieth Century-Fox TV, is back in Manhattan this week, following a tour of TV stations in Chicago and thruout Midwest.

LOTS TO LEARN

Canada Video Gets Started This Week

TORONTO, Sept. 13. — With still a lot to learn, the Canadian Broadcasting Corporation this week began operations of its television stations in Montreal and here. This was Canada's first sight of the new medium, other than what her population has been able to receive from the United States.

Plenty of fanfare greeted the opening, as two daily papers issued TV supplements, taking advantage of tremendous enthusiasm by TV set manufacturers and dealers anxious to sell sets, at long last.

Advance opinion was that the CBC would put the accent in TV on culture, just as it had done on one of its nets in radio. But even its most severe critics had to admit that the accent was on entertainment. And proof of this came when the advertisers picked up a goodly percentage of the time telecast by the CBS, and at the rate of \$1,600 an hour, for time only.

Great promise has been shown by the CBC in its first three days of operation, since it opened, September 8. One of its most

glaring faults has been the failure of the technicians and directors to learn about lighting and camera-work.

Kinescope greetings from television operations in the United States, Germany, England and Italy followed a short introduction about the weather, and what was to be seen opening night on the station. Most of the kinescopes were poor in quality, but all showed that the senders were anxious to present them with imagination, despite the poor film quality.

There followed the usual opening ceremonies, with speeches by Fergus Mutrie, head of TV in Toronto; Davidson Dunton, chairman of the Board of Governors of the CBC, and Dr. J. J. McCann, minister in the government responsible for the operation of the CBC.

Altho McCann was unable to say just what license fee would be charged for TV, he did say that it would not be put onto the people until next spring. The best guess is that it will be around \$15.

Drew Crossan then shaped a (Continued on page 13)

**BACKBONE OF AMERICA**

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than \$11 billion; in 1951 it was \$37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2 1/2 times what they were in 1940.

In 1940 total farm assets were \$54 billion. By 1951 they were \$153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was \$4 billion; in 1951 it was nearly \$20 billion—\$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer."

**WLW** The Nation's Station

1922-1952  
30th Year

\*Material protected by copyright



## NEW SERIES AND FIRMS

## Peddle Films Shot at Actual Ghost Towns

NEW YORK, Sept. 13.—Sterling Television Co. is peddling "Ghost Towns of the West," the 15-minute series about the Gold Rush days produced by Simmel-Meservey, Inc., in Hollywood. There are 13 shows in the package. The films were shot at actual ghost towns out West.

## CULHANE CO.

**WIDENS MARKETS**... NEW YORK—Shamus Culhane Productions, Inc. has organized a "sponsored films division" to produce films of all lengths for TV distribution as well as organizational use and sales promotion. George L. George has been named producer-director of the new department. Shamus Culhane has been in business for

four years making TV commercials for Muriel Cigars, Halo Shampoo and Ajax Cleanser, among others.

**'GLOBE TROTTER' SERIES PLANNED**...

NEW YORK—Bill Jordan, owner and host of the Bar of Music in Miami, was here this week to try to make arrangements to convert his old radio show, "Musical Globe Trotter" into a TV film series. Jordan, who was once travel editor of The Memphis Commercial Appeal, has traveled extensively and visited 61 countries in all.

**START SHOOTING MEXICAN FILMS**...

MEXICO CITY—Robert Fallon is here to start work on a series of 13 TV films which he plans to have syndicated. The program will show hunting and fishing here in Mexico.

## N. Y. Banks Set Entertainment Finance Dept.

NEW YORK, Sept. 13.—One of the first banks to set up an Entertainment Industries Division, which will specialize in financing of films, television, radio and related fields is the Bankers Trust Company here. Division is headed by bank's vicepres Harry Watkins, who this week brought in Herberl L. Golden, Variety staffer, to work in the Entertainment Industries Division of the bank.

Golden was with Variety for 14 years after putting in five years with The Philadelphia Record. During the war he was on leave of absence from the trade-paper and served on the film staff of the U. S. Co-ordinator of Inter-American Affairs and in the Navy.

## Roudin Files NBC Pic Suit

NEW YORK, Sept. 13.—National Broadcasting Company is being sued in Federal Court by Roudin Television Corporation over a contract for the use of 100 film shorts. Under a December, 1949, contract NBC received exclusive TV rights to the films for three years at a minimum of \$15,000 the first year and \$10,000 each of the following years. The complaint charges that NBC failed to pay for the second year when it became due on February 2. NBC's answer is that the second year was canceled by an oral agreement on October, 1951, in keeping with the conditions of the original contract.

## TV FILM PURCHASES

CBS Television Film Sales has sold the "Gene Autry Show" to My Bread Baking Company for showing over WJAR, Providence, R. I. A saturation merchandising campaign for My Bread will be carried out in Providence at the same time. Perfect Foods, which sponsors "The Range Rider" over WPZL, Philadelphia, has taken a 28-week extension, and the time for the film series there has been moved up to 6 p.m. Saturdays. The Cott Bottling Company of Boston, thru the John C. Dowd Agency, has bought 39-week sponsorship of a series of half-hour dramatic films put out by Revue Productions and distributed by MCA-TV. Under the title, "Coca Quality Movie" the show will go on WRZ-TV, Boston, 11 p.m. Saturdays. WNBT, New York, has taken a 13-week slice of "The All-American Game of the Week" from Consolidated Television Productions for showing Wednesdays, 7-7:30 p.m., beginning September 24. First sponsor to take "The Abbott and Costello Show" was the Falstaff Brewing Corporation for WDSU-TV, New Orleans, where it will go on 9:30 (Continued on page 13)

## QUICK TAKES

## New York

Robert Sarnoff, head of National Broadcasting Company's film division, took off for Europe this week where he will confer with Douglas Fairbanks Jr. on the production of the 39-segment "International Theater." Before his departure, Sarnoff held a meeting of his sales staff to discuss the promotion of their four series, which, besides the Fairbanks show, includes the "Lilli Palmer Show," "Hopalong Cassidy" and "Dangerous Assignment." PSI-TV, Inc., this week announced the opening of their Chicago office with Albert C. Morey, formerly head of his own package firm, in charge. Morey's first task will be the mid-Western peddling of "China Smith." PSI-TV opened their Hollywood office only two weeks ago. Walter Colquitt has been made vice-president and treasurer of Cinecart International Corporation, TV film producer. Colquitt was formerly with Story Films. Videopix, Inc. of Pittsburgh has hired Tom Duran, from the sales staff of WCAE, Pittsburgh, to peddle their films in the mid-Atlantic states. Their products include "Viz Quiz," "Talk About Adventure" and "Spin-A-Tune." Guild Films, Inc. has engaged Sam Lake, former business manager of Screen Gems, as their general sales manager. WBAL-TV in Baltimore has just installed two new Eastman 16-mm. film projectors.

## Chicago

Edward Rinker, formerly of Bielefeld Studios, Inc., has joined the Chicago sales staff of Sarra, Inc.

## THEATRICAL ON TV

## N. Y. Court Gets Suit Involving 25 Features

NEW YORK, Sept. 13.—A dispute over the TV rights to a group of 25 feature films, including "I Married a Witch," "Sundown," and "Fifty-Second Street," was brought into New York Federal Court this week.

Jules Weill and Herman Greenfield, doing business as Masterpiece Productions, Inc., are being charged with distributing the films to television stations without the proper rights. Plaintiffs are United Artists and Racine Television Corporation, a subsidiary of Motion Pictures for Television, Inc.

Masterpiece originally obtained the 25 films from UA, who claimed that Masterpiece was granted only limited rights, including the right to have them shown via "theatrical TV." UA charges the defendants with breaching their contract when they licensed the films to stations.

MPTV obtained full rights to the films, including the right to license them to stations, in December, 1951. They charge the defendants with infringement.

The plaintiffs seek the delivery of all negatives and prints to be impounded during pendency of the action. They ask for an injunction, damages and an accounting.

**SALZBURG ACQUIRES SEVEN FEATURES**...

NEW YORK—J. Milton Salzburg has acquired the TV rights

## Coronet Into Video Field

CHICAGO, Sept. 13.—Coronet Magazine is entering the rapidly expanding television film field according to David A. Smart, publisher. The decision came as a result of the increasing demand for a higher-type television film program, Smart says.

The Coronet staff is at work on a market survey concentrating on the local-area level. The viewers' preferences, the local advertiser's budget and the local station format are being investigated and analyzed. The results of the survey will determine the direction Coronet Television will pursue in the release of short-subject films and production plans for all future subjects Smart reports.

## BBC Sets Pix For U.S. Sale

WASHINGTON, Sept. 13.—The British Broadcasting Corporation is planning a series of four 30-minute films for sale to United States and Commonwealth television companies, the Commerce Department reported this week.

The films will show preparations for the coronation and the place of the monarchy in the life of Britain and the commonwealth. The BBC hopes the series will be the beginning of a film service for overseas TV programs, Commerce said.

## UNIONS AND TV FILMS—2

## NTC Outlines Program For Re-Use of Scripts

By EVELYN BURKEY  
Assistant Executive Secretary of the Authors' League  
An agreement that fully utilizes the work of video writers is the major purpose of the National Television Committee of the Authors' League. We strongly oppose the buying of scripts outright because we have found such a practice generally leads to the shelving of material once it is initially used.

In our discussions with networks, therefore, we have sought to work out a system of payments for re-use of scripts. After buying a one-shot title to a property, the purchaser can option the script for a nominal sum. This privilege commits him to re-use the work within a specified time or forfeit both option and rights. The entire cost of the option fee which grants him 16 years of exclusivity roughly equals the initial one-shot price of the material. Naturally, each time the script is used another fee is paid to the writer.

In TV film over which we have jurisdiction in the East we fully subscribe to the principles of our sister union, the Screen Writers' Guild. We ask a minimum advance against a percentage when the break-even point is reached.

All subsidiary rights we believe should remain the property of the writer. These rights are rarely exploited by both networks and packagers. Subsidiary rights should remain with those in the industry whose stake in their exploitation is obvious—the writer. Our opposition, of course, takes into consideration that such subsidiary rights should never be utilized in direct competition with TV.

That a writer should receive full credit for his creations should be unquestionable. Not only does this afford him pleasure and prestige, extra compensations for his work, but it is also likely to lend prestige to the network and sponsor because of his enhanced standing with the public.

Were TV to follow the practice of the publishing and dramatic fields, and publicize its writers, it could only benefit. In closing I should like to say that the National TV Committee

does not wish to make impossible demands that will hamstring this infant industry, it makes manifest its position, however, that video must set aside a fair portion of its earnings for the kind of writing talent that will keep the American public a TV public.

## BB TREND SURVEY

## Agencies, 5 to 1, Say TV Future Lies in Filming

The trend in TV programming is definitely to film, according to advertising agencies surveyed by The Billboard. What's more the agencies believe five to one that national advertisers will tend to place their shows on a spot basis rather than on networks.

And Hollywood will be the TV film capital, according to five out of every six agencies polled. Some did point out, however, that the production of filmed commercials would probably be concentrated in New York because of the fact that it's the headquarters of so many of the major agencies and national advertisers.

The major reason set forth by the agencies is the trend toward filming TV shows is, of course, economic. "With the production costs what they are, film is now definitely in the realm of sound thinking," said one agency man. "Furthermore, film gives you additional revenue from resale in regional markets not covered in your own advertising campaign," he added. A Midwest agency man asked, "Who is going to come up with the price local sponsors can afford?" The consensus was clearly that the economics of TV are simply driving advertisers, both national and local, to film.

The problem of time availability under present conditions naturally also enter into this. With the country getting along with a mere 108 stations the past couple of years, agencies have become accustomed to the idea that they have to go out and

to seven more feature films for his Cornell Film Company. The titles are "Wayne Murder Case," "Convicts at Large," "Fire Alarm," "Jungle Bride," "Police Court," "Law of the Sea" and "The Girl from Calgary."

**FULL-LENGTH PIX GET 9.2 AUG. RATE**...

NEW YORK—Feature films on the networks during August got an average rating of 9.2, according to The Pulse's latest Multiple report. Theatrical films were thus the eighth top-rated program category.

## Roach Seeks Distrib for 2 Video Pkgs.

NEW YORK, Sept. 13.—Hal Roach Sr. this week went shopping here for a distributor for his two new film video packages. The hour programs, "Children's Hour" and "Actors' Hour," are expressly put together so that four advertisers can sponsor quarter-hour segments of each program. Each segment, of course, will be different.

In the former program, which features Maureen O'Sullivan, there will be fantasy, a bible story, a clown episode and an "Our Gang" segment. The "Actors' Hour" features Fay Bainter and Onslow Stevens on the first film.

## Firm Issues ID Brochure

NEW YORK, Sept. 13.—A quick-reading brochure telling advertisers the advantages of TV station identification announcements was issued by the TV division of Edward Petty & Company this week. Booklet does a solid selling job for this form of advertising. It emphasizes that the cost of an ID campaign is lower than ever now thanks to the widespread acceptance by stations of a single set of standards for them.

Entitled "A Quickie on 'Quickies'" the booklet is set up in the form of a TV script, with the highlights listed under the "video" side and the details under "audio." Among the merits of ID plugs that the booklet cites are that good spots are still available between shows with high ratings, that IDs enable an advertiser with a limited budget to get wide market coverage, that enable bigger advertisers to boost their TV campaigns with only a small additional expenditure, and that the cost per 1,000 for IDs is comparatively low.

## Ramar Series Sold In Six TV Markets

HOLLYWOOD, Sept. 13.—"Ramar of the Jungle," 26 half-hour series produced by Arrow Productions starring Jon Hall, this week was sold in six markets for \$216,500. Sale is in line with Arrow's new policy to syndicate its own product thru its subsid, Arrow Productions Distributing Company. Arthur Sachson was named in charge of the sales division and will headquarter his operations in New York. Sachson was general sales manager for Samuel Goldwyn and prior to that served as assistant sales manager for Warner Bros.

Sales were closed by Arrow's executive producer, Leon Fromkess, during his recent market-to-market sales swing across the country. "Ramar" was sold here to KTTV for \$45,000, to Philadelphia's KFTL for \$45,000, to an undisclosed New York outlet for \$65,000, in Denver for \$12,500, in Toledo for \$27,500 and in San Francisco for \$21,500.

Arrow's distributing wing is currently negotiating for series produced by other firms to help share the cost of maintaining its sales org. Fromkess said Arrow will soon start production on its second series, "King Arthur and the Roundtable."

The FIRST name in outstanding television production



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

Read about ZIV PROGRAMS in "Market Place" on Page 13



JUST LIKE RADIO

News Develops as TV Staple; '52 Key Year

By WILLIAM C. PAYETTE  
Television Manager, United Press Associations

News, after a slow start, became a bread and butter staple of radio. The pattern has been repeated in television. Television news coverage on a regular basis expanded rapidly during the past year. One television network news director has called 1952 the year television news came of age. I agree. One of radio's first big news sponsors, Esso Standard Oil Company, chose 1952 to begin its Esso Reporter on television. Other sponsors—used to radio news' steady pull with an adult, able-to-buy audience—are looking for similar buys in television. For it is apparent, even in this early stage of television, that news will be a regular program feature.

United Press was the first major press association to make its reports available to radio. It took an early plunge in television. About four years ago United Press began exploring the television news field with Twentieth Century-Fox Movietone News. The two companies were ideally complementary for the job of visual news reporting.

We believed that up-to-the-minute news bulletins, spot news pictures, and high speed film would be the basis of television news programming. United Press Movietone News began operations last October, and the first of the year United Press acquired Acme Newspictures—already a leader in delivering spot news pictures to television stations—to round out its television news service.

Movietone, long foremost in the newsreel field, and the first of the newsreel companies to enter television, quickly expanded its coverage and processing facilities. The two companies have co-operated so successfully that today more than half of the television stations now on the air are served by one type of service or another.

United Press Movietone clients get nearly 100 minutes of top news film a week—the equivalent of the production of a major Hollywood studio. News is filmed and processed at such high speed that much of it is on many stations the same day, and nowhere is it more than one day old. With new stations due to come on soon in large numbers, United Press and Movietone have big plans to supply the demand for news film, news reports and spot news pictures.

News was so well established as a radio public service and as a profitable commercial feature by the end of World War II that operation of a station without a news service was unthinkable. When the big boom in radio station building began after the war, applicants usually filed a news service contract with their applications as evidence of their awareness of the public service value of news. They knew that news sold time and delivered advertising accounts as well.

But it wasn't always so. In the early days, radio was regarded solely as an entertainment medium. There were no important demands made upon wire services for news. With the advent of the depression crisis, the Roosevelt administration and the Hitler war menace, however, broadcasters took a new look at news. The Press-Radio fight and the overwhelming demand for news, once its value to broadcasting was apparent, are now history. No important radio station today is out of touch with the world for a second. Press association wires pound out the news 24 hours a day, seven days a week.

And millions of people know they can hear the latest bulletins at almost any hour by flipping on the switch of their radio sets. As television developed,

adding another dimension to broadcasting, its first program successes also were in entertainment. News, although well established in radio, was difficult to present on television. And once more, as in the early days of radio, you heard the statement: "Television is an entertainment business."

The political conventions of 1948, altho broadcast by only a few stations, nevertheless made a deep impression as a television news event. Later, television coverage of the MacArthur return, the Kefauver crime hearings, and the political conventions of 1952 have made crystal clear that television is a news medium.

Of course, the examples just cited were spectacular events,

like the radio broadcasts of the Coolidge-Davis election returns, Lindbergh's flight and triumphant return, and radio's first world series. Radio discovered via such coverage of big news the enormous potential of the regular newscast. The wire services moved in and radio began a mighty public service that has paid off handsomely.

So, too, television has read the lesson of the impact of worthwhile news coverage. Because news events often occur when broadcasting's maximum audience is otherwise engaged, it became necessary for radio to reschedule coverage of big news for its big audience. The pattern, as mentioned before, is being repeated in television.

News programs do not get high ratings, as a rule, but their frequency and their popularity with both adult men and women give them solid appeal with all types of advertisers. Now that television stations have the tools to work with, news looms ever larger as a dependable source of revenue with high public service value.

Agree on SAG-TVA Jurisdiction Areas

NEW YORK, Sept. 13.—Television Authority and the Screen Actors' Guild this week took a small step toward the eventual straightening out of their jurisdictional tangle over performers. The Associated Actors and Artistes of America, the parent body of the performer unions, adopted a resolution which gave jurisdiction of film video to the SAG and of live video to TVA.

The resolution, in effect, only recognized a fact that the National Labor Relations Board has already sanctioned; motion pictures made for TV belong in the ballwick of SAG. Several years ago the AA's handed jurisdiction of TV to TVA. Hence, the resolution also shifts its position in relation to the medium.

basic differences between the unions over films "made in the manner of live TV" and film commercials. TVA insists on its jurisdictional right to such programs which the SAG disputes. These film packages include "I Love Lucy" and the Red Skelton show.

TVA also remains adamant in its position that it should have something to say about rates for film commercials. The union believes that the rates for these commercials or else TVA members will not be able to compete. Live commercials thus would be priced out of the market. This difference however, TVA execs claim, will straighten itself out should the new contract now being negotiated by SAG produce fees for commercials which are not substantially under the salary standards already set by TVA.

**TV STATIONS VOTE  
UNITY 5 FIRST PLACES**

in BILLBOARD'S 2nd Film Survey — Sept. 6, 1952

Again...

UNITY has won the major awards in Billboard's 2nd National TV Film Survey.

Once...

when UNITY won the 1st Billboard TV Film Survey it could just have happened.

But...

the second time makes us kinda proud and thankful.

Our thanks...

to every station in the nation for voting UNITY top honors.

and thanks to BILLBOARD for the many kudos accorded to UNITY in the first and second TV Film Surveys.

**UNITY TELEVISION CORPORATION**

1501 BROADWAY, NEW YORK 18, N. Y. • Longacre 4-8234

ARCHIE MATERS President    "BOB" WORMHOUT Sales Manager    "CONNIE" LAZAR Program Director    LEN FIRESTONE Eastern Dir., Mgr.    SID WEINER TV Booker

Write, wire or phone for UNITY'S new 50 page catalog of films to fit every time segment and type of programming.

**FIRST PLACE**  
THEATRICAL FILM DISTRIBUTORS

**FIRST PLACE**  
ADVANCE INFORMATION SERVICES OF TV FILM DISTRIBUTORS

**FIRST PLACE**  
THEATRICAL FILM SHIPPING SERVICE

**FIRST PLACE**  
SALESMEN OF THEATRICAL FILM DISTRIBUTORS

**FIRST PLACE**  
QUALITY OF FILM LEADERS AND LABELING

● **SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!  
See page 3 for rates



THE BILLBOARD

TV-Film Buying Guide

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

Listed below are TV film series currently placed or available for placement on individual television stations. Only films in the program categories indicated on the chart are covered in this issue...

Table with columns: Series Name, Length in Minutes, No. Releases Available, ARB Rating.

CHILDREN'S

Adventures in Storyland 15...26

Adventures of Cyclone Malone 30...26

Dick Tracy 30...39

Table listing various children's programs with their ARB ratings and current showing status.

WARNING • WARNING • WARNING Check distributor for availability. Any of the films listed here may be available...

Table listing various TV film series with their ARB ratings and current showing status.

Crusader

Rabbit 3.33 195

Gigi & Jack 22-26...13

Jim & Judy in Telceland 5...45

Junior

Crossroads 15...104

The Magic Clown 15...13

Streamlined

Fairy Tales 15...Weekly

Time for Beany 15...Weekly

WOMEN'S

Touch 15...104

Table listing various women's TV film series with their ARB ratings and current showing status.

KIDDIES PICK 'Tracy' Leads Non-Westerns, Charts Reveal

NEW YORK, Sept. 13.—"Dick Tracy" was still the ranking TV film series in the non-Western kiddie category in August...

In the Fashion

Spotlight 5...65

NEWS

Daily News Report 10...Daily

NBC Weekly

News Review 15...Weekly

Telenews

Daily 10-15...Daily

Table listing various news and telenews programs with their ARB ratings and current showing status.

TV Station Film Buyers Pick

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

THEATRICAL

Table listing theatrical films shown on TV, including titles like 'A Shot in the Dark', 'Brewster's Millions', and 'Kit Carson'.

OTHER

Table listing other TV programs, including documentaries and educational films.

Series Name

Table listing various TV series with their ARB ratings and current showing status.

Telenews Weekly

Table listing various telenews programs with their ARB ratings and current showing status.



# Canada TV Gets Started Bill Marshall Preps Films for U.S. Tele

Continued from page 9

| Series Name  | Length in Minutes | No. Episodes Available | ARB Rating |
|--|-------------------|------------------------|------------|
| WWJ—Film of Adventure  | 4.0               |                        |            |
| WKYC—Wrestling, Film   | 7.1               |                        |            |
| ALSO CURRENTLY SHOWING IN: Albuquerque, Buffalo, Dallas-Fort Worth, Houston, Kansas City, Louisville, Milwaukee, Omaha, Rock Island, San Antonio, St. Louis, Seattle, Toledo, Ind.               |                   |                        |            |
| <b>UP Movie-tine</b>   |                   |                        |            |
| News . . . . . 10-20 . . . Daily   |                   |                        |            |
| Dist.: United Press Movie-tine   |                   |                        |            |
| BOSTON (2 stations)  |                   |                        |            |
| CHICAGO (4 stations)   |                   |                        |            |
| CINCINNATI (3 stations)  |                   |                        |            |
| WCPO, 10-10-15, Mon.-Fri.  |                   |                        |            |
| Avg. ARB Rating (Average)  | 7.3               |                        |            |
| Average ARB Rating of Prec. Show:  |                   |                        |            |
| Bearing, Meet the Boss, Starline   |                   |                        |            |
| Theater, Cavalcade of Stars  | 19.8              |                        |            |
| Opposition Shows, 10-11:15:  |                   |                        |            |
| WLWT—Three City Final  |                   |                        |            |
| Greatest Fights  |                   |                        |            |
| WKRC—News  | 13.9              |                        |            |
| DETROIT (3 stations)   |                   |                        |            |
| WKYC, 3:30-3:45, Mon.-Fri.   |                   |                        |            |
| Avg. ARB Rating (Average)  | 4.4               |                        |            |
| Average ARB Rating of Prec. Show:  |                   |                        |            |
| Mother's Ballade, Movie Matinee  | 1.8               |                        |            |
| Opposition Shows, 3:30-3:45:   |                   |                        |            |
| WWJ—Matinee in New York  | 2.8               |                        |            |
| WJBK—Western Theater   | 5.2               |                        |            |
| NEW YORK (7 stations)  |                   |                        |            |
| WJZ, 7:15 Mon.-Fri.  |                   |                        |            |
| Avg. ARB Rating (Average)  | 8.8               |                        |            |
| Average ARB Rating of Prec. Show:  |                   |                        |            |
| Bill Harrington, Dining Out  | 4.4               |                        |            |
| Opposition Shows, 7-7:15:  |                   |                        |            |
| WCBS—Early Show  | 11.5              |                        |            |
| WNBT—Go to Paris   |                   |                        |            |
| Mayor of Hollywood   | 1.7               |                        |            |
| WARD—Casin Video   | 5.0               |                        |            |
| WOB—Sport Harry Wismer, Bob Cook   | 4.1               |                        |            |
| WPX—Esso Reporter  | 1.8               |                        |            |
| WATV—Prairie Theater   | 1.0               |                        |            |
| PHILADELPHIA (3 stations)  |                   |                        |            |
| WJZ, 11-11:15, Mon.-Fri.   |                   |                        |            |
| Avg. ARB Rating (Average)  | 1.5               |                        |            |
| Average ARB Rating of Prec. Show:  |                   |                        |            |
| Spotlight on Harlem, Stu Erwin   | 2.9               |                        |            |
| Opposition Shows, 11-11:15:  |                   |                        |            |
| WCBS—Chronicles, News  | 5.1               |                        |            |
| WNBT—News, Sports  | 8.6               |                        |            |
| WABD—Barry Gray, News  | 8.8               |                        |            |
| WDR—Many Faces, Baseball   | 2.0               |                        |            |
| WPX—Melody Scrapbook, Baseball   | 11.3              |                        |            |
| WATV—Stardust Theater  |                   |                        |            |
| WASHINGTON (4 stations)  |                   |                        |            |
| WTTG, 11-11:15, Mon.-Fri.  |                   |                        |            |
| Avg. ARB Rating (Average)  | 4.7               |                        |            |
| Average ARB Rating of Prec. Show:  |                   |                        |            |
| Ringside Interview, Baseball, Author   | 11.2              |                        |            |
| Opposition Shows, 11-11:15:  |                   |                        |            |
| WBWB—Cinema Playhouse  | 6.7               |                        |            |
| WVAL—Chronicles, News  | 7.0               |                        |            |
| WTD—News   | 7.0               |                        |            |
| ALSO CURRENTLY SHOWING IN: Charlotte, Dallas-Fort Worth, Houston, Johnston, Memphis, Nashville, New Orleans, Pittsburgh, Oklahoma City, Richmond, Rochester, San Diego, Tulsa, Mexico City, Ind. |                   |                        |            |

45-minute presentation of the various programs to be seen on TV. This was a kaleidoscope of bits and pieces of a dozen different programs, partly live and partly film. The film portions were sometimes inaudible.

Emcee John Fisher, barely recognizable due to the poor lighting, displayed considerable ease in the low medium. Two or three of the bits and pieces stood out from the hodge-podge. One was an aria sung against a neat set by Jan Rubes, baritone. The camera was handled with dexterity and thought. A sample of a comedy show, "Stop, Watch and Listen," with Barbara Hamilton, Alfie Scoop and Sam Aarons, had those watching, rolling in the brief minutes they appeared before the cameras. An unusual children's program, designed by Pat Patterson, featured Judy Shaw, dancing to fairy tales told by Miss Patterson.

Weakest link in the segment was a kinescope of the Bell Singers, despite their reputation in radio. This group of girls, led by Dr. Leslie Bell, was costumed for an extravagantly produced show, but the thinness and cliched songs they sang detracted from a production with an obviously large budget.

"Nuit Du Soir" Socko show on the first evening was a program in French produced in Montreal, "Un Nuit du Soir," which had everyone talking about its singing, dancing and music, presented with Gallic flavor in a typical Parisian manner. It showed originality and imagination, and put everything done by the Toronto group to shame.

A variety show "The Big Revue," highlighted the activities of the second night (9). Starring Doug Romaine and Mildred More, it lacked smoothness and failed to achieve the desired effect, having some high spots, but many more low spots.

Femsee of the hour-long show was Tobj Jobins, who the an attractive girl, is too too dramatic. She needs to relax. "Press Conference" introduced a new TV star to the Toronto population in the person of their mayor. He was the target of two newsmen and one newswoman,

all eager to put him on a hot spot. Another panel discussion, "Court of Opinion," demonstrated the failings of the cameramen at the CBC. One shot called for a full-length view of a model whose slacks were being discussed. The viewer never did see the bottom half of the gal.

Many were the small mistakes in the opening days, such as shouting in the background, cameras being moved in front of another camera, movement of furniture in the background and lack of proper scheduling. These can be expected in any opening operation, and the kinks look to be smoothed out in short order.

TV in Canada has been a long time a-coming, and CBC has shown originality and done well despite her most severe critics. But its efforts doubtless will be heightened by competition from the private stations, if and when they are permitted to open. If the CBC can stand up against this competition, then it will have proved itself in TV as it has in radio.

PARIS, Sept. 13.—The Bill Marshall office is in the process of preparing a package of films, consisting of completed foreign-language pix to be dubbed into English, and especially made English-language shorts, for American television. Marshall's first releases will be three French films, starring his wife, Micheline Presle, being dubbed into English here, with Miss Presle playing herself.

The first, "All Roads Lead to Rome," should reach completion the end of the month. Besides the Presle films, Marshall has an option on a series of Spanish-made pix, also to be dubbed into English, here in Paris, using American and English-speaking French actors, under control production of Cine Doublage.

Marshall has also gone into production with David Chudnow for a series of either 13 or 26 pix, the number depending on negotiations. Chudnow is conducting now in the States. The series

stars Akim Tamiroff and is called "Out of the French Files," based on true French detective stories. Chudnow has a pilot film, made in Hollywood, with him. Upon his return somewhere around the beginning of October, the project should go before the cameras.

Marshall, meanwhile, seemingly has closed down on anything not pertaining directly to TV-film, other than possible distribution rights for those foreign-language films which he will dub into English.

NEW YORK, Sept. 13.—Anheuser-Busch this week inked to bankroll the United World weekly film series, "Headlines on Parade." Series is being placed on a spot basis.

Tee-off date in some markets will be September 13, with the full line-up not likely to be reached for several weeks. Budweiser beer will be plugged. D'Arcy is the agency.

## THE MARKET PLACE for TELEVISION FILM INDUSTRY

**Adventure**

This is the story—TV and AM combination for the film. Contact Teevee Co., 211 So. Beverly Drive, Beverly Hills, Calif.

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

**Adventure-Mystery**

TV's greatest combination super-sleuth super-salesman

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**News**

TELENEWS—INS Complete TV News Service, daily film release, news-wire service, spot news stills. Robert H. Reid International News Service, 235 East 45th Street, N.Y.C. NY 7-8900

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

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**Film Processing**

**FAST TV SERVICE**

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

HOLLYWOOD-VALLEY FILM LABS, INC. 12322-B Ventura Blvd., Studio City, Calif.

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

**TV SOUND OF BROADCASTING QUALITY**

Specialists in sound control for TV reproduction. Write Precision Film Laboratories, 21 W. 46, N. Y. C.

**Miscellaneous**

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

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

Just off the press—Complete catalog TV films available winter-spring 1953. Contact TV Corp., 130 W. 46 St., N.Y. 36, N.Y.

**Children's**

Now available — 26 episode, top-rated Marshall Field "Uncle Mistletoe" Puppet Show, Kling Studios, Chicago, Hollywood, New York.

**Commercials**

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

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

## TV FILM PURCHASES

Continued from page 10

p.m. Saturdays for 26 weeks. Agency for Falstaff is Dancer-Fitzgerald-Sample. . . . Serutan has bought "Hollywood Off-Beat" for an additional four markets, Los Angeles, Minneapolis, Salt Lake City and Omaha. That makes seven cities in all, in which Serutan will be sponsoring the Melvyn Douglas show, United Television Programs, which distributes "Off-Beat," this week also sold "Old American Barn Dance" to KSTP, Minneapolis-St. Paul. Other recent UTP sales were "Big Town," under another title, to KPHO, Phoenix, for 52 weeks, "Royal Playhouse" to Stegmeier Beer for 26 weeks via WFIL, Philadelphia, and to the W. F. McLaughlin Company for showing on WKZO, Kalamazoo. Also, "Movie Quiz" was renewed on WDSU-TV, New Orleans, by Quality Baking Company. WGOR-TV, New York, has begun showing "Texas Rasin'" films of wrestling matches at the Sportatorium, Dallas, for showing 10:30 p.m. Saturday sponsored by Val-Worth, Inc. . . . Frigidaire of Canada will sponsor "Foreign Intrigue" via the new Toronto station, CBLT. . . . Canadian Broadcasting Corporation has bought "World's Immortal Operas" and "Holiday in Paris" from CBS Film Sales for their Montreal station, CBFT. . . . "The Unexpected" has gone on KEYL, San Antonio, for 52 weeks under the sponsorship of the Jack Mitchell Nash Company. WJBK-TV, Detroit, recently bought seven of Du Mont's film packages.

than New York, were the obvious ones that the facilities, the knowhow and the talent are all there already with the result that production costs tend to be cheaper with Hollywood production.

**Washington Spotlight** . . . . . 15 . . . 24

Dist.: Snader Teleproduction Sales, Inc. CHICAGO (4 stations) CINCINNATI (3 stations) WCPO, 10-15-10-30, Sun. Avg. ARB Rating . . . . . 3.6 ARB Rating of Prec. Show . . . . . Drew Pearson . . . . . 13.8 Opposition Shows, 10-10:30: WLWT—Sunday Star Time . . . . . 1.6 WKRC—Home Theater . . . . . 11.6 CLEVELAND (3 stations) WEWS, 7-45-8, Thurs. Avg. ARB Rating . . . . . 2.7 ARB Rating of Prec. Show . . . . . Opposition Shows, 7-8:5-8: WBWB—Cameo News Caravan . . . . . 11.1 WKEL—Freedom Festival . . . . . 1.9 COLUMBUS (3 stations) WWSN, 10-15-10-30, Sun. Avg. ARB Rating . . . . . 6.7 ARB Rating of Prec. Show . . . . . Sunday News . . . . . 14.6 Opposition Shows, 10-15-10:30: WTVN—Golden Theater . . . . . 3.0 WLWC—Star Time . . . . . 3.4 DETROIT (3 stations) WJZ, 11-11:15, Thurs. Avg. ARB Rating . . . . . 3.6 ARB Rating of Prec. Show . . . . . Tales of the Hawk . . . . . 21.3 Opposition Shows, 11-11:15: WWJ—News . . . . . 3.6 WJBK—Telenews Ace . . . . . 3.6 LOS ANGELES (7 stations) WASHINGTON (6 stations) ALSO CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Dallas-Fort Worth, Grand Rapids, Greensboro, Houston, Indianapolis, Jacksonville, Kalamazoo, Kansas City, Lansing, Louisville, Memphis, Minneapolis-St. Paul, Nashville, Oklahoma City, Omaha, Providence, Salt Lake City, San Antonio, Schenectady, Seattle, St. Louis, Syracuse, Toledo, Tulsa, Wilmington.

## BB Trend Survey

Continued from page 10

ual stations — not networks," declared one agency representative.

Other advantages of film shows pointed out by the agency was that film makes possible much wider scope of setting and programs, that it precludes fluffs and so is less of a strain on all production people, and that it gives a chance to pre-test and replace the package.

Many of the agency people queried pointed out that the quality of TV film is ever improving and that eventually the viewer would be able to detect no significant difference between film and live shows.

The reasons advanced to Hollywood's becoming the TV film production center, rather

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### NAEB MATCHES CHALLENGE

## Three Series Top-Flight Under Ford Foundation 300G Grant

By JUNE HUNDY

NEW YORK, Sept. 13.—Last year the Fund for Adult Education, established by the Ford Foundation, turned over a \$300,000 grant to the National Association of Educational Broadcasters for the purpose of producing radio programs of "historical and contemporary significance" which will "inform and entertain as well as educate."

To date the NAEB has turned out three new series on tape under the Ford grant—"The Ways of Mankind," "People Under Communism" and "The Jeffersonian Heritage." The last named was launched Sunday (14) by member stations of the NAEB tape network. The show was aired over WNYC in New York at 1 p.m. The series will also be made available to commercial stations on a sustaining basis, and it is expected that at least one of the three series will be broadcast over a national network.

#### Poor Predecessors

Heretofore, the best argument in favor of commercial radio has been the fact that the average non-commercial educational program all too often was both soporific and sophomoric, full of immature intellectual pretenses, and seldom redeemed by any honest vitality or originality.

The educational broadcaster's

stock answer to this accusation has always been that the light of his programing know-how was obscured by the handicap of his next-to-nothing production budget. Consequently, Ford's \$300,000 grant to the NAEB amounted to a put-up-or-shut-up challenge to the radio educator.

Happily for all concerned, the first three series (reviewed here) represent a definite triumph for the Ivy League set. All three shows are distinguished by top drawer production values, good taste and (perhaps most important of all) a solid sense of showmanship.

#### Stakes Involved

Full-cognizant of the stakes involved, the NAEB committee spent months lining up man power and facilities for the first three shows. Scripting standards on "People Under Communism," for instance, were so high that eight top radio writers threw in their typewriters before the hour-long series received a final okay. Technical advisors put in months of research, fine-combing each script to assure complete authenticity.

The committee's painstaking efforts are clearly evidenced in the excellence of the final products. Admittedly some portions of the shows reflect a little too much care for the good of their

own pacing. However, now the initial pressure to "produce" is off, the committee will undoubtedly relax its perfectionist policy enough to safeguard future shows from the danger of seeming stuffy.

One thing's sure: If the rest of the programs measure up to the standards set by the first three, the NAEB will find it a lot easier to move into TV next year.

#### Availability

All three series will be made available to the United Nations Radio, The Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting System, the New Zealand Broadcasting System and All-India Radio.

The grant was administered by Ralph Lowell, at the direction of the Adult Education Committee of NAEB, consisting of George Probst, director, University of Chicago Roundtable, chairman; Richard B. Hull, director of WOL-AM-FM-TV, Iowa State College; H. B. McCarty, director of WHA, Madison, Wis., and the Wisconsin State Network; Seymour N. Siegel, director of WNYC, New York; Parker Wheatley, general manager of WGBH, Boston. Program co-ordinator for series is William Harley of WHA, Madison, Wis.

### Jeffersonian Heritage (The Living Declaration)

RADIO—Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the National Association of Educational Broadcasters. Producer-director, Frank Papp. Writers, Morton Wishegrad and Milton Geiger. Music, Vladimir Selinsky. Technical advisor, Professor Dumas Malone, Department of History, Columbia University. Cast: Claude Rains, others.

"The Jeffersonian Heritage" is a 13-week half-hour series dealing with the life, times, principles and philosophy of Thomas Jefferson. However, its purpose is not biographical, but rather to show how Jeffersonian ideals have guided generations of American statesmen up to the present day. In line with this aim, the initial program "The Living Declaration," reviewed, spotlighted Jefferson's part in writing of the Declaration of Independence.

The entire series is based on the research, writing and advice of Professor Dumas Malone, of Columbia University, who checked and rechecked every line of dialog to be sure it carried the proper Jeffersonian flavor. Producer-director, Frank Papp, has showcased the professor's material in laudable fashion, with Vladimir Selinsky's majestic background music particularly impressive. However, major credit for the series' success belongs to actor Claude Rains.

In an attempt to imbue the program with a genuine feeling of history in the making, the script often subordinates dramatic action to Jefferson's philosophy. Consequently Rains delivers lengthy first-person narratives and completely dominates all of the dramatized segs. In most

(Continued on page 53)

### Ways of Mankind (A Study in Language)

RADIO—Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the Canadian Broadcasting Corporation, under the supervision of the Adult Education Committee of the National Association of Educational Broadcasters. Supervising producer, Dr. Walter Goldschmidt, professor of anthropology and sociology, University of California, Los Angeles. Producer, Andrew Allen.

"Ways of Mankind," produced by the Canadian Broadcasting Corporation under the supervision of the NAEB, is educational programing at its best, and easily the most impressive of the three series sponsored by the Ford Foundation grant. The show reviewed, a half-hour documentary, tagged "A Study in Language," was witty, literate and wholly adult—in the finest tradition of British broadcasting; yet sparked with the lift and breezy pacing of American radio at its best.

Paradoxically, altho its format was probably the most informal of the trio, the program was also the most informative. The show packed an amazing amount of interesting data (on how words make the world go round) into a half-hour, including such fascinating tidbits as the fact that the Arabs have 1,000 words for "sword" and the Eskimo language doesn't have a word for "snow." They consider the white stuff so important that they use a string of different phrases to describe it under varying conditions—falling on warm days, etc.

#### Brisk Clip

The show moved along at a brisk clip, via urban, tongue-in-cheek commentary; the use of varied voices and accents, and some wonderfully colorful wordage on the part of the scripter. For instance, use of initials as

(Continued on page 53)

### People Under Communism (The Music and the Dream)

RADIO—Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the National Association of Educational Broadcasters under supervision of Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford, Calif., Russian Research Center, Harvard and Columbia University. Writer, Milton Geiger. Narrator, Arnold Moss. Music, Vladimir Selinsky.

This hour-long documentary series is one of the most ambitious projects on NAEB's new programing agenda. It is also a program that the NAEB may well take pride in, both for its excellent production values, and the fact that it shuns flashy appeals to the emotions in favor of an intellectual approach to its subject.

Latter road is certainly more difficult to travel. However, once its destination is reached, the impact on the senses is even more shattering than that produced by melodrama alone, since it reacts on both the mind and the emotions.

On the show reviewed, "The Music and the Dream," the intellectual approach was particularly effective, because it was applied to a field of Communist activity that is still something of an enigma even to our own State Department, the mystery of the Asiatic and Middle Eastern mind and why the Communists have been more successful in those countries, propaganda-wise, than America.

The pattern of political seduction followed by the Soviet in these lands was set forth in realistic detail (via dramatization), beginning with Russia's calculated generosity to the poor, and ending with the people's complete subjugation—bound by bread to Stalin and split apart in their own ranks by the Communists' effective divide-and-conquer technique of civil warfare.

The drama was played out against Vladimir Selinsky's compelling musical score, and underscored by some prominent Americans' fearless analysis of exactly where and how we failed to reach the Oriental mind, and what we can do to avert similar disasters in countries still wavering between us and the Red Army. "Go to the East with humility," said Justice Jackson, "and help them plant 'rice roots' like our 'grass roots.'"

#### Tragic Account

The most forceful argument for America to take stock of its methods in the East was made during the last half hour of the program, when the citizen of

(Continued on page 53)

## TV-Radio Reviews

### All-Star Revue

TELEVISION — Reviewed Saturday (6), 8-9 p.m., EDT. Sponsored by Pet Milk via National Broadcasting Company-TV thru Gardner agency. Producer-director, James V. Kern. Production supervisor, Joe Bigelow. Executive producer, Sam Fuller. Writers, Paul Henning, Stan Shapiro. Cast: Dennis Day, Corinne Calvet, Paul Douglas, Irene Ryan, Billy Daniel and his dancers, the Romanos, Hal March, Jimmy Cross and Chester Clute.

In his first turn as emcee-performer on one of the major TV vehicles, Dennis Day showed clearly that he has matured as a show wise pro to the point where he can hold his own with any. Kicking off "All Star Revue" for the new season, Day was not only emcee, and of course singer, but comic, prankster, actor in skits and generally handyman. His now famous spoof of Johnnie Ray was a highlight, but everything else he did also seemed to have a touch of showmanship about it.

Day had a formidable cast working with him, including the torrid Corinne Calvet, whose charms were not exactly obscured by the white sweater she wore. Paul Douglas also lent a hand in some sketches, the Billy Daniel dancers did some fancy and occasionally suggestive terping, the Romanos pulled some extravagant acro routines, but were rather less successful in their comedy tries and Harpo Marx also was present for a walk-on at the blackout point in a sketch. At the tag end, George Jessel came on for a big mitt after a Yiddish-dialog bit with Day preparatory to Jessel's own emcee stint the next week.

#### Sketches NSG

The sketches were not all they might have been, but even the weakest, in which Day was the son, by clothes and all, of the Douglas and Miss Calvet, had its moments.

Day's warbling was of excellent quality, with "Wish You Were Here" and "September Song" as his prime efforts. But he shone in every respect, from his smooth handling of proceedings to his mixing it up with other cast members in the sketches.

Pet Milk commercials included one plug integrated as a sketch and also featured a free offer of a can opener as a mail-pull tester. Del Monte canned foods, joining the sponsor roster this season, drew the final plug, with Day himself introducing the sponsor's ketchup to the program. In all, the show stood up strongly, with Day showing every indication of growing into one of the top all-around talents of the business, Sam Chase.

### Your Shows of Shows

TELEVISION — Reviewed Saturday (6), 9-10:30 p.m., EDT. Participating sponsors via NBC-TV. Producer-director, Max Liebman. Choreographer, James Starbuck. Music, Charles Sanford. Cast: Sid Caesar, Imogene Coca, Marguerite Piazza, Bambi Linn & Rod Alexander, Bill Hayes, Judy Johnson, Billy Williams Quartet, Hamilton Trio, Carl Reiner, Howard Morris.

The return of the Sid Caesar-Imogene Coca "Your Shows of Shows" video series is regarded by countless video fans as formally inaugurating the new season. And with good reason, for if there is any one stanza which epitomizes the true TV in the minds of the average viewers, it is the Max Liebman-produced opus.

It is therefore welcome news that the series is not likely to disappoint its fans. It is certainly at least as strong as last season, and probably rates even higher, for the addition of the dance team of Bambi Linn and Rod Alexander could not help but buttress any show, however strong.

Of Caesar, who appears appreciably thinner than last season, it is possible to say that despite his over-playing on some sketches, he remains a true television talent. Imogene Coca, perhaps as even more potent as comedienne than in past seasons, having learned how to temper her art with the requirements of the medium better, perhaps, than any female zany in the business. Max Liebman's overall production remains tops, by acclamation, despite his unwillingness to gamble with a sure thing by seeking improvements.

It must be said in warning, however, that life and TV have a habit of going forward, and Liebman cannot leave even this stanza too long untouched. It begins to show need of freshening. Despite its remarkable pace, it retains an air of familiarity, of something one has seen before. Perhaps the portents should be heeded: some sort of freshening tactics in production definitely are called for.

The supporting cast, including Carl Reiner, Marguerite Piazza, the Billy Williams Quartet, the Hamilton Trio and Bill Hayes and Judy Johnson, all are up to their usual form, which is to say tops. The Linn-Alexander dance duo presented some of the freshest, most appealing dance routines to be seen in many a month, and should prove strong additions to the format.

But the format, as a whole, needs some jogging; it's like a champion gone a bit stale for want of potent competition. It would be sad to see this show fall from the heights for sheer lack of initiative. Sam Chase.

## TV Impact Creates New Agency Merger

NEW YORK, Sept. 13.—This week's absorption of Owens & Chappell by Kenyon & Eckhardt is regarded in the trade as the latest indication of the continuing impact of TV on advertising agencies. The ever-present trend toward merger of smaller agencies with larger ones, and the movement toward economy among the giants have been accentuated by television, according to observers.

Among the more recent merger deals was one concluded last week when Bothwell joined force with Geyer, Newell & Ganger. Another arrangement which was slightly different, was the shuttering of the Federal agency. Many of the top Federal execs carried their accounts to the D'Arcy agency, but about half of Federal's billings wound up with the Grey agency when a key Federal exec joined the top Grey brass.

The drive toward economy has seen more than 500 advertising employees axed within the past six months. Agencies which trimmed their sails included Young & Rubicam, Kenyon & Eckhardt, and Weintraub, all of which lost some lucrative accounts. It is estimated that the first two of the advertising firms lost between 20 and 40 per cent of their billings.

An outstanding proponent of the theory that a modern agency must be giant-sized is Herman Newell who left Geyer, Newell & Ganger to join Lennen & Mitchell when Pat Geyer refused to amalgamate GNA&G with L&M. Newell since has put the spurs to Lennen & Mitchell and personally has raised the agency billings by one-third. John Owens of Owens & Chappell directly attributes the

(Continued on page 15)

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Legit Review

SEAGULLS OVER SORRENTO

(Opened Thursday, September 11) Golden Theater

A Comedy drama by Hugh Hastings. Staged by the author and Charles Bowden. Directed by Melvin Bourne. Costumed by Mildred Trebor. Company manager, Herta Schlauf. Stage manager, Robert Downing. Press representatives, Realdo Dennis and Philis Langner. In association with Peter Cookson.

Able Seaman Badger (J. Pat O'Malley), Able Seaman Sims ("Spook"), Mark Rydell, Able Seaman McIntosh ("Haggle"), Bruce Hall, Able Seaman Turner ("Lotto"), John Randolph, Petty Officer Herbert, Leslie Nielson, Lt. Comdr. Redmond, D.B.O., D.S.C., R.M., Sub-Lieut. Granger, R.N., Bill Daniels, Able Seaman Hudson ("Radar"), Brook-Telegraphist ("Sparks"), Rod Steiger.

When this reporter journeyed to Westport, Conn., several weeks ago to view a pre-Broadway try-out of "Seagulls over Sorrento," he voiced the opinion that the Theater Guild had better ponder seriously before bringing it in to the Stern. So it arrives, not under the Guild aegis, but sponsored by Charles Bowden and Philip Langner, in association with Peter Cookson. After viewing its current debut, the reporter finds no reason to change his opinion.

That Hugh Hastings' all-male, comedy melo, is a three-year hit in London, can be readily understood. It is a strictly a "Buy British" product, lightly spoofing the protocol of the British navy, but with a solid underpinning of respect for the traditions of the Senior Service. Its premise and its comedy is lustily tuned for the British ear. But Broadway is something else again.

There are chuckles in "Seagulls," and some well-written scenes. Hastings is a pretty good craftsman. But the humor is not our brand, and the cracks which undoubtedly draw belly-laughs in the West End seem contrived and obvious on West 45th Street. Nor seeing it again, does it register as a full-size play. Hastings has set down a batch of British seamen on an island fortress around Scapa Flow. The lads christen it Sorrento, just because it is so different. Thruout three acts and some considerably contrived situations they are involved in testing highly dangerous explosives and warring with a stinker of a petty officer. One of them gets killed, but the new explosive is highly successful, the petty officer gets what's coming to him, and the rest of the jolly tars are off for home and shore leave. That's about it.

As far as can be noted the move to Broadway has wrought no change in the production, altho the author has come over to lend a hand in direction. While credited to Melvin Bourne, the set looks like a replica of the authentic-looking segment of a British navy's fortress assigned for Westport by Peter Larkin. The original cast has been brought along complete. Perhaps they play together a little more sharply. Again they may be a pew-sitter get interested in Hastings' characters. J. Pat O'Malley is a funny fellow. He is practically constantly in the comic spotlight and much of the humor of a gabby cockney who knows navy angles falls easy on a Yankee ear. John Randolph plays a fine rugged leader out of an injustice-hating shipmate. Bruce Hall is quite right as a dour Scot who gets to see the light, and Walter Brooke is quietly effective as an idealistic young scientist. Leslie Nielson makes the petty officer venomously petty. Probably, British p.o.'s are like that. Guy Spaul, Rod Steiger, Mark Rydell and Bill Daniels add further competently played contributions.

In sum, the actors come close to making a go of it, but "Seagulls" is too strident, a British brew for Broadway. Bob Francis.

WENR, WGN In New Films for Fall, Winter

CHICAGO, Sept. 13.—Two local TV outlets, WENR and WGN, this week continued to pace the field in signing new film shows for the fall and winter, with the former adding eight new sponsored programs, and WGN-TV's Ted Weber coming up with three new accounts.

New accounts on WENR-TV follow: Hauser Nash Motors, thru Guenther-Bradford, feature films in Thursdays, 10:30 p.m. to conclusion, for 52 weeks starting immediately; Miracle Enterprises, thru Charles Temkin Agency, two feature films each Saturday for 13 weeks, starting today (13); Heatmaster Corporation, thru Guenther-Bradford, a feature film on Saturdays, starting September 20, for 13 weeks; the Kellogg Company, thru Leo Burnett, will sponsor "Superman" Fridays for 52 weeks starting September 19, and Sterling Drugs, thru Daner, Fitzgerald & Sample, mystery theater film series, Mondays for four weeks starting immediately.

Accounts set by WGN-TV include: Gottfried Motors, Inc., thru Arnold Isaak Advertising, feature film Fridays for 13 weeks, starting September 19; Libby Furniture Company, "Saturday Night Movie Date," using feature films, for 52 weeks starting today, account handled by Charles Temkin, and World-Wide Chinchilla Ranch, Chicago, thru Malcolm Howard, a 15-minute film program Fridays, starting October 3 for 26 weeks.

QUICK TAKES

Hollywood

Tom Corradine, former film director of KTTV here, has opened an office to serve as West Coast rep for TV film distributors headquartered in New York. Lyle Clark, night club producer, will be associated with the outfit as package producer. The firm will go under the name of T. J. Corradine & Associates. Key Productions, Inc. has signed Billie Burke, Arnold Stang and Hope Emerson for roles in "The Eddie Mayehoff Show," which they began shooting at the Eagle-Lion Studios last week. The series is set to preem October 5 on the National Broadcasting Company's TV web under sponsorship of Reynolds Metals.

CAPSULE COMMENT

Saturday Night Dance Party (TV), NBC-TV, Saturday (23), 9-10:30 p.m., EDT.

Jimmy Dorsey had Helen O'Connell and Bob Eberly back with him, and they did several of their hits of around 10 years back. These were all most pleasant, and even the younger viewers could get a nice, nostalgic feeling about them. In addition, their work was effectively pictured, and Miss O'Connell looked as sweet as ever. The trouble with the show was in the emceeing. Jerry Lester didn't have any material to speak of, and his improvisations were completely out of step with the spirit of the show. He just knocked about in his usual frisky way. In a few of his intros he tried to be funny over the fact that he was just stalling for the stage changes, which wasn't so funny because that's all he was doing—stalling. At the end of the show, Lester brought on his three kids. It was a charming family get-together, but didn't help the show much. The George Shearing Quintet intermittently contributed a few of their fine, inimitable stylings.

In sum, the show was very strong on music but very hungry when it came to chatter.

TV-Film Reviews

Clete Roberts World Report

TV FILM—Reviewed at special screening. Running time, 15 minutes. Produced by U. S. Television News. Producer, Clete Roberts and Miles Ark. Camera, Russ Day. Cast: Clete Roberts. Distributed by United Artists Television, 729 Seventh Avenue, New York 19, N. Y.

United Artists has taken over distribution of this excellent documentary-news series. The show has been running for some time over KLAS-TV, Hollywood, under the sponsorship of Miles Ark's men's clothing chain, and is reported to have quadrupled the firm's annual gross. But so far the show has not managed to get nationwide distribution.

Clete Roberts, former ABC correspondent, travels all over the world with his cameraman, Russ Day, and over 500 pounds of film equipment. Their films cover a full-flung newsworthy spots, where Roberts, a rugged, Hemingwayesque-looking character, interview local leaders and hoi poloi.

Greek Shots

The segment caught was shot in the mountains of Greece, where the citizens of a local town, with the help of U. S. dollars, had just completed building a road giving them their first convenient access to the rest of civilization. After giving a wide shot of the whole area, including a view across the Iron Curtain into Albania, Roberts covered the village ceremony opening the road, which consisted mostly of a colorful religious ritual. The camera panned around the faces in the crowd, and Roberts got a couple wrinkled old ladies coyly to say "thank you" in Greek.

UA has re-edited the show into 15 minute slices, with a mid-show break for the local sponsor. They've also added studio introductions. This one had Roberts seated at his typewriter. He turns to face the camera and tells his viewers he's about to show them an example of the use being made abroad of U. S. taxes. Gene Plotnik.

WJR, WGAR Mull Net Exit

DETROIT, Sept. 13.—Negotiations are continuing with the Columbia Broadcasting System over renewal of the usual two-year affiliation contract (which expires October 31) with no decision yet on the rumored breakaway of WJR, Detroit, and WGAR, Cleveland, from the net. The former G. A. Richards stations have had a relatively prosperous recent history, and management sentiment is strongly against the implied necessity for a rate cut in

Fun With Felix

TV FILM—Reviewed at special screening. Running time 5 minutes. Produced by G&W Productions, Inc. Cast, Felix Greenfield. Distributed by United Artists Television, 729 Seventh Avenue, New York.

This is a straight magic routine. It's filmed at the Fletcher Smith Studios in front of an audience, members of which are occasionally called up to straight man on a trick. The magician, Felix Greenfield, has just that shade of character difference that every magician must have. Felix is the shipping clerk type, a shipping clerk who's working his way thru City College at night. He carries off his tricks with the same skill any pro has to have, and he works with the usual flow of gab. His gals, one of them in a bunny costume, Felix makes his entrance from behind a top-hat prop, as the gal in the bunny costume waves a wand.

In the show caught, Felix pulled a few silk scarf tricks and a variation on the old shell game. Instead of shells he used three playing cards about three feet high. He moved them very slowly and yet, of course, the straight never guessed it right.

Almost any station could produce a show like this locally. There is nothing especially exciting, expensive or even film-worthy about it. But almost any station can use a show like this in Class C time, and if the pricing on the film is right it would certainly make a good bet for that purpose. Gene Plotnik.

Breen Heads NARTB Group On Copyr'ts

WASHINGTON, Sept. 13.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, announced this week that Edward Breen, KVED, Fort Dodge, Ia., has been named chairman of the association's copyright committee. Members are Donald G. Graham, KOMO, Seattle; Robert T. Mason, WMRN, Marion, O.; Joseph McDonald, NBC, New York; A. J. Mosby, KGVO, Missoula, Mont.; Lawrence H. Rogers II, WSAZ, Huntington, W. Va., and James W. Woodruff Jr., WRBL, Columbus, Ga.

The copyright committee will concern itself with copyright legislation proposed to Congress, international copyright matters and relations with music licensing organizations.

radio, which looks like a still-flourishing medium from their standpoint

TV Impact Creates Merger

Continued from page 1

K&E absorption to his belief that no longer is the same place in advertising for the small age.

TV, of course, is a wheel of fortune on which agencies stake their fates when they recommend properties to their clients. Once this function is performed, however, the agency's contribution to the programming effort of their accounts is usually relatively small. The vast majority of TV programs now are packages owned by the networks or independent packagers. Young & Rubicam actually was the last advertising firm to try to continue packaging for video on a large scale. Altho Y&R still puts together some TV properties, its damaging experience of several summers ago with house-built programs was a factor in the loss of some accounts.

This comparative diminution of production activity naturally has meant that fewer people are needed in agency radio and TV departments to create programs. In radio, incidentally, the major packaging operation has passed over to the networks. There is little use in retaining key AM programming personnel for the oc-

casional radio program which major advertisers purchase.

On the financial side, altho many advertisers have upped their budgets, a considerable portion of agency billings spent in TV is taken from other media. Many of the personnel servicing such media as magazines, therefore are no longer needed in some 15 per cent houses.

The trend toward bigness in agencies may in part stem from the feeling that larger advertising operations can function more economically and perhaps offer clients more personal attention by high-priced specialists. Economy-consciousness also is key to fact that agencies, like all other businesses, have had to battle increased costs in every aspect of their operations—staff salaries, rentals, materials, while their net profit has decreased from about 4 per cent to perhaps 2 per cent, since trade sources.

The fact is also that TV is still in its embryonic stage. Agencies therefore will have to tread lightly and quickly, if they are not to fall into the shifting sands which the medium has created in their relationships with clients.

Rome Round-Up

By SYD STOGEL

ROME, Sept. 13.—Backers of the Venice International Film Festival, which is now celebrating its 20th anniversary, were terribly disappointed that Charles Chaplin's "Limelight" was not entered in the 1952 competition. Italian film critics have always had a special weakness for "Charlot" (as he's known here), and the prestige of his name is unequaled in Europe. His presence would have been just what was needed to back up Italian claims that this year's Venice show was to be the best of all time.

If the Italians were downcast over Chaplin's absence, they were, indeed, excited to learn that the film of Arthur Miller's "Death of a Salesman" was to be exhibited. A stage hit here two seasons back, the film has excited tremendous interest throughout the country. And while we're on the subject of the Venice show, the local wise men predict Ingrid Bergman will win the best actress award this year for her work in "Europa 51."

Leni Reifenstahl, known once as Hitler's favorite movie star, is at Capri with France's Simone Simon to organize a forthcoming film venture. Joseph Cotton, the Aida Valli pie, "Angels on the Sidewalks" They are Michel Auclair and Trevor Howard. Leone Moguy's next flick will be a story of adolescent love called "I'll Wait for You." He starts shooting in October in Rome.

ITALY FAN MAG HITS 1,000,000

The Italian radio fan magazine, Radiocorriere, this month reached a circulation high of 1,000,000 copies weekly. No matter what Shelley Winters says, hubby Vittorio Gassman is skedded to join the theater troupe featuring Salvo Randone, Elena Zareschi and Anna Proclemer in Rome and Milan when he finishes his current Metro contract. . . . Rome's morning Il Momento has identified Stanley Kramer as "Hollywood's most intelligent producer" . . . The Rome New Orleans Jazz Band has just cut the following disks: "Savoy Blues," "Sister Kate," "Muskrat" and "Tin Roof Blues."

MUSICAL REVUES SCHEDULED

The forthcoming musical revue season looks like a real money-maker this year. "Cocorico," a musical fantasy in two parts by Dino Falcone, Angelo Frattini and Attilio Spiller, has already premiered in Milan with a rousing success. The show features Negro dance star Vickie Henderson among others. . . . Wanda Osiris, who looks anything but like a grandma, opens Monday (!) at the Nuovo Theater in Milan in "Barabanda," which features comic Albert Sordi, the Twelve Bluebell Girls and others. . . . This year's Billie-Riva musical, debuting at Milan's Nuovo October 15, is called "The Fanatics" and features the singing and dancing hit of last season Monique Thibault.

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## Marine Dining Room, Edgewater Beach Hotel, Chicago

(Friday, September 5)

Capacity, 500. Price policy, 75 cents—\$1 cover charge. Shows at 8:30 and 10:30. Sunday thru Friday: 8:30 and 12 Saturday. Producer, Dorothy Hild. Publicity, Ed Deuss. Booking policy, non-exclusive. Estimated budget this show, \$5,000. Estimated budget last show, \$6,500.

With the start of fall, accent on shows has switched from bands to acts, with the Wiere Brothers getting the call for the new show. Actually, it is Griff Williams, whose band has a strong following in this territory, and the dance team of Eileen and Carter who get the lion's share of the attention.

Miss Hild has called her new show "Fall Fun," and has implemented the acts with a slightly smaller line, this one featuring seven girls and a boy. While this number is adequate for the room, on nights when the weather permits, the show moves out to the Beach Walk, and then the line is lost on the mammoth floor.

The Wiere Brothers, who appeared a few months ago at the Chicago Theater, still present their old routines, and while they might appeal to those who are seeing them for the first time, the material is not the kind which improves with old age. With Mildred Seymour on the 88, the three boys go thru their standard intro bit, which failed completely at the show caught, then try their violin bits with only slightly better results. Strongest part of the act, their precision terping, is given a quick sluff-off.

### Show Sleeper

Eileen and Carter proved the sleeper of the show, doing some outstanding work in their three numbers, which included "Anniversary Song," "Donkey Serenade" and "Temptation." Good looking duo move surely thru their routine, with the male handling his blond foil easily thru some excellent spins and lifts.

The line has two production numbers, one called "A Study in Black and White," the other a ballet production. Both were effective, with Miss Hild using a girl singer, Yvette, as background on the second turn.

Williams did a good job of cutting the show, but proved especially effective in the terps sets before and after the shows. He is also offering his "maestro mariettes" as a special feature between shows. Norman Weiser.

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# Night Club-Vaude Reviews

## Bill Miller's Riviera, Fort Lee, N. J.

(Tuesday, September 9)

Capacity, 1,025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated talent budget, \$10,000.

With Frank Sinatra as the headliner, the show will probably do business, tho it's hardly one of the better shows the room has had. Sinatra claimed to be suffering from a bad throat, and a supporting evidence came back after his first song carrying a hot cup of something and explained very carefully about the mysterious bugs that had attacked him. Sinatra was casual almost to the point of patronizing his audience. This may be his idea of winning them, tho it hardly seemed so. His act consisted of a bright opener, a couple of ad libs about the Dodgers and the Giants, then a speech about the modern pops giving him a rash so he would do his old standards. Then he went into a medley of such Sinatra tunes as "I'll Never Smile Again," "Crush" and "Old Black Magic." Forgiving his comment of president Truman that "I gave me a rash," he then gave out with his latest Columbia recording, "Bim, Bam Baby" and off "because I have to take care of myself if I want to finish out my engagement here."

### Joey Bishop

Joey Bishop, in a return date, did a solid yock-pulling job with his "sincere" comedy chatter. He has acquired a new speech mannerism, perhaps an improvement on his previous enunciation, tho it tends to slow up his timing. But where he hit, he hit hard for genuine returns.

The show started with the Szonys in their now accepted tradition of grace as they went thru their three-four terps routines. The brother-sister act showed a couple of new routines, tho the backbone of their act is still the screw spins that drew terrific hands.

The current show has new productions with new costumes, and the 12-girl line, trained by Donn Arden, moves well and gracefully for pleasant returns.

Walter Nye's ork does a solid show backing job as well as for customer dancing. Pupi Campo's Latin outfit helps keep the floor jammed with the mambo buyers. Bill Smith.

## Tic-Toc Club, Milwaukee

(Saturday, September 6)

Capacity, 300. Price policy, \$1.50 cover charge. Shows at 9:30 and 1. Booking, non-exclusive. Owner-operator, Al Tusa. Manager and publicity, Armin J. Weinberger. Estimated budget this show, \$3,200. Estimated budget previous show, \$4,000.

The current bill, headlining Myron Cohen in his second date here, saw complete sellouts for each show during the opening weekend.

Joanne Barton who opened, manipulated with her novel marionettes and drew big hands. A one-gal show, she also contributed a tap dancing stint of her own and a record panto number that were on the okay side, but neither the terping nor the disk mimicking earned as big a mitt for her as her marionette work. Might be a good idea for her to dish out more of the puppetry, a field in which she excels.

### Lane Twins

The Lane Twins with ultra-sterile voices were a solid hit here. The good looking, nicely-gowned fems pulled genuine mits from a very friendly audience. The gals showcased effortless harmony on a nicely paced group of standard and late pop tunes in addition to some very clever special material.

Myron Cohen's easy pacing and informal living room style of delivery sold his well-known brand of dialect stories for plenty of laughs. Using an entirely different routine from the one employed here during his last stay, he fractured the customers as

## La Vie En Rose, New York

(Tuesday, September 9)

Capacity, 190. Price policy, \$4-\$5 minimum. Shows at 8:30, 12 and 2. Operator, Gene Prosser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget, \$3,000.

There are a lot of people on stage for this one, the first of the season. There are the acts Jacques Peals, Amalia, Dave Apollon and Damita Jo. Then there are the Van Smith Trio and the Los Espanotes. To top it off Amalia has two guitars and drummer and Peals has his own pianist. It all adds up to what must be a bedlam backstage.

Out front, however, the only confusion was from a wall-to-wall packed room, made up of equal parts of the international set, showbiz and just plain customers. Nat Harris and Nick Kelly had a time handling the overflow. Dave Apollon with his broken English chatter mixed it up with his always wonderful mandolin plunking worked in and out of the show with an easy manner. Basically, his chores were emceeing, but he was more than that. He tied up the acts well and took up the lags in showmanlike manner.

### Peals' Appeal

Jacques Peals, looking a little older than his first time around, did a wonderful singing job. His Gallic gestures, almost a trademark with such assurance that even if the lyrics were mystifying, the gestures were not. Peals mixed them up with enough American tunes and/or American intros to make him a solid smash. The fact that he also brought in a lot of business didn't hurt either. In a short time some of Peals' customers will go to the Versailles to see Mrs. Peals' (Edith Piaf) act. For the time being, however, Prosser has a real box office bet.

Amalia, an attractive brunette, a soubrette type, is costumed in a Piaf, a black shawl closed up to the neck over a black dress and proved a thrilling singer. The gal showed a rich contralto in a series of Portuguese songs that held the room spellbound. The singer uses very little American lingo, tho enough for halting intros, but her American, or rather deliberate, underselling, of a series of rich Portuguese folk songs, overcame the handicap. Like Peals, she, too, drew a heavy international crowd. The gal worked with two guitarists, later added to by Apollon, two pianos and also two more guitars from the trio that do the relief sessions. She was actually a show stopper. Only a genuine beg-off permitted the show to go on.

### Damita Jo

Damita Jo, in her first job as a single (formerly with the Red Caps), was a surprise. Working only in the last show, the gal flashed a pair of pipes in a series of torcheroos that won ovations. She mixed them with some of the flashier items she used to do with the Red Caps. But the end result was a fine singing job for a solid smasheroo.

The Van Smith Trio played a beautiful show. Smith's pianistics now rate with the best in the field. The Los Espanotes, dressed in native costume, did the relief sessions and also helped out for the show. The group, consisting of two guitars, drums and a piano, get a remarkable big sound from their sotto voce instrumentation. Ed Smith.

much with his eloquent gestures as he did with his stories.

Despite the fact that the bulk of his dialect offerings are based on Yiddish characters and inclinations, his appeal was universal, with all segments of the audience being effectively reached and getting a terrific bang out of every tale spun for them. Smart showmanship was aptly evidenced in his earnest and generous plugs for the preceding acts before he began his portion.

Art Krueger and his musicians keep coming up each week with appealing new dance arrangements and consistently capable show cutting jobs. Benn Ollman,

## National-Scala, Copenhagen

(Wednesday, September 3)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salen Ballroom. Price policy, no cover, no minimum. Booking, by Ernst Sehlstrom. Publicity, Edel Winkel Petersen.

Line Hubert, French bal musette chirper and accordionist, opened the show with a couple of ballads, including "Domino," and then went into parodies of French pops plus peppy accompaniment on the squeeze box, and amusing sound effects via the stage mike. The gal has looks, musical ability, a flare for comedy and salesmanship.

Lu and Bob tried hard to be funny, but did better on straight stuff. The girl is a neat tap and acro-stepper, while the man's best bits were a couple of tumbling feats, including a backward somersault with his ankles tied. Johanna Koenig, a welter-weight ballet dancer, is surprisingly agile, despite her well upholstered figure. Her burlesque routines are quite funny but a bit too brief and lacking in diversity. The Bagin Trio a comedy contortion act, has a surprise element in that the rubber-jointed member turns out to be a nifty looking fem. The trio stresses difficult bends and adagio bits and has talent, which could be worked into a good serio-comic number along more original lines.

### Dilia and Risco

Dilia and Risco, the outstanding act on this bill, do a strenuous acro-dance routine, with the male doing difficult lifts and spins; and the fem doing graceful bends, well-executed spits and other difficult feats. The girl is strikingly attractive and graceful.

The Two Williams are unusually good hand-to-hand equilibrists working for dead-pan comedy effects. Their gags are very good, but they would probably be even better if the boys switched from sloppy garb to ordinary suits or sports clothes.

Aage Juhl Thomsen's orchestra cuts the show and plays for dancing. Dilia and Risco, the Two Williams, the Bagin Trio and Lu and Bob double in the late show in the Scala-Salen, with Tage Luneborg's orchestra. Ted Wolfram.

## St. Regis Maisonette, New York

(Thursday, September 11)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, cover of \$1.50-\$2. Owners, St. Regis Hotel. Manager, Pierre Bullinck (also talent buyer). Publicity, Timmie Rogers. Estimated talent budget, \$1,000.

There's hardly an entertainer who wouldn't turn handsprings to get the kind of an opening given here to Julie Wilson on her return date. Strictly a black tie affair, with almost every table wine heavy, the room was sold out sat a piece n'tly from 11:30. Julie Wilson, in a black dress, came on. And when she finally did come out it was to an ovation.

Wearing a black sequin job that was practically laquered on, singer started off with a special, "It's Good to Be Home"—and she was in by a mile. From then on was one special after another with a few of her oldies, plus two standards thrown in for balance. Miss Wilson displayed a straight singing voice on "My Bill" for example, selling on voice and phrasing, surprisingly well. In fact any of her straight songs which required vocal quality rather than her peculiar hoarse throating trick, came off skillfully.

The gal came in with about six new special numbers, each one a bell-ringer. Her "I'm Gonna Go Back to the Farm" and "Farouk Took a Walk With Me" were tailor-made for the class audience that filled this room.

When Miss Wilson attempted to finish she was forced back for two beg-off speeches which gave her additional opportunities to display an assurance and poise that was good for still more yells of "more, more!"

Milt Shaw's band cut a beautiful show. Room has also over-

## Palace Theater, New York

(Friday, September 12)

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

The house comes up with another generally entertaining bill, with Johnny Morgan on next to closing. The comic seemed to be going "way back and deep in the gay grab-bag, but he has a fast delivery and judging from the laughs, his stuff was new to most of the customers. He clicks. So there's no argument from this reporter.

It's good to have Bonnie Baker back in local circulation. The diminutive song-bird has put together a solid act, abetted by her composer-husband, Billy Rogers, who contributed much of the material. La Baker puts over a medley of her past hits, which he has spruced with tie-up verses, in his "Oh Johnny" fine style. The "Oh Johnny" wind-up gets a big hand. It is a great improvement over the usual "and then I sang" routine.

Rogers has also scripted a number which is right up her song street, "My Man With the Flashy Smile," and joins her on stage for a rumba drumming finale, which makes a rousing closing, altho not in her style. It's good, vaude.

### Comedy Slot

Jack Slate and Harry Berney hold down the main comedy slot. Berney, of course, is a heluva salesman, and Slate is no mean stepper either. When dancing, the pair really go to town. However, the act relies principally on one-liners and takes, and what with Slate's machine-gun delivery, the team is a bit fast for a Palace audience's up-take. A lot of their stuff goes down the drain via sheer speed.

Helen Halpen demonstrates plenty talent with satiric impressions of various singers. With exception of the overdone job on Johnnie Ray, they are exceptionally good. Best, however, is her spotlight-sitting finish in a single spot doing "Over the Rainbow" a la Judy Garland. Sans microphone, the gal sounds great and Jo Lombardi holds down the ork to make it a real production piece.

The opener spots a dance trio, "We Three" (Maggie Nelson, Jack and George Floyd). The act is well-groomed, clean and fast. The gal is perky and a looker, and all three are up on their steps. Will and Gladys, Ahearn score solidly in third slot with their standard rope-spinning act. Danny Davis chants commendably such matters as "Almost Like Being in Love" and "Tango of Love." He finishes with a good trumpet impression of Harry James. The lad really doesn't need a mike. The Victoria Troupe (two men and two gals) close up the bill with good cycling tricks.

The pic is "Beware, My Lovely." Bob Francis.

hauled its p.a. system; at least it seemed that way. Whoever did the lighting also did an excellent job. The sum total was a one-woman show with every part clicking, geared to an international crowd of Americans that was one of the best things caught in a long time. Bill Smith.

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## AGVA-ARA War Appears Averted

New Series of Meetings Set to Start Tuesday to Try to Iron Out Differences

NEW YORK, Sept. 13. — Directly to AGVA for franchisees meeting that ended midnight (13) at the offices of Music Corporation of America, between toppers of the American Guild of Variety Artists and heads of the largest talent offices in the country, including MCA, William Morris, General Artists, etc., ended on a note of peace. It looked as if the threatened war between AGVA on one side, and Artists Representatives Association, representing the agents, had been averted.

The AGVA side was represented by Jack Irving, various board members and its national counsel, Jonas Silverstone. ARA was fronted by Larry Barnett of MCA, Nat Laskowitz of William Morris, Jack Katz, counsel, also acting for General Artists Corporation, and Bill Kent, president of ARA.

ARA sought an extension of the September 10 deadline issued by AGVA. Under it, AGVA warned that it would no longer recognize agents' associations, and all its members would have to apply

to AGVA for franchisees. AGVA, tho it agreed in principle on an extension, insisted that such an extension could not be given to ARA or any other association. It would however, give such leeway to agents who applied for it as individuals.

### Major Hassle

It was on this point that the major hassle look place. ARA asked for an exchange of letters, or an initialing of letters; AGVA refused. If an extension was to be given, it was to agents as individuals or part of firms now in business, not to associations.

Finally, it was agreed by the agents present, to accept the terms providing a new effort to iron out the differences between AGVA and the agents was made. Everybody agreed on that, and a new series of meetings were set up to start Tuesday (19).

In the meantime, Rule "B," under which agents now operate, will continue in effect. Inasmuch as Rule "B" was the basis of the original agreement between ARA and AGVA dating back some 12 years, ARA will continue to be dealt with by AGVA for what is said were administrative purposes, until such time as new regulations are agreed upon.

In any event, both sides expect that new rules will be chosen before October 15. It is possible that if a firm agreement isn't reached by both sides, a direct appeal will be made to AGVA's National Board which meets here the first week in October.

### TIDE TURNS

## Yankee Dollar Snubbed No. Of the Border

DETROIT, Sept. 13. — Currency clauses are working in reverse on talent contracts here. With many Windsor and other Canadian spots regularly booked out of Detroit, as well as a host of spot bookings across the international line, acts are now asking for their pay in Canadian, rather than American, funds.

During the many years when Canadian money was at a discount, contracts regularly called for payment in American money, but now the tide has reversed. Acts booked out of here can make about 4 per cent—and as high as 6 per cent—on the date, by getting paid in Canadian dollars.

Booking offices sending shows across are also insisting on payment in Canadian money, which often runs up to a sizable profit on a complete show bill.

## Newark Opera To Use Vaude

NEW YORK, Sept. 13. — The Newark Opera House will start using vaude acts and pictures beginning September 19, making it the only theater in the Newark area using flesh.

A group, fronted by Manhattan Paul, has leased the house on a term basis, and will do four shows a day and five on Saturdays. So far no acts have been set. The plan is to use lesser known performers, with Paul emceeing, going heavily on productions.

## Marshall Tops Vegas Record

LAS VEGAS, Nev., Sept. 13. — Jay Marshall, magician, juggler and comedian who closed September 2 at Hotel Thunderbird, found himself the proud possessor of the house record for length of stay in this desert oasis.

Marshall parlayed a three-week contract into two holdovers for a grand total of seven weeks, and had to beg off due to prior commitments.

In this area where the usual tenure is two weeks and no longer than three, Marshall also won a re-match for next summer at the same spot.

## NO SNAKE STRIP FOR MIKE ROSE

NEW YORK, Sept. 13. — Michael Rose, producer of the shows at the Holiday Theater, bought Zorita for a September 18 opening on a week, with week-options basis. But no sooner did he place his lobby cards announcing her opening, than he was in hot water. Officials from the Department of Licenses called on Rose and flatly told him that Zorita, who does a strip with snakes, couldn't do her act. Rose finally got permission to have the girl sit on stage; but that was all. Rose bought Zorita for \$400 on a pay-or-play basis. So whether he uses her or not, or she does her act or not, he'll have to pay the dough.

## Roxy Head Announces New Policy

Will Book Films Of All Studios; Knorr to Produce

NEW YORK, Sept. 13. — The Roxy's new policy under National Theaters, Inc., to start September 24, will include playing pictures of various studios, not exclusively 20th Fox, and a stage show policy that will call for guest choreographers, plus a continuation of the present flesh policy with various experimental changes.

David T. Katz, executive director, has hired Arthur Knorr, who was co-producer of the Roxy shows under the 20th Fox management, to continue on as head producer. The ice show will continue, as will the 24-girl line. The Spitalny glee club, however, will be dropped. A new musical contractor, Louis Wachs, has also been hired to bring in the music.

The first show under the new management will have the Paramount picture, "Somebody Loves Me," starting September 24. Blusson Seelye and Benny Fields will make appearances opening day. The Friars, of which Fields is a member, will also put in attractions for at least the first week on a show to show basis. After "Somebody Loves Me" finishes, the house will bring in "The Thief," a United Artist picture, now being heavily promoted as being the first on-talkie flick since talkies hit the screen.

## Jack Carter Signs With NY Lawyers

NEW YORK, Sept. 13. — Jack Carter signed a personal management contract with law firm of Goldfarb, Mirenburg & Valton last week. The lawyers also manage Paul Winchell, Larry Storch, Beatrice Kaye, Hazel Scott, Ella Mae Moore, Joey Bishop, Dorothy Claire and Ted Brown.

## Stem Grosses Continue High

NEW YORK, Sept. 13. — Returning vaudeians took over where the kids left off when they returned to school. The result is a continuation of satisfactory grosses, with the Music Hall still up there with big takes.

Radio City Music Hall (5,945 seats) did \$145,000 for its sixth week, with "Ivanhoe" and its elaborate stagework, after a record-breaking \$172,000 for the previous week.

The Roxy (5,886 seats) did \$92,000 for its first week, with "Monkey Business" plus Kyle McDonnell and George DeWitt, and an ice show on stage.

The Paramount (3,664 seats) slipped sharply from the previous week's \$101,000 for the opener, with Gordon Jenkins' "ork, Louis Armstrong's group, Ballantine and "Crimson Pirate" to a second week's take of \$68,000.

The Palace (1,850 seats) declined to \$25,000 for an eight-act bill plus "My Man and I." The previous week's figure, with another eight-act show plus "Woman of the North Country," was \$26,000.

## DOUBLE-BARRELED BIZ

## Altman, Wallens Have Fine Buffalo Spots With Solid Acts, Low Tabs

By HILL SMITH

BUFFALO, Sept. 13. — The Town Casino started off its season with a wallop that had street lines forming early in the afternoon and reforming until the final show of the night, 1:30 a.m. For the opener Harry Altman and Harry Wallens, co-owners, brought in Sophie Tucker on top of a major production effort that was completely new in this city of about 650,000.

The two Harrys hired Mme. Natalie Komarova, who brought in a 10-girl line plus a couple of showgirls, and put them thru the sort of productions that are the hallmark of Lou Walters' Latin Quarter. The kids, coming out in nylon full-length net tights, had

the locals gasping. But once over their initial shock they palmed like crazy.

### King-Sized

The Town Casino is a fabulous place. Its grosses are probably high, but considering its prices (\$3 for a steak dinner; no cover or minimum), the chances are the net is moderate. Usually the spot has an admission charge, but for this show there was no admission, tho there was a 60-cent amusement charge placed on the tab. The room is a tremendous one with a capacity of about 1,200, excellently laid out without a pillar anywhere obstructing the view. The stage, a square affair under a high ceiling (practically any kind of aerial act can work

## INDIES, AGENCIES SEEK EXTENSIONS

Stymied as AGVA Vetoes Proposals On Extending Contracts Via Letter

NEW YORK, Sept. 13. — Many independent agents, as well as the chief agencies, found themselves on a dead-end street last week, as they made a concerted effort to extend their contracts with performers, via a covering letter. These were promptly turned down by the American Guild of Variety Artists, as well as by lawyer-personal managers representing artists being booked by agents.

The chief reason for seeking the extension was the overhanging threat of AGVA that those agents who do not apply direct for franchises, may lose the protection of AGVA in their contractual agreements between themselves and their artists. The agents and AGVA are now in a three-day series of conferences (see separate story) arguing controversial points.

Personal managers, some of whom are lawyers, who have received such letters, have flatly refused to sign. Under this letter, the agent sought an extension of his contract for a term beyond the previously agreed upon period, subject to mutual cancellation. Managers claimed that to sign such an agreement before the expiration of the present term would place them in an unfavorable bargaining position. In many cases, said managers, they were not satisfied with the handling of their client under the old terms.

## Sue Steinman For Back Pay

HOLLYWOOD, Sept. 13. — Harry Steinman, former op of the Crescendo, and his wife, Fran Warren, the singer, are facing suit here in Superior Court. Maxine McCullough, one of the partners in the Savoy Restaurant Corporation, which Steinman and Bernie Ebbins, brother of Milt, personal manager of Billy Eckstine, bought out in late March when they took over the Strip cafe, is seeking \$3,300 which she alleges is still due her. The suit, filed by attorney Jesse Beattell, garned writs of attachments on any monies due Miss Warren from the William Morris office here, any royalties due her from MGM records here, and also attached a 1952 Cadillac convertible and two bank accounts.

The complaint states that Steinman promised a \$5,000 payment to Miss McCullough before May 27, 1952, but paid only \$1,700 to that date. In a counter-complaint, the defendants state that Steinman was not authorized to make such an agreement, and it further states that under the deal originally made with Miss McCullough, Steinman and Ebbins agreed to pay Nola Han, one of

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To extend them further, would be ill advised, they added.

The turn-down of these extensions by AGVA became almost automatic. It claimed it permitted franchised agents to sign acts to three-year plus three-year options. These were honored so long as the agent lived up to certain regulations. Any extension of such basic contracts in the middle of the term, AGVA termed a subterfuge thru which agents sought to protect themselves.

The agents denied using "subterfuge." They claimed that with AGVA taking the position that it would no longer protect agents who did not get their franchises directly from the union, it forced them to protect themselves by asking acts to sign stronger agreements to take the place of the AGVA contract in the event the union refused to enforce it.

### FALL BONANZA

## New Orleans Clubs Expect Big Operation

NEW ORLEANS, Sept. 13. — Hotels, night clubs and business in general is in for a lift with the advent of fall, is the opinion of operators here. The reasons ascribed are a heavy convention and football schedule, plenty of cash in banks and homesteads and a top variety of live entertainment in amusement and sports fields.

Four top clubs are billing stellar attractions for September. Frank Ferrar's Sho Bar has Terri (Cupcake) O'Mason for her annual pilgrimage, along with Lenny Gale and seven acts, which is budgeted close to \$3,000; Lilli Christine heads the show at Prima's 500 Club; Kalantan, following her 14-weeks at the Slipper in Las Vegas, opens at Dan's on 18th and Elm, and Badon stars Evelyn West at his Moulin Rouge.

Hotels are booked solid for the winter season. The Cottillon Room and Roosevelt's Blue Room have operated all summer with name acts and bands. The Swan Room opens on September 23 and has booked Liberace, Margaret Phelan, April Stevens and Tito Guizar among others.

Georgia opens the local football season with Tuane September 27. On the same day 25,000 Knights Templars converge for their national encampment here. Racing opens for 83 days on Thanksgiving, and the annual Sugar Bowl activities, which will be televised, begin Christmas week.

It's been a big holiday summer, with 790,860 visitors from 32 States and nine foreign countries. The visitors' dollar finds 11 cents spent for night clubs, 18 cents for restaurants and 23 cents to 32 cents for hotels.

After the Sugar Bowl comes Mardi Gras, and Governor Kennon's committee is already working on the Louisiana 150th anniversary celebration in 1953, which will be in form of a World's Fair.

## COMBOS GET 10% AFM TAX

NEW YORK, Sept. 13. — Musical combos working in spots that have no dancing nor sell food or liquor have been informed by the American Federation of Musicians that they are subject to the 10 per cent traveling surcharge. The ruling affects particularly hillbilly, cowboy and Dixieland groups, who heretofore thought they were exempt from such a tax.

here), is built in proportion to the room. The "ork, Mae Balsom's outfit (which incidentally cuts a fine show, an unusual thing for a minor league town), sits up stage on tiered platforms, while above them is another stage for production purposes. Actually the Town Casino is a king-sized Latin Quarter.

The spot has one thing the Latin Quarter doesn't have—a tremendous bar business. The bar is up front, an oval affair in the center of which there's a combo plus three good-looking girl singers who segue from song to song.

The show and decor took a lot of guts for Buffalo. Altman, an

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# Morris Film Victory Opens Way for Pubs' Score Bids

Arbitration on Producers' Placing Of Tunes Gives Outsiders a Chance

Continued from page 1

Fox and Warner's (Universal and Paramount are not parties to the agreement) is a contract, running for five years.

It provides that the publisher of a motion picture score be determined by mutual agreement between the writers of the score and the motion picture producing company. If the writers and producer are unable to agree on a publisher, the producer makes the final decision as to which publisher shall be given the score.

The original joint attempt by the writer and producer or the final decision, by the producer himself, however, shall be made on the basis of open competitive bidding between any publishers interested in securing the rights to publish the score. In the event that any bidding publisher who fails to get the rights to a score feels that his bid has not received fair consideration, such a publisher has the right to insist on an arbitration of the matter.

While, on its face, the agreement seems to leave all power with the motion picture producer,

some traders feel that in actual practice, it will have the effect of forcing film producers to give an aggressive, capable independent publisher a crack at a score fairly regularly. Thus, if an independent publisher's bid for a score meets the motion picture company's music subsidiary firm's bid in all respects, the producer may give the score to his wholly-owned music firm. But if a film producer does this consistently, two, three or more times in a row, he obviously places himself in an unfavorable arbitrating position. And the arbitration aspect of the agreement is one to which the three aforementioned film companies have definitely committed themselves.

Only time and practice in the next five years, however, will tell how effective the present agreement will be in breaking the alleged monopoly of picture companies on film scores. Morris was somewhat unhappy, when he filed the suit, that other independent publishers of stature, such as Shapiro, Bernstein and Santly-Joy did not join him in the suit. If these same independent publishers and others in their class show the same disinterest in picture scores now that the agreement has been reached, the whole thing may wind up nothing more than a matter of going thru motions. Lee Eastman, of Spring & Eastman, handled the case for Morris.

## ASCAP Is United, Re-Elects Harbach

Dreyfus and Leslie Submit Amendment Limiting Office to 3 Successive Terms

NEW YORK, Sept. 13.—A persistent breach between dissident segments of the board of directors of the American Society of Composers, Authors and Publishers was healed this week when the board re-elected Otto Harbach president to serve until April.

The election of Harbach on Thursday (11) was made possible by the rescinding of a resolution stating that the president may not succeed himself more than once.

At the same meeting, publisher Max Dreyfus and writer Edgar Leslie jointly submitted an amendment to the ASCAP bylaws providing that the president may not be elected for more than three successive terms. Harbach's current term, of course, would be his third. The proposed Dreyfus-Leslie amendment is worded as follows:

"The president, the vice-presidents, the secretary, assistant secretary, the treasurer and assistant treasurer shall be elected annually by the board of directors by two-thirds vote of the entire board, and such officers shall hold the same offices in the board of directors. Each officer, excepting the counsel, shall serve for the term of one year and until the election and qualification of his successor, except that the president shall not be elected for more than three successive terms. In the event of a failure to elect a president at the end of any such year, the office of president shall be declared vacant until the next president shall be elected. Pending such election, the first vice-president shall discharge the duties of the president. The office of president shall carry with it such salary as the board of directors may fix from time to time.

### Board Power

The board, of course, is empowered to initiate such changes

## Peer Assigns Funes to S. A.

NEW YORK, Sept. 13.—Dr. Hugo M. Funes, for seven years with the Ralph S. Peer music publishing interests as an expert of Latin American operations, including affiliates and author societies thruout Latin America, will exercise the functions indicated in connection with Peer-International Corporation, Southern Music and American Performing Society.

Dr. Funes is scheduled to headquarter in Buenos Aires. On his agenda is the matter of opening new offices in Latin America. Peer's firms now have offices in nine Latin American countries.

## BALT. SYMPH TO GIVE \$500 PRIZE

BALTIMORE, Sept. 13.—A \$500 prize was offered Monday (8) by the board of directors of the Baltimore Symphony Orchestra for a tone poem based on any phase of Maryland history. The contest is limited to residents of the State and will close on February 9. Compositions should be held to a playing time of from 10 to 14 minutes. The winning number will be played this season by the local orchestra. The award will be made, Board President Alan P. Hobbittzell said, in order to "encourage our own Maryland composers." Constants may obtain entry requirements and additional information by writing to the Baltimore Symphony's office, 521 North Charles Street, Baltimore 2, Md.

## Fox to Negotiate Pacts to Protect Jap Disk Sales

Deal With Capitol Set; Diskery to Collect Royalties

NEW YORK, Sept. 13.—Harry Fox, publishers' agent and trustee, is now negotiating pacts designed to protect the interests of American publishers on sales of disks in Japan. Japan is becoming more and more a market for American music. The first deal concluded by Fox is with Capitol Records. The latter has informed Fox of its willingness to undertake the collection of all royalties accruing to publishers from the sale of disks by Capitol's Japanese affiliate, King Record Company, Ltd. Collections will be made at the statutory rate of 2 cents, and such payments will be made in United States dollars.

In a letter outlining the arrangement Fox says: "The matter

in the bylaws. Since all board members were in agreement with the accord as worked out above, it is believed that the membership's okay on the proposed amendment to the bylaws is virtually assured.

The meeting of minds between writer and publisher factions occurred Tuesday (9), with the resolution barring the election of Harbach actually rescinded on Thursday (11). The matter of the adoption of the Dreyfus-Leslie amendment will be presented to the membership via ballot, according to usual procedure.

The re-election of Harbach cast a glow of satisfaction over all the

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## Chappell Invades TV Song Plugging Market

NEW YORK, Sept. 13.—Plugging for song performances over television is becoming increasingly competitive, with top firms laying out heavy dough to produce expensive brochures outlining script ideas for specific tunes. Latest firm to tailor its plugging to the specific needs of the TV medium is Chappell & Company, Inc. The firm is publishing a lavish, 240-page, cloth-bound tome. This will contain 40 of its standard tunes. Pertaining to each tune will be two suggested dramatizations or scripts.

One will be geared for high budget operation, and the other for low budget production. In all cases, the songs are understood to be integrated into the script.

### 2,000 Copies

The Chappell job, which will have an initial printing of 2,000 copies, and which is expected to be out by the end of the month, will have a foreword by Hubell Robinson, vice-president in charge of network television programming for the Columbia Broadcasting System.

Additionally, the Chappell tome is authored for the most part by Perry Lafferty, TV producer-director. Such authorship is figured as advantageous in that it obviously connotes familiarity with TV production problems.

According to Chappell's Stan Stanley, the Chappell song book will not be sent out indiscriminately. Letters are being sent to 750 execs of agencies, networks and stations. They are asked to fill in and return an enclosed card, with answers indicating interest on their part. Those who are interested will not only receive the book, but will be contacted personally by members of Stanley's staff.

Titles in the Chappell tome include such standards as "Harbor Lights," "Are You Having any Fun?" "It Was So Beautiful," "Mad About the Boy," "Sleepy Lagoon," "I'll Be Seeing You," "The Last Time I Saw Paris," "Nevertheless," "It All Depends on You," "How High the Moon" and "Walking My Baby Back Home."

Hubbell Robinson, in the foreword, considers the nature of the

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## Col'bia Moves Hunter in First Revamp Step

To Re-Align Exec Structure in Big Expansion Program

NEW YORK, Sept. 13.—In the first of a projected series of organizational changes, Columbia Records has switched James Hunter from the manufacturing side to free him for full concentration on research and production innovations. His new title is vice-president and director of production engineering and research.

The move will be followed by a subsequent re-shuffling of executive assignments at the diskery. The company is mapping this revision in its executive structure as the first step in implementing a long-range expansion program.

With the creation of Hunter's new position, the diskery will apparently delegate a larger portion of its talent and resources to the development of new methods of record production. The new research chief is known to have long worked on the application of injection molding to record manufacturing. Other changes in Columbia's executive set-up will cover merchandising and sales angles.

Herbert M. Greenspan, Hunter's former assistant, has been appointed director of production.

## Herman and Turchin Set Concert Dates

HOLLYWOOD, Sept. 13.—Woody Herman and his mentor, Abe Turchin, have set themselves up as concert promoters and will start a series of 15 aud-arena dates, following their closing here at the Palladium early in October. The Coast dates, extending into the Northwest, will co-feature Dinah Washington. Swinging back east, Herman will be joined by the Mills Brothers, who start approximately 25 concert dates thru the Midwest and East October 22 at Liberal, Kan. Most of these dates, too, are promotions by Herman and Turchin. Herman has added Lou Daley, Canadian comedian, to the ork and the youngster is doing 20 minutes of straight comedy as part of the ork's floor show.

Herman and Turchin have turned over distribution of their new Mars label to Howie Richmond, New York music publisher. Richmond has set a "approximately 30 indie distributors across the country to handle the label. Gene Sherman, ex-Columbia salesman in Indianapolis and Cincinnati, is advance for the Herman band.

## Diskers Jump Date on "Ruby-Pearl" Pic Tune

NEW YORK, Sept. 13.—During the past week a new flurry of diskeries failing to honor a date set by a publisher for the simultaneous release of records came to light. In one of these instances the publisher achieved what might be termed a partial moral victory, a rarity in cases of this nature.

A year ago Nat (King) Cole was shown "The Ruby and the Pearl" by the writers Jay Livingston and Ray Evans, cleffers of "Mona Lisa." The tune is a Famous copyright, music affiliate of Paramount Pictures and is used as background music in a forthcoming film, "Thunder In the Sky." Capitol recorded the item with the promise to keep it in the can until a release date, timed with the film, was set. Several months ago the date was set for September 25, and the song was shown to other record companies. Columbia cut it with Frankie Laine and Victor with Perry Como, with several other records promised.

After denying a request by Capitol for an earlier release date, Famous exec Ed Wolpin heard on September 5 that the Columbia records were in the hands of disk jockeys. He immediately wired Columbia that unless the label made a specific effort to repress the playing of the Laine disk, Famous would take action. Columbia followed with an apology and wires to all jockeys to hold back the disk. Capitol, miffed at the Columbia jump in jockey disks and trade advertising, immediately shipped deejay copies of the Cole disk. With plays restricted on all disks in the field, negotiations are being carried out to set an advanced release date satisfactory to all the firms; if not agreeable, the September 25 date will continue in effect.

Despite the strong and successful stand taken by Famous, there is a likelihood that the Como version will not be released, but MGM and Decca have agreed to issue their versions.

## Columbia Pix Dickering for Music Catalog

NEW YORK, Sept. 13.—Execs of Columbia Pictures are again shopping for one or more music catalogs. Jonie Taps, Columbia producer now in town accompanying Harry Cohn, Columbia chief, indicated several deals were in negotiation but none concluded. Difficulty of acquiring TV rights to good musical material is known to be one of the chief factors motivating Columbia's interest. With acquisition of one or more catalogs, pix firm would be that much more assured of song material and could control the exploitation of scores from its own films.

Taps is also scouting talent for musicals.

## Hwd. Palladium Signs Mitchell

HOLLYWOOD, Sept. 13.—The trend toward ballrooms utilizing name warblers plus bands to bolster a steady flow of top names hit the Coast this week when Sterling Way, manager of the Palladium, local flagship danceery, inked Guy Mitchell to open a three-week engagement, starting October 28. Up to now, Ralph Marterie's ork had been pencilled for that three-week slot. The supporting ork will be Dick Pierce's 14-piece, which recently has been getting a push from CAC here. Pierce's first big job was working with the Nat Cole package which worked a week at the Paramount in August. Pierce's ork has been jobbing thru this territory for the past four years.

It's understood that the Palladium management is experimenting with name singers plus supporting orks, in that they've had difficulty finding enough bands of top caliber and draw to fill out the 12-month sked.

## Mindy Carson To Columbia

NEW YORK, Sept. 13.—Mindy Carson, who a month ago successfully negotiated her release from RCA Victor Records, this week signed a term pact with Columbia. Miss Carson's first session for Columbia is set for Tuesday (18), just prior to her departure for St. Louis, where she opens the new season at the Chase Hotel on Friday (19).



# Larry Kanaga Outlines Wide Disk Biz Scope

CHICAGO, Sept. 13.—Delegates to the Music Operators' of America convention here yesterday (12) heard Larry Kanaga, representing the RCA-Victor Company, outline the tremendous scope of the record business and explain the extended-play record program being initiated by the firm in a national advertising campaign this week.

Kanaga told the juke operators that the EP disks would have practically no immediate effect on their operation, but because the new records were designed to reach the customer who had only \$1.50 or \$2 to spend for disks, they would eventually bring the recorded music to a much greater number of people, thus enhancing the potential juke-box play by educating more people to the fine music to be found on records.

In his short presentation, Kanaga said that years ago the buyers who fell in the \$1.50 to \$2 per purchase class were in the great majority, but now they have all but disappeared, accounting for less than 20 per cent of the total record sales volume. It was in the hope of recapturing this market that the new EP's are being presented.

One other point, of import to operators, was discussed by Kanaga, the matter of 45 r.p.m. distribution. Kanaga said distributors were going through an understandable "under-buying" period, but that as the new speed disks grew in sales volume, this period would disappear and distribution would improve rapidly.

# MPCE Washes Out Howell's AM-Disk Idea

NEW YORK, Sept. 13.—Following a careful study of the radio program idea for which Wayne Howell Productions was attempting to gather publisher participation (The Billboard, September 13), Bob Miller, chief of the Music Publishers Contact Employees, has stated that the proposal is in violation of the contract which the song-pluggers' union has with publishers. Miller further stated that the union will take action against any publisher with a union contract who participates in the proposed program.

The program is built around a recorded interview with a name personality with intermingled disk playing. Participating publishers would pay 25 cents a plug per station for each of their tunes they wanted plugged. The show would be given to stations. Most publishers contacted have taken a dim view toward the idea.

In putting his stamp of disapproval on the program Miller pointed out that a clause in the union contract specifically forbids the buying of a plug. Howell, when contacted, said he was washing his hands of the idea for the present.

# \$100 Fee Set For Diskeries On Licenses

NEW YORK, Sept. 13.—Hereafter, new diskeries seeking licenses from the American Federation of Musicians will be required to pay a contribution of \$100, this sum to be considered an advance against future contributions to the Trust Fund. Up to now, the sum required has been \$25. The move to hike the ante is traceable to the desire of the AFM and the Trust Fund to weed out fly-by-night operators.

Even such a small sum as \$100 is figured as likely to help keep out a considerable number of sharp operators. The move has the blessing of the key locals also, who have trouble policing dates made by such diskeries.

In the bi-yearly report of Samuel Rosenberg, trustee, issued recently, it was pointed out that diskeries signatory to the trust agreement now number more than 1,300. Twenty-five of these do 98 per cent of the record business. Some 700 signatories, did virtually no business at all during the past half-year.

# CAPITOL COMBO PHONO FOR KIDS

HOLLYWOOD, Sept. 13.—The combination record holder, or box, and 45 r.p.m. demonstrator player, which Capitol introduced six weeks ago as record retailer equipment, has gone over so well that the equipment is being developed for kidsize use.

The box, which contains a tray for holding seven-inch disks and also a 45 r.p.m. manual player, is 9 by 16 inches and four inches high. It sold to retailers for \$18.95, but will be sold at a slightly higher price to home users. The box will carry a Bozo seal of approval and will be known as "Bozo's Fono Fun."

# Miller Stars At MOA Meet; Plugs Diffies

CHICAGO, Sept. 13.—Mitch Miller, Columbia Records, who flew out here for the express purpose of addressing the Music Operators' of America convention, gave those in attendance one of the best shows they've ever seen, and at the same time managed to put across some of the neatest promotion of the three-day conclave.

With George Hayes, Columbia's merchandising manager, working the specially installed turntable, Miller, in discussing how he selects songs and what goes into the cutting of good, commercial records, got in plugs for new releases by Jo Stafford, Frankie Laine, the Paulette Sisters and Rosemary Clooney by playing their newest sides to illustrate his various points.

The dynamic Miller also had the convention hall in an uproar with his rather colorfully worded illustrations of such tunes as "Feet Up," and such statements as "with out writers and publishers there would be no source of material—but without records, they both might as well go home." Miller said the publisher should consider "the music operator as a top promoter of music, rather than something with which to fatten his purse," which also brought down the house.

# Pub Distrib Method Nears Realization

NEW YORK, Sept. 13.—The new publisher distribution method moved closer to realization this week, when standard publishers and the American Society of Composers, Authors and Publishers consider 3 ways and means of protecting standard firms against the impact of the new system.

The standard firms queried ASCAP as to whether a study of the new system might be made by a committee of standard publishers—with the idea of seeking to make adjustments. It was decided, however, to go ahead with the proposed plan of distribution, and a committee of standard firms would study the new plan while it is in operation. Should

# Evans Cites Pact Signing On Copyrights as Landmark

WASHINGTON, Sept. 13.—Dr. Luther Evans, Librarian of Congress, back in D. C. from Geneva, Switzerland, where he was chief of the United States delegation to the Geneva copyright conference, this week hailed signature of a new International Copyright Conference by 36 nations (The Billboard, Sept. 6, 13) as "a landmark in protection of works of the mind" and urged congressional action to clear the deck for this country's ratification of the pact. It is the first United States participation in an international copyright pact, although most European nations belong to the Bern Authors' Union, drafted in 1886.

Dr. Evans labeled the pact "a fair and responsible compromise" which trends on no one's toes. On the whole, he said, delegates to the conference, sponsored by the United Nations Educational, Scientific and Cultural Organization, agreed to removal of most items objectionable to the United States, and insisted only upon inclusion

of a provision preventing all nations from requiring local manufacture as a condition of copyright protection.

Provisions of a United States law, which would have to be revised to meet terms of the copyright pact, require all but a limited number of copies of English-language foreign works to be printed in this country. The law also limits the copyright protection of an English-language book published outside the United States to five years unless the book is also published in this country within the five-year period. Dr. Evans called the American law "discriminatory and unfair," and expressed the view that its appeal would not substantially damage American printing companies, especially since Britain usually prints any books it sells in the United States in this country.

**Sound Tracks, Jukes Out**  
Altho protection of sound tracks and juke box recordings was not included in the pact, Dr. Evans pointed out that the pact, which

was five years in the making, provides for calling of a revision conference at any time by a committee of 12 member nations including the United States, Mexico, Argentina, Brazil, Great Britain, France, Germany, Switzerland, Italy, Spain, Japan and India. The protection of sound tracks was dropped. Dr. Evans said, only after a long-distance telephone conference with the Motion Picture Association in New York made it apparent that such protection would have to be extended to all musical and tape recordings, with "numerous complications" resulting, because the United States law again would have to be revised to include sound tracks. Since large investments have been built up on the basis of non-protection of sound tracks, Dr. Evans said such a provision would have raised "a hornet's nest." The Congressional Library chief said the question of slapping royalties on juke box recordings was mentioned only as an example of one large field in which authors are left without protection, despite the presence of Congressmen Joseph Bryson (D., S. C.), author of a bill to impose juke box royalties, as a conference delegate.

**Allows Seven Years**

Only a heated early-morning debate and a last-minute compromise on translation rights brought the conference to a successful conclusion. Dr. Evans said. Altho translation rights are included in the copyright pact, it allows a nation to translate foreign works seven years after publication, even tho it has failed to reach an agreement with the author or been unable to contact him, with the understanding that a "just and customary" remuneration be paid for the remaining copyright period. Dr. Evans expressed the view that the translation section was "a great victory for authors and publishers," pointing out that it also prevents abridging or distortions.

**Minimum 25 Years**

The pact sets the minimum copyright term at 25 years from the date of publication, or the life of the author plus 25 years, but also cleared away a long-time roadblock.

(Continued on page 48)

# Copyright Pact Leaves Juke Royalty Loophole

WASHINGTON, Sept. 13.—Inclusion of juke box royalties in national copyright laws, the subject of lengthy congressional hearings on the Bryson-Kefauver Bill, can be proposed at any time by a 12-nation committee set up in the recently signed international copyright pact (The Billboard, September 13). Dr. Luther Evans, Librarian of Congress and chief United States delegate, revealed today. Twelve nations, four of which are not members of the old Bern Authors' Union, must ratify the pact before it goes into effect, however. Sitting on the 12-nation committee which can call a copyright "revision conference" at will are the United States, Mexico, Argentina, Brazil, France, Great Britain, Italy, Germany, Switzerland, Spain, Japan and India.

Creation of the 12-member juke box committee thus leaves the door ajar for any move to incorporate into the model treaty at any time in the future a provision

extending copyright coverage to units of juke boxes. A bill sponsored at the last session of Congress by Rep. Joseph Bryson (D., S. C.) and Sen. Estes Kefauver (D., Tenn.) proposing to extend the federal copyright to juke box coverage failed to come out of the House Judiciary Committee. A subcommittee headed by Bryson had held several days of hearings and in the final hour of the recent session discharged a revised Bryson-Kefauver Bill shorn of the juke box provision, altho Bryson in a minority report urged adoption of his original bill. Bryson and Rep. Shepard J. Crumpacker Jr. (R., Ind.) were congressional observers at the Geneva Conference.

Dr. Luther Evans, Librarian of Congress and head of the U. S. delegation, back in D. C. from Geneva conclave which wound up Saturday (8), had high praise for the lawmakers and for industry members of his delegation: Herman Finkelstein, counsel to American Society of Composers, Authors and Publishers; Arthur Farmer, counsel to American Book Publishers' Council; John Schulman, counsel to the Authors' League of America and Songwriters' Protective Association; and Sidney Kaye, attorney for Broadcast Music, Inc. Evans himself played a remarkable role in guiding the conference to agreement on the pact despite a last-minute threat of stalemate (see Washington Once-Over Column). The Librarian, however, kept silence in his own efforts and in silence showered praise on his colleagues. He cited Schulman's and Farmer's efforts in working out a compromise on a licensing system for foreign translations. He expressed appreciation also for the "helpful" approach and "broad view" of ASCAP Counsel Finkelstein. It was Finkelstein's work, he said, which resulted in the inclusion of a provision protecting unpublished works, thus preventing the unauthorized publication of correspondence. Dr.

(Continued on page 48)

# Religious Pact Set By Capitol With Harper

HOLLYWOOD, Sept. 13.—Probably the first recording contract to contain religious stipulations was executed here this week when Ken Nelson, Capitol's rustic a.s.r. chief, inked Redd Harper, country singer who has been featured in the Billy Graham religious revival program. The contract provides that Harper shall not be obligated to do any musical composition which in his opinion conflicts with his religious views, and that any advertising or promotion on his behalf shall be dignified and not at variance with his ethical standards.

Nelson intends to cut Harper doing some of the tunes from his Graham flickers, "Mr. Texas" and "Oil Town." These tunes were written by Cindy Walker especially for the pix. Harper was formerly with International Sacred Records.

# 7-In. 78's on Sale in H'w'd

HOLLYWOOD, Sept. 13.—The 7-inch, 78 r.p.m. disk introduced a month ago by Modern Records as deejay promotion platter is now being sold here as a commercial item by Chromotone Records, a new dikery headed by Ken Doing. The records, carrying a 59-cent list, are being sold thru grocery stores. Repertoire includes standards and current hits performed by new talent.

The semi-microgroove disks can be played with a standard 78 r.p.m. stylus. They also incorporate a non-slip feature developed by Research Craft here. A. R. Ellsworth, of Research, is asking one-tenth of a cent royalty per disk for use of the non-slip feature.

# MOA Meet Stresses Music Licensing, Diskery Co-Op

CHICAGO, Sept. 13.—Threat of a renewal of the drive by music licensing orgs to effect national legislation under which juke box operators would be eligible for assessment, and the increased co-operation of the record manufacturers with the operators, were highlighted during the third annual Music Operators of America convention and exhibit here this week.

Underneath the surface there were several rumblings which could conceivably have a marked effect on the future of the music business. First, it was learned record companies had been under consideration to conduct a survey of their own op-

erations as the 1953 MOA gathering. However, there was one serious roadblock to finalizing such a decision—the lack of large numbers of operators in attendance at the session this week. While it was true that many of those who were in town for the convention represented large blocks of ops in their own cities and States, to write business the record companies know they must have quantity in order to make such an expense pay out.

The convention week it became concerted drive to enlist the aid of operators in future proposed

licensing legislation on a national scale. For the first time, the MOA meet this year attracted a large number of publishers, and those who were here represented some of the top firms in the business.

Spearheading the move to enlist the publishers in the anti-licensing legislation move, however, were representatives of the major and larger indie labels who were, as they have been for the last three years, the dominating factor in the exhibit area, and who were also called upon to play a much larger roll in the actual business sessions of the convention this year.

Record execs, including such (Continued on page 48)



# Manufacturers Gird to Meet Challenge of New EP Line

## RCA Victor's 45 Disks Cause Others To Review Price, Production Set-Up

NEW YORK, Sept. 13.—In the wake of RCA Victor's introduction of the new "extended play" 45 r.p.m. record and Columbia's decision to cut the price of its 45 albums to \$2.99, other record companies have been mulling a two-fold question: (1) What to do about the pricing of their 45 pop album sets in their own, distributor and dealer inventories, and (2) whether or not to manufacture EP disks. At the moment the picture is much clearer regarding the pricing problem than with regard to future production intentions.

The new EP 45 permits up to eight minutes of playing time on each side of a donut disk. It was conceived originally as a means of rebuilding the single record classical field which passed almost into oblivion as a result of the LP disk. Since many overtures and short classical selections run seven to eight minutes in length, this development enables the playing of such works without interruption on one side of a 45.

### Pop Album Impact

Victor, however, has not limited the use of the EP to the classical 45 r.p.m. market, where they are carrying the torch almost single-handed but is also pressing pop EP albums. This reduces the number of records in a 45 album from four to two disks, at a considerable saving to consumers. It is in this area that the

extended play development has produced its initial competitive impact. Columbia immediately cut the price of its 45 sets retroactive to July 1 to meet the Victor list price of \$2.99 plus tax. A round-up of the other major diskeries discloses that only Mercury and MGM have not yet decided on a price policy. It is believed that Mercury will reach a decision early next week. MGM plans will be crystallized after a re-examination of the market. The following companies—Capitol, Coral, Decca and London—have announced either formally or informally that there will be

no price change on 45 r.p.m. albums. Victor policy is to permit dealers to cut the price of standard 45 albums to the EP album level. To make up for this loss, dealers are being granted an additional 2 per cent discount on all 45 r.p.m. purchases thru the end of November.

The nearly all of these companies had something definite to say as to price intentions on standard 45 r.p.m. albums, only Mercury thus far has stated that it will definitely enter the extended play pop album picture. Repertoire has been set for the

(Continued on page 4)

# 802 Board Okays Canned Music Meet

## Probe of Mechanical Music Inroads Mirrors Sentiment of Parent, AFM

NEW YORK, Sept. 13.—The officers and executive board of Local 802, American Federation of Musicians, this week approved a petition requesting that a membership meeting be held to consider ways and means of combating employment inroads caused by canned music. The 802 boss, eager to explore all possible avenues of employment, has scheduled the meeting for October 6.

The action by Local 802 is particularly significant in that it mirrors sentiment already expressed by the parent body, the American Federation of Musicians. In a recent announcement, James C. Petrillo, AFM chief, said that the AFM was taking a "hard look" at the mechanical music situation.

The 802 meeting will have special reference to the gradual lessening of employment opportunities in radio and television; to revision of the 5 per cent levy as applied to TV film jingles; and to the consideration of provisions which might be included in a new pact to be worked out with record companies. The current pact expires at the end of 1953.

### Mechanical Music

What Local 802 can do about the entire matter of mechanical music—and further what the AFM can do—is a moot question. This is because current contract commitments and the hard realities of the Taft-Hartly law are deterrents to the opening up of new avenues of employment. However, the fact that both the Local and the AFM are remaining in the situation, is indicative of an attitude which is highly important. The attitude is simply this: a refusal to bow to canned music and T-H without a struggle.

Pertinent to the situation are these facts: The Local 802 action

can best be regarded as exploratory. Whether action can ultimately be taken will depend upon the Federation because in the last analysis, all policy with regard to mechanical music stems from the Federation. The AFM pact with radio and television networks expires in February, 1954. It is likely that the Federation, in negotiating the new pact, will take a tougher stand than heretofore. In the current pact, there is virtually carte blanche on the matter of use of canned music. Pending expiration of current network and disk contracts, and pending revision of the TV film royalty problem, Local 802 has in mind a series of talks with employers. These talks would be on a friendly level, and would suggest additional employment. There would be no implication of threat or use of force. The talks, it is felt, might open an avenue of labor relations rarely tried—the securing of employment beyond that called for in contracts.

# Hartford Disk Festival Lines Up Final Details

NEW YORK, Sept. 13.—With the September 30 kick-off date rapidly approaching, the Record Industry Association of America is buttoning up the final loose ends for the Greater Hartford Festival. The week-long event is being sponsored by the RIAA as an experiment to determine whether similar extravaganzas throughout the country can give the disk business a shot in the arm.

The major effort last week was spent in securing suitable talent for personal appearances, according to Joe Martin who is coordinating the promotion. Decca artist Leroy Anderson, fresh from the U. S. Army, and Andre Kostelanetz of Columbia have agreed to be on hand for the opening night which will be devoted to classical music. They will alternate as conductors of the Hartford Symphony.

The program for the following night will feature hillbilly and polka music. The Poo Wee King band, which features Redd Stewart, will be one of the headline attractions along with MGM's Carson Robison. The Walt Jaworski band, which records for Victor, will be on hand for polkas.

Thus far the line-up of artists for the pop music night (October

# PLUGGERS' PARADISE

## AM Luxembourg Eager To 'Discover' New Hits

LUXEMBOURG, Sept. 13.—Radio Luxembourg, the Continent's largest commercial network, has become a pluggers' paradise for Tin Pan Alley promotion men in Europe.

Whereas most outlets necessitate a lengthy series as clearances before a disk can be aired due to government ownership and control, Radio Luxembourg requires only publisher clearance and good taste. In most instances, a song-plugger can hear his tune being aired to all parts of the Continent shortly after a personal visit or contact with the three disk jockeys here. Occasionally even an American plugger drops in and he, too, is well rewarded with plays.

Naturally, the English-spoken segment of Radio Luxembourg relies largely on disks from Great Britain. To the station's library of 20,000 disks come about 50 new

releases each week and the best get initial airing on Saturday.

Geoffrey Everitt, senior disk jockey with six years at Radio Luxembourg and colleagues Pete Murray and Pete Madrea are given complete leeway in selection of their disk shows. They base a good number of the plays on England's Top Twenty. Listener requests are carefully considered and song-pluggers get a lot of attention. The Luxembourg delays are eager to "discover" a hit and "will ride along strongly in giving it the necessary build-up—as was done recently with the current Continental hit, "Meet Mr. Callaghan."

Everitt, in a talk with a Billboard correspondent, says that American singers are more popular than ever in Europe. He points to Luxembourg's bulging mail bag as proof. However, he says, the station has not received much personal news from American recording artists or from their representatives.

American song-pluggers would do well to be in close touch with Radio Luxembourg. Only drawback is the "inference in timing of promotion of songs here and in America. Usually songs don't get started in Europe until about two months after the United States.

# European Trek For May Band

HOLLYWOOD, Sept. 13.—Carlos Castel, accompanied by his mother, Mrs. Marie Castel of Mexico City, leaves New York next week for Europe to huddle with Lew and Leslie Grade about a May, 1953, junket thru Continental Europe and the Scandinavian countries for Billy May's band. Ork trip would be the first made by a big band thru Europe in many years. Ork is not skedding a visit to England, because of the musicians' union barriers which prohibit American AFM-ites from playing the British Isles because of the British union-ite ban in this country. It's understood that the Castel-GAC-Grade office experiment stems from the fact that May's band has been getting a heavy play on Capitol disks thru the European countries.

Willie Smith, the ex-Luncheonford lead alto and vocalist, is anking the May Ork to go with Norman Granz' JATP concert tour, which tees off next week.

# C&W Talent Few at MOA Chi Confab

CHICAGO, Sept. 13.—With the Music Operators' of America meeting in September this year as opposed to their two previous sessions which were held in March, the heavy turnout of country and Western recording artists was notably absent this week at the Congress Hotel. Main reason for the absenteeism was that most of the C&W artists are now touring, doing outdoor, aud-arena and indoor shows while the weather still holds.

On hand to meet with operators were Lisa Kirk, the Four Aces, Johnny Desmond, Francis Wayne, Neal Hetti and Hugo Winterhalter, while other recording artists were scheduled to appear at odd hours as their local theater and niery dates allowed.

# Philips Moves Into Denmark

COPENHAGEN, Denmark, Sept. 13.—Philips, Holland based electronics firm, last week opened up a Danish affiliate of this branch of its activities, Philips Gramophone Industry, which already has turned out several platters under the supervision of Svend Rasmussen, manager and program chief.

Among the platters pressed were several recordings by Bruno Henriksen and his dance orchestra from the Dansetten ballroom, in Tivoli park, with refrains in English by Birthe Wilke. Among the Henriksen-Wilke platters are "How High the Moon," "Lullaby," "The Blacksmith Blues," and "Idaho."

Ove Sopp and his cowboys also have recorded several Western and hillbilly tunes for the new firm.

# BONANZA!

## RCA Deals Out 52 Mink Stoles

NEW YORK, Sept. 13.—All week long the RCA Victor headquarters in Radio City has taken on the character of a radio quiz show, with long-distance phones jingling and diskery brass rotating in the role of quizmaster. Reason for the switch in operations was that the label was in the process of parceling out 52 mink stoles, each valued at \$1,000. The winners (one in each distributor territory) were selected on the basis of a drawing of names of dealers and sales people who attended the diskery's recent nation-wide presentation of the fall merchandise program. The person whose name was drawn was called and asked a question about a point covered during the meeting. If answered correctly, the stole was awarded.

According to an RCA Victor exec, the 52 meetings drew a total of more than 12,000 record dealers and sales people, the largest dealer turnout in the history of the company.

# "Album Shop" Added to Victor Radio Shows

NEW YORK, Sept. 13.—With the addition of the "Album Shop" program scheduled to start next week, RCA Victor now offers five different recorded music programs featuring the label's records to radio stations. The "Album Shop," which features disks from Victor's pop, hillbilly and related album sets, will kick off on more than 200 stations throughout the country.

The show is designed as a half-hour once-weekly package with interviews with Victor recording artists and other show business figures intermingled with the music. Each week the label will send recorded voice tracks of the forthcoming program to the participating stations.

Because the show includes recorded interviews with Victor artists who are members of the American Federation of Musicians, permission had to be gained from the union for these

taping. Last week AFM president James Petrillo announced the ban of taped interviews of AFM members that created the impression that it was a live interview (The Billboard September 13). Because the "Album Shop" does not create this impression, permission for the show was granted.

Four other packaged shows are being carried by radio stations. Two of these, "The Music You Want" and "Favorites of the Famous," are designed to showcase Red Seal merchandise. The former, which is an hour in length and programed five days weekly, has been in operation for 17 years. The "Stars Review the Hits" show plays the label's current pop disks, and kididisks are showcased on "The Little Nipper Show." All of these programs are offered to stations free of charge, and stations are permitted to seek local sponsorship for the shows.

# Yale Concert Attendees Drop 12,000 From '51

NEW HAVEN, Conn., Sept. 13.—The 1952 Yale Bowl pop concerts in this city drew an attendance of 60,000 persons during the summer season just past. The figure is 12,000 less than the total, according to the public relations office, than the series.

# ASCAP & NBOA Rate Accord Seen

• Continued from page 1

These surveys, as well as those prepared by ASCAP, have been valuable in the latter phases of the negotiations.

### Confab Turnout

Pre-convention registrations thru the NBOA this year are running considerably above those listed at a com-

parable period for the 1951 convention, and NBOA president, Doc Chinn, Fargo, S. D., said that a record turnout is indicated.

Chinn has called a board of directors meeting for September 29 at the LaSalle Hotel, one day prior to the official opening of the 1952 conclave.





# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

## NEW RELEASES—SINGLES

WHERE THERE'S SMOKE THERE'S FIRE 28377\*  
MY LITTLE NEST OF HEAVENLY BLUE  
From the Operetta "Frasquita"  
Cecilia Bevel and Artie Shaw

ENLLORO (Voodoo Moon) 28403\*  
MALAGUENA Carmen Cavallaro

BE REASONABLE 28378\*  
THIS NEW SITUATION Buddy Johnson

THE GREAT MILKY WAY 28370\*  
I KNOW WHO HOLDS TOMORROW  
(And I Know Who Holds My Hand)  
Jimmie Davis with The Anita Kerr Singers

(The available on 45 RPM (add prefix "7" to record number)

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### COUNTRY

|    |  |        |
|----|--|--------|
| 11 | IT WASN'T GOD WHO MADE MONKY TONK ANGELS<br>I Don't Want Your Money, I Want Your Time<br>Kitty Wells                     | 28232* |
| 19 | THAT HEART BELONGS TO ME<br>So Used to Loving You<br>Webb Pierce   | 28091* |
| 2  | WHY TALK TO MY HEART<br>DON'T SEND NO MORE ROSES<br>Goldie Hill  | 28355* |
| 5  | FORTUNES IN MEMORIES<br>SO MANY TIMES<br>Ernest Tubbs  | 28310* |
| 1  | GODDYTE LITTLE DARLIN' NO. 2<br>(Just Met No. 3)<br>MONKY TONK SWEETHEART<br>Louise and Oscar                            | 28363* |
| 21 | WILD SIDE OF LIFE<br>It's So-long and Good-bye To You<br>Burl Ives and Grady Martin                                      | 28055* |
| 5  | TRYING<br>Sweet Jennie Lee<br>Grady Martin   | 28322* |
| 42 | WONDERING<br>New Silver Bells<br>Webb Pierce   | 46364* |
| 65 | PEACE IN THE VALLEY<br>Where Could I Go But To The Lord<br>Red Foley   | 14573* |
| 9  | KISSES ON PAPER<br>Are You Trying To Tell Me Goodbye<br>Red Foley  | 28288* |
| 13 | (The Angels Are Lighting)<br>GOD'S LITTLE CANDLES<br>SOMEBODY BIGGER THAN YOU AND I<br>Red Foley with Anita Kerr Singers | 28252* |

### RHYTHM AND BLUES

|    |  |        |
|----|--|--------|
| 5  | ALL OF ME<br>THERE GOES MY HEART<br>Louis Jordan   | 28335* |
| 8  | ONCE IN A WHILE<br>CONFESSIN' (That I Love You)<br>Louis Armstrong                         | 28306* |
| 4  | DING-DONG BOOGIE<br>PREVIEW<br>Ella Fitzgerald with Sy Oliver<br>Ella Fitzgerald           | 28321* |
| 8  | BABY, YOU'RE ALWAYS ON MY MIND<br>SHUFFLIN' AND ROLLIN'<br>Buddy Johnson                   | 28293* |
| 10 | THE LAST MILE OF THE WAY<br>IN THE GARDEN<br>Sister Rosette Thorne with Anita Kerr Singers | 28282* |

\*Also available in 45 RPM (add prefix "7" to record number)  
\*\*Another Decca "Best Bet" makes the "Best Seller" list this week!

## Just Released!

### ALBUMS

Songs Featured in the Paramount Technicolor Film  
**SOMEBODY LOVES ME**  
Sung by **BLOSSOM SEELEY and BENNY FIELDS**  
with Orchestra directed by Victor Young  
DL-5424-\$3.00 • 9-357-\$3.75

**COLLEGE FIGHT SONGS**  
March Medleys Played by **LAWSON-HAGGART JAZZ BAND**  
DL-5427-\$3.00

### CHILDREN'S SETS

RIDDLE SONG and  
WHAT KIND OF AN ANIMAL ARE YOU  
BURL IVES  
K-68-\$1.00 • 1-194-95¢

FRENCH FOLK SONGS FOR CHILDREN  
No. 1 and No. 2  
MARTIAL SINGER  
No. 1. K-66-\$1.00 • 1-192-95¢  
No. 2. K-67-\$1.00 • 1-193-95¢

GOOD NIGHT RECORD and  
GOOD MORNING RECORD  
FRANK LUTHER  
K-71-\$1.00 • 1-197-95¢

BARNYARD SONG • THREE LITTLE PIGLETS  
THE CRAWDAD SONG  
SAM HINTON  
K-69-\$1.00 • 1-195-95¢

## BEST BETS

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

### POSITION THIS WEEK

|     |  |        |
|-----|--|--------|
| 1.  | I'LL ALWAYS TAKE CARE OF YOU<br>BACK STREET AFFAIR<br>Webb Pierce  | 28369* |
| 2.  | THE GLOW-WORM<br>AFTER ALL<br>Mills Brothers and Hal McIntyre  | 28384* |
| 3.  | BABY, IT'S COLD OUTSIDE<br>THAT'S MY DESIRE<br>Louis Armstrong and Velma Middleton and The All Stars             | 28372* |
| 4.  | TRYING<br>MY BONNIE LIES OVER THE OCEAN<br>Ella Fitzgerald<br>Ella Fitzgerald with Bobby Orion's Teen-Aces       | 28375* |
| 5.  | YOU BELONG TO ME<br>I WENT TO YOUR WEDDING<br>Grady Martin   | 28398* |
| 6.  | I LAUGHED AT LOVE<br>TAKES TWO TO TANGO<br>Louis Armstrong   | 28394* |
| 7.  | COMMON FOLKS<br>I WAS THE LAST ONE TO KNOW<br>Roberta Lee  | 28362* |
| 8.  | IT'S SHADOW TIME<br>VELVET MOON<br>Liberace  | 28279* |
| 9.  | A MIGHTY PRETTY WALTZ<br>PIKE COUNTY BREAKDOWN<br>Bill Monroe  | 28356* |
| 10. | MY LOVE AND DEVOTION<br>JUST SAY THE WORD<br>Gordon Jenkins  | 28364* |
| 11. | ROCKIN' RHYTHM POLKA<br>OKLAHOMA WALTZ<br>Bernie Roberts   | 28331* |
| 12. | MADAMOISELLE<br>JAMBALAYA (On The Bayou)<br>Music by Camarata  | 28367* |
| 13. | SOMEONE TO KISS YOUR YEARS AWAY<br>YOU'RE MORE LIKE YOUR MOMMY<br>EVERY DAY<br>Dick Todd with Anita Kerr Singers | 28353* |
| 14. | IT WASN'T GOD WHO MADE<br>MONKY TONK ANGELS<br>TENNESSEE WARBLES<br>Jané Turzy                                   | 28374* |
| 15. | OH, BRAVE OLD ARMY TEAM<br>ANCHORS AWEIGH<br>Jerry Gray  | 28383* |

\*Also available in 45 RPM (add prefix "7" to record number)

## TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

### POPULAR

|    |  |        |
|----|--|--------|
| 7  | SHOULD I<br>THERE'S ONLY TONIGHT<br>Four Aces  | 28323* |
| 34 | BLUE TANGO<br>Balls Of The Ball<br>Leroy Anderson  | 27875* |
| 8  | ZING A LITTLE ZONG<br>Bing Crosby and Jane Wyman<br>The Maiden of Guadalupe<br>Jane Wyman                            | 28255* |
| 11 | AUF WIEDERSEHN SWEETHEART<br>HALF AS MUCH<br>Guy Lombardo  | 28271* |
| 1  | DON'T BELIEVE EVERYTHING<br>YOU HEAR<br>I GOTTA HAVE YOU<br>Red Foley and Roberta Lee                                | 28340* |
| 5  | WISH YOU WERE HERE<br>MONKY TONK SWEETHEART<br>Guy Lombardo  | 28308* |
| 3  | WALKIN' TO MISSOURI<br>ABSENCE MAKES THE HEART GROW FONDER<br>(For Somebody Else)<br>Russ Morgan                     | 28351* |
| 4  | TWO-FACED CLOCK<br>JAMBALAYA (On The Bayou)<br>Rex Allen with the Nashville Dixielanders                             | 28341* |
| 2  | YOU LIKE?<br>SUNSHOWER<br>Guy Lombardo   | 28352* |
| 6  | A TRUMPETER'S LULLABY<br>FIDDLE-FADDLE<br>Leroy Anderson   | 28300* |
| 3  | CARMEN'S BOOGIE<br>ADIOS<br>Andrews Sisters  | 28342* |
| 1  | MEET MISTER CALLAGHAN<br>Runnin' Wild Boogie<br>Carmen Cavallaro   | 28373* |
| 5  | BLUE AND SENTIMENTAL<br>(Why Have A Falling Out)<br>JUST WHEN WE'RE FALLING IN LOVE<br>Mills Brothers with Sy Oliver | 28309* |
| 7  | WALKIN' MY BABY BACK HOME<br>ONCE IN A WHILE<br>Guy Lombardo   | 28277* |
| 11 | TILL THE END OF THE WORLD<br>JUST A LITTLE LOVIN'<br>(WHY Go A Long Way)<br>Bing Crosby and Grady Martin             | 28265* |
| 10 | A MIGHTY PRETTY WALTZ<br>WHEN I FALL IN LOVE<br>Jeri Southern with Victor Young                                      | 28224* |

\*Also available in 45 RPM (add prefix "7" to record number)  
\*\*Another Decca "Best Bet" makes the "Best Seller" list this week!



STRIKING GOLD WITH HER FIRST RELEASE!

# GOLDIE HILL

Sings

## WHY TALK TO MY HEART and DON'T SEND NO MORE ROSES



Decca 28355 (78 RPM) and 9-28355 (45 RPM)



# Music Publishers' Record Scoreboard

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

**VIC DAMONE**  
sings  
**ROSANNE**  
Mercury  
5377

ABC MUSIC CORP.  
799 7th Avenue, N. Y. 19, N. Y.

Have a  
Good Time  
Columbia 39764  
**TONY BENNETT**

"HOMINY GRITS"  
DEAN MARTIN  
CAPITOL

AMERICAN MUSIC, INC.  
1576 Broadway, N. Y. 4, 9109 Sunset Blvd, Hollywood  
CO 5-7820 CR 1-5254

Another BMI Pin-Up Hit!  
**I WENT TO YOUR WEDDING**

Patli Pope (Mercury)  
Steve Gibson (Columbia)  
Sammy Kaye (Decca)  
Gerry Lombardo (Savoy)  
Florence Verity (Gladys)  
Little Sylvia (Decca)  
Madda Brooks (Decca)  
Grady Martin (Capitol)  
Jimmy Wabely (Victory)  
Mank Snow (Capitol)

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**BROADCAST MUSIC, INC.**

Congratulations  
to  
**HOWIE RICHMOND**  
"A Great Guy"  
**JULIAN, JEAN & HARDROCK**  
COCO & JOE

3 GREAT SONGS!  
"TAKE MY HEART"  
"STRANGE SENSATION"  
"MAKE IT SOON"  
**SANTLY-JOY, INC.**  
1619 Broadway New York 19, N. Y.

BEAUTIFUL BALLAD!!  
"WHEN I FALL IN LOVE"  
DORIS DAY JERI SOUTHERN  
Columbia Decca  
**VICTOR YOUNG PUB., INC.**  
9538 Brighton Way  
Beverly Hills, Calif.

GIVE TO THE  
RUNYON CANCER FUND

• **Sides in**  
• **Current Release**  
Week Ending September 13

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

| PUBLISHER              | TUNE                                     | ARTIST AND LABEL                      |
|------------------------|--|---------------------------------------|
| A.Q.V. MUSIC           | My Love—My Love                          | Acquaiva, MGM (p)                     |
| ACUFF ROSE GROUP       | Curtain Time                             | Acquaiva, MGM (p)                     |
| —ACUFF ROSE            | You Win Again                            | Champ Butler, Col (p)                 |
| —MILENE                | You Win Again                            | Tommy Edwards, MGM (p)                |
| AMCO                   | I Can't Escape From You                  | Ray Price, Col (p)                    |
| BEN BLOOM              | Window Shopping                          | Art Mooney, MGM (p)                   |
| BOURNE                 | A Ren Hot Needle                         | Bob Willis, MGM (p)                   |
| —MILENE                | Trouble Trouble Blues                    | Bob Willis, MGM (p)                   |
| —AMCO                  | Olney Doley                              | Red Sovine, MGM (p)                   |
| —BEN BLOOM             | Tell Me Today                            | Red Sovine, MGM (p)                   |
| —BOURNE                | Tonight We're Settling the Woods on Fire | Jo Stafford-Frankie Laine, Col (p)    |
| BRECKMAN, VOCCO & CONN | A Good Used Heart                        | Freddy Martin, RCA (p)                |
| —MILENE                | Little White Rosebud                     | Henri Rene, RCA (p)                   |
| —AMCO                  | Remember                                 | Art Mooney, MGM (p)                   |
| —BOURNE                | You Darlin'                              | Vic Damone, Mer (p)                   |
| —MILENE                | Over the Hill                            | Art Mooney, MGM (p)                   |
| —AMCO                  | Outside of Heaven                        | E. Fisher-H. Winterhalter, RCA (p)    |
| —BOURNE                | Rapier Taggry Gypsies                    | Alan Dean, MGM (p)                    |
| —MILENE                | Forgettling You                          | Richard Hayes, Mer (p)                |
| —AMCO                  | Let's Call It a Day                      | Alan Dean, MGM (p)                    |
| —BOURNE                | Nina Never Knew                          | Vic Damone, Mer (p)                   |
| —MILENE                | The Ruby and the Pearl                   | Leroy Holmes, MGM (p)                 |
| —AMCO                  | Jingle, Jangle, Jangle                   | Dick Jurgens, Mer (p)                 |
| —BOURNE                | Hazy Mountains                           | Ray Rogers-Dale Evans, RCA (p)        |
| —MILENE                | Cross My Heart, Madame                   | Champ Butler, Col (p)                 |
| —AMCO                  | Dardanella                               | Ray Rogers-Dale Evans, RCA (p)        |
| —BOURNE                | Lady of Spain                            | E. Fisher-H. Winterhalter, RCA (p)    |
| —MILENE                | Nola                                     | Carolina Cotton, MGM (p)              |
| —AMCO                  | Make Believe Dreams                      | Dinah Washington, Mer (p)             |
| —BOURNE                | Somewhere Along the Way                  | Guy Lombardo, Dec (p)                 |
| —MILENE                | The Shy One                              | Arnett Cobb, Col (p)                  |
| —AMCO                  | My Heart Cries for You Like a Baby       | Dusty Walker, Col (p)                 |
| —BOURNE                | I've Gone and Done It Again              | Johnnie & Jack, RCA (p)               |
| —MILENE                | Two Timing Blues                         | Johnnie & Jack, RCA (p)               |
| —AMCO                  | I Went to Your Wedding                   | Guy Lombardo, Dec (p)                 |
| —BOURNE                | All-Over-All-Over                        | Arnett Cobb, Col (p)                  |
| —MILENE                | You Never Heard a Word I Said            | Herby Kenny, MGM (p)                  |
| —AMCO                  | Enlure                                   | Carmen Cavallaro, Dec (p)             |
| —BOURNE                | Forget me and Forget                     | Richard Hayes, Mer (p)                |
| —MILENE                | Forget me and Forget                     | Tommy Martin-H. Winterhalter, RCA (p) |
| —AMCO                  | My Heart Belongs to You                  | Arbee Stidham, RCA (p)                |
| —BOURNE                | I Found Out for Myself                   | Arbee Stidham, RCA (p)                |
| —MILENE                | Tell Me for Me                           | Leroy G. Brown, Mer (p)               |
| —AMCO                  | (If You Love Me) Make Me Know It         | Arthur (Guitar Boogie) Smith, MGM (p) |
| —BOURNE                | Wallpaper                                | Carmen Cavallaro, Dec (p)             |
| —MILENE                | My Little Nest of Wee-wee Blue           | Connee Boswell-Artie Shaw, Dec (p)    |
| —AMCO                  | You've Got a Rope Around My Heart        | Ray Rogers-Dale Evans, RCA (p)        |
| —BOURNE                | Stormy Weather                           | Dinah Washington, Mer (p)             |
| —MILENE                | Idaho                                    | Leroy Holmes, MGM (p)                 |
| —AMCO                  | Veradero                                 | Camara, Dec (p)                       |
| —BOURNE                | That's What a Song Can Do                | Tamara Hayes-H. Bligg, RCA (p)        |
| —MILENE                | Where There's Smoke There's Fire         | Connee Boswell-Artie Shaw, Dec (p)    |
| —AMCO                  | Sinner or Saint                          | Sarah Vaughan, Col (p)                |
| —BOURNE                | Sinner or Saint                          | Freddy Martin, RCA (p)                |
| —MILENE                | Sinner or Saint                          | Tommy Edwards, MGM (p)                |
| —AMCO                  | Sinner or Saint                          | Ray Price, Col (p)                    |
| —BOURNE                | Someone to Watch Over Me                 | Arnett Cobb, Col (p)                  |
| —MILENE                | Brief Interlude                          | Camara, Dec (p)                       |
| —AMCO                  | Mighty Lonesome Feeling                  | Sarah Vaughan, Col (p)                |
| —BOURNE                | Cocquita of Laredo                       | Maddox Bros. & Rose, Col (p)          |
| —MILENE                | My Love Will Never Die                   | Big Three Trio, Col (p)               |
| —AMCO                  | The Big Bounce                           | Ivory Joe Hunter, MGM (p)             |
| —BOURNE                | Take These Shackles From My Heart        | Maddox Bros. & Rose, Col (p)          |
| —MILENE                | You Bring to Me                          | Tamara Hayes-H. Bligg, RCA (p)        |
| —AMCO                  | A Faded Summer Love                      | Dick Jurgens, Mer (p)                 |
| —BOURNE                | My Baby's Arms                           | Art Mooney, MGM (p)                   |
| —MILENE                | Five Foot Two Eyes of Blue               | Arthur (Guitar Boogie) Smith, MGM (p) |
| —AMCO                  | My Song                                  | Herby Kenny, MGM (p)                  |
| —BOURNE                | Piece of Puddin'                         | Jo Stafford-F. Laine, Col (p)         |
| —MILENE                | The Love in Your Eyes                    | Eartha Kitt, RCA (p)                  |
| —AMCO                  | Monotonous                               | Eartha Kitt, RCA (p)                  |
| —BOURNE                | Boston Bounce                            | Alice Ghostley, RCA (p)               |
| —MILENE                | I'm Never Satisfied                      | Henri Rene, RCA (p)                   |
| —AMCO                  | Be Reasonable                            | Henri Rene, RCA (p)                   |
| —BOURNE                | This New Situation                       | Buddy Johnson, Dec (p)                |
| —MILENE                | You Don't Love Me No More                | Buddy Johnson, Dec (p)                |
| —AMCO                  | Smack                                    | Big Three Trio, Col (p)               |
| —BOURNE                | Come On Home                             | Duke Ellington, Col (p)               |
| —MILENE                | Yodel, Yodel, Yodel                      | Duke Ellington, Col (p)               |
| —AMCO                  | Don't Tempt Me                           | Carolee Gellison, MGM (p)             |
| —BOURNE                |  | Tommy Martin-H. Rene, RCA (p)         |

• **Total Sides for Week Released by Each Label**  
(These totals do not include P.D. Tunes)

Week Ending September 13

| LABEL    | POPULAR               | FOLK                  | RHYTHM & BLUES        |
|----------|-----------------------|-----------------------|-----------------------|
| CAPITOL  | NO RELEASES THIS WEEK | NO RELEASES THIS WEEK | NO RELEASES THIS WEEK |
| COLUMBIA | 8                     | 5                     | 6                     |
| DECCA    | 8                     | —                     | 2                     |
| MERCURY  | 9                     | —                     | —                     |
| MGM      | 16                    | 6                     | 2                     |
| RCA      | 10                    | 4                     | 4                     |

• **Total Number of Sides Released by Each Label**  
(These totals do not include P.D. Tunes)

January 1, 1952, to Date

| LABEL    | POPULAR | FOLK | RHYTHM & BLUES |
|----------|---------|------|----------------|
| CAPITOL  | 409     | 134  | —              |
| COLUMBIA | 239     | 153  | 85             |
| DECCA    | 480     | 120  | 58             |
| MERCURY  | 230     | 63   | 64             |
| MGM      | 283     | 99   | 10             |
| RCA      | 356     | 149  | 113            |

**A DISTINGUISHED CAREER**  
**Josef Marais Successful In Diverse Musical Fields**

NEW YORK, Sept. 13.—Josef Marais, of the Marais and Miranda duo, is living proof of his theory that good music cuts across all musical categories. While the record shows that it's difficult enough for a songwriter or artist to become recognized in a single field, Marais has been a composer and with his wife as an artist.

A native of South Africa, Marais toured the continent as a concert violinist before settling on the guitar, his voice and his pen for a career. After his arrival in this country in 1939, and a stint on the Blue network with his "African Trek" program, Marais added an important fourth part to his career when he married his wife and partner whom he met while both were working for the Office of War Information. She is a native of the Netherlands.

fields of their original and adapted material. On the kiddie front they have recorded such items as "Bulu the Zulu," "Dance and Whistle" and "Oh, It's a Mosquito." Awaiting release is a pop single they cut recently.

Yesterday (12) they recorded 12 thirteenth century Flemish, French and Dutch tunes translated by Marais which will be released as a Masterworks album entitled "Yuletide Songs." In addition to Marais' guitar the instrumentation includes four ancient six-stringed instruments used by fourteenth century troubadours: the viole de gamba (the forerunner of the cello), two violes d'amore (the predecessor of the viola) and pardessus de viole (the instrument which led to the present-day violin).

At the conclusion of the war the two joined forces as a show business team and launched their career in the local Village Vanguard with a five-month stay.

As a writer Marais numbers original and adapted folk music from many lands, as well as kiddie tunes, among his compositions, many of which have been recorded by Decca and Columbia. He recently completed, in collaboration with Max Berton, an hour and a quarter length opera, a fantasy entitled "Tony Beaver," which G. Schirmer has just agreed to publish. During the past year he has blossomed out as one of the important pop writers, with such recorded tunes as "Sugarbush," "Ay-Round the Corner," "Henrietta's Wedding," "How Lovely Cooks the Meat," and "Gress My Heart, Madame" to his credit.

**Albrecht Sues Weiss On "Sam's Song" Tune**

NEW YORK, Sept. 13.—Song-writer Elmer Albrecht has filed suit against Sam Weiss Music, Inc., claiming that "Sam's Song" was copied from "How Was I to Know," which he claims he wrote in 1944 in association with the late Roger Lewis. Albrecht says that Lewis' rights to the song fell to him when Lewis died in 1948. Albrecht asks for an injunction and damages.

**Cap in Heidt Deal For Wax Featuring Stanley's 'Book'**

HOLLYWOOD, Sept. 13.—In one of its rare ventures with outside wax talent, Capitol Records this week acquired a disk from Horace Heidt, featuring comedian Johnny Stutz doing "It's in the Book" (Parts 1 and 2). Heidt and Alan Livingston, Cap's a.&r. chief, made the deal after the disk, originally released on Heidt's Magnolia, took off in the Dallas territory. Cap's initial order for the Dallas region is 20,000 disks. The novelty disk may make other sides for Capitol.

Dave Dexter of Cap's a.&r. staff here, also has inked a long-term pact with Molly Dee, 11-year-old member of Cliffie Stone's "Home-town Jamboree." Unlike other members of the Stone entourage on Capitol, who all cut country sides, Miss Dee will be cut as strictly a pop artist with full ork backing. Her pact was okayed by the Superior Court here this week.

**4 Philly Leaders Form Devon Disks**

PHILADELPHIA, Sept. 13.—What promises to be an important entry in the recording field was formed here recently with the organization of Devon Records, Inc., bringing together the resources and talents of four men who have already attracted attention in the industry. The new company, which will specialize in the popular record field and set up a nationwide web of distributors for its line under the Devon label, brings together Melvin R. Korn, Larry Fleet, Robert Ira Goldy and Moose Charlap.

Korn, who was associated with the J. M. Korn Advertising agency here in an executive capacity, and Fleet, an executive of the Yorkshire Worsteds Mills, were responsible for producing the top-selling "Sin" record of the Four Aces last year. Korn will be president of Devon Records, in charge of sales and promotion, and Fleet is secretary of the corporation.

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

THE NEW SOCK NOVELTY!  
**TWO FACED CLOCK**  
ROBBINS MUSIC CORPORATION





*One* of the great folk artists of our time . . . performer, composer, lecturer, star of radio and records . . . candidate for President of the United States.

Keenly aware of the spiritual emergency of our nation, Stuart Hamblen has written and performed songs and hymns of extraordinary urgency, including the international success *It Is No Secret*.

# STUART HAMBLLEN

Exclusively  
on . . .



Trade Marks "Columbia" "Masterworks" ®  
© Reg. U. S. Pat. Off. Marca Registrada

In tribute to Stuart Hamblen and his unique position in our country, Columbia has released simultaneously six brilliant new sides by this great artist . . .

- two magnificent new hymns
- two enthralling recitations
- two colorful Western songs . .



# "KNOWN ONLY TO HIM"

The composer of the great "It Is No Secret" has written another fine hymn, one that will live forever in the hearts of those who hear it. Only Stuart Hamblen could have written this song—only he can sing it so well.

## HYMNS




# "IS HE SATISFIED"

Another poignant hymn from the pen of Stuart Hamblen. We are all satisfied with our maker, says the song, but is He satisfied with us? Here is another memorable Hamblen composition, sung with searching honesty.

78 rpm 21012-s • 45 rpm 4-21012-s  
with Darol Rice's Orchestra



 Trade Marks "Columbia," "Masterworks," "GG."  
©, Reg. U. S. Pat. Off. Mopco Reproduced



# "GRASSHOPPER MacCLAIN"

This is a true story, told by Stuart Hamblen. No writer could invent the heart-tugging warmth of this tale. Somewhere "Grasshopper" plays with other children; have you seen him? Anyone who has ever raised a little boy will forever remember "Grasshopper MacClain."

## READINGS

### "OKLAHOMA BILL"

Remember "Bloody Ridge?" Old Bill was there. He's not around any more, but his master is. Stuart Hamblen recites one of the greatest poems ever written about a dog, investing it with the honesty and sincerity of his personality.



78 rpm 21014 • 45 rpm 4-21014

with Darol Rice's Orchestra



Trade Mark "Columbia," "Masterwork," "81."  
© Reg. U. S. Pat. Off. Marcus Sapporo



# "I GET LONESOME"

*(Like Nobody Knows)*



Stuart Hamblen's singing has made him a radio favorite for more than twelve years. His songs—mostly his own composition—have been favorites for an equal period. This is one of Stuart's most recent works, a genuinely meaningful Western song of unusual appeal.

## SONGS

# "OUR LOVE AFFAIR"

*(Will Always Smoulder)*

Another new Hamblen song, one of his finest, is sung with all the compelling magic that has made Stuart Hamblen famous. Its examination of a love affair reveals the search for true values that is so much a part of his music and shows the fine understanding of human nature that is Stuart Hamblen's.

78 rpm 21013 • 45 rpm 4-21013  
with Durol Rice's Orchestra




Trade Marks "Columbia," "Masterworks," "31."  
©, Reg. U. S. Pat. Off. Mercos Registrados



*presenting  
Frankie's  
most  
exciting  
success...*

# THE MERMAID



*written by Fletcher Peck*

**and sung by**



# FRANKIE LAINE

*and The Norman Luboff Choir  
with Paul Weston and his Orchestra  
Carl Fischer—Piano*

*backed with  
"The Ruby and the Pearl"  
from "Thunder in the East"*

78 rpm 39862 • 45 rpm 4-39862

*another money-maker from*



Trade Mark "Columbia," "Masterwork," ©D.  
©, Reg. U. S. Pat. Off. Maroon Registration



# ART LUND



Creating excitement in Cincinnati,  
Newark and Chicago  
with his First cut on

**CORAL**  
RECORDS

# CINCINNATI DING- DONG



and

(Going Down to)  
**THE RIVER**

With Orchestra directed by  
Leroy Holmes

**CORAL**  
60834 (78 RPM)  
and  
9-60834 (45 RPM)

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Charts based on reports received September 19, 21, 22.

Last Week | This Week

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

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

RECORDS AVAILABLE: E. Barton-B. Groce-Pinetoppers, Coral 60753; H. Foster and Reeves, Republic 7013; J. Garber, Cap 2198; M. Griffin, Cal 39837; T. Hayes, V 20-4840; J. James, MGM 11295; B. Lucas, Jubilee 5084; D. Martin, Cap 2185; F. Martin, V 20-4895; G. Martin, Dec 28388; P. Page, Mercury 50999; S. Thomson, Mercury 6407; J. Stafford-P. Weston Orb, Cal 39821.

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

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

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Groedel 807; L. Barber, Cap 2143; Champ Butler-P. Field, Cal 39776; DeMarzo Shiers, MGM 11278; Ken Griffin, Cal E. Howard, Mercury 5872; G. Lombardo, Dec 28373; V. Lynn, London 1227; Shavey & Band, Cap; B. Shepard-H. Winterhalter, V 20-4777; Stubby and the Ducksters, Ronda 299.

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

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

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: J. Cassidy, V 14-0017; P. Conn and E. Fisher, V 20-4870; J. Freeman, Cap 2154; Harmoncats, Mercury 5900; G. Lombardo, Dec 28388; E. Warren, MGM 11270.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lassy Herman, Long-Worth; Earl Sheldon, Associated.

#### 4. 4. Half as Much

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

RECORDS AVAILABLE: L. Ballard, Groedel 804; R. Clooney, Cal 39716; G. Lombardo, Dec 28373; E. Martin, Mercury 6566; D. Washington, Mercury 6294; C. Williams, Cal 20879; M. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Lona Payne, Long-Worth; Earl Sheldon, Associated.

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

By Jesse Mae Robbins—Published by SL Lewis (BMI)

RECORDS AVAILABLE: M. Brooks, Dech 6410; S. Gibson and Red Caps, V 20-4835; S. Kaye, Cal 39856; G. Martin, Dec 28388; P. Page, Mercury 50999; M. Sano, V 20-4906; J. Wessly, Cap 2221; P. Wright, Savoy 860.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

#### 6. 6. Botch-A-Me

By Eddie V. Starley, R. Morrell, L. Astor—Published by Polite (BMI)

RECORDS AVAILABLE: R. Clooney, Cal 36767.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

#### 7. 7. Jambalaya

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

RECORDS AVAILABLE: R. Allen, Dec 28342; Camarata Ork. S. Lawson, De 28347; M. Martin, F. Wayne, Coral 60825; Mace Shelton, King 1106; J. Stafford, Cal 39830; T. Turner, Oak 6907; Hank Williams, MGM 11283.

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

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

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; D. Martin, Apollo 1080; F. Norman's Ork, Top-Ten 78-125; J. Ray, Cal 39750; C. Spivey, London 1091; J. Stafford, Cap F-925.

ELECTRICAL TRANSCRIPTION LIBRARIES: Joe Arnold Orb, Standard Radio; Ted Beatz, Thesaurus; Harry Busie, Long-Worth; Earl Sheldon, Associated.

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

By Eric Spear—Published by Leeds (ASCAP)

RECORDS AVAILABLE: C. Adams, V 20-4896; C. Callahan, Dec 28372; H. Grove 176, London 1248; Harmoncats, Mercury 5900; Melachino Strings, V 20-4891; L. Paul-M. Ford, Cap 2193; P. Todd, MGM 10640; L. Webb, Coral 60828.

#### 10. 10. High Noon

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 11266; B. Keith, King 15194; F. Lane, Mercury 39770; Ted Ritter, Cap 2120; L. Ross, London 1232.

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

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# Buyboard

## TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

|   | Record No. |
|---|------------|
| 1. MEET MISTER CALLAGHAN<br>TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul & M. Ford | 2193       |
| 2. SOMEWHERE ALONG THE WAY<br>WHAT DOES IT TAKE..... N. Cole                        | 2069       |
| 3. RAY'S LAMENT<br>FOOL, FOOL, FOOL..... K. Starr                                   | 2151       |
| 4. I'M NEVER SATISFIED<br>BECAUSE YOU'RE MINE..... N. Cole                          | 2212       |
| 5. THREE LETTERS<br>COMES A LONG A-LOVE..... K. Starr                               | 2213       |
| 6. WALKIN' MY BABY BACK HOME<br>FUNNY..... N. Cole                                  | 2130       |
| 7. YOU BELONG TO ME<br>HOMINY GRITS..... D. Martin                                  | 2165       |
| 8. I'M HOG-TIED OVER YOU<br>FALSE HEARTED GIRL..... T. Ernie & E. M. Morse          | 2215       |
| 9. IN THE GOOD OLD SUMMERTIME<br>SMOKE RINGS..... L. Paul & M. Ford                 | 2123       |
| 10. AOOIS<br>DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie                          | 2156       |
| 11. YOU BELONG TO ME<br>TOSSIN' AND TURNIN'..... J. Girber                          | 2198       |
| 12. BEEHIVE<br>STARDUST..... S. Kenton  | 2214       |
| 13. MARILYN<br>RANDLE'S ISLAND..... R. Anthony                                      | 2207       |
| 14. LONELY WINE<br>LOST IN MEDITATION..... L. Baxter                                | 2106       |
| 15. TUXEDO JUNCTION<br>IT'S A BLUE WORLD..... Four Freshmen                         | 2152       |

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

|  | Alb. No. |
|--|----------|
| 1. WITH A SONG IN MY HEART..... Jane Froman              | 309      |
| 2. BIG BANO 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 HAND 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 & Ludlin 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     |

### TWO TOP-SELLING TUNES

lovely penned and performed by

## HANK THOMPSON



"HOW COLDHEARTED CAN YOU GET"  
"IT'S BETTER TO HAVE LOVED A LITTLE"

ON CAPITOL RECORD NO. 2163

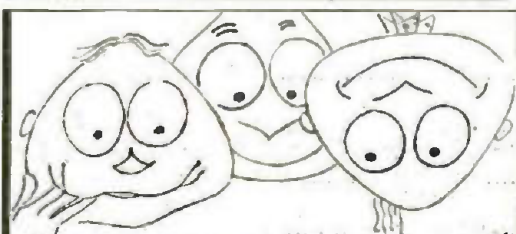
## TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

|  | Record No. |
|--|------------|
| 1. BLACKBERRY BOOGIE<br>TENNESSEE LOCAL..... T. Ernie                                  | 2170       |
| 2. HIGH NOON<br>GO ON! GET OUT!..... T. Ritter   | 2120       |
| 3. HOW COLD HEARTED CAN YOU GET<br>IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson | 2169       |
| 4. THE WILD SIDE OF LIFE<br>CRYIN' IN THE DEEP BLUE SEA..... H. Thompson               | 1942       |
| 5. TENNESSEE TALKIN' DOLL<br>YOU'RE GONNA BE SORRY..... G. D'Quin                      | 2210       |
| 6. WAITING IN THE LOBBY OF YOUR HEART<br>DON'T MAKE ME CRY AGAIN..... H. Thompson      | 2063       |
| 7. IT WASN'T GOD WHO MADE HONKY TONK ANGELS<br>PIM DAM BABY..... J. Gayle              | 2700       |
| 8. DON'T LET THE STARS GET IN YOUR EYES<br>BIG FAMILY TROUBLE..... S. McDonald         | 2216       |
| 9. I'M GONNA WALK AND TALK WITH MY LORD<br>BEYOND THE SHADOW..... M. Carson            | 2145       |
| 10. SAYING MY TEARS<br>WHAT CAN I DO WITH MY SORROW..... F. Young                      | 2171       |

## LATEST CAPITOL RELEASES No. 336

|   | Record No. |
|---|------------|
| PATCHA-ME<br>SLEPPIN MY BABY BACK HOME..... M. Katz                       | 2229       |
| FAITH CAN MOVE MOUNTAINS<br>THE RUBY AND THE PEARL..... M. Cole           | 2230       |
| I AIN'T GOT TIME<br>I SAW YOUR FACE IN THE CROWD..... J. Skinner          | 2231       |
| AFTER YOU'VE GONE<br>SWEET SUE, JUST YOU..... B. Light                    | 2232       |
| ARE YOU MISSING ME!<br>I'LL WASH YOUR LOVE FROM MY HEART..... Jim & Jesse | 2233       |
| ONE WAY RISSES<br>LIES..... Four Knights                                  | 2234       |
| GONNA TAKE THAT FAST TRAIN<br>HONKY TONKIN' ALL THE TIME..... J. Willard  | 2235       |
| COUNTRY HOLIDAY<br>SWEET BABY..... F. Montecassino Quintet                | 2236       |
| JUNE BUG POLKA<br>THE YODELER'S WALTZ..... S. Haskell                     | 2237       |
| GOODNIGHT—WALTZ<br>FALLING LEAVES—WALTZ..... M. Dale                      | 2238       |



# "MARILYN"

the No. 1 song sensation

dedicated to America's No. 1 screen siren  
and played by the nation's No. 1 dance band—

## RAY ANTHONY

WITH VOCAL BY TOMMY MERCER AND THE SEYLIERS

COUPLED WITH "RANDLE'S ISLAND"

ON CAPITOL RECORD NO. 2207

## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

- BOZO HAS A PARTY  
Cap(78)DBX-3133; (45)CBXF-3133
- ROBIN HOOD  
Cap(78)DBX-3138; (45)CBXF-3138
- HOPALONG CASSIOP AND THE TWO-LEGGED WOLF  
Cap(78)KAS-3109; (45)KASF-3109
- BUGS BUNNY AND THE GROW-SMALL JUICE  
Cap(78)KAS-3119; (45)KASF-3119
- TWEET, TWEET, TWEET  
Cap(78)KAS-3118; (45)KASF-3118
- HENERY HAWK'S CHICKEN HUNT  
Cap(78)KAS-3137; (45)KASF-3137
- THE NOISY EATER  
Cap(78)KAS-3120; (45)KASF-3120
- SPARKY'S MAGIC ECHO  
Cap(78)KAS-3134; (45)KASF-3134
- WOODY WOODPECKER AND THE SCARECROW  
Cap(78)KAS-3140; (45)KASF-3140
- TWEETY PIE  
Cap(78)KAS-3074; (45)KASF-3074
- BOGO THE CIRCUS BEAR  
Cap(78)KAS-3132; (45)KASF-3132
- MOAN AND THE ARK  
Cap(78)KAS-3130; (45)KASF-3130
- BOZO AT THE CIRCUS  
Cap(78)DBX-1114; (45)CBXF-3030

DEAN IS DYNAMITE!



# DEAN MARTIN

singing the lovely ballad

## You Belong To Me"

to the sax stylings of  
DICK STABLE

There's folksy fun, too,  
on the flip side—

## "HOMINY GRITS"

CAPITOL RECORD NO. 2165



# 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. 10, 11 and 12

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

| POSITION | Weeks Last   This | Title                                     | Artist                    | Label                             |
|----------|-------------------|---|---------------------------|-----------------------------------|
| 7 1      | 1                 | 1. YOU BELONG TO ME.....                  | J. Stafford               | Col(78)39811; (45)4-39811         |
| 9 2      | 2                 | 2. WISH YOU WERE HERE.....                | E. Fisher-M. Winterhalter | Col(78)20-4830; (45)47-4830-ASCAP |
| 20 3     | 3                 | 3. HALF AS MUCH.....                      | R. Clooney                | Col(78)39710; (45)4-39710-BMI     |
| 14 4     | 4                 | 4. AUF WIEDERSEHN, SWEET-HEART.....       | V. Lynn                   | London(28)1227; (45)45-1227-BMI   |
| 3 5      | 5                 | 5. I WENT TO YOUR WEDDING.....            | P. Page                   | Mercury(78)5899; (45)5899X45-BMI  |
| 14 6     | 6                 | 6. BOTCH-A-ME.....                        | R. Clooney                | Col(78)39767; (45)4-39767-BMI     |
| 4 16     | 7                 | 7. MEET MR. CALLAGHAN.....                | L. Paul                   | Cap(78)2193; (45)F-2193-ASCAP     |
| 3 7      | 8                 | 8. YOU BELONG TO ME.....                  | P. Page                   | Mercury(78)5899; (45)5899X45-BMI  |
| 13 10    | 9                 | 9. AUF WIEDERSEHN, SWEET-HEART.....       | E. Howard                 | Mercury(78)5871; (45)5871X45-BMI  |
| 4 8      | 10                | 10. JAMBALAYA.....                        | J. Stafford               | Col(78)39818; (45)4-39818-BMI     |
| 5 16     | 11                | 11. TRYING.....                           | Milltoppers               | Dol(78)15018; (45)45-15018-ASCAP  |
| 16 9     | 12                | 12. SOMEWHERE ALONG THE WAY.....          | Nat (King) Cole           | Cap(78)2069; (45)F-2069-ASCAP     |
| 5 20     | 13                | 13. DOODLETOWN FIFERS.....                | Seutter-Fliegen           | V(78)20-4866; (45)47-4866         |
| 4 23     | 14                | 14. WALKIN' MY BABY BACK HOME.....        | S. Kaye                   | Col(78)39769; (45)4-39769-ASCAP   |
| 4 12     | 15                | 15. TOO OLD TO CUT THE MUSTARD.....       | M. Dietrich-R. Clooney    | Col(78)39812; (45)4-39812-BMI     |
| 1 -      | 16                | 16. I SHOULD CARE.....                    | R. Flanagan               | V(78)20-4883; (45)47-4883-ASCAP   |
| 1 -      | 17                | 17. TAKE ME IN YOUR ARMS AND HOLD ME..... | L. Paul-M. Ford           | Cap(78)2193; (45)F-2193           |
| 6 11     | 18                | 18. HIGH NOON.....                        | F. Laine                  | Col(78)39770; (45)4-39770-ASCAP   |
| 18 17    | 19                | 19. WALKIN' MY BABY BACK HOME.....        | J. Ray                    | Col(78)39750; (45)4-39750-ASCAP   |
| 15 20    | 20                | 20. MAYBE.....                            | P. Como-E. Fisher         | V(78)20-4764; (45)47-4764-ASCAP   |
| 3 29     | 21                | 21. ADIOS.....                            | G. MacKenzie              | Cap(78)2156; (45)F-2156-BMI       |
| 14 28    | 22                | 22. VANESSA.....                          | H. Winterhalter           | V(78)20-4691; (45)47-4691-BMI     |
| 3 10     | 23                | 23. FEET UP.....                          | G. Mitchell-M. Miller     | Col(78)39822; (45)4-39822-ASCAP   |
| 2 -      | 24                | 24. STRING ALONG.....                     | Ames Brothers             | Coral(78)60804; (45)F-60804       |
| 6 -      | 25                | 25. AUF WIEDERSEHN, SWEET-HEART.....      | L. Baxter                 | Cap(78)2143; (45)F-2143-BMI       |
| 19 -     | 26                | 26. I'M YOURS.....                        | E. Fisher-M. Winterhalter | V(78)20-4680; (45)47-4680-BMI     |
| 2 13     | 27                | 27. MEET MR. CALLAGHAN.....               | M. Grove Telio            | London(78)1248; (45)45-1248-ASCAP |
| 6 24     | 28                | 28. ZING A LITTLE ZONG.....               | J. Wynn-Bing Crosby       | Dec(78)28255; (45)F-28255-ASCAP   |
| 2 26     | 29                | 29. YOU BELONG TO ME.....                 | D. McNeil                 | Cap(78)2165; (45)F-2165-BMI       |
| 6 -      | 30                | 30. STRANGE SENSATION.....                | J. Valli                  | V(78)20-4759; (45)47-4759-ASCAP   |

## VOX JOX

By GENE PLOTNIK

The AM and FM branches of WTN, Baltimore, will begin separate programming next week, with the FM branch giving 16 hours of classical records daily, and the AM side sticking with pops.... Norm Prescott did his afternoon record show over WORL, Boston, last Saturday (6) from the window of the newly designed Adam Hat store there. The first 500 customers got Mantovani's recording of "Diane".... Charles Penman, program manager of WWJ, Detroit, is starting a new daily half-hour record and chatter show, aired at 7 p.m.... Toby David is celebrating the start of his fourth year with CKLW, Detroit.... Bud Wilson left WKBR, Manchester, N. H., for WKXL, Concord, N. H.... Bill Ruff, KOLO, Reno, Nev., is looking for a copy of Slim Gaillard's "Cement Mixer" for a cement sponsor who wants it used in commercials.... Fred Lewis has started a new afternoon show, "Law in Wonderland," over WJNO, West Palm Beach, Fla.... Ross Smitherman is collecting taped messages of congratulations for his "Smitherman's Shenanigans" show of next Saturday (20) when his station WHBS

## YESTERYEARS' TOPS

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

SEPTEMBER 19, 1942

1. Alamazoo
  2. He Wears a Pair of Silver Wings
  3. I Left My Heart at the Stage Door Canteen
  4. Jingle, Jangle, Jingle
  5. Strictly Instrumental
  6. My Destination
  7. Strips Polka
  8. Serenade in Blue
  9. Amen
- SEPTEMBER 20, 1947
1. Peg o' My Heart
  2. I Wonder Who's Kissing Her Now
  3. Smoke, Smoke, 'Smoke (That Cigarette)
  4. Near You
  5. That's My Desire
  6. Fudd'n' and Fightin'
  7. When You Were Sweet Sixteen
  8. I Wish I Didn't Love You So
  9. The Lady From 20 Palms
  10. I Wonder, I Wonder, I Wonder

Huntsville, Ala., increases power to 5,000 watts.... Jerry Rhoads of KSIL, Silver City, N. M., soon starts a new country-Western show from the new drive-in theater there.... Don Thurston has left WRWN, St. Johnsbury, Vt., to become chief engineer and manager of WKE, Newport, Vt., which goes on the air around October 12.... Art Laboe reports his sponsor, Scribner's Drive-In, is building the world's largest drive-in theater to handle the crowds that flock to Art's "Original Roving D. J." show over KXLA, Hollywood.... Dave Davis is taking over the "Tulsa Ballroom," 2-6 p.m., daily over KRMG, Tulsa, Okla. Bill Hyden is moving back to the morning slot with "Music on the Sunnyside."

## Raves and Rants

Don Malona, KONG, Visalia, Calif., is glad to see some soft, "non-Ray" type records coming out.... Mae Leonard of WANN, Annapolis, Md., asks, "Why doesn't Columbia divorce Ray from the Four Lads and let him do more stuff like 'All of Me'?".... Ken Scott of WCNT, Centralia, Ill., thinks it's too bad singer Tony Romano isn't doing more recording.... Lucky Len Ross, KRUX, Phoenix, Ariz., believes the majors are cutting their own throats with their change of policy on free disks to radio stations, and he thinks the pop charts will bear him out.... Jack Moore, KAKC, Tulsa, Okla., says novelties are the big thing there. He says 90 per cent of his phone requests

(Continued on page 48)

## Best Selling Sheet Music

Based on reports received Sept. 10, 11 and 12

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

| POSITION | Weeks Last   This | Title                                  | Artist                     |
|----------|-------------------|--|----------------------------|
| 12 1     | 1                 | 1. AUF WIEDERSEHN, SWEETHEART (R)..... | Hill & Range               |
| 4 3      | 2                 | 2. YOU BELONG TO ME (R).....           | Ridgeway                   |
| 8 2      | 3                 | 3. WISH YOU WERE HERE (R) (F).....     | Chappell                   |
| 14 4     | 4                 | 4. HALF AS MUCH (R).....               | Acuff-Rose                 |
| 2 10     | 5                 | 5. I WENT TO YOUR WEDDING (R).....     | St. Louis                  |
| 13 6     | 6                 | 6. WALKIN' MY BABY BACK HOME (R).....  | DeSylva, Brown & Henderson |
| 27 5     | 7                 | 7. BLUE TANGO (R).....                 | Mills                      |
| 11 7     | 8                 | 8. SOMEWHERE ALONG THE WAY (R).....    | United                     |
| 4 11     | 9                 | 9. HIGH NOON (R) (F).....              | Feist                      |
| 1 -      | 10                | 10. JAMBALAYA (R).....                 | Acuff-Rose                 |
| 9 9      | 11                | 11. BOTCH-A-ME (R).....                | Hollis                     |
| 1 -      | 12                | 12. MEET MR. CALLAGHAN (R).....        | Leeds                      |
| 1 -      | 13                | 13. ZING A LITTLE ZONG (R).....        | Burvan                     |
| 17 8     | 14                | 14. HERE IN MY HEART (R).....          | Mollin                     |
| 8 -      | 15                | 15. MAYBE (R).....                     | Robbins                    |

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences as programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Audience Coverage Index. The Index is projected upon radio logs made available to Peterson'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 this case of ties) tunes alphabetically. This music checked is predominantly lower 40 per cent sales.

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

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|     |   |                                      |
|-----|---|--------------------------------------|
| 1.  | Auf Wiederseh'n Sweetheart (R).....         | Hill & Range-BMI                     |
| 2.  | Because You're Mine (R).....                | Feist-ASCAP                          |
| 3.  | Blue Tango (R).....                         | Mills-ASCAP                          |
| 4.  | Botch-A-Me (R).....                         | Hollis-BMI                           |
| 5.  | Delicado (R).....                           | Rosen-ASCAP                          |
| 6.  | Blue Moon (R).....                          | De S. Mills-BMI                      |
| 7.  | Half as Much (R).....                       | Acuff-Rose-BMI                       |
| 8.  | Here Comes That Mood (R).....               | Lite-BMI                             |
| 9.  | Here in My Heart (R).....                   | Mollin-BMI                           |
| 10. | High Noon (R).....                          | Feist-ASCAP                          |
| 11. | New One (R).....                            | Lite-BMI                             |
| 12. | I'll Forget You (R).....                    | Whitman-ASCAP                        |
| 13. | I'm Yours (R).....                          | Algonquin-BMI                        |
| 14. | Jambalaya (R).....                          | Acuff-Rose-BMI                       |
| 15. | Kiss of Fire (R).....                       | Duchess-BMI                          |
| 16. | Lovely to Look At (R).....                  | T. B. Harris-ASCAP                   |
| 17. | Luna Ross (R).....                          | Bregman Vecco & Conn-ASCAP           |
| 18. | Maybe (R).....                              | Robbins-ASCAP                        |
| 19. | Meet Mr. Callaghan (R).....                 | Leeds-ASCAP                          |
| 20. | My Love and Devotion (R).....               | Shapiro-Bernstein-ASCAP              |
| 21. | No Two People (R).....                      | Frank-ASCAP                          |
| 22. | Roses of Yesterday (R).....                 | Berlin-ASCAP                         |
| 23. | Somewhere Along the Way (R).....            | United-ASCAP                         |
| 24. | Sweetest Words I Know (R).....              | Lite-BMI                             |
| 25. | Walkin' My Baby Back Home (R).....          | De S. Mills, Brown & Henderson-ASCAP |
| 26. | Wedding Bells Will Soon Be Ringin' (R)..... | Laurel-ASCAP                         |
| 27. | Wish You Were Here (R).....                 | Chappell-ASCAP                       |
| 28. | You Belong to Me (R).....                   | Ridgeway-BMI                         |
| 29. | You Intinge Me (R).....                     | Feist-ASCAP                          |
| 30. | Zing a Little Zong (R).....                 | Burvan-ASCAP                         |

## Top 10 in Television

|     |                                     |                         |
|-----|-------------------------------------|-------------------------|
| 1.  | Auf Wiederseh'n Sweetheart (R)..... | Hill & Range-BMI        |
| 2.  | Blue Tango (R).....                 | Mills-ASCAP             |
| 3.  | Botch-A-Me (R).....                 | Hollis-ASCAP            |
| 4.  | Doodle-Dee-Dee (R).....             | Perry-ASCAP             |
| 5.  | Half as Much (R).....               | Acuff-Rose-BMI          |
| 6.  | High Noon (R).....                  | Feist-ASCAP             |
| 7.  | My Love and Devotion (R).....       | Shapiro-Bernstein-ASCAP |
| 8.  | Slipping in the Rain (R).....       | Robbins-ASCAP           |
| 9.  | Somewhere Along the Way (R).....    | United-ASCAP            |
| 10. | Wish You Were Here (R).....         | Chappell-ASCAP          |

## England's Top Twenty

| POSITION | Weeks Last   This | Title  | Artist                     |
|----------|-------------------|--|----------------------------|
| 11 1     | 1                 | 1. HOMING WALTZ.....                                     | Relene                     |
| 9 4      | 2                 | 2. HIGH NOON.....  | Robbins                    |
| 16 3     | 3                 | 3. AUF WIEDERSEHN, SWEET-HEART.....                      | Maitre                     |
| 13 3     | 4                 | 4. BLUE TANGO.....                                       | Mills                      |
| 18 3     | 5                 | 5. I'M YOURS.....  | Mellie                     |
| 5 4      | 6                 | 6. WALKIN' MY BABY BACK HOME.....                        | Victoria                   |
| 10 7     | 7                 | 7. FROM THE TIME YOU SAY GOODBYE (The Parting Song)..... | Pickwick                   |
| 6 9      | 8                 | 8. DAY OF JUBILEE.....                                   | Connely                    |
| 13 7     | 9                 | 9. KISS OF FIRE.....                                     | Duchess                    |
| 21 8     | 10                | 10. NEVER.....   | Francis Day A Hunter, Ltd. |
| 8 11     | 11                | 11. TRUST IN ME.....                                     | Lawrence Wright            |
| 4 15     | 12                | 12. SOMEWHERE ALONG THE WAY.....                         | Magne                      |
| 4 13     | 13                | 13. MEET MR. CALLAGHAN.....                              | Toff                       |
| 17 12    | 14                | 14. BLACKSMITH BELIEVES.....                             | Chappell                   |
| 1 -      | 15                | 15. SEAGARBUSS.....                                      | Chappell                   |
| 3 19     | 16                | 16. WHEN YOU'RE IN LOVE.....                             | Connely                    |
| 19 14    | 17                | 17. PITTSBURGH, PENNSYLVANIA.....                        | Cinephonic                 |
| 1 -      | 18                | 18. ROCK OF GIBRALTAR.....                               | Connely                    |
| 1 -      | 19                | 19. FAITH.....   | Hill Songs, Ltd.           |
| 1 -      | 20                | 20. HERE IN MY HEART.....                                | Robert Mellin, Ltd.        |



get set—here they come again!

**JO STAFFORD** and **FRANKIE LAINE**

in two jingling rhythm novelties

# Piece A-Puddin' and Tonight We're Setting the Woods on Fire

with Paul Weston and his Orchestra  
Carl Fischer, Piano

78 rpm 39867  
45 rpm 4-39867



## New Releases

**SARAH VAUGHAN**  
SINNER OR SAINT  
MIGHTY LONESOME FEELIN'  
39872, 4-39872

**CHAMP BUTLER**  
YOU WIN AGAIN  
CROSS MY HEART, MADAME  
39868, 4-39868

**THE PAULETTE SISTERS**  
YOU'LL NEVER GET AWAY  
MY-NA SHAY-NA TY-RA  
39872, 4-39872

**FRANKIE YANKOVIC**  
GOLDEN PHEASANT  
TONY'S POLKA  
39870, 4-39870

**RAY PRICE**  
I CAN'T ESCAPE FROM YOU  
WON'T YOU PLEASE BE MINE  
21013, 4-21013

**DUSTY WALKER**  
MY HEART CRIES FOR YOU LIKE A BABY  
BIRD WITH A BROKEN WING  
21011, 4-21011

**MADDOX BROS. AND ROSE**  
COCQUITA OF LAREDO  
TAKE THESE SHACKLES FROM MY HEART  
21016, 4-21016

**DUKE ELLINGTON**  
SMADA  
COME ON HOME  
Okah 6911, 4-6911

**ARNETT COBB**  
SOMEONE TO WATCH OVER ME  
THE SHY ONE  
Okah 6912, 4-6912

**BIG THREE TRIO**  
MY LOVE WILL NEVER DIE  
YOU DON'T LOVE ME NO MORE  
Okah 6901, 4-6901

**BILL DAVIS TRIO**  
OOH-AH-DE-DE-DE  
ALEXANDRIA, VA.  
Okah 6913, 4-6913

**PETER PIPER**  
TIP TOE THE BIRTHDAY ELF  
BIRTHDAY PARTY WITH TIP TOE  
Ser MJV 145 P Ser MJV 4-145

**MITCH MILLER WITH HORNS AND CHORUS**  
Eight brilliant, colorful arrangements  
"LP" Cl 6222, 45 Ser B-315

## Best Sellers

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

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

**JOHNNIE RAY**  
FAITH CAN MOVE  
MOUNTAINS  
LOVE ME 39837, 4-39837

**MITCH MILLER**  
HOW STRANGE  
MEET MISTER CALLAGHAN  
39851, 4-39851

**JO STAFFORD**  
JAMBALAYA  
EARLY AUTUMN  
39838, 4-39838

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

**ROSEMARY CLOONEY AND MARLENE DIETRICH**  
TOO OLD TO CUT THE  
MUSTARD  
GOOD FOR NOTHIN'  
39812, 4-39812

**SAMMY KAYE**  
I WENT TO YOUR WEDDING  
IT WASN'T GOD WHO  
MADE HONKY TONK  
ANGELS 39866, 4-39866

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

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

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

**LEFTY FRIZZELL**  
FOREVER  
I KNOW YOU'RE LONE-  
SOME WHILE WAITING  
FOR ME 20997, 4-20997

# COLUMBIA RECORDS

Trade Mark "Columbia," "Okah," "Masterworks," © C. S. Reg. U. S. Patent Off. Marcus Registrados



# THE BILLBOARD Music Popularity Charts

For Revisions 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. 10, 11 and 12

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 3,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

| POSITION | Weeks   List   This to date   Week   Week | Record                         | Artist                    | Label              |
|----------|---|--------------------------------|---------------------------|--------------------|
| 7        | 1   | 1. YOU BELONG TO ME            | J. Stafford               | Mercury (78)5899   |
| 4        | 4   | 2. I WENT TO YOUR WEDDING      | P. Page                   | Mercury (78)5899   |
| 10       | 3   | 3. WISH YOU WERE HERE          | E. Fisher-H. Winterhalter | Vocalion (78)1020  |
| 14       | 2   | 4. AUF WIEDERSEHN, SWEET-HEART | V. Lynn                   | London (78)12271   |
| 18       | 8   | 5. HALF AS MUCH                | R. Clooney                | Columbia (78)39710 |
| 4        | 8   | 6. JAMBALAYA                   | J. Stafford               | Columbia (78)39838 |
| 11       | 6   | 7. HIGH NOON                   | F. Laico                  | Columbia (78)39770 |
| 4        | 9   | 8. MEET MR. CALLAGHAN          | L. Paul                   | Columbia (78)21931 |
| 13       | 7   | 9. BOTCH-A-ME                  | R. Clooney                | Columbia (78)39767 |
| 3        | 12  | 10. YOU BELONG TO ME           | P. Page                   | Mercury (78)5899   |
| 9        | 10  | 11. INDIAN LOVE CALL           | Slim Whitman              | Imperial (78)156   |
| 3        | 14  | 12. MEET MR. CALLAGHAN         | H. Grove Trio             | London (78)1248    |
| 3        | 18  | 13. YOU BELONG TO ME           | D. Mortia                 | Columbia (78)1165  |
| 4        | 13  | 14. TRYING                     | Hilltoppers               | Doot (78)5018      |
| 16       | 11  | 15. SOMEWHERE ALONG THE WAY    | Nat (King) Cole           | Columbia (78)209   |
| 1        | —   | 16. HIGH NOON                  | Tex Ritter                | Columbia (78)2120  |
| 2        | 15  | 17. BECAUSE YOU'RE MINE        | M. Leno                   | Vocalion (78)1020  |
| 23       | 16  | 18. DELICADO                   | P. Faith-S. Freeman       | Columbia (78)39797 |
| 6        | 21  | 19. WALKIN' TO MISSOURI        | S. Kaye                   | Columbia (78)39769 |
| 37       | 27  | 20. BLUE YANGO                 | L. Anderson               | Decca (78)27873    |
| 10       | —   | 21. WALKIN' MY BABY BACK HOME  | Nat (King) Cole           | Columbia (78)2120  |
| 11       | 27  | 22. VANESSA                    | H. Winterhalter           | Vocalion (78)20691 |
| 19       | 23  | 23. HERE IN MY HEART           | A. Mortino                | Decca (78)101      |
| 5        | 23  | 24. TOO OLD TO CUT THE MUSTARD | M. Dietrich-R. Clooney    | Columbia (78)39812 |
| 2        | —   | 25. JAMBALAYA                  | Heath Williams            | MGM (78)11283      |
| 12       | 20  | 26. SUGARBUG                   | Doris Day-F. Loize        | Columbia (78)10693 |
| 15       | 25  | 27. MAYBE                      | P. Como-E. Fisher         | Vocalion (78)20474 |
| 17       | 16  | 28. WALKIN' MY BABY BACK HOME  | J. Roy                    | Columbia (78)39750 |
| 7        | 27  | 29. FOOL FOOL FOOL             | K. Starr                  | Columbia (78)2151  |
| 1        | —   | 30. STRING ALONG               | Amet Brothers             | Columbia (78)40184 |

## Best Selling Classical Albums

| CLASSICAL | THIS WEEK | LAST WEEK | Record   | Artist  | Label            |
|-----------|-----------|-----------|--|---|------------------|
| 1         | 1         | 1         | Best Selling 33 1/3 R.P.M.   | Berlioz: Nefield in Italy; M. Primrose; Royal Philharmonic Ork. Sir Thomas Beecham conducting | Co. (33) ML-8542 |
| 2         | 2         | 2         | De Falla: Three Corredos Mat. S. Danco. S. Remunde Ork. E. Anserment conductor                         | London (33) LLP-598   |                  |
| 3         | 3         | 3         | Held: Piano; NBC Symphony Ork. Sie Araban Beit, conductor  | V (33) LHMV-1002  |                  |
| 4         | 4         | 4         | Rachmaninoff: Concerto for Piano & Ork. No. 2; A. Rachmaninoff, Piano NBC Symphony Ork. V. Golschinsky | V (33) LW-1005  |                  |
| 5         | 5         | 5         | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor                       | V (33) LW-1002  |                  |
| 1         | 1         | 1         | Best Selling 45 R.P.M.   | Tchaikovsky: Nutcracker Suite; Philadelphia Ork. E. Ormandy, conductor                        | V (45) WDM-1020  |
| 2         | 2         | 2         | Rachmaninoff: Concerto for Piano No. 2; St. Louis Symphony Ork. A. Rudstein                            | V (45) WDM-1075   |                  |
| 3         | 3         | 3         | Ravel: Bolero; Boston Symphony Ork. Koussevitzky, conductor  | V (45) WDM-1220   |                  |
| 4         | 4         | 4         | Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork. V. Golschinsky, conductor                       | V (45) WDM-1028   |                  |
| 5         | 5         | 5         | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor                       | V (45) WDM-1020   |                  |

## DEALER DOINGS

### Beefs and Boosts

This department is in receipt of some critical, but perhaps constructive, comment on current album make-up. Writes Harvey A. Cohen of Broadway Music Company, Bridgeton, N. J.: "Can't understand why leading record manufacturers have discontinued putting sleeves on 45 r.p.m. album records. Good buyers have commented that as if costs more per record for an album, the manufacturer should not just throw three or four records in a box. Classical buyers are the most particular. Always looking for scratches, bubbles, dirt, etc. I have had numerous complaints from this type of buyer on the very cheap method of delivering a 36 doughnut disk concerto." Kellar Record Company of Philadelphia is concerned about album popularity: "Our album sales have fallen down greatly, with the interest not there even with the die-hard, week-in-and-out customers. We feel sure that this is because the record companies have failed to keep up with the changes in popularity of their leading artists. In the past year only three new top artists had albums released, where a dealer could exploit follow-up sales—Les Paul (Mary Ford), Eddie Fisher and Johnnie Ray. In a little over a year there have been several new artists who have been making hit after hit, some of them approaching the 'major million'—Tony Bennett, Rosemary Clooney, Tony Martin, the trio—Les, King, Cole, Kay Starr, The Four Aces, Don Carroll and Guy Mitchell, to name a few. We can't see how a good album by any of them could hurt them personally, or dealers, either." And on the subject of popularity, Clifford Knutson, D. K. Carter & Company, Minneapolis, notes that Vaughn Monroe's slip is showing. He suggests that the latter come up with a couple of good straight instrumentals and then revert to his singing. Public, opines Knutson, is hungry for a good instrumental, and Monroe has the o.k. to give it to them. Ferguson's Record Shop, Memphis, and Turntable Record Shop, Columbus, O., raises a joint cheer for RCA Victor's new Bluebird LP line. Ferguson's likewise beats the drum for Victor's new fall program of EP 45's, which the dealer says will give the customer a money-saving break on 45 albums for the first time. Joe Glover of Melody Mart, Paducah, Ky., tosses his hat for "Trying" by the Hilltoppers on the Dot label. "O.p.s, distributors and dealers should get on to this one, but now!" he says, and adds, "We aren't being paid to send this plug. We're making money by selling this hit. Maybe somebody else would like to make some, too."

### Sales Hypos

Classic Record Company of Detroit finds use of three one-minute spots weekly on Bob Seymour's ("Bobbing With Robin") local radio seg is a pay-off. Brings in customers from all over town for special recordings. The house requires a deposit and pitches for a full advance on orders. . . . Marting's Music Shop, Portsmouth, O., utilizes customer interest by using a 35-cent record brush during demonstrations. . . . The wind-up is usually a sale of a brush along with a platter purchase. "The Music Box of Oak Ridge, Tenn., has boosted sales of "Meet Mr. Callaghan" via asking on store signs and statements to customers: "Have You Met Mr. Callaghan?" Everybody wants to know who the guy is. (Continued on page 48)

## Best Selling Children's Records

Based on reports received Sept. 10, 11 and 12

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

| POSITION | Weeks   List   This to date   Week   Week | Record  | Artist  | Label                |
|----------|---|---|---|----------------------|
| 6        | 1   | 1. ROBIN HOOD (2)                                       | B. May-E. Palo-G. Wyle-E. Hayes-L. E. Watkins | Capitol (78)DBX-3134 |
| 134      | 2   | 2. CINDERELLA (2)                                       | I. Woods and Others                           | Vocalion (78)109     |
| 91       | 3   | 3. TWEETY PIE (1)                                       | M. Blanc-B. May                               | Capitol (78)DBX-3074 |
| 53       | 4   | 4. SNOW WHITE AND THE SEVEN DWARFS (2)                  | Dennis Day                                    | Vocalion (78)109     |
| 45       | 4   | 5. BOZO ON THE FARM (2)                                 | P. Colvig-B. May                              | Capitol (78)DBX-3076 |
| 192      | 6   | 6. BOZO AT THE CIRCUS (2)                               | Alan Livingston-Vance (Pinto) Colvig          | Capitol (78)DBX-3114 |
| 68       | 6   | 7. PETER AND THE WOLF (2)                               | Sterling Holloway                             | Vocalion (78)109     |
| 59       | 8   | 8. ALICE IN WONDERLAND (1)                              | K. Braumton-E. Wynn                           | Vocalion (78)109     |
| 2        | 14  | 9. BOZO HAS A PARTY (2)                                 | B. May Ork-P. Colvig                          | Capitol (78)DBX-3133 |
| 73       | 8   | 10. LITTLE ENGINE THAT COULD (2)                        | P. Wink                                       | Vocalion (78)109     |
| 189      | 12  | 11. LITTLE TOOT (1)                                     | Don Wilson-The Starlighters                   | Capitol (78)DBX-3114 |
| 67       | 11  | 12. LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (1) | G. Triende                                    | Decca (78)109        |
| 95       | 12  | 13. BOZO UNDER THE SEA (2)                              | Vance (Pinto) Colvig-Alan Livingston          | Capitol (78)DBX-3114 |
| 1        | —   | 14. MOIST EATER (1)                                     | J. Lewis                                      | Capitol (78)DBX-3114 |
| 1        | —   | 15. HOPALONG CASSIDY AND THE TWO LEGGED WOLF (1)        | B. Boyd                                       | Capitol (78)DBX-3114 |

## Best Selling Pop Albums

Based on reports received Sept. 10, 11 and 12

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

| LAST WEEK | THIS WEEK | Record                         | Artist                                      | Label                |
|-----------|-----------|--------------------------------|---|----------------------|
| —         | 1         | 1. WITH A SONG IN MY HEART     | J. Froman                                   | Capitol (78)DBX-3114 |
| —         | 2         | 2. LOVELY TO LOOK AT           | Original Cast                               | MGM (78)MGM-150      |
| —         | 3         | 3. BIG BAND BASH               | B. May                                      | Capitol (78)DBX-3114 |
| —         | 4         | 4. SINGIN' IN THE RAIN         | Original Cast                               | MGM (78)MGM-113      |
| —         | 5         | 5. JOHNNIE RAY                 | J. Ray-Four-Lads-B. Cole Quintet            | Capitol (78)DBX-3114 |
| —         | 6         | 6. EDDIE FISHER SINGS          | E. Fisher                                   | Vocalion (78)109     |
| —         | 7         | 7. WISH YOU WERE HERE          | Original Cast                               | Vocalion (78)109     |
| —         | 8         | 8. LIBERACE AT THE PIANO       | Liberace                                    | Columbia (78)308     |
| —         | 9         | 9. MERRY WIDOW                 | Original Cast                               | MGM (78)MGM-157      |
| —         | 10        | 10. MIMI BEAT                  | Original Cast-K. Grayson-A. Gardner-H. Keel | MGM (78)MGM-84       |
| 1         | 1         | 1. WITH A SONG IN MY HEART (4) | J. Froman                                   | Capitol (78)DBX-3114 |
| 2         | 1         | 2. LOVELY TO LOOK AT (4)       | Original Cast                               | MGM (78)MGM-150      |
| 3         | 1         | 3. BIG BAND BASH (3)           | B. May                                      | Capitol (78)DBX-3114 |
| 4         | 1         | 4. JOHNNIE RAY (4)             | J. Ray-Four-Lads-B. Cole Quintet            | Capitol (78)DBX-3114 |
| 5         | 1         | 5. MERRY WIDOW (4)             | Original Cast                               | MGM (78)MGM-157      |
| 6         | 1         | 6. SINGIN' IN THE RAIN (4)     | Original Cast                               | MGM (78)MGM-113      |
| 7         | 1         | 7. WISH YOU WERE HERE (5)      | Original Cast                               | Vocalion (78)109     |
| 8         | 1         | 8. EDDIE FISHER SINGS (4)      | E. Fisher                                   | Vocalion (78)109     |
| 9         | 1         | 9. LIBERACE AT THE PIANO (4)   | Liberace                                    | Columbia (78)308     |
| 10        | 1         | 10. MIMI BEAT (4)              | Original Cast-K. Grayson-A. Gardner-H. Keel | MGM (78)MGM-84       |

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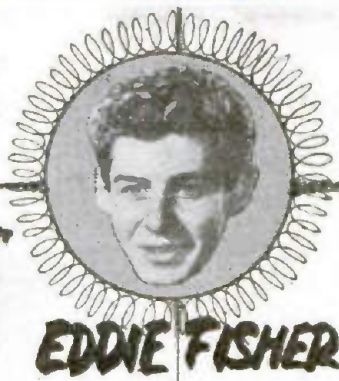
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# EDDIE HITS AGAIN... WITH 2 GREAT SIDES

## 'OUTSIDE OF HEAVEN'



**EDDIE FISHER**

## LADY OF SPAIN'

20-4953 (78 rpm) • 47-4953 (45 rpm)

This week's

### New Releases

... on **RCA Victor**

Release 57-28

Ships Coast to Coast September 21

#### POPULAR

- TONY MARTIN**  
Forging and Forgetting  
Don't Tempt Me (For When I Love, I Love)  
20-4944—(47-4944)\*
- HENRI RENE**  
I'm Never Satisfied  
Little White Boats  
20-4915—(47-4915)\*
- FREDDY MARTIN**  
Sinner Or Saint  
A Good Used Heart  
20-4946—(47-4946)\*
- EARTHA KITT**  
Honeydew  
20-4952—(47-4952)\*
- ALICE GHOSTLEY**  
Bonnie Begonie  
20-4951—(47-4951)\*
- EDDIE FISHER**  
Outside of Heaven  
Lady of Spain  
20-4953—(47-4953)\*
- TED TYLE**  
Jambalaya  
Down at the Tavern Tonight  
20-4947—(47-4947)\*

#### SACRED

- THE JORDANAIREs**  
My Rock  
I'll Tell It Whenever I Go  
20-4916—(47-4916)\*

#### COUNTRY — WESTERN

- JOHNNIE & JACK**  
I've Gone and Done It Again  
Two Times Over  
20-4949—(47-4949)\*
- ROY ROGERS & DALE EVANS**  
Hazy Mountains  
You've Got a Hole Around My Heart  
20-4950—(47-4950)\*

#### RHYTHM-BLUES

- TAMARA HAYES**  
You Belong to Me  
That's What a Song Can Do  
20-4948—(47-4948)\*
- ARBEZ SIDHAM**  
My Heart Belongs to You  
I Found Out for Myself  
20-4951—(47-4951)\*

#### NEW ALBUMS

- SOMEBODY LOVES ME**  
Betty Hutton (EPN-3007)\*—(LPM-3007)\*\*
- TOP POPPS—VOL. II**  
Frankie Carter (EPN-3008)\*—(LPM-3008)\*\*
- THE OLD Dix ROAD (College Album)**  
Ralph Flanagan (EPN-3009)\*—(LPM-3009)\*\*

\*45 rpm cat. nos.  
\*\*33 1/3 rpm cat. nos.

*Going Strong...*

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

- ⑤ **Wish You Were Here/The Hand of Fate**  
Eddie Fisher 20-4830—(47-4830)\*
- ⑤ **You Could Make Me Smile Again/Tossin' and Turnin'**  
Sunny Gale 20-4901—(47-4901)\*
- ⑤ **April in Paris/Moonlight on the Ganges**  
Sauter-Finegan Orch. 20-4927—(47-4927)\*
- ⑤ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**  
Hank Snow 20-4909—(47-4909)\*
- ⑤ **My Love and Devotion/Sweethearts Holiday**  
Perry Como 20-4877—(47-4877)\*
- ⑤ **I Should Care/Tippin' In**  
Ralph Flanagan 20-4885—(47-4885)\*
- ⑤ **A Full Time Job/Shepherd of My Heart**  
Eddy Arnold 20-4787—(47-4787)\*
- ⑤ **Vanessa/Somewhere Along the Way**  
Hugo Winterhalter 20-4691—(47-4691)\*
- ⑤ **A Mighty Pretty Waltz/Two-Faced Clock**  
I've Wee King 20-4883—(47-4883)\*
- ⑤ **I Laughed at Love/Father Time**  
Sunny Gale 20-4789—(47-4789)\*
- ⑤ **Because You're Mine/The Song Angels Sing**  
Mario Lanza 10-3914—(49-3914)\*
- ⑤ **Mighty Lonesome Feelin'/Taboo**  
June Valli 20-4900—(47-4900)\*
- ⑤ **Tennessee Rag/My Little Girl**  
Country-All Stars 20-4931—(47-4931)\*
- ⑤ **Maybe/Watermelon Weather**  
Perry Como and Eddie Fisher 20-4774—(47-4774)\*
- ⑤ **Got You on My Mind/One Mint Julep**  
Buddy Morrow 20-4868—(47-4868)\*

*Coming Up...*

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

- ★ **OUTSIDE OF HEAVEN/LADY OF SPAIN**  
Eddie Fisher-Hugo Winterhalter and His Orchestra 20-4953—(47-4953)\*  
The Billboard Picks, September 13th issue.
- ★ **BECAUSE YOU'RE MINE**  
Mario Lanza 10-3914—(49-3914)\*  
The Disk Jockey Pick, Billboard, September 15th issue.
- ★ **MY LOVE AND DEVOTION**  
Perry Como 20-4877—(47-4877)\*  
The Retailers Pick, Billboard, September 13th issue.

**TIPS** **OUTSIDE OF HEAVEN/LADY OF SPAIN**  
Eddie Fisher-Hugo Winterhalter Orch. 20-4953—(47-4953)\*



**THIS WEEK'S MAIL BAG**

#### BLUES IN ADVANCE

Dinah Shore's great new RCA Victor disc of **BLUES IN ADVANCE** is a musical reminder of the fast pace of this modern world we live in. Why, we can remember way back when a girl had to have her heart broken before she got the blues. But such minor technicalities no longer interest people, and the tempo of living and songwriting has quickened. **BLUES IN ADVANCE** is one indication of this trend. You may think that Dinah Shore's recording of **BLUES IN ADVANCE** is merely a great tune that will make all the best seller lists, but we see in it the shape of things to come. Everything will be done in advance. People will collect life insurance long before they die; bookies will take your money three months before the racing season opens; the Dodgers will win the pennant during spring training; and disc jockeys will be praising the latest Dinah Shore record before she records it. Of course, this last procedure is not too illogical, since Dinah can always be relied upon to deliver a great performance.

**BLUES IN ADVANCE** has Dinah coming through with two great performances on one side. It is a trick recording job, and also has the benefit of a background supplied by Henri Rene and his orchestra and chorus.

Flip is a lively tune with a Neapolitan flavor which is called **BELLA MUSICA**. It provides the perfect contrast to the top side.

Incidentally, Dinah is now back on television, brightening many an American home with her smiling face as well as her singing voice. We hope you'll be watching for Dinah on television and, of course, on RCA Victor with **BLUES IN ADVANCE** and **BELLA MUSICA** 20-4928 (47-4928)\*.

The stars who make the hits are on

# RCA VICTOR Records



RCA VICTOR DIVISION RAD'CO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





## 2 Great New Songs by

# GEORGIA CARR

"THE  
WHISP'RING  
SERENADE"

and

"THE SUN FORGOT  
TO SHINE  
THIS MORNING"

NO. 2223



## 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 100 dealers in the nation's largest record markets. Although the number of stores quoted in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
2. YOU BELONG TO ME—J. Stafford—Columbia
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. HALF AS MUCH—R. Clooney—Columbia
6. HIGH NOON—F. Laine—Columbia
7. HERE IN MY HEART—A. Martino—BBS
8. DELICADO—P. Faldo—Columbia
9. BOTCH-A-ME—R. Clooney—Columbia
10. I LAUGHED AT LOVE—S. Gale—Victor

#### CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. JAMBALAYA—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
4. YOU BELONG TO ME—J. Stafford—Columbia
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. YOU BELONG TO ME—D. Martin—Capitol
7. INDIAN LOVE CALL—S. Whitman—Imperial
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
9. SUGARBUSH—Doris Day—F. Laine—Columbia
10. TRYING—Hittosers—Dot

#### LOS ANGELES

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. HIGH NOON—F. Laine—Columbia
5. JAMBALAYA—J. Stafford—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HIGH NOON—T. Ritter—Capitol
9. HALF AS MUCH—R. Clooney—Columbia
10. TOO OLD TO CUT THE MUSTARD—M. Diet-rich—R. Capitol

#### PHILADELPHIA

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
5. BOTCH-A-ME—R. Clooney—Columbia
6. HALF AS MUCH—R. Clooney—Columbia
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. MY FAVORITE SONG—M. Caruso—Decca

#### DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
6. HALF AS MUCH—R. Clooney—Columbia
7. ONE HINT JULEP—B. Morton—Victor
8. HIGH NOON—F. Laine—Columbia
9. MEET MR. CALLAGHAN—L. Paul—Capitol
10. GLOW WORM—Vitts Brothers—Decca

#### BOSTON

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

#### PITTSBURGH

1. YOU BELONG TO ME—J. Stafford—Columbia
2. INDIAN LOVE CALL—S. Whitman—Imperial
3. TRYING—Hittosers—Dot
4. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. HIGH NOON—F. Laine—Columbia
7. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
8. VELVET MOON—Libra—Columbia

#### CINCINNATI

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. TRYING—Hittosers—Dot
4. MEET MR. CALLAGHAN—N. Grove Tri-gram—London
5. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
7. HALF AS MUCH—R. Clooney—Columbia
8. BECAUSE YOU'RE MINE—M. Leno—Victor
9. AUF WIEDERSEHN, SWEETHEART—E. How-ard—Mercury
10. MEET MR. CALLAGHAN—L. Paul—Capitol

#### ST. LOUIS

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. Win-terhalter—Victor
5. MY HEART BELONGS TO ONLY YOU—B. McLean—Dot
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. FOO, FOO, FOO—E. Starr—Capitol
8. VANESSA—W. Winterhalter—Victor
9. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol

#### WASHINGTON, D. C.

1. HALF AS MUCH—R. Clooney—Columbia
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. YOU BELONG TO ME—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
5. YOU BELONG TO ME—D. Martin—Capitol
6. YOU BELONG TO ME—J. Stafford—Columbia
7. BOTCH-A-ME—R. Clooney—Columbia
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. HIGH NOON—F. Laine—Columbia
10. I WENT TO YOUR WEDDING—P. Page—Mercury

#### SEATTLE

1. MEET MR. CALLAGHAN—C. Cavallaro—Decca
2. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
3. MEET MR. CALLAGHAN—M. Grove Tri-gram—London
4. YOU BELONG TO ME—D. Martin—Capitol
5. YOU BELONG TO ME—J. Stafford—Columbia
6. HIGH NOON—F. Laine—Columbia
7. HALF AS MUCH—R. Clooney—Columbia
8. TOO OLD TO CUT THE MUSTARD—M. Diet-rich—R. Capitol
9. JAMBALAYA—J. Stafford—Columbia
10. WALKIN' TO MISSOURI—S. Kay—Columbia

#### NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. I WENT TO YOUR WEDDING—P. Page—Mercury

#### ATLANTA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. HALF AS MUCH—R. Clooney—Columbia
5. YOU BELONG TO ME—P. Page—Mercury
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. WALKIN' TO MISSOURI—S. Kay—Columbia

#### DALLAS-FORT WORTH

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. IT'S IN THE BOOK—J. Standley—Maggolia
4. HALF AS MUCH—R. Clooney—Columbia
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
7. HIGH NOON—T. Ritter—Capitol
8. FAITH CAN MOVE MOUNTAINS—J. Rap- Calm—Columbia

#### DENVER

1. HIGH NOON—F. Laine—Columbia
2. WISH YOU WERE HERE—E. Fisher—H. Win-terhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. HALF AS MUCH—R. Clooney—Columbia



### I feel like a Heel

"In our town, registration is over—and I forgot. So now I can't vote in that big, exciting election coming up Nov. 4. I feel like a heel... You folks are lucky you still have time to register to be sure you can have your say on Election Day."

(To find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.)



# *the* AMES BROTHERS

*Sing*



**MY  
FAVORITE  
SONG**

**AL-LEE-  
O!  
AL-LEE-  
AY!**

*and*

CORAL 60846 (78 RPM) and 9-60846 (45 RPM)

With Orchestra Directed by RAY BLOCH

*Climbing on All Charts*  
**"STRING ALONG"**

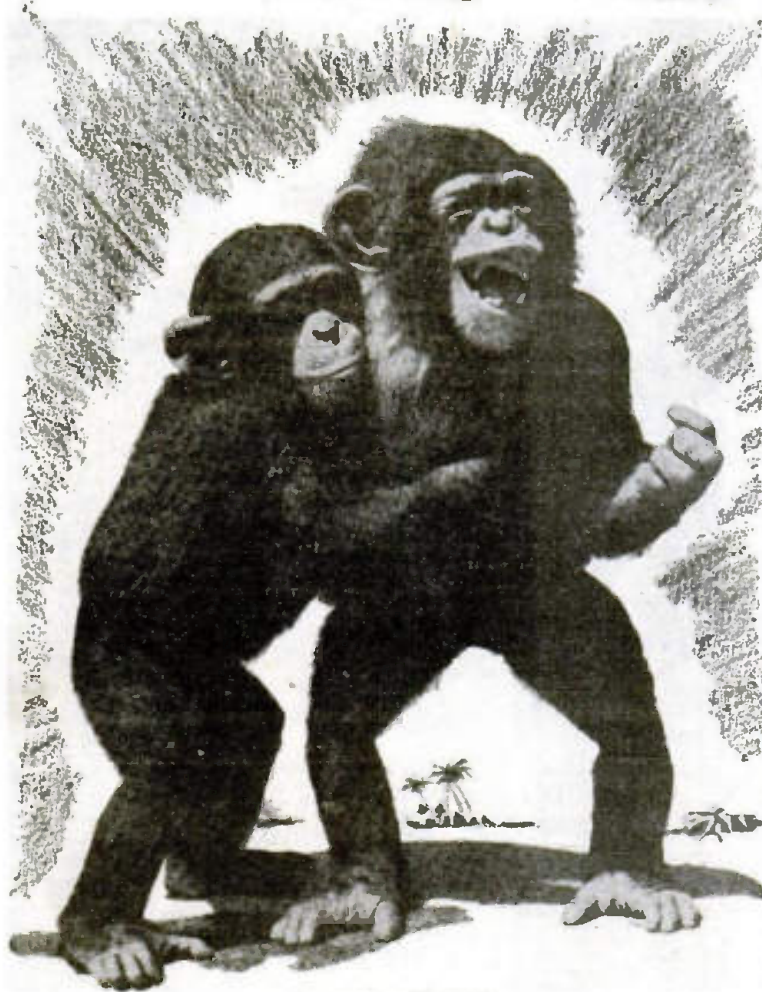
CORAL 60804 (78 RPM) and 9-60804 (45 RPM)

**CORAL RECORDS**  
*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS INC.)



# NO MONKEYING AROUND



**RICHARD HAYES**

## 'FORGIVE and FORGET'

AND

## "FORGETTING YOU"

LOOKS LIKE A DOUBLE HIT!

MERCURY 5910 · 5910X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

For Regions 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. 10, 17 and 18

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,518 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Items shown in this chart other available records of tunes listed here will be found in the Inner Roll of RMA Music Popularity Chart, Part 1.

| POSITION | Weeks | Title                                | Artist  | Label  |
|----------|-------|--------------------------------------|---|--|
| 6        | 1     | 1. YOU BELONG TO ME                  | J. Stafford   | Col (78)39811; (45)4-39811   |
| 17       | 3     | 2. HALF AS MUCH                      | E. Cleoney  | Col (78)39710; (45)4-39710—BMI                                     |
| 4        | 5     | 3. I WENT TO YOUR WEDDING            | P. Page   | Mercury (78)5899; (45)5899X45—BMI                                  |
| 13       | 2     | 4. AUF WIEDERSEH'N, SWEET-HEART      | V. Lynn   | London (78)1227; (45)15-1227—BMI                                   |
| 7        | 4     | 4. WISH YOU WERE HERE                | E. Fisher-H. Winterhalter   | V (78)20-4830; (45)47-4830—ASCAP                                   |
| 11       | 6     | 6. BOTCH-A-ME                        | E. Cleoney  | Col (78)39767; (45)4-39767—BMI                                     |
| 4        | 8     | 6. JAMBALAYA                         | J. Stafford   | Col (78)39838; (45)4-39838—BMI                                     |
| 17       | 7     | 8. WALKIN' MY BABY BACK HOME         | J. Ray  | Col (78)39750; (45)4-39750—ASCAP                                   |
| 7        | 10    | 9. SHOULD I?                         | Four Aces<br>(G. Hormel, MacGregor 1031)  | Dot (78)28253; (45)2-28253—ASCAP                                   |
| 11       | 13    | 9. AUF WIEDERSEH'N, SWEET-HEART      | E. Howard   | Mercury (78)5871; (45)5871X45—BMI                                  |
| 5        | 14    | 9. INDIAN LOVE CALL                  | Slim Whitman<br>(R. Merrill-R. Peters, Victor 18-3786; L. Armstrong-G. Jenkins Ork, Decca 28076)  | Imperial (78)4156; (45)45-4156—ASCAP                               |
| 4        | 11    | 12. HIGH NOON                        | F. Laive  | Col (78)39770; (45)4-39770—ASCAP                                   |
| 15       | 8     | 13. MAYBE                            | P. Como-E. Fisher   | V (78)20-4744; (45)47-4744—ASCAP                                   |
| 2        | 19    | 13. YOU BELONG TO ME                 | P. Page   | Mercury (78)5899; (45)5899X45—BMI                                  |
| 2        | 11    | 15. MEET MR. CALLAGHAN               | L. Paul   | Cap (78)2193; (45)4-2193—ASCAP                                     |
| 4        | 16    | 16. WALKIN' TO MISSOURI              | S. Kaye   | Col (78)39768; (45)4-39768—ASCAP<br>(Rosa Morgan Ork, Decca 28351) |
| 5        | 15    | 17. FOOL FOOL FOOL                   | K. Starr  | Cap (78)2151; (45)4-2151   |
| 4        | 25    | 18. TRYING                           | Hilltoppers<br>(Ella Fitzgerald-Bobby Orion's Teen-Aces, Decca 28375; Johnny Desmond, Coral 60823 Todd Rhodes Ork, King 4556)                       | Dot (78)15018; (45)45-15018—ASCAP                                  |
| 7        | 24    | 19. SOMEWHERE ALONG THE WAY          | Nat (King) Cole<br>(D. Ammons, Decca 28222; T. Bennett-P. Faith Ork, Columbia 39695; J. Gray Ork, Decca 28141; H. Winterhalter Ork, Victor 20-4691) | Cap (78)2069; (45)4-2069—ASCAP                                     |
| 2        | 20    | 20. BIM BAM BABY                     | F. Sinatra<br>(J. Gaste-C. Stone Ork, Capitol 2200)   | Col (78)39819; (45)4-39819—ASCAP                                   |
| 2        | 14    | 21. I LAUGHED AT LOVE                | S. Gale<br>(L. Armstrong, Decca 28394)  | V (78)20-4789; (45)47-4789—ASCAP                                   |
| 6        | 20    | 22. TILL THE END OF THE WORLD        | Big Crosby-G. Martin<br>(Lou Baxter Ork, Capitol 2205; The Pineapples, Coral 60811)   | Dot (78)28265; (45)4-28265—ASCAP                                   |
| 6        | 25    | 23. AUF WIEDERSEH'N, SWEET-HEART     | Ames Brothers<br>(Coral (78)60773; (45)4-60773—BMI)   | Col (78)39770; (45)4-39770   |
| 1        | —     | 23. ROCK OF GIBALTAR                 | F. Laive  | Col (78)39770; (45)4-39770   |
| 2        | 28    | 25. TAKE ME IN YOUR ARMS AND HOLD ME | L. Paul-M. Ford<br>(D. Day-P. Faith Ork, Columbia 39785)  | Cap (78)2193; (45)4-2193   |
| 4        | 14    | 26. HAVE A GOOD TIME                 | T. Bennett<br>(Ruth Brown Ork, Atlantic 973; Billy Eckstine, MGM 11291)   | Col (78)39764; (45)4-39764—BMI                                     |
| 12       | 22    | 26. SUGARBUSH                        | Doris Day-P. Laive<br>(J. Marlin & Miranda, Decca 28287)  | Col (78)39693; (45)4-39693—ASCAP                                   |
| 3        | 25    | 26. STRING ALONG                     | Ames Brothers<br>(Coral (78)60804; (45)4-60804)   | Col (78)39770; (45)4-39770   |
| 1        | —     | 26. LITTLE GRASS SHACK               | J. Maddox<br>(Dot (78)15020; (45)45-15020)  | Col (78)39770; (45)4-39770   |
| 1        | —     | 30. BECAUSE YOU'RE MINE              | M. Lanza<br>(B. Wayne, Mercury 5897; J. Reitz, Decca 28337; Nat Cole, Capitol 2212; B. Eckstine, MGM 11301)   | V (78)10-3914; (45)49-3914—ASCAP                                   |
| 4        | —     | 30. HALF AS MUCH                     | G. Lombardo<br>(Dec (78)28271; (45)4-28271—BMI)   | Dot (78)28271; (45)4-28271—BMI                                     |



Eddie hits again... with 2 great Sides



# Eddie Fisher

singing

# OUTSIDE of HEAVEN

and

20-4953  
47-4953

# LADY of SPAIN

on  
**RCA VICTOR**  
Records

**• The Billboard Picks**

LADY OF SPAIN.....Eddie Fisher-Hugo Winterhalter Ork..... RCA Victor 20-4953  
 OUTSIDE OF HEAVEN.....

Fisher has a pair of sides here that show every indication of continuing his unbroken string of clides. He pulls the stops out on his reading of "Lady of Spain" and is backed by an exciting Winterhalter arrangement full of surprising to-axes and muted strings. . . . "Outside of Heaven" is a beautiful slow ballad which Fisher tells tenderly over a subdued string.



America's **NEWEST**  
**FOLK Sensation!**



**NOW**  
Exclusively  
on  
**IMPERIAL**  
RECORDS

**JIMMY**  
**KINCHEN**



**IMPERIAL RECORDS CO., INC.**

6425 HOLLYWOOD BLVD.

HOLLYWOOD 25, CALIF.



Records of

**EARLY AMERICAN DANCES**

from the original collection of

**HENRY FORD**

**40**

Quadrilles  
Reels  
Polkas  
Schottisches  
Waltzes

Write for titles and  
complete information  
to  
**HENRY FORD MUSEUM**  
Dept. B  
Dearborn, Michigan

REPRODUCTIONS 89 CENTS EACH  
78 RPM ONLY

SAY YOU SAW IT IN THE BILLBOARD!

**THE BILLBOARD**  
**Music Popularity Charts**

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

**FOLK TALENT AND TUNES**

Communications in care The Billboard, 4900 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPET.

**Artists' Activities**

Tillman Franke, the ex-record retailer who has been managing Webb Pierce, has dropped his managerial ties with Pierce and is working at KWKH, Shreveport, setting up a talent bureau for the station. Pierce has left KWKH to join WSM, Nashville. Grandpa Jones also has returned to WSM after a four-year absence.

Horace Logan, program director of KWKH, reports that Tom Beardson and the Rhythm Harmonizers of Monroe, La., have joined the cast of "The Louisiana Hayride."

Clyde Perdue, Greenville, Ala., booker, who recently became personal manager of Hank Williams, reports that the MGM best seller is currently on a short vacation.

Joe Mathews, Capital records' Western regional promotional man, reports that the leading record dealer in each town where the diskery's all-star caravan is playing is setting up a booth in the ballroom to sell records to be autographed by the stars.

The Tennessee Ernies are parents of a second son, born September 3 in Monterey Park, Calif. Jimmy Wakely has been set to do a half-hour fall radio show preceding the Jack Benny Show on CBS over the Western regional web. The sponsored show also features Roberta Linn, the Lawrence Welk chirp. Zeb Turner is heading a new half-hour sponsored show over WMAR-TV, Baltimore, that features his band, which includes Hickson Bell, piano; Doc Cyrtis, drums; Charlie Dean, fiddle and guitar, and Earl Fredericks, bass. Butterfield Paige, the ex-Tubb guitarist, is also featured on the show. Neva Starnes reports that the Western Cherokeees (Coral) are setting a

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**T&W Records to Watch**

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week:

ONE-WOMAN MAN  
George Morgan.....Capitol 21006

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**• Most Played Juke Box Folk (Country & Western) Records**

Based on reports received Sept. 10, 11 and 12

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

POSITION  
Weeks Last This  
to date/Week/Week

|    |   |  |                 |                                    |
|----|---|--|-----------------|------------------------------------|
| 7  | 1 | 1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS  | K. Wells        | Dec(78)28232; (45)9-28232          |
| 23 | 2 | 2. WILD SIDE OF LIFE                         | Hank Thompson   | Cap(78)1942; (45)F-1942—BMT        |
| 3  | 3 | 3. JAMBALAYA                                 | M. Williams     | MGM(78)11283; (45)K-11283—BMT      |
| 18 | 7 | 4. ARE YOU TEASING ME?                       | Carl Smith      | Col(78)20922; (45)4-20922—BMT      |
| 7  | 4 | 5. FULL TIME JOB                             | E. Arnold       | V(78)20-4787; (45)47-4787—BMT      |
| 14 | 5 | 6. WAITING IN THE LOBBY OF YOUR HEART        | Hank Thompson   | Cap(78)2063; (45)F-2063—BMT        |
| 5  | 6 | 7. INDIAN LOVE CALL                          | Slim Whitman    | Imperial(78)156; (45)45X(1)6—ASCAP |
| 1  | — | 8. BLACKBERRY BOOGIE                         | Tennessee Ernie | Cap(78)2170; (45)F-2170—BMT        |
| 2  | — | 9. MARRIED BY THE BIBLE, DIVORCED BY THE LAW | Hank Snow       | V(78)20-4733; (45)47-4733—BMT      |
| 1  | — | 10. FORTUNES IN MEMORIES                     | E. Tubb         | Dec(78)28310; (45)9-28310—BMT      |

**• Best Selling Retail Folk (Country & Western) Records**

Based on reports received Sept. 10, 11 and 12

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

POSITION  
Weeks Last This  
to date/Week/Week

|    |   |   |                 |                                    |
|----|---|---|-----------------|------------------------------------|
| 9  | 1 | 1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS | K. Wells        | Dec(78)28232; (45)9-28232          |
| 5  | 2 | 2. JAMBALAYA                                | Hank Williams   | MGM(78)11283; (45)K-11283—BMT      |
| 9  | 4 | 3. FULL TIME JOB                            | E. Arnold       | V(78)20-4787; (45)47-4787—BMT      |
| 24 | 3 | 4. WILD SIDE OF LIFE                        | Hank Thompson   | Cap(78)1942; (45)F-1942—BMT        |
| 8  | 5 | 5. INDIAN LOVE CALL                         | Slim Whitman    | Imperial(78)156; (45)45X(1)6—ASCAP |
| 13 | 7 | 6. WAITING IN THE LOBBY OF YOUR HEART       | Hank Thompson   | Cap(78)2063; (45)F-2063—BMT        |
| 10 | 6 | 7. "HAT HEART BELONGS TO ME                 | W. Pierce       | Dec(78)29091; (45)9-29091—BMT      |
| 12 | 9 | 8. LADY'S MAN                               | Hank Snow       | V(78)20-4733; (45)47-4733—BMT      |
| 21 | 8 | 9. ALMOST                                   | G. Morgan       | Col(78)20906; (45)4-20906—BMT      |
| 1  | — | 10. BLACKBERRY DOOGIE                       | Tennessee Ernie | Cap(78)2170; (45)F-2170—BMT        |

live and d. j. shows daily. Corrie B. Gray, the WART, Arlington, Va., biggie, reports that he had a good season with top names, used aboard the S.S. Tolchester (capacity 2,200) out of Baltimore and the S.S. Mount Vernon (capacity 2,452) out of Washington.

Randy Blake celebrates 7 years of association with the "Supper-time Frolic" WJJD, Chicago, September 24. Shel Horton, WVAM, Saxton, Pa., emceed the country music events at the Huntington County Fair late in August. Ranger Joe (Jesse Rogers) and his wife, Sallie Starr, and their troupe drew 5,500 August 23 at the fair.

D. M. Dwelley, KSUE, Susanville, Calif., has been using a State and federal anti-forest fire show, called "The Three Knot-heads," and reports good response.

Smokey Graves, WLVA, Lynchburg, Va., has been joined by Sonny Gilliam, steel; Johnny Hoskins, ex-Mac Wiseman sideman; Jody Hawkins, comedy, and Joe Rice, former leader of the Piedmont Playboys.

Law Carter, Your Country Cousin, WFED, Frederick, Md., reports that the "Four State Jamboree" now features Lew Wade and the Sunrise Sorensoners, the Dixiepals, the Sunset Valley Boys and the Harmony Sisters. Carter doubles as program director.

E. E. Siman Jr., KWTO, Springfield, Mo., reports that Paul Mitchell, organist-pianist with the Eddy Arnold et. show, has inked writing pact with Earl Barton Music, new Springfield firm.

**HITTING BIG!**  
**"A MIGHTY PRETTY WALTZ"**  
R.F.D. MUSIC PUB. CO., INC.  
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**BILLY BROWN'S**  
**"RICH IN LOVE"**  
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**HARMONICA KID**  
(Smith Spadachne)  
Next Release  
**"I'LL KEEP ON CRYING"**  
on  
**NUCRAFT RECORDS**  
2019 Shepherd Drive Houston, Texas



# 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. 10, 11 and 12

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

| POSITION | Weeks Last This To Date/Week | Title                                       | Artist        | Label                            |
|----------|------------------------------|---|---------------|----------------------------------|
| 10       | 2                            | 1. FULL TIME JOB                            | E. Arnold     | V(78)20-4787; (78)47-4787—BMI    |
| 4        | 1                            | 2. JAMBALAYA                                | Henk Williams | MGM(78)11283; (45)K-11283—BMI    |
| 10       | 3                            | 3. IT WASN'T GOD WHO MADE HONKY TONK ANGELS | L. Wells      | Dec(78)28232; (45)F-28232        |
| 14       | 7                            | 4. THAT HEART BELONGS TO ME                 | W. Pierce     | Dec(78)28291; (45)F-28291—BMI    |
| 7        | 4                            | 5. INDIAN LOVE CALL                         | Slim Whitman  | Imp(78)18196; (45)M5X18196—ASCAP |
| 16       | 4                            | 6. ARE YOU TEASING ME                       | Carl Smith    | Col(78)20922; (45)4-20922—BMI    |
| 28       | 4                            | 7. WILD SIDE OF LIFE                        | H. Thompson   | Cap(78)1942; (45)F-1942—BMI      |
| 14       | 8                            | 8. LADY'S MAN                               | Henk Saw      | V(78)20-4733; (45)47-4733—BMI    |
| 2        | 9                            | 9. FORTUNES IN MEMORIES                     | E. Tubb       | Dec(78)28310; (45)F-28310—BMI    |
| 10       | —                            | 10. WAITING IN THE LOBBY OF YOUR HEART      | Henk Thompson | Cap(78)2061; (45)F-2061—BMI      |

## Country & Western (Folk) Record Reviews

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

How Ratings Are Determined Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (radio—promotion, etc., legal) and other "bug" plus, 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

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### GEORGE MORGAN

**ONE-WOMAN MAN** 81  
COLUMBIA 21006—Morgan warbles of his facility in a wailing that could go a long way for the country singer.  
**EVERY LITTLE THING ROLLED INTO ONE** 78  
Singer gives this a light treatment that comes thru very pleasantly. Band behind him sets a light and bouncy play.

### JIM EANES

**A PRISONER OF WAR** 80  
DECCA 28387—Waltz tempo weeper about a G.I. prisoner penning a letter home is projected with sincerity and charm by the warbler. The wailing will appeal to many.  
**TOMORROW MAY BE DIFFERENT** 75  
The musical plea for a look at the brighter side of things is chanted warmly by Eanes in this pleasant wailing.

### FLOYD TILLMAN

**I FINALLY SAW THE LIGHT** 79  
COLUMBIA 21004—Tillman has a likely thing in this rhythm number which he penned. The driving beat is terrific. Singer helps it along nicely with his half-talking half-singing style. Should do well on juke boxes.  
**GOODBYE TOMORROW, HELLO WEDNESDAY** 75  
Another Tillman tune is handled well in his accented style.

### DON GIBSON

**NO SHOULDER TO CRY ON** 74  
COLUMBIA 20999—The string band sets a mournful backdrop to this weeper about a romantic breakup, and Gibson reads the lyrics with sympathy. Good wail.  
**WE'RE STEPPIN' OUT TONITE** 74  
A happy effort, this, about a night out. Chanler turns in a fine reading to backing that bounces along cheerfully.

### JOEY KEMP

**SO BLUE** 75  
KING 1115—The phantom hands the gai musical compliments by comparing her to the beauties of Kentucky. Ditty is tuneful and it's sung pleasantly by Kemp.  
**COME TO ME** 72  
Kemp's piping is light and fresh-sounding in this rendition of the romantic ballad. A nice effort.

**HANK PENNY'S**  
**'HADACILLIN BOOGIE'**  
Victor 20-4961

RIDGEWAY MUSIC, INC.  
Charlie Adams  
4087 Sunset Blvd., Hollywood 28, Calif.  
Sole Selling Agent: KEYS MUSIC, INC.  
144 W. 54th St., New York, N. Y.

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

## DECCA RECORDS Great New Star

# Kitty Wells

In the Number One Spotlight with...

# "It Wasn't God Who Made Honky Tonk Angels"

DECCA 28232

\*The First Girl to hit the #1 Spot in Country and Western Music in many years...

Currently on tour with  
**JOHNNIE & JACK**  
and their  
Tennessee Mountain Boys

Guest Star  
Prince Albert  
**GRAND OLE OPRY**  
Saturday, Sept. 13, NBC

Thanks to the Ops, Retailers and D.J.'s for making this possible.

For Personal Appearance dates, contact:

## JESSE SCHNEIDER

R #3 Old Hickory Blvd.  
Phone 2-2577  
Nashville, Tenn.



# Best Selling Retail Rhythm & Blues Records

Based on reports received Sept. 10, 11 and 12

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 | Title to date/Week                | Artist         | Label                          |
|----------|------------|-----------------------------------|----------------|--------------------------------|
| 17       | 1          | 1. <b>LAWDY MISS CLAWDY</b>       | Lloyd Price    | Specialty 428—BMI              |
| 9        | 2          | 2. <b>TING A LING</b>             | Clovers        | Atlantic 969—BMI               |
| 7        | 3          | 3. <b>MY SONG</b>                 | J. Ace         | Duke 102                       |
| 10       | 4          | 4. <b>HAVE MERCY, BABY</b>        | Domines        | Federal(78)12668; (45)45-12668 |
| 2        | 10         | 5. <b>YOU KNOW I LOVE YOU</b>     | B. B. King     | Imperial(78)5180; (45)45-5180  |
| 10       | 6          | 6. <b>MARY JO</b>                 | Four Blazers   | United 114                     |
| 3        | 8          | 7. <b>DADDY, DADDY</b>            | Ruth Brown     | Atlantic 973—BMI               |
| 20       | 8          | 8. <b>GOIN' HOME</b>              | Fats Domino    | Imperial(78)5180; (45)45-5180  |
| 9        | 9          | 9. <b>CALL OPERATOR 210</b>       | F. Dixon       | Aladdin 3133                   |
| 8        | 7          | 10. <b>I'LL DROWN IN MY TEARS</b> | Sonny Thompson | King(78)4527; (45)45-4527—BMI  |

# RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Gale agency has built a one-nighter package around Arthur Prystock which will tour the East and South beginning September 19 and continuing thru October 22. Called the "No. 1 Blues and Jazz Show," the package includes Joan Shaw, Pappermint Harris, Carolee Dillard and Billie Hutchins' Blues Express ork. All dates are one-

## R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and promotional potential among the rhythm and blues records received this week:

**STOP BOOGIE WOOGIE**  
Four Blues.....United 1025

nights except for a week in Baltimore at the Royal Theater. At the conclusion of the tour of one-nighters in Youngstown, O., on September 19 that will take him to California where he has dates lined up from October 3 to 26. . . . Erroll Garner is scheduled to open at the Storyville Club in Boston on September 19. . . . Ivory Joe Hunter starts a four-day engagement in Atlanta at the Royal Peacock on September 19. . . . Ill-

# Most Played Juke Box Rhythm & Blues Records

Based on reports received Sept. 10, 11 and 12

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 | Title to date/Week                | Artist        | Label                         |
|----------|------------|-----------------------------------|---------------|-------------------------------|
| 9        | 2          | 1. <b>TING A LING</b>             | Clovers       | Atlantic 969—BMI              |
| 10       | 1          | 2. <b>MARY JO</b>                 | Four Blazers  | United 114                    |
| 3        | 5          | 3. <b>JUKE</b>                    | Little Walter | Checker 758                   |
| 19       | 4          | 4. <b>LAWDY MISS CLAWDY</b>       | Lloyd Price   | Specialty 428                 |
| 1        | —          | 5. <b>MY SONG</b>                 | J. Ace        | Duke 102                      |
| 6        | 6          | 6. <b>DON'T YOU CRY</b>           | J. Turner     | Atlantic 970—BMI              |
| 3        | 10         | 7. <b>DADDY, DADDY</b>            | Ruth Brown    | Atlantic 973—BMI              |
| 4        | 8          | 8. <b>CALL OPERATOR 210</b>       | F. Dixon      | Aladdin 3133                  |
| 1        | —          | 9. <b>BESIDE YOU</b>              | Swallow       | King(78)4527; (45)45-4527—BMI |
| 1        | —          | 10. <b>ROCK ME ALL NIGHT LONG</b> | Reveres       | Mercury(78)4291; (45)45-4291  |

# COMPARE This Recording With Others!



## Special Release

"I WENT TO YOUR WEDDING"

B/W

"MY BLUE HEAVEN"

by FLORENCE WRIGHT

SAVOY #860

Two great sides, suitable for both Pop and R.&B. locations.

Vareta Dillard's Greatest Recording

"THEM THERE EYES"

B/W

"YOU ARE GONE"

SAVOY #859



Still going strong

"EASY EASY BABY"

SAVOY #847

**Savoy RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

The Juke Box King!

NIGHT AND DAY

(I MISS YOU SO)

by

ROY MILTON

#438

#438-43

**Specialty records**  
8302 Saver Blvd Hollywood 46 Calif

"5 LONG YEARS"

backed with "Bluecoal Man"

by Eddie Boyd

JOS 21007

Sheridan Record Distributing Corp.  
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Sensational!!

RUTH BROWN'S

"DADDY DADDY"

ATLANTIC 973

**Atlantic RECORDING CORP.**  
224 West 57th Street New York 19, N. Y.

# Rhythm & Blues Record Reviews

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

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|  |   |
|--|---|
| <b>FABL BROWN</b>  | <b>SONNIE GILES-THE FIVE FIVE</b>   |
| <b>DUST MY BROOM</b> .....74   | <b>BYE BYE BABY BLUES</b> .....73   |
| <b>SWING TIME 307</b> —Brown shows the lyrics adequately above a driving ork rendition of the rhythmic opus Juke in the right spot. can use.         | <b>NOVELAND 84</b> —Noreity blues, one of Giles' own, tells why women leave home. Over sag orking, he turns in a good chant job that should garner the effort some attention.               |
| <b>BIFFA SHUFFLE</b> .....70   | <b>I SEE YOU THERE</b> .....68  |
| <b>A fast-paced instrumental with a strong beat is given an energetic run-thru by the Brown combo.</b>   | <b>Warbler does okay on this musical expression of romantic yearning. A nice side.</b>  |
| <b>TAMPA RED</b>   | <b>CHRIS POWELL</b>   |
| <b>LOOK A THERE, LOOK A THERE</b> .....75  | <b>BLUE BOY</b> .....72   |
| <b>V 20-4899</b> —A shuffling, boogie feel, Red's blues chanting and a gangster riff about all add up to a pretty good lunk of rhythm and blues wax. | <b>OKEH 6908</b> —Slow ballad is played with a lot of sass by Powell with Vance Wilson turning in a nice effort with his vocal.   |
| <b>TRUE LOVE</b> .....73   | <b>I COME FROM JAMAICA</b> .....71  |
| <b>Red tackles a blues item here for another good side.</b>  | <b>This is a wild Latin item. Uninhibited vocal is well done by Powell while all hands cut loose instrumentally.</b>  |
| <b>MAXWELL DAVIS</b>   | <b>JIMMY SCOTT</b>  |
| <b>POPCLE</b> .....73  | <b>YOU NEVER MISS THE WATER (TIL THE WELL RINS'DRY)</b> .....71   |
| <b>ALADDIN 3143</b> —Tenorman Davis delivers a slow boogie blues for an effective instrumental waxing.   | <b>CORAL 6085</b> —Jimmy Scott gives vent to his grief in a nice performance. Orking is good.   |
| <b>BLUE SHUFFLE</b> .....75  | <b>SOLITUDE</b> .....68   |
| <b>The title well describes the going-on. More good wax.</b>   | <b>Singer walls away all the cvesgreen with the aid of a quiet backing by the Lucky Thompson ork.</b>   |
| <b>COUNTRY PAUL</b>  | <b>RECORD REVIEWS — R&amp;B — R&amp;B bl.</b>   |
| <b>BLACK CAT TRAIL</b> .....73   | <b>BUDDY LUCAS ORK</b>  |
| <b>KING 4560</b> —Strong blues material for the Deep South area. Paul's chanting and strumming have that legit feeling.                              | <b>YOU BELONG TO ME</b> .....84   |
| <b>I'LL NEVER WALK IN YOUR DOOR</b> .....73  | <b>JUBILEE 5084</b> —The beautiful ballad, already a hit pop-wise, it gives a most attractive styling by the Lucas ork, with his sax carrying the melody. This one can build pretty big.    |
| <b>Ditto.</b>  | <b>BC BERTHA</b> .....79  |
| <b>BUDDY JOHNSON ORK</b>   | <b>Slow rhythm opus hits hard with a lead by the Lucas ork. Good wax.</b>   |
| <b>BE REASONABLE</b> .....73   | <b>DINAH WASHINGTON</b>   |
| <b>DECCA 28378</b> —Noland Lewis does a slow take in pleasing fashion of a moving ballad. The Johnson ork backs effectively.                         | <b>PILLOW BLUES</b> .....82   |
| <b>THIS NEW SITUATION</b> .....75  | <b>MERCURY 8292</b> —Miss Washington has a likely winner in this slow blues item. She's at her best as she rocks across the lyrics. Provocative backing adds interest. Could go a long way. |
| <b>Mr. Johnson sings in a quiet, intimate duct. Backing is on the quiet side with the guitar setting a steady beat.</b>                              | <b>DOUBLE DEALING DAVIDY</b> .....78  |
| <b>DANNY "RUN JOE" TAYLOR SITTIN' HERE THINKIN'</b> .....73  | <b>Thrush announces to her man that she's leaving in a shouting take. Ork sets an intricate blues backing.</b>  |
| <b>CORAL 65097</b> —Very slow blues is read with feeling by the singer with the aid of a nice backing. Good for the rural South.                     | <b>(Continued on page 42)</b>   |
| <b>I'VE BEEN DOWN' IT TOO</b> .....70  |   |
| <b>Standard blues is sung with a lot of heart by Taylor. Ork provides a solid beat behind him.</b>   |   |

Quintet go into Detroit's Uncle Tom's Plantation on September 26 for a week. . . . Betty McLaurin travels to Canada for a week each at Toronto's Casino Theater and the Seville in Montreal, starting September 18. . . . The Harlem Record Dealers Association in New York has just selected Billy Eckstine as "the biggest boon to their record business in a decade. The group presented the singer with a gold platter of his "Early Autumn" disk in honor of the selection.

## BIG HIT of 1952!

#5199—BLAZER BOY—

4515199

"JOE'S KID SISTER"

"MORNIN' TRAIN"

IMPERIAL RECORDS

6425 Hollywood Blvd.

Hollywood 28, Calif.

## A BRAND New HIT!

#5202—I-BONE WALKER—

4515202

"BLUES IS A WOMAN"

"STREET WALKING WOMAN"

IMPERIAL RECORDS

6425 Hollywood Blvd.

Hollywood 28, Calif.

## Selling Like Records . . .

CHECK YOUR STOCK

5092—THE MARYLANDERS

"SEE, SEE RIDER"

"DON'T GIB, BABY"

5093—SONNY TIL

"I WENT TO YOUR WEDDING"

"DRIVE, DADDY, DRIVE"

5094—ERMA McGRIFF—SONNY TIL

"YOU BELONG TO ME"

"SIC BERTHA"

5091—BUDDY LUCAS

"MAKE ME THREE AGAIN"

JUBILEE RECORD CO., Inc

315 W. 47th St., N. Y., N. Y.

Write for LATEST CATALOG

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500 Different "Standards" and

Hit Tunes. 33 1/3, 45 & 78 rpm.

L.P.'s UP TO 75¢

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NO. 2"

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"BOUDOIR BOOGIE"

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G 284



# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

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### POPULAR

#### LOUIS ARMSTRONG

**TAKES TWO TO TANGO** 84  
DECCA 28394—Louis really goes to town in this robust and rollicking rendition of the ditty. His joyful style projects with mirthful effect. This wailing should catch on fast and earn plenty of coin. Dealers, especially, will not neglect.

**I LAUGHED AT LOVE** 82  
The ballad now riding high was an earlier Sonny Gale chicken is warbled and toiled most effectively by Armstrong. This side, too, seems due for plenty of action.

#### DINAU SHORE-HENRI RENE ORK

**BLUES IN ADVANCE** 82  
V 31403—This is a post-scholarism which is a thing of beauty. Miss Shore reads it in subdued but effective manner. The Rene orking is reminiscent of the old Chicago jazz days when Cecil's Dreamland band held sway. It's a fine record that could bring back the thrush as a top seller.

#### BILLY WILLIAMS QUARTET

**SOME FOLKS DO**  
**SOME FOLKS DON'T** 81  
MERCURY 5902—Williams wraps up this one in cutting fashion. He makes it drive all the way and sets fine ork and choral support. If time happens, this wailing should share in the take.

**THAT'S WHAT I'M HERE FOR** 77  
Williams again sets as a single on this side. It's a quiet ballad which the singer tells well. He is accompanied by a full ork and a humming choir.

#### JUANNE GAYLE

**TAKES TWO TO TANGO** 80  
CAPITOL 2222—The gal awards the novelty ditty a strong warble job, that ranks with the best released to date. If the opus continues to build, this entry should carve out a nice hunk of the action.

**BUTTERFLIES** 74  
Miss Gayle makes the most of the slight, romantic item as she performs it with charm and warmth. Backing is appropriately unobtrusive.

#### JIMMY WAKELY

**I WENT TO YOUR WEDDING** 70  
CAPITOL 2221—Wakely turns in a more persuasive warble of the high-riding ballad in gentle ork support with a tasteful assist from a legit vocal combo. Many will prefer this wailing and it seems due to cut itself a slice of the loot.

**PALE MOON** 75  
The pretty song is given a treatment that bears more than a passing resemblance to recent war efforts by Slim Whitman. It's a pleasant and tuneful side that should attract a fair action.

#### PAULETTE SISTERS-LARRY CLINTON ORK

**YOU'LL NEVER GET AWAY** 78  
COLUMBIA 39673—The cute novelty is getting plenty of attention. This rendition, backed to a spanking beat, has Peter Hanley sustaining on the vocal. It should cut a slice of the action if the opus catches on.

**MY NA REA-YNA TY-RA (My Sweet and Dear One)** 75  
Romantic ballad with a folk flavor is sung in close harmony by the combo. The pals have a fresh sound and they're supported by a strong ork effort led by Larry Clinton. Jukes and jukes can use.

#### HOT LIPS POLICE

**THE DEVIL'S KISS** 76  
KING 15198—This is a wild one. Lips winks across the brics of this newly-adapted olkie, giving it a Louis Armstrong-type social, and playing some good trumpet. Ork backing jumps. Could catch luke coin.

**CASANOVA CRICKET** 74  
Slight, light little item about a hip cricket is told brightly by Lips over a cute ork arrangement. Jukes might spin.

#### MICKY KATZ

**SHEPPIN' MY BARY BACK HOME** 76  
CAPITOL 2220—Micky Katz turns in his usual rib-tickling parody, this time on the ditty that Johnnie Ray recently revived with such outstanding success. Spicily flavored with Yiddish phrases, the platter should do unusually well in suitable locations.

**PATCH-A-UP** 71  
More of the same on "Patch-A-Me."

#### THE HOLIDAYS

**YOU'LL NEVER GET AWAY** 76  
KING 15200—The group, in its first effort on the label, does right smartly by the novelty ditty. Platter should be able to steer some spins its way.

**LISTEN TO THE GREEN GRASS GROW** 70  
The slow, fanciful ballad is chanted amiably by the combo, with Tom Eldridge taking the male lead.

#### GEORGIA CARR

**THE SUN FEIGNED TO SHINE** 78  
CAPITOL 2223—The thrush hands the sentimental ballad a warm interpretation to quiet ork support.

**WHISPERING SERENADE** 74  
The intimate style of Miss Carr comes across nicely in this tasteful reading of the slow and dreamy ditty.

#### MUSIC BY CAMARATA

**VERADERO** 75  
DECCA 28376—The Camarata ork turns in a sparkling instrumental reading of the fast-tempo opus with a Latin flavor. A slow middle section gives the strings a chance to step out. Good program was.

**BRIEF INTERLUDE** 74  
The slick, sophisticated score is read with sympathy by Camarata. Slow and moody, it sets a musical atmosphere many should enjoy. Good change of pace for jock preening.

#### GEORGE SHEARING QUINTET

**LOVE** 74  
MGM 12116—This is one of the few instances that the Shearing group has included a vocalist. Thrush is Teddi King who shows up as a good addition. Her opening effort is first-rate with the quintet adding a backing which is bewitching in its delicateness.

**IT'S EASY TO REMEMBER** 88  
Thrush's treatment of the olkie seems a bit overdone. Shearing group backs to traditional style.

#### GUY LOMBARDO ORK

**HIDE-AWAY HARBOR** 78  
DECCA 28385—Kenay Gardner and the vocal trio contribute a warm reading of the romantic ballad for a side that at first glance is just listless. Lombardo fans and many others will give this one the nod.

**MY HEART'S IN THE RING** 74  
An okay warble job by Cliff Gray over the usual smooth Lombardo ork-ting adds up to a slick, exciting that should win a measure of action.

(Continued on page 44)

# BREAKING FOR A HIT!

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**• Rhythm & Blues Record Reviews**

• Continued from page 40

**LOYD PRICE ORK**

**OOOH-OOOH-OOOH** 80  
SPECIALTY 440—Price socks this one across in top style. It's a blue-type item which he shouts for all he's worth, and the band behind him pounds out a solid driving accompaniment. Looks like a good follow-up to his present hit.

**RESTLESS HEART** 79  
Price and his ork come up with a likely sounding bit on this side. It's a pounding effort by the ork with the leader chipping in with an exciting vocal.

**LITTLE SYLVIA**

**DRIVE, DADDY, DRIVE** 79  
JUBILEE 5093—The slow-jump opus is delivered strongly by the thrush to hand-clap backing by the Lucas ork. This one could create excitement in the tight spots.

**I WENT TO YOUR WEDDING** 77  
The gal has a distinctive style and she uses it to good advantage in this sweet rendition of the hit ballad. Platter should be a coin catcher.

**CHUCK WILLIS**

**MY STORY** 78  
ORKE 6905—The story Willis wails is a sad one. He sells the blues with lots of conviction for a side that could be a profitable effort for the chanter.

**CALDONIA** 76  
This rhythm opus jumps from start to finish. Lyrics are kind of funny and end Willis gives them a rousing reading.

**JIMMY McCRACKLIN ORK**

**PEACOCK** 1605—McCracklin sells this blues rocker in forceful style, the ork backing him with a mighty strong beat and some exciting music. A good disk that could create some action.

**MY DAYS ARE LIMITED** 78  
Slow blues weeper is handled well by the warbler, while the ork plays some good blues behind him.

**JULIA LEE**

**LAST CALL** 78  
CAPITOL 2203—A natural hunk of tavern wax, this side should do nicely on the coin boxes. It's a rhythmic call for last drinks before the juke closes and it's delivered powerfully by Miss Lee. Pop business is also in store.

**GORN TO CHICAGO BLUES** 75  
Jolie Lee turns in a persuasive reading of the mournful blues. A careful job due for spins.

**T. J. FOWLER**

**BACK BITER** 77  
SAVOY 857—The Detroit combo sets up a rocking beat for a well-done, but standard honking instrumental.

**WYNE COOLER** 77  
None of the same here.

**PERCY MAYFIELD ORK**  
LINDENWOOD  
SPECIALTY 430—Melancholy item is sold persuasively by Mayfield. The ork sets a moody backing that's sparked by a ticking piano.

**MY HEART** 75  
Mayfield half tells his way thru this sorrowful tale to the accompaniment of a neat job by the ork.

**JIMMY LEWIS**

**DARK AND LONELY ROOM** 77  
V 20-4999—Lewis forsakes the style usually associated with him for a meaningful reading of a fine ballad which he wrote. A few more sides like this under his belt could establish him as a contender in the rhythm and blues field.

**• Other Records Released This Week**

Records released up to deadline time, but not reviewed, are listed here according to record title.

**POPULAR**

Agnes Waltz, The—Frankie Carle Ork (Mademoiselle) V 20-4928  
Amorette—E. Wadner—Tommy Bennett-Percy Faith Ork (Stay Where You Are) Columbia 3986A  
Cool Saturday Night—Bernice Parks-Fred Norman Ork (Wild Grapes) Sever 70-7004  
Certain Times—Agnes Ork (My Love-My Love) MGM 13133  
Ecstasy—Otis Cesa Ork (Starlight) Columbia 47407  
(That's Just My Way of) Forgetting You—Paul Weston Ork-Norman Luboff Choir (Wonderful Good-byes) Columbia 3986A  
How Wrong Can You Be—Betty Cox (Up to Now) Select 366  
Lady of Spain—Eddie Fisher-Hugo Winterhalter Ork (Outside of Heaven) V 20-4953  
Mademoiselle—Frankie Carle Ork (Agnes Waltz, The) V 20-4928  
Merrmaid, The—Frankie Laine-Paul Weston Ork (Ray and the Pearl, The) Columbia 3986C  
Mighty Lovesome Feeling—Cindy Lee (My Love, My Love) MGM 13133  
My Love, My Love—Cindy Lee (Mighty Lovesome Feeling) MGM 13133  
My Love-My Love—Agnes Ork (Certain Times) MGM 13133  
My Song—Herb Kenny (You Never Heard a Word I Said) MGM 13132  
No Two People—Doris Day-Donald O'Connor-Paul Weston Ork (You Can't Lose Me) Columbia 3986A  
Outside of Heaven—Eddie Fisher-Hugo Winterhalter Ork (Lady of Spain) V 20-4953  
Rays and the Pearl, The—Frankie Laine-Paul Weston Ork (Merrmaid, The) Columbia 3986C  
Somebody Loves Me—The Four Lads-Mitch Miller Ork (Thanks to You) Columbia 39865  
Starlight—Otis Cesa Ork (Ecstasy) Columbia 47407  
Stay Where You Are—Tommy Bennett-Percy Faith Ork (Anywhere I Wander) Columbia 3986A  
Thanks to You—The Four Lads-Mitch Miller Ork (Somebody Loves Me) Columbia 39865  
Up to Now—Betty Cox (How Wrong Can You Be) Select 366  
Wild Grapes—Bernice Parks-Fred Norman Ork (Cool Saturday Night) Sever 70-7004  
Wonderful Good-byes—Paul Weston Ork-Norman Luboff Choir (Forgetting You) Columbia 3986A  
You Can't Lose Me—Doris Day-Donald O'Connor-Paul Weston Ork (No Two People) Columbia 39865  
You Never Heard a Word I Said—Herb Kenny (My Song) I-GM 13132

**RHYTHM & BLUES**

Baby Don't You Tell My Clothes—Smookey Hogg (Highway 51) Mercury 884  
Blue Mood—Freddie Strong-Fats Gaines Ork (Gains' Boogie) Aladdin 3140  
Blue Serenade—Baby Face Turner (Gonna Let You Go) Modern 882  
Charmed to Your Love—Clayton Low-Ray Hill Ork

**CHERRY WINE** 79  
Known in r.b. circles as "Babyface" Lewis, the chanter sets a rocker of his own composition for a neat into waxing on the label. He builds to a strong finish with good material.

**RAY CHARLES ORK**

**HEY NOW** 76  
SWING TIME 297—Using a blues shouting style, Charles comes up with rocker in the vein of the Rubber Legs William item of a few years back called "That's the Blues."  
**BABY, WEN'T YOU PLEASE**  
Again Charles comes up with a fine reading on an oldie in which he sounds so very much like Nat Cole. Trouble is, Nat Cole is still around and kicking up a storm of his own.

**THE TRINERNS**

**ROCKING ON SUNDAY NIGHT** 79  
ORKE 6906—The Trainers hand this rhythmic opus a downright exciting rendition as they tell about a wild Sunday. Don Hill comes thru with some good solo work. Group has had stronger sides.

**CHEATING ON ME** 75  
New slow-tempo blues item receives an interesting treatment from the Trainers, with one of the boys taking the lead and the other backing him in chival style. Ork is good.

(Where I Want to Be)—Aladdin 3140  
Flirtin' Blues—Ray Agee Ork (It's Better Being) Modern 883  
Frog Hop, The—Hal Singer Ork (Indian Lamp Call) Savoy 861  
Gaines' Boogie—Freddie Strong-Fats Gaines Ork (Blue Mood) Aladdin 3140  
Gonna Let You Go—Baby Face Turner (Blue Serenade) Modern 882  
Greyhound—Amos Milburn (Kim Me Again) Aladdin 3130  
Highway 51—Smookey Hogg (Baby Don't You Tell My Clothes) Modern 884  
I Can't Get Started—Coleman Hawkins (I'll Be With You) Decca 28186  
I'll Never Let Her Go—The Royals (A Love in My Heart) Federal 12098  
I'm Just Another One in the Crowd With You—Sarah McLawter (Romance in the Dark) King 452  
Indian Love Call—Hal Singer Ork (Frog Hop, The) Savoy 861  
It's a Sin to Tell a Lie—Jimmy Wilson (Mistake in Life) Aladdin 3140  
It's Better Being—Ray Agee Ork (Flirtin' Blues) Modern 883  
Kiss Me Again—Amos Milburn (Greyhound) Aladdin 3130  
Love in My Heart, A—The Royals (I'll Never Let Her Go) Federal 12098  
Mistake in Life—Jimmy Wilson (It's a Sin to Tell a Lie) Aladdin 3140  
Really Real—Viola Watkins-Otis Blackwell (Paint a Sky for Me—Viola Watkins-Otis Blackwell) (Really Real) Jubilee 5095  
Romance in the Dark—Sarah McLawter (I'm Just Another One in the Crowd With You) King 452  
Where I Want to Be—Clayton Low-Ray Hill Ork (Charmed to Your Love) Aladdin 3140

**SACRED**

Arm of God, The—Brown's Ferry Four (Can't You Hear Him Calling) King 1314  
Can't You Hear Him Calling—Brown's Ferry Four (Arm of God, The) King 1314  
Guns, I'll Take a Shotgun—City Mann (Jesus, My Lord, My King) King 1310  
Jesus, My Lord, My King—Ricky Mann (Guns I'll Take a Shotgun) King 1310  
My Heavenly Father Watches Over Me—The Harmonies Quartet (Talk, Talk, Talk About Jesus) Biblicale 8008  
Talk, Talk, Talk About Jesus—The Harmonies Quartet (My Heavenly Father Watches Over Me) Biblicale 8008  
Jesus Brought Me—The Spirit of Memphis Quartet (Just to Behold His Face) King 452  
Just to Behold His Face—The Spirit of Memphis Quartet (Jesus Brought Me) King 452

**INTERNATIONAL**

One Night in Paris—Rino Smerzi (Whispering Serenade) V 20-4894  
Whispering Serenade—Rino Smerzi (One Night in Paris) V 20-4894



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# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

Continued from page 41

### POPULAR

**TEDDY PHILLIPS ORK**  
**PELAJINDO** 75  
 KING 15201—Latin rhythms and the intensive use of this effort make it one likely to attract spin action if exposed. The ork gives it a co-ergetic ride. The Phillips ork is heard here in an ear-piercing run-thru of a melodious ballad. Lyrics are handled neatly by a mixed vocal trio.

**BOBBY MILLS ORK**  
**DODAD** 74  
 SEI BECT 177—The happy, hand-clap song is sung cheerfully by Ken Headrick for a bright ending that should garner spins. The ork sets a bounce backing that aids listenability.  
**O'CLOCK RUSH** 71  
 Ditty about a guy speeding home to his gal after the work week is over, is read easily by the chanter. Simulated traffic sounds add a novelty touch.

**RAMON NOVAL ORK**  
**BURITO MAN** 48  
 LISTEN 1437—A burrito is a sandwich made from chili beans. Miguelito sings to please to an interesting back by the Noval ork. The ork is strong thruout with the piano working against the rest of the ork in some fine counterpoint toward the end.  
**JUNGLER MIST** 45  
 This is a wacky with an unusual quality. It's heavy with lion-tom beats, giving it a native character and dissonance. Noval warbles.

**LUIS ARCAJAZ ORK**  
**ALL THE THINGS YOU ARE** 73  
 V 47-472—The Arcjaz ork revives the big 1940 hit with a reminiscent wailing that should go over well with the jockeys who have been introduced to this Mexican band.  
**TAHU!** 72  
 A swingy version of the oldie is built around an intriguing arrangement. The recording sound which they achieve in the Mexico City studio is as always superb. This band could happen one of these days.

**JIMMY YOUNG**  
**MADENOISELLE** 73  
 CORAL 60826—This was cut for Coral before singer was signed by London. Young has a fine voice which projects well. DeKing is well-done with a violin leading way.  
**90 MANY TIMES** 70  
 Another nice effort by the singer.

### HOT JAZZ

**JAMES WOODY ORK**  
**UNTIL THE REAL THING COMES ALONG** 75  
**MERCURY #290**—The Moody ork gives the old fave a slow ride with Moody leading. Ork chords along behind him for the most part. It's a very moody and beautiful play with just a few things of pop. Ork fans will go for it in a big way.  
**HEY JIM!** 74  
 Rap fans will get their fill on this side with both the ork and Gonzales on the vocal entering into the spirit. Might go in some r.b. locations.

### LATIN AMERICAN

**PEREZ PRADO-ORK**  
**MUCHACHITA** 76  
 V 51-5006—The "Mambo King" turns his ork loose on a novelty effort of his own that has the combo trying all sorts of tricks in the rhythms. An unusual dinking that could create some situation in the market.

**MAMA Y TATA** 76  
 The rhythm section dominates this mambo reading with the effect of instruments gradually participating as the excitement builds. Has an okay vocal too.

**ALFREDO SADEL**  
**DOMINO** 77  
 V 51-5007—The waltz import that is awarded a strong performance by Sadel and the ork. Should win spins.  
**ME QUEDA EL CONSUELO** 74  
 Disked in Venezuela, this platter has the chanter projecting the lyrics over big ork backing that makes much use of strings.

**JOE LOCO**  
**I MAY BE WRONG** 75  
 TICO 10-129—The label again comes thru with the unusual. This time it's Joe's fine modern piano stylings of the well-known standards but in a mambo tempo. Not strong enough for juke, but fine for home use.

**LOVE FOR SALE** 75  
 The Uto cuts the same type of mambo here on another wonderful side.

**LOS TRES DIAMANTES**  
**CAMINA-CAMINA** 75  
 V 51-5001—A beautiful warble job is turned in by the group on another quiet bolero opus. Good wax.  
**EPIPLANTIA** 73  
 Lead singer of the trio projects the slow, tuneful ballad with simple appeal to a subdued plucking of the bolero rhythm. Recorded in Mexico.

**FERNANDO ROSAS**  
**EL GATO VILUDO** 74  
 V 51-5095—Another ranchero item is chanted pleasantly by Rosas, this time with "meows" from the boys adding a novelty touch. Both sides recorded in Mexico.  
**LA INTERESADA** 71  
 The outdoor opus sung humorously to airup band support, with a few cowboy yelps thrown in for good measure.

**EMILIO REYES ORK**  
**AMORCTO CORAZON** 48  
 And 13139—The Reyes ork impresses as a night-club combo which should know how to dispense American rumbas for the smart set. Okay wax.  
**BLACK PEARL** 48  
 Ditto.

### CHILDREN

**BILL BAIRD-MITCHELL MILLER DRK**  
**WHISTLING WIZARD SONG** 73  
 GOLDEN RECORD BR 14—Kids who have seen the puppet show will get a bang out of this original catch. All the characters take over for a solo. Miller and his ork do a fine job of backing.  
**A DRAGON LIKE ME AND PRACTICE MAKES PERFECT** 72  
 These two ditties make a fine pairing on the flip. "Dragon" advises that you don't really have to be afraid of dragons, you can see. "Practice" relays a message all parents would like their kids to heed.

## Album and LP Reviews

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

**LEE WILEY SINGS VIRGIN YOUNGERS** 65  
 (1-167)  
**LEE WILEY SINGS IRVING BERLIN** (1-107)  
 Columbia 1331 6216  
 Super club sensation Lee Wiley has packaged a group of Youngers and Berlin tunes on two different LP's. She has chosen a number of the less well-known products of these two composers as well as some of the more familiar ones. With the aid of two jazz backing by Stan Freeman and Cy Walter, Miss Wiley's intimate stylings make for pleasant listening altho the market for this type of offering may be on the limited side.

**SATCHMO AT PASADENA ALBUM**—Louis Armstrong and the All Stars; Jazz Tea-dancers, Barney Beard, Earl Hines, Cozy Cole, Arvell Shaw, Velma Middleton (1-117)  
 Decca 0331 DL 8043  
 All people are divided into two groups—those who have attended a Louis Armstrong all-star concert and those who haven't. For the pleasure of both groups, Decca has wisely released recordings of these concerts from 1941 to 1951. This was taped at Pasadena on January 30, 1951. It presents a truly all-star line-up to help out the in-

**THE SANDPIPERS**  
**SONGS FROM WALT DISNEY'S ROBIN HOOD** 80  
 (Part 1 & 2)  
**GOLDEN DBR 5**—This is a first rate collection of three story songs from the Disney full-length flick. Well done and well-suited to crooners of all ages. It's one of Golden's 10-inch platters.

**BRET MORRISON-LEROY HOLMES DRK**  
**TOM AND JERRY AND THE TEXAS RANGERS** 79  
 (Part 1 & 2)  
**MGM 5-37**—The movie-going crooners should be interested in this typical Tom and Jerry story. It's well-told and should hold the interest of the youngsters.

**ANNE LLOYD**  
**MY DOLLY** 79  
**GOLDEN RECORD BR 10**—The little girl should like this one as delivered by Miss Lloyd and the Mitch Miller ork.

**MITCH MILLER ORK THE SANDPIPERS**  
**SNOKEY THE BEAR** 77  
 This is another of the many versions being made available of the tune dedicated to the Fire Prevention campaign symbol. The tune is cute enough and the exploitation is expected to be powerful, but there may be just a bit too much teaching involved to interest the youngsters.

**MITCHELL MILLER ORK**  
**SQUEAKY THE TELEPHONE SONG** 75  
**GOLDEN RECORD BR 7**—There's plenty of talent etched here to sustain interest in this tasteful wailing of a cute ditty about the familiar telephone. On one side of the 10-inch, kids will hear many of the people who call often. On the flip, some folks of how Squeaky signalled to put out a fire when no one was at home. Kids up to five or so should enjoy the platter.

### SPIRITUAL

**THE ORIGINAL GOSPEL HARMONETTES**  
**ONE MORNING SOON** 76  
**SPECIALTY 833**—The girls set up a big beat and sway with it thru a strong reading of a public domain spiritual opus.  
**EVERY DAY WILL BE SUNDAY** 75  
 The group is slightly less effective on this side, tho the beat and spirit are still there.

**JACKSON GOSPEL SINGERS**  
**COME UNTO ME** 73  
**ONEH 6906**—The familiar item is done nicely by the group.  
**CANT DO WRONG** 70  
 Routine reading of a standard-type spiritual opus. The lead chanter had plenty of spirit, but the group behind is a little weak—as is the accompaniment.

### SACRED

**JIMMY DAVIS-ANITA KERR SINGERS**  
**I KNOW WHO HOLDS TOMORROW** 77  
**DECCA 26370**—The Anita Kerr mixed-voice group and Davis are teamed for a smooth reading of a lovely sacred ditty.  
**THE GREAT MILKY WAY** 75  
 Another standard-type spiritual opus is reverently delivered with an eye to the country and Western market.

**POPULAR**  
**MORNING THE BLUES ALBUM**—Mark 80  
 Williams 11-107  
**MGM 0331 E 268**  
 Among the hillbilly artists who have hit the top in the past few years, Hank Williams has certainly carved himself an important niche. A prolific songwriter, the high caliber of his craftsmanship is amazing. Many of his songs have broken into the pop market and become top hits. In that field as well as in the country area, as a singer, Williams has also written an enviable record. In the writing and singing of hillbilly blues Williams is in a class by himself as this package of 10 of his own efforts discloses. Among these are a number of his past hits such as "Lovesick Blues" and "Long Goin' Lonesome Blues." Lovers of country music will want this one.

**COUNTRY & WESTERN**  
**THE DOMINOS**  
 HAVE MERCY, BABY DEEP SEA BLUES  
 12048 and 45-12049  
**THE ROYALS**  
 MOONRISE FIFTH STREET BLUES  
 12088 and 45-12088  
**LITTLE ESTHER**  
 HAWKING BLUES SOMEBODY NEW  
 12090 and 45-12090  
**JIMMY WITHERSPHOON**  
 FOOLISH PRAYER TWO LITTLE GIRLS  
 12095 and 45-12095

## LADDER OF Best Sellers FROM King AND Federal RECORDS Popular

**STEVE LAWRENCE**  
 MINE AND MINE ALONE  
 ALWAYS LOVE ME  
 15190 and 45-15190  
**SUDDEN FEAR**  
 ALWAYS LOVE ME  
 15199 and 45-15199

**ROYE GOODRICH**  
 JUNGLE DRUMS TO YOU  
 15197 and 45-15197

**MART SMALL**  
 EVERYTHING YOU SAID CAME TRUE IMMEDIATELY  
 15189 and 45-15189

### Folk/Western

**MOON MULLICAN**  
 JAMBALAYA A MIGHTY PRETTY WALTZ  
 1106 and 45-1106

**EDDIE SMITH**  
 THE PREACHER AND THE BEAR  
 SNOW DEAR  
 1095 and 45-1095

**YORK BROS.**  
 21 SIDES TO EVERY STORY TWIRLY WHIRLY  
 1092 and 45-1092

**WAYNE RANEY**  
 I'M REALLY MEEDIN' YOU BEATIN' ROUND THE BUSH  
 1087 and 45-1087

**DELMORE BROS.**  
 MUDDY WATER GOT NO WAY OF KNOWING  
 1084 and 45-1084

### Rhythm/Blues

**SONNY THOMPSON**  
 I'LL DROWN IN MY TEARS CLANC-CLANC CLANC  
 LET'S CALL IT A DAY  
 BLUES MANABO  
 4541 and 45-4541

**THE SWALLOWS**  
 BESIDE YOU  
 YOU LEFT ME  
 4528 and 45-4528

**EARL BOSTIC**  
 MOON GLOW  
 AIN'T MISSHAVIN'  
 4550 and 45-4550

**TODD RHODES**  
 ROCKY 69  
 055858  
 4528 and 45-4528

**TRYING**  
 SHUFF DIPPIN'  
 4556 and 45-4556

## Federal RECORDS

**THE DOMINOS**  
 HAVE MERCY, BABY DEEP SEA BLUES  
 12048 and 45-12049

**THE ROYALS**  
 MOONRISE FIFTH STREET BLUES  
 12088 and 45-12088

**LITTLE ESTHER**  
 HAWKING BLUES SOMEBODY NEW  
 12090 and 45-12090

**JIMMY WITHERSPHOON**  
 FOOLISH PRAYER TWO LITTLE GIRLS  
 12095 and 45-12095

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Tico—King of the Mambo Records! Also the finest in Rhumbas, Tumbas, Sambas and Boleros. All top artists, many instrumentals, finest recording sounds, available on 78, 45 and beautiful long playing albums. Choice territories open for distribution; write for new catalog. Tico Recording Co., Inc., 143 West 43rd St., N.Y.C. LA 4-6457.

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

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5", 7", 10", 12", 78 RPM, 10", 12", 33 1/2 and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices.

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 220 Broadway  
 Huntington Station, L. I., New York

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Write for free samples  
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 1564 Broadway, New York 36, N. Y.

### The Record Exchange

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

Operator, Dealer—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/2 rpm. New releases every 5 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

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

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 3 or more CONSECUTIVE or 36 insertions, per word 100—110  
 15 CONSECUTIVE insertions, per word 120—130  
 Minimum \$5.

**DISPLAY-CLASSIFIED**  
 Any advertisement using display multiple line space. First line set in 10 pt. bold, balance 10 pt. light. No borders permitted. Copy set on 6 or 8 lines or more.  
 Per word line 100—110  
 3 or more CONSECUTIVE or 36 insertions, per word line 120—130  
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MARILYN

Words and Music by  
FRANK DEWANE

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**RAY ANTHONY'S**  
**GREAT NEW RECORD OF**

**"Marilyn"**



2207

Materiale protetto da copyright



# MIGHTY GOOD MUSIC



## Billy Eckstine

### EARLY AUTUMN

# and BECAUSE YOU'RE MINE

(From M-G-M Technicolor Musical: "Because You're Mine")

MGM 11301 78 rpm—K11301 45 rpm

STILL A HOT ONE

### STRANGE SENSATION and HAVE A GOOD TIME

MGM 11291 78 rpm—K11291 45 rpm

## ALAN DEAN LUNA ROSSA and I'LL FORGET YOU

MGM 11269 78 rpm K11269 45 rpm

### BILL HAYES MY SEARCH FOR YOU IS ENDED and SAY YOU'LL WAIT FOR ME

MGM 11296 78 rpm—K11296 45 rpm

### THE FOUR HORSEMEN INDIAN LOVE CALL and SAN ANTONIO ROSE

MGM 11300 78 rpm—K11300 45 rpm

## HANK WILLIAMS Jambalaya and WINDOW SHOPPING

MGM 11283 78 rpm • K11283 45 rpm

### Introducing HERB KENNY with THE ROCKETS MY SONG and YOU NEVER HEARD A WORD I SAID

MGM 11332 78 rpm—K11332 45 rpm

## ROLL CALL OF HITS

BLUE BARRON & HIS ORCHESTRA  
THE WHISP'RING SERENADE  
and  
I'VE BEEN KISSED BEFORE  
MGM 11312 78 rpm  
K11312 45 rpm

PETER TODD & HIS ORCHESTRA  
MEET MISTER CALLAGHAN  
and  
WHISTLEWOOD  
MGM 30640 78 rpm  
K30640 45 rpm

FRAN WARREN  
WISH YOU WERE HERE  
and  
WHAT IS THIS THING CALLED LOVE  
MGM 11270 78 rpm  
K11270 45 rpm

BUDDY DeFRANCO & HIS TRIO  
CARIOCA  
and  
JUST ONE OF THOSE THINGS  
MGM 11303 78 rpm  
K11303 45 rpm

ART MOONEY & HIS ORCHESTRA  
YOU'RE THE ONE I CARE FOR  
and  
HESITATION  
MGM 11306 78 rpm  
K11306 45 rpm

BARBARA RUICK  
SERENADE TO A LEMONADE  
and  
DELISHIOUS  
MGM 11279 78 rpm  
K11279 45 rpm

JACK FINA & HIS ORCHESTRA  
PASTA FAZOOLA  
and  
RINKY DINKY MELODY  
MGM 11307 78 rpm  
K11307 45 rpm

ACQUAVIVA & HIS ORCHESTRA  
BEYOND THE NEXT HILL  
and  
TILLIE'S TANGO  
MGM 30614 78 rpm  
K30614 45 rpm

JON TILLMAN'S TRIO  
THE JAZZ ME BLUES  
and  
SMOKE RINGS  
MGM 11289 78 rpm

TOMMY TUCKER & HIS ORCHESTRA  
I DON'T WANT TO SET THE WORLD ON FIRE  
and  
I LOVE YOU  
MGM 11320 78 rpm  
K11320 45 rpm



YES! M.G.M. 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.

BLUES IN THE NIGHT..... Rosemary Clooney-Percy Faith..... Columbia 39813

The Johnny Mercer favorite takes on renewed sparkle as Miss Clooney socks across a provocative "low mids" reading to solid support from the disk and chorus under Faith. File "Who Kissed Me Last Night" was picked last week.

I WENT TO YOUR WEDDING..... Guy Lombardo Ork..... Decca 28411

Here's another version of the high-riding ditty that's out for disks of action. Lyrics are marbled with warmth and appeal by Kenny Gardner.

STAY WHERE YOU ARE..... Tony Bennett..... Columbia 39666

A new romantic ballad is protected with tender feeling by Bennett. It's one of his finest performances in recent months and should build steadily.

### 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. TRYING..... Ella Fitzgerald..... Decca 26375
2. BLUES IN ADVANCE..... Dinah Shore-Henri Rene Ork..... Victor 20-4926
3. LOVE ME..... Johnny Ray..... Columbia 39337
4. THE GLOW WORM..... Mills Brothers..... Decca 28384
5. OUTSIDE OF HEAVEN..... Eddie Fisher-Rigo Winterhalter..... Victor 20-4953

### 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. BECAUSE YOU'RE MINE..... Mario Lanza..... Victor 10-5414
2. THE GLOW WORM..... Mills Brothers..... Decca 28384
3. FAITH CAN MOVE MOUNTAINS..... Johnny Ray..... Columbia 39637
4. LOVE ME..... Johnny Ray..... Columbia 39337
5. TAKES TWO TO TANGO..... Pearl Bailey..... Coral 60817

### The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. AODS..... Giselle MacKenzie..... Capitol 2156
2. FEET UP..... Guy Mitchell-Mitch Miller Ork..... Columbia 39822

### 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'M HOG-TIED OVER YOU..... Tennessee Ernie-Flo Maer Morse..... Capitol 2215
2. AMATEUR IN LOVE..... Slim Whitman..... Imperial 8163
3. FOREVER..... Lelity Fitzrell..... Columbia 30997
4. I WENT TO YOUR WEDDING..... Hana Snow..... Victor 20-4909
5. A MIGHTY PRETTY WALTZ..... Pee Wee King..... Victor 20-4883

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SUBSCRIBE TODAY . . . see page 3 for rates



# HIS VERY BEST

# Perry Como

*Singing*



**MY LOVE**  
and  
**DEVOTION**

b/w  
**SWEETHEARTS HOLIDAY**

**RCA**  
20-4877  
(47-4877)



# RCA VICTOR RECORDS





### Copyright Pact

Continued from page 19

Evans also credited Sydney Kaye, attorney for Broadcast Music, Inc., with a large part of the responsibility for the pact's retroactivity clause. The pact applies only to works copyrighted after ratification, but any nation may effectively authorize its application to books or works already copyrighted. Dr. Evans said this was a ticklish subject because it delves into the "danger zone" of "ex-post-facto" laws.



Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt satisfaction coverage of big city and grass roots newspapers, daily and weekly, national consumer and business publications—every periodical you use.

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**TEMPO**  
**BOB CROSS**  
Sings  
**ONCE IN A WHILE**  
**PENNIES FROM HEAVEN**  
with  
**Buzz Adlum's Orchestra**  
TRI 272 80c

**TEMPO**  
RECORD CO. OF AMERICA  
9510 Sunset Blvd., Hollywood 46, California

Headquarters  
for  
**French Records**  
by  
**BEST FRENCH ACCORDION BANDS**  
Write for orders  
from  
**KHOURY'S LYRIC RECORDING CO.**  
P. O. Box 947 Lake Charles, La.

**Sell**  
**First Choice**  
OF MILLIONS  
PERMO, INC.,  
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You'll Be Happy With  
**"EVERY DAY I HAVE THE BLUES"**  
by  
**Joe Williams**  
Checker 2762  
CHECNER RECORD CO.  
4838 Cottage Grove Chicago, Ill.

**PROMOTERS**  
Get our mailing list. Each week the Billboard receives inquiries asking for names of individuals who might advertise and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write: Arena Auditorium Dept., The Billboard, 185 W. Randolph St., Chicago 1, Ill.

**RECORD PRESSING**  
Originators of the  
**NON-SLIP PLAX**  
Records  
**Research Craft Co.**  
1037 NO. SYCAMORE ST.  
LOS ANGELES 26 CALIF.

# Music as Written

### LEEDER TO HANDLE ARAGON, MCGREGOR

Distribution is being arranged for the Aragon and McGregor labels in Ontario, Quebec and the Maritimes by Bill Leeder, record distributor in Winnipeg. Leeder is distributor in Winnipeg for London and Young Peoples Records. These won't be handled by his company in the Eastern territories.

### GRANZ OPENS TOUR AT HARTFORD

Norman Granz's "Jazz at the Philharmonic" teed off its 13th nationwide tour on Friday (12) with two performances in Hart-

ford, Conn. Troupe will hit 57 cities throughout the U. S. and Canada. Following this, JATP will give two concerts in Alaska and three in Hawaii. This year's personnel includes Ella Fitzgerald, Charlie Shavers, Gene Krupa, Buddy Rich, Oscar Peterson, Roy Eldridge, Flip Phillips, Lester Young, Willie Smith, Ray Brown, Hank Jones and Barney Kessel.

### MALVERNE OPENS CLEVELAND BRANCH

Malverne Distributors, New York outlet for Mercury and a number of indie labels, has added a branch in Cleveland, Malverne-Ohio. Firm also has a Connecticut branch, Malverne-New England.

### DOC BERGER LEAVES HOSPITAL

Doc Berger, contact man and disk jockey promotion specialist, recently left Brooklyn Veterans' Hospital where he had been hospitalized for three months as a result of an attack of stomach ulcers. Doc has taken over as road manager of Bill Kenny and the Ink Spots. They go into the Casino, Toronto, for one week starting Thursday (18), and into the Seville, Montreal, September 25.

### New York

Bette McLaurin, Derby Records songstress, has been signed for a couple of personal appearances in Canada with the Ink Spots. . . . Paul Mills, head of Mills Music professional department on the West Coast, is in town for confab at the home office. . . . Eddie Heller, of Rainbow Records, has cut four sides with warbler Frankie Vayo. . . . Stanley Cooper is off on a tour of Midwest deejays for Redd Evans and Jefferson Music.

## MOA Convention Highlights

Continued from page 19

names as Mitch Miller of Columbia, Hal Cook, Capitol, and RCA, Decca, and MGM reps together with Art Talmadge, Mercury vice-president, apparently were all interested in bringing about a closer relationship between the operators and the pubbers.

Constant reminders were made in open forum, as well as in private conversations to the publishers, that the juke box op remained an important cog in the over-all promotion plans on all records, and should, therefore, be considered in the same light by the publisher who has a big stake in the tune, not only from the disk angle, but from sheet music and other royalties which can be earned by those songs reaching the hit classification.

### See Future Action

That the fight by the American Society of Composers, Authors and Publishers to effect legislation at the national level, which would encompass the juke box operators, was far from over was constantly stressed during the three days in which the convention was in session. And lending what appeared to be official strength to these warnings was the address by Congressman George P. Miller of California, who spoke Friday (12) to one of the largest gatherings of the conclave (See separate story).

For the first time, too, it appeared that MOA would gear itself to what now looms as a continuing fight on the legislative front. While there was an unofficial report circulating that a \$400,000 war chest would be built by the ops, thru a \$1 per machine assessment, the official action on this score came today (13) when George A. Miller, MOA president, named a budget committee whose major task would be to build up funds which could be used for a future action in Washington. This is the first time the association has made such a move, heretofore pressing for money from its members as it was needed.

### Get Support

One of the most important factors to emerge from the three-day convention was the closeness between the juke box operator, the firms which manufacture the boxes, and the record and phono-

graph accessory firms. Latter two groups have been a vital part in the support of MOA since its inception, dominating the exhibits, bringing in top record names to meet the ops in person and perform for them at their banquet.

There was no question that this support would continue, augmented by that to be given by the juke manufacturers.

### Few Problems

This year it was also apparent that many of the problems which have cropped up between operator and record maker in the past have been resolved.

Most important of these problems is the one of distribution. This matter is still not solved, but it is reaching ever closer to a solution. Record company reps were able to give operators understandable answers to their questions on this score, pointing out the tremendous growth in the use of 45 RPM disks in jukeboxes today, and revealing that the practice of "underbuying" by distributors was rapidly being discontinued as operators expanded their holdings of new-speed boxes.

Production of better records, wearing-quality-wise, and a similar output in the needle field, were pointed out as not only means of making higher grosses available to ops, but also cutting their operating expenses.

Educational programs directed at the vast record consumer markets were also cited as means by which more people would become aware of the good music to be found on platters, and therefore would be more receptive to playing a juke box.

### More Work, Less Play

Largest convention held to date by the MOA, the 1952 show was one which was held on a note of seriousness. The long, involved discussions covering the ASCAP fight, plus a sprinkling of legal matters concerning operators at the local and State levels, were carefully followed by all in attendance.

Even those speakers who were not directly concerned with this matter and its immediate effect on the operator were discussing it from the rostrum. All publicly reported their continuing support to MOA in any future activity.

## Mfrs. Gird to Challenge EP's

Continued from page 20

initial production, but no kick-off date has yet been set. It has been reported that Capitol contemplates going to EP after the first of the year. Spokesmen for Columbia, Coral, Decca, London and MGM said they had no immediate plans to go into EP production.

One other firm is planning to market EP albums as soon as its production facilities will permit. The not in the pop picture, low-price Remington will convert its 27 classical 45 r.p.m. sets to EP albums and then will begin regular releases of new material. Remington will grant their dealers a 100 per cent return privilege on the old stock when the converted EP albums are available, according to Louis Livingston, vice-president of the firm.

There is evidence of some resentment on the part of individuals in several record companies toward the introduction of the EP. Several feel that the move was ill-timed, coming at the time of the year when record sales peak. When queried as to EP

plans, the spokesman for one company stated, "We didn't dirty the floor. Why should we help sweep it up?"

At the local retail level, news of the EP had not yet reached consumers at press time since Victor's promotional guns had not yet been fired. The new disks were just being received by the stores. There was evidence, however, of a confused price structure among 45 pop albums. With most of the major stores still slugging away at the 30-per-cent off cuts, a price check of four-record 45 albums showed a wide discrepancy. While other labels' albums were unchanged in price, Columbia sets were selling for from \$2.08 (30 per cent off Columbia's new price of \$2.94) to \$3.50. It is expected that Macy's will dip under this low figure next week when they get their shoppers' reports. The giant department store will probably chop another 6 per cent off.

Meanwhile dealers are wondering what the public's reaction to the EP will be.

## Arons to Head Disks & ET's

NEW YORK, Sept. 13—Max Arons, executive board member of Local 802, American Federation of Musicians, has been appointed supervisor of recordings and transcriptions.

The post, which has been supervised by Al Knopf in recent years, had been originally started by Arons in 1935 and supervised by him until 1944.

## Orchestra Melon

Continued from page 1

\$288.80 per man. The mode of payment was worked out in 1947 by the American Federation of Musicians, Local 802 and RCA Victor.

Victor makes payment on the seven-side per session formula, known as the symphonic formula. Each man is counted as having done five sessions. The performances add up to 32 conventional sides.

## Evans Cites Pact

Continued from page 12

block by allowing each country to give foreign writers the same copyrights it gives its own citizens. These separate protocols also were drawn up for optional signature outside of the treaty. One would give refugees and stateless persons living in any country the same copyright treatment as residents. Another would give copyright protection to United Nations publications, while a third would allow any country to withhold its ratification until some other specific nation has ratified the pact. Dr. Evans said the United States has no objection to any of these. The treaty goes into effect with the ratification of 12 countries, including four non-members of the old Bern Authors' Union.

## ASCAP United

Continued from page 18

society, Harbach, it is known, takes the post only because of his sense of duty. He has worked arduously on the problems as the revision of the writer classification and many other pressing matters, and had been anxious to get to work on a new play. The re-election also satisfied many who pointed out that when unity was necessary, seemingly bitter foes could, after all, get together.

The election of ASCAP officers other than Harbach took place last April. The coming election in April may be a vitally important one, for in addition to settling on a president, there will be chosen at that time a new board of directors.

## Chappell Invades

Continued from page 18

TV medium, pointing out that it is a combination of radio theater and films, and yet apart from all three. He calls the Chappell book "a real contribution to the continuing development of musical production on television" and says that many of the book's vignettes could be used effectively on TV musical shows.

An increasing number of publisher members of the American Society of Composers, Authors and Publishers are plotting means of promoting their catalogs specifically for TV. A flock of Broadcast Music, Inc., publishers are doing it via the BMI TV Sketch Book.

Last week, Shapiro-Bernstein revealed plans of publishing its own tome (The Billboard, September 13). Other top ASCAP publishers are known to be preparing specialized approaches to TV. Famous Music, Incidentally, for quite a while has been issuing a book of "Visual Songs," intended for use by TV stations, agencies, etc.

## Fox Negotiates

Continued from page 18

of collecting royalties on phonograph records of compositions owned by American publishers, which are being released in Japan from masters made available to Japanese firms by several major American recording companies, has become increasingly important during recent months, and this office has made an extensive study of the present situation to protect the interest of the publishers whom I represent.

For Cap's work, the diskery will make a service charge of 10 per cent of all monies received. This charge covers expenses, book-keeping, etc. Prior to the Cap-Fox deal, sporadic attempts to collect royalties in Japan had been made at much higher fees. The Cap-Fox agreement is expected to set the pattern for deals with other major diskeries. A good disk seller in Japan now hits sales of about 100,000.

## VOX JOX

Continued from page 20

are for Johnny Standley's "It's in the Book."

Bob Lloyd takes his mike out on the street for sidewalk interviews once a week on his wake-up show over WHTH, Hartford, Conn. All it takes is an extension cord, since the studio is on the ground floor. Lloyd is asking his listeners what time they wake up, so that if they use these automatic clocks, they can have their favorite tunes on then. . . . Deejays at WINA, Charlotteville, N. C. are plugging new tunes based on old tunes and classics with their "Jolly Roger of the Day" feature. They have a list of 50 "steals" on records issued in the past three months.

## DEALER DOINGS

Continued from page 32

### Around and About

Brodsky's, Inc., of Fremont, Neb. would like advice as to how to keep a hit tune on hand, without becoming overstocked when it starts falling off. Comments solicited. . . . Grandma Dean of Louis Dean Record Shop, Hyannis, Mass., advises that she did a tape interview with Sherm Feller and his wife, Judy Valentine, for WOCE. . . . Lou Barilo of WKAL, Rome, N. Y., tells us that he is coming to the Stem for a two-week vacation. He will combine tape interviews with fun.


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65,000 Brand New 78 rpm Records  
Continental 12,000 1 Blues, Jazz, Pop  
Jewel 16,000 1 Western  
Crystal 16,000 1 Western  
Major 14,000 1 Race  
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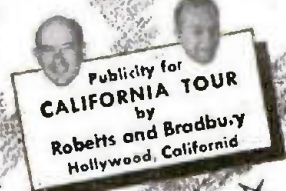
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Also



ROY WIGGINS and HANK GARLAND

TOM DISKIN, Asst. Mgr. Personal Appearances  
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Station KXLA - 11:30 a.m. to 12:30 p.m. Daily.  
"Hometown Jamboree"  
Station KXLA - 6:30 to 7:30 p.m. Daily.  
Cliffie Stone's Evening Show  
Station KLAC-TV - 7:30 to 8:30 p.m. Saturdays  
"Hometown Jamboree" with All-Star Cast  
Cliffie Stone records for Capitol Records.  
Is president of Central Songs, Inc., Snyder Music, Inc.  
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Radio Sponsor, Crawford's Village Store



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at Civic Auditorium  
**DEACON MOORE**  
Station KXLA - 5:30 to 6 p.m. Monday thru Friday  
"The Squeakin' Deacon," Sponsored by  
"Urich's Serve Yourself Stations"  
Station KXLA - 5:30 to 6 p.m. Tues., Thurs., & Sat.  
"The Squeakin' Deacon" Sponsored by Courtesy Chevrolet  
Station KXLA - 8 to 10 p.m. Monday thru Friday  
"The Squeakin' Deacon" Sponsored by  
Erison's Cafeterias and Brother Bob's Furniture Store

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Guest Emcee in San Diego  
at Balboa Park Bowl  
**SMOKEY ROGERS**  
Station KFMB - 6 to 7 a.m. Daily  
Station KFMB-TV - 2 to 5 p.m. Daily  
Owner, Bostonia Ballroom, Bostonia, California  
Owner, Valley Music, El Cajon, California  
Records on "Western Caravan" label

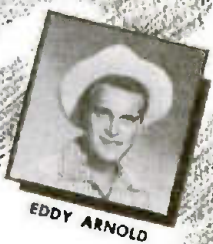


Guest Emcee in Long Beach  
at Municipal Auditorium  
**TEX TINY**  
Station KFOX - 1 to 3 p.m. Daily  
Station KFOX - 11 to 12 midnight Daily  
Station KFOX - 1 to 4 p.m. Saturdays  
"Tex Tiny's Hit Parade" remote program  
From Guardian Furniture Store

All Join To Welcome  
**EDDY ARNOLD**  
The Tennessee Plowboy  
On His First California  
Personal Appearance Tour

RCA VICTOR RECORDING ARTIST  
Latest Special Release  
First Eddy Arnold Kiddie Record

"SMOKEY THE BEAR"  
"HORACE THE HORSE"  
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"SHEPHERD OF MY HEART"  
RCA Victor No. 20-4787 - (47-4787)



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## "JOHN BROWN" NEXT

### Small-Cast Dramas Click for Gregory

By JOHNNY SIPPPL

HOLLYWOOD, Sept. 13.—The old cliché about simpatons tripping in where seraphs fear to tread doesn't hold in the 20th century, with many intrepid youngsters showing the way in traditional breaks. Paul Gregory, 31, head of Paul Gregory Associates, Hollywood, is a youthful visionary who is widening the horizon of auditorium-arena presentations.

For years, the popular practice was to present only major spectacles with heavy entertainment casts in big capacity buildings. On September 28, 1949, Gregory abrogated the popular conception of heavy-cast attractions for the aud-arena circuits by teeing off a 55-date, 10-week tour of the huge-capacity houses with a single person as the attraction.

Gregory, who started as a producer-booker-promoter while at Drake University, Des Moines, with Campus Concerts Corporation, joined Music Corporation of America in 1948 as head of the New York office's concert department. While with MCA, Gregory met Laughton, whose versatile dramatic work he had always admired. Gregory left the Stein-Wasserman firm in 1949, when older heads turned thumbs down on his single attraction concert lure.

#### Pool Resources

Pooling their resources, Gregory and Laughton decided to send Gregory out on the road. He booked the Laughton junket which extended thru Canada and the U. S., with guarantees ranging from \$1,000 to \$3,000. Since that time, Gregory has made 23 transcontinental round trips setting up junkets for his dramatic, small-cast packages. Since that first 1949 debut, Laughton has played 415 dates, 90 per cent of which have been in auditoriums, arenas, school assembly halls and gyms.

Realizing that many houses were without the standard lighting and staging equipment to properly present a dramatic attraction, Gregory conceived a new staging format. Unintroduced, Laughton comes out on a stage equipped with only a small table which holds about a dozen literary tomes. Gregory uses all the house lights during the entire performance, giving the huge halls a kind of living room atmosphere.

All of his packages carry their own P. A. system, for Gregory has found that auditoriums don't have uniform amplifying systems, so that in each new one-night location, an experienced sound man would have to be carried and even then the vocal presentation wouldn't carry properly in some instances.

Gregory places great emphasis on sound systems. He feels that a solo date by the veteran actor is just as much a spectacle as any thing ever produced in an auditorium, maintaining that the well-chosen literary excerpts, selected by Laughton, carry the same impact in proper delivery of the well-written word as any previous aud-arena attractions.

Laughton has a selection of 400 excerpts from which he blends a well-paced program. He prefaces each reading with a short commentary. All of Gregory's programs run about two hours with a short intermission.

Gregory places only one stipulation on a promoter who takes on one of his packages. He asks that the attraction be presented to the largest possible seating capacity in the vicinity. Laughton

feels that just as Americans have an obligation to discover and safeguard natural resources, so they must uncover and conserve literature. He sets no maximum or minimum for duet seating, with instances on his books where the best seats were as high as \$10 to a bottom of \$1.20. Civic groups have sealed the house at \$1 straight and in one instance, the huge Auditorium at Lexington, Ky., was sealed at \$1 down to 20 cents. In order to maintain the proper decorum, Gregory insists that no popcorn or candy hawkers be allowed at his promotions, nor is anyone seated after the show has started until the first intermission.

Gregory is careful in the selection of his literature. For his second package he picked the late George Bernard Shaw's "Don Juan In Hell," on belief that the subject matter, plus the fact that Shaw, while alive, received heavy readership in the U. S., and that his death in 1949 generated a brand-new fandom for the late British philosopher-writer. As cast for the Shaw epic, Gregory chose Laughton, Sir Cedric Hardwicke, Charles Boyer and Agnes Moorehead.

Since the first performance in 1949, the quartet has played 500 performances in houses, ranging from the 7,000-seat Exhibition Building on the Dallas fairgrounds to the 1,000-seat gym of Occidental College, Eagle Rock, Calif. The lighting and presentation are the same as the Laughton format, except that the stage contains four high stools, one low stool and four mikes, before which each star reads his part from a script.

His next venture is built around Stephen St. Vincent Benet's "John Brown's Body," with Tyrone Power and Raymond Massey heading a cast of three, with the fem lead to be chosen shortly. The touring group also will include a 22-person speaking chorus. The tour starts November 5 with 77 performances slated, after which the package will go into a New York Schubert theater for an extended run. With the typical lighting and staging formula concocted by Gregory will go a musical scoring of the speaking chorus, doing four-part harmony, with scoring by Capitol Records' choral star, Walter Schuman, and condensation by Laughton. Gregory intends to hire a narrator, who'll double as a kind of speaking chorus counterpart of a symphony conductor, who'll baton the troupe.

Because of the uniqueness of his attractions, the uniqueness of his attractions, Gregory has pioneered certain towns, which never visited concert packages, by writing to the community and asking newspaper editors and Chamber of Commerce reps for recommendations. Gregory has built 77 new promoters in towns, choosing a leading citizen who spearheaded the drive to present the literary events. In many instances, Gregory had to guarantee against loss before closing the pact. He personally sets up the duet sales in such new vicinities.

In order to insure a fair guarantee and percentage, Gregory has made extensive studies of economic potential thru use of government agency reports and research in amusement papers. He pointed out that he had worked a hall as small as a 100-seat gym in a Catholic high school in La Crosse for a minor guarantee, which is made up in metropolitan areas where greater capacity is necessary.

Gregory, who is a one-man producing, directing and booking office, is also a crusader to revive literary interest. On his last swing with the First Drama Quartet (he travels with all his units), he talked to 57 civic groups, averaging over one appearance per city on the one-night itinerary.

## Furni Expects Big Legit Year; Books Lombardo, Auto Shows

ST. PAUL, Sept. 13.—St. Paul Municipal Auditorium will have Guy Lombardo and his orchestra on hand Saturday (20) for the 50th anniversary celebration of the Minnesota Mining and Manufacturing Company. Building Manager Edward A. Furni announced the theater section would launch its season September 29 when "Call Me Madam" starts a week's stand.

Among other road shows booked for the St. Paul building are "Jane," "Gentlemen Prefer Blondes," "The Shrike" with Van Heflin and Cornelia Otis Skinner in "Paris '90." Furni said that subscription membership for the Theater Guild and Council of the Living Theater was expected to be tripled this year. The St. Paul Civic Opera will present "La Traviata," "Tosca," "Carosell."

Furni reported that the 16th Popo Concert season closed August 30 and again was highly successful. Two automobile dealer showings are set for October, Chrysler on October 10 and DeSoto on October 13. A Women's Institute series starts November 13 and the St. Paul Winter Carnival will be January 29-February 8.

Shrine Circus will be at the St. Paul building for March 8-15 and "Holiday on Ice" plays January 2-6.

## Niebrugge Has Religious Singings At Atlanta Aud

ATLANTA, Sept. 13.—A strong schedule sparked by an appearance of "The Biggest Show of '52" and three religious singings is keeping the Atlanta Municipal Auditorium busy this month, according to Manager H. H. Niebrugge.

Niebrugge also reported that the winter phase of Atlanta's series of repeat expositions will get underway in November.

"The Biggest Show" will be in Thursday (25). One religious singing program is set for this week-end (13-14). Ed Fowler will have an all-night singing on Saturday (20), followed immediately by Herman Nash's gospel singing on Sunday (21). Wrestling, dances and meetings combined to fill up most of the remaining days this month.

Niebrugge pointed out that Atlanta has five trade shows scheduled regularly, some of them open only to members of the industry represented. Southeastern Travelers' clothing show, will be in November 2. It also is held in February and June of each year. Southeastern China, Glass and Gift Show is scheduled for dates every January and July. The National Association of Variety Stores takes days each February and August. The Southeastern Sports and Vacation Show comes in March. The Southeastern Poultry and Egg Association has the auditorium for the fourth week of each January, Niebrugge reported.

## Kostelanetz, Templeton Set At Kitchener

KITCHENER, Ont., Sept. 13.—Andre Kostelanetz, Alice Templeton and Jan Peerce will appear with the Toronto Symphony Orchestra at Kitchener Memorial Auditorium November 12. Building Manager H. M. (Bob) Crosby announced this week.

Don Cornell will be in for an appearance October 2, he said. Gene Autry's show is booked for February 12, and "Ice Cycles" will play Kitchener April 7-11.

Meanwhile, Crosby stated, the roller skating season closed this week. For September 16-20, the building will house "K-W Trade on Parade," an industrial exposition sponsored by the Jaycees of Kitchener and Wellington. Ice will be installed September 24 for the opening of the hockey season.

## Name Mrs. America At Asbury Park

ASBURY PARK, N. J., Sept. 13.—The 14th annual Mrs. America contest held here Sunday (7), was won by 20-year-old Mrs. Evelyn Schenk of Irvington, N. J.

Mrs. Schenk, the wife of a salesman, is almost 5 feet 8 inches tall and weighs 118 pounds. She was entered as Mrs. New Jersey. The runner-up was Mrs. Edna Murphy, who was entered as Mrs. New York City. Some 4,000 spectators saw 34 contestants parade in Convention Hall.

## PROMOTERS

Get on our Mailing List. Each week the Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Broadway Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## Grand Central Expo Schedule Nearly Filled

NEW YORK, Sept. 13.—Fall and winter season of expositions at the Grand Central Palace here will get underway Thursday (18) with the 11-day National Furniture and Home Furnishings Show. Manager James F. Walsh, said some open time remains in May, 1953.

The schedule includes: National Hardware Show, October 6-10; National Business Show, October 20-25; National Hotel Exposition, November 10-14; Power and Mechanical Engineering Exposition, December 1-6.

Coming up in 1953 are the Motor Boat Show, automotive accessories show, National Photographic Show, Radio Engineering Show, Frozen Foods Exposition, American Medical Association and Clapp & Poliak Industrial Exposition.

## Topeka Books Marine Band, Roller Show

TOPEKA, Kan., Sept. 13.—Municipal Auditorium here will have the United States Marine Band as an attraction Sunday (28). It was announced this week by Harry C. Snyder, manager of the building. He said only an incomplete schedule had been booked so far. Coming events include the Shrine Circus, November 27-30, and "Osen and Johnson-Skating Vanities," December 3-4.

Snyder has been recuperating from a fracture of the arm.

## Dramatic & Musical Routes

Bagels and Yox: (Majestic) Boston.  
Bell, Book and Candle: (Biltmore) Los Angeles.  
Call Me Madam: (Paramount) Omaha.  
15-17: (KRNZ Radio Theater) Des Moines.  
C. O. Blinder: (Erie Schenectady) N. Y.  
Country Club: (Grays) San Francisco.  
Four Posters: (Lyceum) Minneapolis, 17-30.  
Gentlemen Prefer Blondes: (Her Majesty) Montreal.  
Guns and Dolls: (Shubert) Chicago.  
I Am a Camera: (Harris) Chicago.  
In Any Language: (Shubert) New Haven.  
Conn. 15-20.  
Mr. Roberts: (Parsons) Hartford, Conn., 18-20.  
Conn. 15: Blue: (Fox) San Bernardino, Calif., 18: (Rus Auditorium) San Diego, 17: (Memorial Auditorium) Sacramento, 18.  
Oklahoma: (Stoyal) Alexandria, Toronto.  
Stage 17: (Chicago) Chicago.  
Sour Pacific: (Municipal Auditorium) Pasadena, Calif.



# Burlesque Bits

By UNO

Beverly Ware, formerly Franzelle, a Paul Morokoff protégé from Kansas City, Mo., and the Hennies Bros.' Shows on which she was a midway feature, is a new Hirst Circuit headliner with a terrific wiggle. ...ack Montgomer's contribution to the State fairs in Springfield, Ill., and Des Moines was a package show of a line of 18 girls; Sally and her monkey, as the feature, and Jack Rosen and Harry Ryan for the comedy end. Nash Sisters, Connie and Ruth, decided to return to the chorus at the Hudson, Union City, N. J. With them came Connie's daughter, Connie Dawne. ... Talk is that Harold Minsky is opening the Adams in Newark, N. J., the first week in October. ... The Bradys, Paul, Roberts and Carby, smart and fast comedy acro dance act with a novel finish, and Janice Day, contortion and acro dancer, were the two specialty turns on the bill at the Hudson, Union City, the week of August 31. Gayety, Columbus, O., came in for a double page spread of pictures and story by Joe R. Mills in the Columbus Star September 6 on the re-opening of the season. Those who appeared in the "It's a Living" layout were Gloria (Flame) Marlowe, feature; Dee Doll and June Cox, strips; Virginia Pollard, straight; Harry Seymour, Harry Pollard and Happy Ray, comics; Max Jay McGee, wife of the Gayety manager; Tom Fern, concessionaire;

Charles Prall, electrician; Don Volpe, ork leader, and Phil McKellar, pianist.

Dallas Yorke, formerly Pat Dallas, for three months a show girl at the Silver Frolics in Chicago, is a new six-foot-tall strip of the acro variety in a Hirst unit, destined for feature prominence.

Lynn O'Neil, Tony Laurell, Roy Victor, musical act, and Brown and Lyall, dancers, are current at the Roxy, Montreal. Jay J. Horack and Dick Zeisler motored from Detroit to arrange for the re-opening of the Grand, St. Louis, September 5. Staff includes Dick Zeisler, manager in his 15th year; Ralph (Midge) Lia, assistant manager and treasurer; Billy Koud, producer and stage manager; Judge Reidelberger, ork leader in his 27th year; Dick Libes, concessionaire; Joe Fritz, doorman; Jetta Barone, chorus captain; Betty McDaniel, assistant. Policy of six days weekly closing on Thursdays, continues. George Wayne is house singer. Opening feature was Dolly O'Day, comics. Claude Mathis and Marty Matthews, and straight man Morvin Harmon. ... Maurie Wayne, new straight man with the Ware-Ferguson-Spears unit on the Hirst wheel, is a former comic who used to work opposite Joe Rio, then Monkey Kirkland. He is also in his 10th year as a retired Army captain.

A new series of "Comedy Workshops," sponsored by the National Association of Gagwriters, designed to discover and develop talent, will feature an expanded course, two nights a week, Mondays and Wednesdays, for both comedy writers and comics interested in burlesque. Writing classes begin September 15, and the comedians' clinic starts September 17, both at the Malm Studio, New York.



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# Adams Plans Semi-Vaude

NEW YORK, Sept. 13.—Joey Adams, who has a TV show over WAAM, Baltimore, Sunday at 10 p.m., plans to start a semi-vaude route with acts that appear on his show, using the format in various Eastern cities over different TV stations.

Adams, who emcees and ties the show together, uses three acts on each Sunday night. The show is co-sponsored by Benrul, Remington Razor and Paper-Mate.

According to Adams, sponsors in Boston, Washington, New York and New Haven, have asked that the show also be done from their cities under local auspices.

A deal is now underway to set such a route using the same acts, but perhaps on a week's basis over local TV stations. Bert Klars, former booker of the now-shuttered Hippodrome, is the producer of the Adams show.

# Bolero Pact Shaughnessy

WILLOWOOD, N. J., Sept. 13.—In an unusual booking arrangement, Mickey Shaughnessy, who has been the summer's headliner at Eddie Suez's Club Avalon here for the past few years, has been signed for the entire 1953 season at the Bolero Supper Club, major room in the center of town. All the more unusual is that Shaughnessy was under Suez's management for many years. Suez also operates Eddie Suez Theatrical Agency in Philadelphia.

Bolero, operated by Oscar Garrigues, plays top names with a talent budget of around \$6,000. Shaughnessy was reported getting \$2,000 a week all summer at Suez's Avalon.

# Double-Barreled Business

Continued from page 17

aggressive host, engineered most of it, showing showmanship ability that is rare outside of the big cities. Sophie Tucker pulled tremendous mits as did her accompanist, Ted Shapiro. Tom and Jerry's standard hand-balancing got a fine walk-off hand. Bourbon and Bain, pint-sized flashy novelty dancers, and Charlie Tyrrell, singing emcee, were equally good in their spots. Midge Miner, little mercuric ballerina in her first date as a single, showed a surprising amount of poise. A few more solid routines and the kid may well be one of the comers of the year. The Clef Dwellers, a mixed six-person singing group, worked in their own spots and did productions. The kids did well, making it a little different from the usual all-male choral group used in such shows.

Besides the Town Casino, Altman and Wallens also operate an amusement park in Williamsville, about 10 miles out of town. The spot, tagged the Glen Park, is a remarkable operation. Surrounded by a tremendous parking lot (jammed on the night caught), the entrance is charged for, and customers walk thru a lighted arcade flanked with bingo and similar games. The park itself has tables, benches and outdoor grills scattered thru its more than 10 acres. Patrons come in, stay all day, cook their food, use the tables, grills, etc., for no other charge than the admission. Much of the area is given over to kid rides of various sorts, none more than a nickel.

**Casino Operation**

The Casino is another big operation within the Park. It consists of a big room, surprisingly well decorated, seating about 1,000, plus a cocktail lounge with talent above a bar doing a lively business. The Casino does a large family trade. Pitchers of beer seem to be staple items. The Casino operates on an admission charge basis, (40 to 50 cents), doing three shows nightly and has about two turnovers. The talent budget is about \$3,000, and the acts caught were surprisingly good, not only for here but for almost any spot.

Ennis and Brown, a man-wife comedy team, drew terrific yocks for material that may be blue but was plenty commercial. The girl

is a pretty blonde; the boy is a dead-ringer for a younger Eddie Cantor. Frankie Rapp comedy emcee, was equally a hit, with a fast line and plenty of guts. Gene Arcade, a legit bary, was almost a show stopper, and Nickolai Knight, a very pretty gal, showed a puppet act based on "Pansy the Horse" that was ingeniously conceived. There's also a small line of girls with three costume changes which move rapidly.

**Polish Polkas**

Patronage is largely a family trade, with some Polish people making it up. The result is that Polish polkas get plentiful play here with audiences enthusiastically joining in.

Both operations draw heavily on Canadian tourists, mostly from Toronto. Altman and Wallens have apparently planned activities and shows to draw on this trade. They haven't missed a bet. They use heavy newspaper space and spot radio announcements, and the Town Casino has its own disk jockey seated in a prominent spot overlooking the bar.

The Town Casino uses the highest priced, talent available. Such names as Sophie Tucker, Joe E. Lewis, Tony Martin, Danny Thomas, Johnnie Ray, etc., come in for a week. The rest of the acts stay on for longer periods. The Komarova line is a departure for the room because it figures to stay there eight weeks. Glen Park also uses smaller attractions. Right now it has Florian Zaback lined up for a September 22 opening. Future names set for the Town Casino are Robert Q. Lewis, Carmen Miranda and Jimmie Nelson.

# Steinman Sued

Continued from page 17

the restaurant corporation's stockholders, \$5,000, and \$4,400 to Martin Gilbert, another cafe stockholder.

As another part of the suit, Beatty has filed claims for back wages for 36 former Crescendo employees amounting to approximately \$2,400.

The cafe folded July 25, with both the AFM and AGVA seeking money for acts and musicians. The recent AGVA claim lists \$450 due Champ Butler, while \$550 is owed Ella Mae Morse.

# Hocus-Pocus

By BILL SACHS

ROBERT LUND, trixster, author of numerous magic articles and Detroit representative for The Journal of Commerce, business paper published in New York, in a recent jaunt to the Big Town managed to squeeze in an odd hour or two with the Manhattan Merlins and his roundabout netted a heap of solid magic reading which Lund contributes herewith. To quote Lund: "All of the sorcerers' shops have suffered a salesless summer. Dealers anticipated the usual seasonal slump but the hot months this year dropped volume to near depression levels. ... Mr. and Mrs. Harry Blackstone checked into the Hotel Royalton for a couple of days. I missed the master by a phone call but learned from Bruce Elliott that Blackstone definitely plans to take out a show this fall, probably a tab unit. Elliott, editor of The Phoenix, reports that the British edition of his book, 'Magic as a Hobby,' sold more copies in six months than the American edition sold in two years. The tome is being translated for publication in France. Bruce squired me around to Martin Gardner's quarters, where we found the former Chicagoan burning the midnight lamps polishing chapters of a new book on cults and cultists. It's scheduled for fall publication by one of the major book houses. ... Magicians, incidentally, could take some pointers on publicity from Messrs. Elliott and Gardner. In the current issue of a pulp science fiction mag, Startling Stories, Elliott has a fantastic yarn in which he weaves Gardner's monicker by citing Martin as an authority on the prophesies of Nostradamus! ... Spotted Fred Keating at a restaurant around the corner from the Palace. At the Palace we caught Kuda Bux headlining the vaude bill. Bux, we regret to report, disappointed us. At the performance we caught, he failed to do the specialty that made his name as a necromancer—his version of sightless vision—even the 'Man With the X-ray Eyes' angle was widely advertised in all Palace promotions and in the public prints. ... Sphinx editor John Mulholland and author Walter Gibson were vacationing out of town. En route to the city, we stopped overnight with Ed and Abby Dart. The former publisher of Conjurers has returned to the insurance business. ... One of the boys in the writt'e dodge told us to look for the next issue of Fate magazine. It will carry an article on Stanley Jaks' mental miracles. The story is tongue-in-cheek stuff to the lad who wrote it, altho it is played straight in Fate."

**BOB NELSON**, of the Nelson Enterprises, Columbus, O., has his kisser smack-dab on the front cover of the August issue of Gen. England's leading magic mag. ... Dr. Jack C. Danks, the magical chiropractor, has been a busy guy. Recently he shifted his office and business to Tampa; a few days later his daughter, Jane (Mrs. Ted Cottonwood), of Beatty, Nev., made him a grandpa with the birth of a daughter, and August 31, another daughter, Jacqueline, became the bride of Sgt. John An-

drew Jackson, of Hillsdale, Ind., in Clearwater, Fla. ... Three magicians, Fred Beckman, Tom Auburn and Ming, were featured in the Youth City Carnival held at Dupuis Frere, large Montreal department store, beginning August 23. ... Joe Dunninger will play the role of Dunninger, the mentalist, in Paramount's new flicker, "Houdini," slated for early shooting. Dunninger also will serve as technical advisor to director George Pal. While on the Coast, Dunninger will also make 13 half-hour TV programs on films, financed and produced by Julian A. Martin, who recently signed Dunninger to a 90-day personal management pact for the films. ... Doc F. B. Sterling (Mahendra) is now the owner of Sterling Natural Foods, health-food store in downtown San Antonio. ... Raymond Scheetz, who toured his own Illusion Show for a number of years, is working in Detroit as passenger agent for the Bob Lo Steamship Line. ... Also still boosting magic in and around the Motor City is Al Monroe, promotion manager for the Detroit Times. Vernon Colbert, magician, and wife, who presents her own dog act under the billing of LaPearl's Canines, concluded their fair season recently at Dayton, O., and are visiting relatives in Cincinnati before beginning nitery and school dates for the fall and winter.

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## Drive-Ins at Point Of Oversupply--TOA

WASHINGTON, Sept. 15.—Citing a vast growth in drive-in theaters throughout the nation in the past year, a Theater Owners of America committee on drive-ins in a report to the TOA convention here today warned that "we are now to the critical point of overbuilding in drive-ins which leads to product fights that in the long run do nothing more than run up film rentals without increasing gross, cut prices, and cause double and triple bills." Urging a need for "good sane operation" of drive-ins as needed more than ever before, the committee said: "We have seen one drive-in during July in a major city, not overbuilt in our opinion, advertising two features, both on 35-day availability, five comedies and cartoons, an acrobatic live act; and, in addition to this, offering free popcorn and snow cones to every child under 12 attending. When the novelty of something like this wears off, what will they offer next to top that?"

The committee asserted that drive-ins are now located in near-

ly every city of 5,000 or more and in many places of less population. "It is our opinion that these small town situations cannot prove profitable to any degree if run in opposition to the theaters," said the committee, "and recommend that every small town exhibitor give thought to building his own drive-in in his community for his own personal good as well as the good of the industry."

The committee continued: "Drive-ins today need more than ever before good, sane operation. The inexperienced are now letting their places run down, become overrun with weeds, making it appear as if they are on their last legs. We feel that there is still room for drive-in expansion. We also feel that drive-ins can come into a town without hurting a conventional theater a great deal, providing that the drive-in goes after the business the theater does not get rather than trying to take part of the business from the theater by stealing the product and running the same type policy as an indoor. We feel if the theaters indoor—running 52 weeks a year—can continue their own business and the drive-ins create extra business, that both exhibition and distribution are sure to get extra revenue over-all."

"It has come to our attention that many drive-ins are setting programs that will help concession business. Yes, concessions are important—but not as important as a satisfied customer who will return to pay another 50 cents at the ticket window. We have seen many 50 cents driven from the box office by overly long breaks, short subjects booked because the customers don't like them and go into the snack bar, or shows too long and trying in order to keep them present long enough to get hungry. More than once this year a film salesman has been heard to say "buy and book this short subject"—it will fill your concession stand." We can't agree for our first duty is to entertain our paying customers with what we have on the screen—not charge them admission for the privilege of buying at our concession stands.

We still feel nearly 50 per cent of the people in America have never been in a drive-in theater—even today with 3,200 in the country. With a new audience of 75 million to attract, we have a long way to go to reach our peak. Make them drive-in conscious, educate them where to go, treat them right after you get them, and drive-ins will prosper in 1953 as never before."

## Cincy's P. H. Skatery Racks Up Hefty Biz

CINCINNATI, Sept. 13.—Lou Meyer's Price Hill Roller Rink here kicked off the fall season in brilliant fashion, registering capacity business at the first five sessions to have up a total gross business record 38 per cent above the corresponding days of 1951. The suburban skatery opened Friday (4) night and already has booked 13 parties.

Part of the credit for the early-season business, officials believe, goes to a Sunday, August 24, interview over the local WCOP-TV, conducted by the station's Frank Milburn. Operator Meyer, Manager C. V. (Cap) Sefferino and one of the rink's better gal skaters went to the station for the 15-minute interview which plugged the rink's opening and skating in general. The girl demonstrated the proper use of skates.

Prior to the opening Meyer staged a party at the rink for some of his regular patrons as a token of appreciation for past patronage. Only 30 were invited, but gossip spread the news rapidly thru the densely populated suburb and more than 300 skaters turned out for the event which featured free skating and refreshments.

During the past summer the rink's interior was given a face-lifting. Everything was repainted, the floor was resurfaced and all equipment overhauled.

As in the past, the rink will operate nightly except Mondays, Saturday and Sunday matinees again will be offered.

## Playland, Rye, Sets Ice Rink Bow for Oct.

RYE, N. Y., Sept. 13.—Playland, Westchester County owned and operated amusement park, opens its ice rink October 24, Alan MacNicol, park director, announced this week. Housed in the large Casino, the rink is again expected to be "home ice" for the Westchester County High School Hockey League.

Afternoon and evening sessions will be scheduled, daily, with morning periods added on Saturdays, Sundays and holidays.

## Roadshow Rep

SKETS MAYO, well-known minstrel man of Nashville, was presented with an old register sheet of the Savoy Hotel in the Tennessee city recently. Dated Sunday, January 19, 1919, the sheet lists Neil O'Brien and his minstrels, Vaughn Comfort, John King, Nyle Verne, Frank Bourn, J. C. Brown and James O'Hagan. Mayo trouped with O'Brien, Lassie White and Dan Fitch minstrels. He now operates a costume house and stages home talent minstrels for organizations thru the South. Happy Kellems visited Mayo recently and saw the register sheet. E. R. Cairns has been getting good business with his outdoor show. He plans to return to halls this winter and will play Northern California spots.

B. J. Hurley, writing from St. Louis, wants to know what has become of old-timers like Skip Hawkins and Al Stevens. He also would like to know if any of the members of the Jack Turner Tent Show are still active. Cliff Jersey advises from Sodalia, Mo., will promote amateur shows again this winter. He had a crew working a national magazine offer this summer.

EVERETT THURBAULT has been chalking up good business with his stroller-type show and will continue to play Prosser, Wash., during the school season. "I remained in the Midwest until I finally got on to the fact that there was nothing there for performers in my line," Thurbault says. "It adds up to a few weeks in the summer and nothing in the winter. I moved West and have kept going for the past nine years despite cold, hard winters. I work partly with a line of merchandise and mostly with my own show. I buy the best of material and have hit some West Coasters who thought they had something that no one else had but my show goes over and I hold my own in eating spots. I show them that all the talent is not in New York and Hollywood."

Joseph Tryon will promote hobby shows in New England this winter. He plans to open the season in Gloucester, Mass. Harry Carney has his platform show playing in good business around Waco, Tex. He plans to move to West Texas soon where he will spring with an indoor show in October.

CHARLES LOGAN had nothing but orchids to dish out following a visit to the Rabbit Foot Minstrel Show recently. Writing from Lake Villaz, Ark., Logan says: "The show impressed me from the beginning since all trucks were in excellent condition, brightly painted and lettered. Color scheme is red and white and novel pictorials are painted on each truck. Show was set up in two hours with a minimum of talk and shouting. The top, which is the largest of anything short of a circus, looks good and the concession equipment is the most modern available. The show looks better on the lot than anything I've seen in years. I caught their performance at night and they played to a packed house. Lighting and costumes and the chorus and specialty numbers were outstanding and the comedians delivered well. Most observers feel that this year's Rabbit Foot Show beats anything since the High Brown Follies of 1929. As proof, about 90 per cent of the main show audience stayed for the concert. Shows were loaded before midnight and the operation was just as business-like as that which prevailed during the set up."

Sefferino Reopens CINCINNATI, Sept. 13.—Sefferino Rollerdrone Skating Club, William Sefferino, operator, reopened for the fall season Friday (12) night. As in past years, the rink will operate nightly, except Mondays and offer Saturday and Sunday matinees.

Carl Levers reports from Frederick, Okla., that he has been doing fairly well with a platform show and has been putting out many wall maps which he is featuring. Levers says that there's money in Texas for those who want to work. "Hire a performer today and he wants too much money for what he can do for the owner of the show," Levers adds. "I met Boyer Williams in Ardmore, Okla., and he has a mighty little hook-up for a trailer museum. He and his wife are doing well with their music and vaude dates."

John F. Boyd, manager of the Ford Drive-In at Stanton, Tex., for the past five months, has resigned to take a similar position with a theater circuit in the Rio Grande Valley. Norman T. Hodge has added several improvements to his Pioneer Drive-In at Merkle, Tex. The new 300-car-capacity Carol Drive-In has been opened at Gilmer, Tex. Two men, who stole a loudspeaker from the Fleeta Drive-In at San Antonio, were quickly caught by local police as they fled from the scene of their crime. Wildwood Drive-In, near Wildwood, N. J., is extending its season until September 29, is carrying free coupon ads in local newspapers. The cut-outs entitled the holder to free admission—for car and driver only—on all week days until the closing of the open air for the season. The coupons are not good for Saturdays, Sundays or special shows.

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## Lake Worth Rink Flattened by Storm

FORT WORTH, Sept. 13.—Carl Elston, owner of the Lake Worth (Tex.) Skating Rink, estimated damage to the rink at more than \$12,000 as the result of a recent freak windstorm in the area. All that remained of the rink was the floor. The roof and the walls were nothing but debris, according to Elston.

## Checkroom Biz Tried By Sutphen at Fair

DETROIT, Sept. 13.—Walter E. Sutphen, operator of Varsity Gardens Roller Rink here took a fling at another side of show business by leasing three checkroom concessions at the Michigan State Fair, which closed a 10-day run here Sunday (7).

## Drivin' 'Round the Drive-Ins

MICHIGAN drive-in theaters are being asked to take out a license for the use of recorded music by American Society of Authors, Composers and Publishers if they use such records, both for playing before and after the regular show. No opposition to the requirement has materialized according to Sylvan S. Grosner, ASCAP counsel, altho some theaters have indicated they are not using such a music policy, making any license unnecessary. Frank Webb, has purchased five acres of property at Melfort, in Northwestern Saskatchewan, and will start construction this fall on a 300-car drive-in to be opened in the spring. He is connected with the Star Lite Drive-In Theater, Saskatchewan, Sask.

**Portable Skating Rink**  
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180' x 60', now operating in South Georgia.  
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Rink in Amusement Park. Year-round operation.  
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# London Dispatch

Continued from page 2  
name or semi-name American artists.

Says Equity, "If in future, British actors are to be confined to supporting roles on those grounds, our films will lose their integrity and therefore their market value."

## CYRIL STAPLETON IN HASSLE

A fine hassle has blown up since the British Broadcasting Corporation's new show band leader, Cyril Stapleton, asked three of the Skyrockets ork who play the Palladium to join his team. All three asked to terminate their Skyrockets contracts today, when the current Bob Hope show ends. There was nothing leader Woolf Phillips could do to stop them, nor had he reason to. But now come rumors that Palladium boss Val Parnell has been getting excited about what he thinks is BBK poaching on his ground. One unconfirmed report says he has even threatened to end the present Saturday night broadcasts from the Palladium, a loss which would probably sadden the BBC more than the public. Palladium singers, too, have been finding their acts, slanted to take in the theater, are not going down so well when channeled over the air.

## JOY, SORROW FOR NOEL COWARD

This has been a mixed week for Noel Coward. First came the death of his friend and partner, Gertrude Lawrence. On September 9 came a showing of the Rank film "Meet Me Tonight," based on his "Tonight at 8:30," with reviews this side of ecstatic. Last night the Lunts opened in his latest play, "Quadriple" at the Phoenix. The piece has a two-month tour around the provincial cities without a seat empty. It looks as if they might repeat that record in the West End. . . . Frankie Lane is to make two TV films here during October. . . . Beginning September 29 singer Anne Shelton will be back on the air in a weekly program she shares with comedian Alfred Marks. . . . When Mary Martin leaves the cast of "South Pacific" in November, Julie Wilson will take over.

## Jeffersonian

Continued from page 14  
cases other cast members do little more than feed him lines.

This one-man script treatment was undoubtedly necessary to the spirit of the series, but the fact remains that under such an arrangement the basic quality of the series is 40 per cent dependent upon the stature of its leading performer. Fortunately, the NABE realized this, and spent a sizable share of its Ford bankroll to snare the right man for the role—Claude Rains.

The legit-flicker star's flexible vocal range and quietly authoritative underplaying enables him to sustain audience interest through soliloquies which would totally defeat many an able actor. This gift for the masterful understatement was put to good use a couple of seasons ago when Rains garnered magnificent reviews in one of the longest stage roles ever written, the old guard Communist in "Darkness at Noon."

Need Fulfilled  
Without Rains or someone of like stature, "Jeffersonian Heritage" would be talky and uninspired. His importance to the series was emphasized earlier by the NABE itself, when the committee postponed production on the show for two months until Rains could fit it into his schedule.

The first show in the series registered maximum audience impact via Jefferson's vain attempt to have an anti-slavery clause written in the constitution and Rains' convincing explanation of Jefferson's tolerant religious views.

The series will endeavor to relate Jeffersonian history with current world affairs whenever possible. Titles of forthcoming programs include: "The Democrat and the Commissar," "Light and Liberty" and "What the Jeffersonian Heritage Means Today."

# Paris Peek

Continued from page 2  
the repertoire of the "Francaise," and stars with name value, and theater will play short runs through the season. Opening presentation stars Danielle Delorme in a play in which she was supposedly to have made her entrance into the "Francaise." Ibsen's "Doll House." Next scheduled is Robert Lamoureux in the title role of Moliere's "Scapin." The "Francaise," meanwhile, will open its main theater, Richelieu, with Julien Green's "Sud" (South).

OTHER LEGIT DEVELOPMENTS . . . At the Theater Potiniere, a first play of Raoul Prexy, "Beaufils and Fils," is scheduled, and Odette Joyeux is back in Paris working out details for her new play, which stars Jacques Francois and herself. The play has a pre-Paris run in Belgium and should arrive sometime in October. No title has been set. . . . Actor-director Jean le Poullin tried his hand at being an author with "Koenig," a Buddha philosophy, very avant garde style, at the Studio Champs-Elysees. The critics were not too happy with le Poullin's first try. . . . "Cuisine des Anges" (Cooking of Angels) has been bought up for a fall Broadway presentation. . . . The pro-Communist, anti-American play "Col. Foster Pleads Guilty," now has popped up in Budapest with the North Korean actor, Kim de Kim, directing.

## MEDRANO CIRCUS IS ACCLAIMED

Rosario and Antonio open at the Theater Champs-Elysees this week. . . . Mitty Goldin, head of the ABC Theater, signed Georges Gueyary and Bourvil as stars of an opera written by Francis Lopez and Raymond Ynce, for his theater this winter. . . . The Rose Rouge nitery re-opened with Picolette, the puppets of Yves Joly, and as usual, Yves Robert's troupe. . . . Medrano circus opening received critical plaudits for bringing back the traditional three-ring type circus. Medrano has decided, however, that at least for the next few months, he will be a star policy show. . . . On September 28 into the ring goes Buster Keaton, until October 16. During the Christmas season, stars of the show will be Laurel and Hardy. Another Medrano attraction forthcoming will be his clowns playing in farces of Moliere. . . . John Ringling North in town, shopping for acts to bring back to next year's Barnum circus.

## PARIS BALLET HEADS FOR TOKYO

In October, stars of the Paris Ballet leave for a 12-performance stint in Tokyo. . . . A new radio series started this week, called "Here's New England," consists of transcriptions, done in New England by two Frenchmen, based on activities of the Franco-American population in New England States. . . . Bing Crosby has finally found his leading lady for the film version of Laski's "Little Boy Lost" to be shot here. She's Nicole Maurey, and the publicity boys have started billing her as another Rita Hayworth.

## Ways of Mankind

Continued from page 14  
words — D.P., U.N., etc — was termed "the compressed wreckage of phrases."

Among the most effective script devices used to "humanize" the science of semantics (and translate it into terms of everyday living) was that employed to illustrate the commentator's statement that "language reflects the culture of a country." This point was emphasized by dramatizing the testing differences between words spoken by mothers in each land when reprimanding a naughty child. (e.g. American mothers say "Be good"; French, "Be wise"; Swedish, "Be friendly and kind"; German, "Be in line-conform.")

Subjects explored on other "Ways of Mankind" program, ("Ethics," "Authority," "Museums," etc.) should offer even more scope for the CBC's sophisticated packaging technique for the documentary.

# The Final Curtain

ALLEN-Joseph, 40 veteran character actor associated with George M. Cohan for many years. In New York, N.Y., September 13. Born in Boston, he began his career in 1898 as a singer with the Castle Opera Company. A few years later he went to New York in "The Wild Rose," with Eddie Fox. He appeared in over 50 stage productions, of which about 20 were solid hits. It was with Cohan, however, that he attained his greatest success. For 18 years, whenever a Cohan play opened, Allen was cast in the role of first comedian. In "The Tavern" he immortalized the line, "What's all the shouting about?" He was cited by the Lambs Club in 1929 as "one of the greatest contemporary musical comedy stars" and further noted for creating the role of the hermit in "Seven Keys to Baldpate" and the ranch cook in "Zander the Great." Buried at West Roxbury, Mass., September 13. A daughter and a son, Joseph, was an actor, survivor.

BATES-BATCHELDER—Mrs. Tryphena, 60, died August 19, September 8 in Coshen, N. Y. She had been married

## Picture Business

Continued from page 2  
story which were definitely uncomplimentary and slurring remarks about the television industry.

One such example was the bottom half of a double bill in a picture produced by one of the minor companies in which several cracks were made regarding the television industry, and it was fairly obvious from the tenor of the remarks that the two hack writers listed on the credits in this "Z" film had probably been unable to secure employment in the television industry. There is a current picture which is taking its cracks at television, and it is resented by those in the television business, as there are plenty of people in the television industry who would have liked to pick up a couple of bucks acting in capacity of technical advisor and it is reasonable to assume that they probably could have provided the writers of this picture many stories of funny happenings in the business. It is believed, however, that several of these television veterans are saving this material in order to sell it to the television picture people in a few years on the lives and loves and happenings of man during the early days of television. Anybody know a good agent?

"This story will run along the same lines of 'Sunset Boulevard' and the recent Gene Kelly production which told about the picture business during the transition from silence to sound. The television picture cannot be written as yet as the third dimension or 'mellowvision' has not yet been developed.

"In motion picture criticism of television, it is respectfully suggested that any of the oldtimers in the picture business who might be inclined to feel not too well about this invasion of their domain, to time any television station on any one night, and observe some of the old smellers that they turned out when they were just getting started.

"This is getting off the subject and as regards television satirizing the motion picture industry, we feel that an over sensitivity has developed which has given cause to large groups in the picture industry becoming extremely riled. There is probably no solution to the problem. Everyone in the television industry does not have the time or the effort or the energy to rise up en masse against these slurring remarks that are made against their baby in the theaters throught the country, and the reason for this is that their time is being spent trying to figure out how to get rid of these horrible old movies we have to run every night."

## Communism

Continued from page 14  
a Communist-controlled Chinese village told the story of his gradual disillusionment with the party. This restrained tragic account of how a village was betrayed was more powerful than 100 fiery, breast-beating narrations.

Commentator Arnold Moss handled a difficult job with commendable ease, and scripter Milton Geiger captured an authentic feeling of the East in his descriptive narratives. Credit for the program's unusually frank and honest appraisal of the situation belongs to the astute supervisory committees of Harvard, Stanford and Columbia.

by many governments and her works form a collection in the Library of Congress. There are no immediate survivors.

RECKMAN—Albert, 40, theatrical agent and producer, September 6 at Klamath Lake, N. Y. With his partner, John Frankay, he operated the Entertainment Bureau of America, one of the oldest and largest suppliers of talent. The pair also produced "Bagels and Voo" and "Bagels and Mink." His wife, two children, his mother and two brothers survive.

REYNOLDS—Max Smith, 42, former radio announcer for WQXR, September 4 in New York. He had been on the stage with Walter Hampden in Black Strawberries and other shows. He had also been an announcer on WJNY and WJLN.

BROWN—A. E., 61, veteran circus musician who since 1928 had operated the Star Printing Company Omaha, September 5 at his home in that city of a heart attack. Brown had played trumpet for the Max Baer's, Campbell Bros. Circus, the old Cole Bros. Circus, Bellaflo Circus and the Yankee Robinsons. He had done in Calif. as a manager of Dickey & Terry's Uncle Tom's Cabin show and had also played sax with the Great Barnburner Six for 10 years. Services September 5 and burial in Omaha.

CARROLL—Dr. P. J., 44, one-time president of the Clearholm, Iowa, Shipyard and Fair Association and one of the main instigators of the revival of the Clearholm Shipyard, at Clearholm, Iowa, Campbell Bros. Circus, the old Cole Bros. Circus, Bellaflo Circus and the Yankee Robinsons. He had done in Calif. as a manager of Dickey & Terry's Uncle Tom's Cabin show and had also played sax with the Great Barnburner Six for 10 years. Services September 5 and burial in Omaha.

DEAN—Mrs. Ethel, 62, secretary of the Estevan (Sask.) Agricultural Society for 23 years at Estevan, Sask., August 29. Survivors include a son, Kenneth, in Estevan; one sister and one brother. Burial was

DELIVER—Wiliard Whitely Straight, 30, Coolidge and Fair Association on the stage as Beatrice Straight, drowned September 7 in a pond at the Cookman's Nursery, Hillsdale Park, near Arden Park, N. Y. His father, editor and publisher Louis Deliver, is in Paris.

DREHIA—Mrs. Susanna Jane, 70, "Miss Reading Fair" of 1946 and a singer with various orchestras, September 8 when she plunged to her death from the aisle of her home in Reading, Pa. After winning the Reading Fair award for her singing with the Jack Heald's orchestra and was vocalist with the Normal Caravan of all-star entertainers. Two daughters and her mother survive.

HAYES—William R., 40, organizer, owner and general manager of Du Quoin Bible Fair, Du Quoin, Ill., September 10 as a result of a heart ailment, after a September 10 (Details in Fair section).

LEIGHT—Margie, 51, wife of Bill Leight, of the National Theatrical Agency, Baltimore, in that city September 10 when she learned the deceased was featured prima donna with her husband's "Teddy Bear Gipsy Revue" near the old Joe Gallagher and Gus Sun tabloid circuses. Prior to that she toured for a number of years in vaude in a double act with her sister, Louise Welch, billed as the Wright Sisters. She quit the stage when she and her husband settled in their native Baltimore some 13 years ago. Surviving are her husband; a daughter, Louise, and a son, William Leight Jr.

LENEX—Vladimir Bihler, 30, one of Dramatic's most popular actors, September 8 in Copenhagen. For 32 years he appeared in legit, revues, musical comedies and variety. He also worked in films and radio. His last big role was that of Buffalo Bill in "Anne O' the Four Guns" at the Normandie Theatre, but appeared on radio last July to a program of his hit songs.

MACFARLAN—Josephine, wife of Harry MacFarlan and a veteran trouper with circuses, September 6 in New York after a long illness. She had been wardrobe mistress with the Hagenbeck-Wallace and Cole Bros. Circus. Body was sent to Philadelphia.

MCCARTHY—Benjamin W., 28, theatrical transfer operator for more than 30 years, September 10 in Germantown, Pa. His wife, two sons, six daughters and a half-brother, former manager of the Burton Red Sox, Joe McCarthy, survive.

MENCK—Paul, 42, member of the Pioneer Shows for 15 years and that organization's general agent for the past seven years, August 30 in Hinghamton, N. Y. Services September 3 and burial in Hinghamton (Details in Carnival section).

## Marriages

DAVIS-GUNNELL—Don A. Davis, manager of the Jaffe Agency's New York office, and Laura Gunnell, model, September 13 in New York.

KLAGER-LEHR—Gerhard Klager and Lulita Lehr, former legit grandstand singer, were featured with the Ringling-Barnum Circus in the '30's and also appeared in U. S. vaudeville and in leading European theatres and variety theatres, August 30 in Braunschweig, Germany.

KREYCHINSKI-POMP—Walter Kreychinski, concert pianist, and Patricia Sue Pomp, daughter of Mr. and Mrs. John Pomp of Cicaville, Ohio, August 3 in Iuka, Miss.

SHERRAN-BIRD—Jack Sherman to Barbara Bird in Dallas, August 31. He is WPA-TV sports editor.

TRIVINO-CAMPBELL—Selvatore Trivino and Mary Campbell, owners of the Circus of the Melody Fair Theater musical company, Danbury, Conn., in that city recently.

MEYERS—Joe, 59, August 13 in Mobile, Ala. He had been in show business since 1918. Survived by his widow, Irene.

MELICK—Joni, 44, Birmingham, N. Y. Melick was married home July 6 with a heart condition. After serving as assistant manager, under Melick's direction, on Pioneer Shows. He had no immediate family. Surviving are some distant relatives.

PITOU—Gertrude, 73, known in the theater as Gertrude Cougblan, September 11 in Easton, Georgia. M. Y. She was the wife of Augustus Pitou, theatrical producer, and daughter of Charles Cougblan actor and playwright in whose plays she starred on Broadway. In 1901 she received praise from the critics for the performance in her father's play, "Becky Sharp." Her last Broadway appearance was in 1936 in "Pardon My Dust." She leaves her husband, two sons and two daughters.

ROBERTS—Walter (Stall), 46, for 50 years in the carnival business, recently at the home of a sister, Mrs. Walter Dixon, 10, Pure at Calif. died of the results of the Arizona Sherburne's Association. Other survivors are his mother, Mrs. Olivia Chantler, his daughter, Mrs. Gladys, Clyde, Turlock; William, San Francisco, and Charles, Washington, and two other sisters, Mrs. Sam Freed, San Francisco, and Mrs. Olive Stein, San Carlos, Calif. Burial in Turlock Cemetery.

ROBERTS—Ralph, who with his wife, the late Elsie Denmark, appeared in their comedy-musical act in Earl Carroll's Vanities, Big Wynn and Weber and Fields revues, and in vaudeville for many years at the R. J. Hospital, Providence, R. I., September 9 after a long illness which forced his professional retirement in 1939. Born Ralph Ronald, in Santa Apollonia, Italy, September 17, 1890, he had lived in Providence since coming to the U. S. at the age of 10.

ROBERTS—Peter, 44, Gary, Ind., race driver, September 7 at Detroit when his midsize race went thru two guard rails and into a Michigan State Fair. Survived by his widow and two children.

SAWYER—Wilm H. (Mack), 76, at St. Louis Hospital, Newton, Ia., September 3, of complications following a heart attack. He was a show owner and manager of the Iowa Theater, Newton, and had been prominent in Iowa democratic politics. Having been a candidate in the Iowa 1936 primaries for United States senator. He served 16 years as assistant State auditor and post-examiner in charge of State records. Services September 9 in Newton.

SPYCK—Mrs. Beatrice Carter, 40, former WPAA Women's news editor, September 8 in Dallas. She broadcast on WPAA during World War II as Diana Dale. She was the wife of Hugo T. Speck, foreign minister of WPA. She also was the eldest daughter of Amos O. Carter, publisher of The Fort Worth Star Telegram.

TALBOT—William, 40, actor, September 5 in Dallas. He was a blackface comedian with the Laessle Wylie Minstrels and later worked with the Honey Rops show. Survived by his widow; a daughter, Mrs. Jack Ide, Greenville, Ill., and a sister, Mrs. E. A. Mr. Oklahoma City.

THOMAS—Stephen, 41, in Laurel Heights Sanatorium, Shelton, Conn. He was owner-operator of the Pineside Restaurant, Shiloh on the Potomac, Bedford, Conn. Succeeded by his widow, Rose, a son, Stephen; two daughters, Mrs. Edith O. Thomas, in Netherlands, and Margaret B. Strittors, Conn.; a brother and a sister. Burial in St. Michael's Cemetery, Stratford, September 7.

TREHMAN—Earl R., 54, electrician with Coleman Bros. Show, August 28 in Dallas. He attacked a Bullfinch Spa, N. Y. He served in that capacity for more than 10 years with such well-known entertainers as W. C. Cahn, J. P. Holt and Harrison Greaser shows. Survived by his widow, Grace, Hollywood, Fla., and a daughter, Southern Memorial Park, North Miami, Fla.

## Births

COLEMAN—A son, Kim Edward, to Mr. and Mrs. Edna Coleman in Dallas, September 6. Father to be the public relations staff of WGN.

GLAMBLING—A daughter, Ann Bradley, to Mr. and Mrs. John P. Blum, in New York. Father is WOR commentator and son of John B. Gambling, WOR veteran announcer.

GRISWOLD—A daughter, Christine Helen, August 29 in Woman's Hospital, Detroit, to Mr. and Mrs. Walter P. Orwig. Father was business manager of the former Griggs Gracie Show.

HATHWAY—A son, George, to Mr. and Mrs. Frank Hathway, August 23 in San Antonio, Tex. He is a member of WQAI and WOAI-TV in that city.

ROMIG—A son, Christopher, August 30 to Mr. and Mrs. Irvin Romig, Father is a clown.

STRADLER—A son, Charles Anthony, to Mr. and Mrs. Joe Stradler, August 21 in San Antonio. Father is a TV technician with WOAI-TV, San Antonio.

SMYTH—A daughter, Susan, to Mr. and Mrs. Harry R. Smyth August 20 in Temple University Hospital, Philadelphia. Father is a full announcer at WPTV in that city.

STEWART—A son, James Erwin, September 2 to Mr. and Mrs. James Stewart in Columbus, Ga. Father is a radio jockey at Station WRDL in that city.

TAYLOR—A daughter, Lynn Lynn, to Mr. and Mrs. Hal Taylor in Chicago; secretary father is a radio producer for the American Broadcasting Company in the Central Division.



## California State Shatters Records With 778,756 Gate

W. C. Wright Launches Drive For Construction of New Plant

SACRAMENTO, Sept. 13.—Despite blistering heat that caused the 1952 California State Fair to duck under its last year's figures on three days, the event ended up its 11-day run Sunday (7) with a new record attendance of 778,756. This beats the all-time high of 1951 by 18,227.

Turnstile clicking opened strong with a mark of 46,751 against 41,663 for the same day last year. The increase continued the following two days with the slackening taking place on Sunday (31) and holding down thru Labor Day and Tuesday. With the weather cooling late Wednesday, attendance climbed again and brought out the event with a new figure. In a similar upward trend was pari-mutuel betting. Total for the nine days' events hit \$3,849,035, which was \$291,234 more than was wagered last year. Paid attendance at the races was 103,189 compared with 90,295 a year ago.

### Grandstand Off

This year's grandstand night shows pulled only 87,422 patrons against 101,456 in 1951. However, this year only two stanzas of shows were used against three of a year ago when Jerry Colonna, Sons of the Pioneers, and Dennis Day were headlined. Booked by MCA and handled by Don Mulford and Stuart Allen, the headliners were Jack Benny, who set a new five-day show record of 48,702 to beat the previous high mark of 40,940. Xavier Cugat opened Tuesday (2) for the last six days with his fast moving "Club Cugat" attraction.

While it was thought improbable that the State Fair would best its 1951 record, the new mark further emphasized the need of a new site. This already has been purchased and contains 1,000 acres. New buildings this year were constructed with the idea of moving them to the new location, once materials are available.

## W. R. Hayes, Du Quoin Fair Prexy, Dies

DU QUOIN, Ill., Sept. 13.—William R. Hayes, 75, founder and president of the Du Quoin State Fair and owner of a leading harness race stable, died here Wednesday night (10) of a heart ailment. In addition to his fair and horse interests he was one of the biggest bottlers of Coca-Cola in the State and seven years ago had an interest in a chain of movies, opera houses and theaters.

Hayes started the fair here as a hobby. He acquired an old strip coal mine site as a fairgrounds, put it in grass, created 19 lakes, 28 miles of roads, built a \$500,000 grandstand and a mile race track. In addition to its Grand Circuit Harness racing, the fair is noted for its name attractions, this year's annual having Milton Berle as its headliner.

He was born in Christopher, Ill., where he started as a delivery boy in his father's soft drink plant. He developed the Midwest Dairy Products Corp., until it had plants in 39 cities in eight States. He later separated the soft drink and dairy divisions, selling the latter.

The Hayes Fair Acre stables has produced such noted harness horses as Pronto Don, the No. 1 money winning gelding of all time, and Lusty Song, winner of the Hambletonian in 1950.

He is survived by his wife, Ethel, and two sons, Eugene and Donald.

W. C. Wright, fair board president, asked aid Tuesday (2) in getting the new site. He urged fairgoers and exhibitors to rally behind the officials to get fast action on the development of the new location. He made his plea at the program of the Wine Institute during the crowning of the Vintage Queen.

"We already have the master plan for the new fairgrounds," Wright said, "and when the Korean War is over and materials become available, we will be ready to put those plans into being." He added that possibly strong public support would be

(Continued on page 68)

## Knoxville Nudges Thumping '51 Gate

Clear Weather Ups Grandstand Biz By 10%; Polio Cuts Kid Attendance

KNOXVILLE, Sept. 13.—Tennessee Valley A. & I. Fair entered the final day of its six-day run today with better than an even chance of finishing with a total attendance tally slightly higher than its 156,816 gate of 1951, which was the highest recorded since turnstiles were installed in 1947.

Official attendance figures for the first five days were unavailable early this morning, but the count for the first four days was about 12,000 over the 83,567 total to the same point last year. Friday's (12) gate, however, was down about 10,000 from the big Kids' Day in 1951, so that the fair went into its closing day holding a slim lead. Kids' Day drop-off was charged to a polio scare in the area.

### Weather With It

Clear weather, with daytime temperature hitting the low '90s and warm nights, prevailed up until 9 p.m. Friday when a slight drizzle fell. It came too late to cut attendance but it did thin out the throngs on the grounds and pruned midway business.

Grandstand patronage thru Friday was up about 10 per cent over 1951 to the same point, with the 2,200-capacity outdoor theater playing to capacity at almost every one of its two-a-night and one-a-night-a-day performances. Last year four performances were lost to rain.

### To Build New Stand

Plans are now in the works for building a new outdoor theater with 4,500 capacity, Pat W. Kerr, fair secretary, said. A new women's building to cost \$100,000 also is to go up, Kerr said.

Outdoor show, booked in by Ernie Young, Chicago, with his wife, Lucille, handling the performance, offers a line of 12 girls and 6 boys, including Barnes and Ott, featured dancers, with Frank Purtil as musical director. Acts are Adams Duo and Oola, cycle-with-chimp act; Lou Harrison, stilt walker; Two Chords, vocal

## Pete Romcevic Killed in Crash

DETROIT, Sept. 13.—Pete Romcevic, 46, Gary, Ind., veteran race driver, was killed here Sunday (7) during the running of the 150-mile AAA midget auto race at the Michigan State Fair. The front axle of Romcevic's car broke and he crashed thru a fence. The vehicle then shot into the air, hit atop a parked car and careening off, struck and injured a mounted policeman.

## SMOKE SIGNALS SET OFF STRIKE

STEVENSON, Wash., Sept. 13.—This community was undergoing a strike this week, probably the first ever to result from a county fair.

The entire day shift of the Oregon-Washington Telephone Company—six operators, linemen and a supervisor—was out in protest against a float entered by Stevenson townspeople in the Skamania County Fair. The float was intended to show that subscribers could communicate better with smoke signals than thru facilities of the local phone firm.

In a public letter the phone crew stated the strike would continue until persons responsible for float apologized.

Tom Coad, of Stevenson, explained that designers of the float sought only to satirize the phone service, not criticize the employees. The float was entered after the Washington State Public Service Commission ordered the company to improve service.

## Louisville Fair Gate Barely Misses '51 Despite Polio, Fire

Blaze Hits Crowded Stand; No One Seriously Injured; Damage 70G

By HERB DOTTEN

LOUISVILLE, Sept. 13.—The Kentucky State Fair opened Friday (5) in the midst of a polio scare, was hit Thursday (11) by a fire that did about \$70,000 damage to its nine-day run with attendance not far below its 314,948 gate of last year.

Going into the final day, the gate trailed last year's count to the corresponding point by about 5,000, and estimates for the closing day's turnout put it down about as much from the same day last year. Weather turnout was good, excepting Sunday (7), when skies menaced constantly but no rain fell.

### Free Grandstand Shows

Actually, the fire did not cost the fair anything income-wise, inasmuch as the grandstand shows were presented for free, a new departure adopted here because the grandstand year after year had proved a weak one grosswise.

The fire occurred just before the start of the afternoon show, which offered Sam Howard's Water Show and circus acts, booked in by Ernie Young, Chicago. There was a good crowd in the stand when the blaze was discovered, and there was a mad rush for the exits. Miraculously, no one was seriously injured, the number of persons sustained twisted ankles and bruises when they jumped out of the box-seat section.

The fire, which, it is believed, was started by a cigarette that became wedged in the grandstand flooring, destroyed some of the exhibits, including a 4-H girls dress display beneath the stand, twisted several of the steel grandstand supports out of shape, and

destroyed a large section of the stand before the quick-to-arrive fire department extinguished the blaze.

Acts, Musicians Aid Musicians for the grandstand slow and urgent over the milk tended to keep down panic as patrons sought to get out. Members of the Howard Water Show and other acts also assisted by helping those who jumped out of the stand.

Fair officials estimated that the fire loss would be covered by insurance. Inspectors condemned the use of the upper portion of the stand following the fire, and this limited the seating thereafter to

(Continued on page 68)

## Oregon State Beats Record For 2d Year

SALEM, Ore., Sept. 13.—The 67th edition of the Oregon State Fair closed its eight-day run here Saturday (6) after chalking up a new attendance record for the second consecutive year. Despite unfavorable weather the final two days, total traffic thru the outside gate aggregated 186,517 paid, an increase of 10,003 over a year ago.

Showers for the final day cut into turnouts, with 18,843 paying admissions against a total of 19,418 at last year's finale.

The rodeo was top grosser during the week. Attendance totaled 28,478, compared with 26,322 in '51. Pari-mutuel handle at the horse races was also up. Players this year wagered \$647,278 on 65 races compared with \$564,040 on 70 races last year. Grandstand turnouts for the speed events totaled 21,094, some 1,500 more than a year ago.

### Gate Slightly Off

Attendance at the night grandstand show, produced by Larry Allen of San Francisco, was off slightly with a figure of 29,337 this year against 29,181 in '51.

Although a tighter buck was in evidence among fair patrons, most concessionaires reported the heavier attendance more than off-set the lower per capita spending. Many reported business better than a year ago, while a few found sales off as much as 50 per cent.

Rainier Shows reported its 21 rides and shows were well patronized but was unable to offer a companion with last year when another midway org filled the fun zone here.

## Chitwood Biz Booms in Swing Thru N. E. Fairs

promoter, has been with Chitwood for two years.

Chitwood also announced that he plans six units for 1953, adding to the five units now operating in the 48 States and in Canada. He said that 1952 grosses at fairs and on still dates were the biggest in the show's history.

Personnel with Chitwood's Eastern unit includes Billy Carter, ramp-to-ramp; Buck Cowling, Sheryl Wardlow, Frankie Seaman, George Shea, Bill Rankin, Ernie Johnson, Buddy Rogers, Danny Little, Bob Van Voorhees, Ray Lowe and Davey Williams, all stunters, and John Purtil and Bob Houck, advance agents.

## TRANSLATION TROUBLES

### Showbiz Lingo Poses Problems in Spanish

DALLAS, Sept. 13.—Show biz language is sometimes obscure even to people who speak English, but the State Fair of Texas has discovered—to nobody's great surprise—that it is completely untranslatable when you try to put it in Spanish.

The Expo recently printed a number of its general information folders in Spanish, as part of a campaign to attract Latin-American trade to the Pan-American Holstein Show at this year's fair. Practically every language expert in Dallas worked on the translation.

For people south of the border to whom "Carny" is just a word that sounds like what is put into a bowl of chili, words like midway, thrillride and ice cycles is

just so much frijoles, the fair discovered. What sounds like colorful language in English is strictly pink lemonade in the Argentine.

The Aut Swenson Thrillride ended up in translation as an "exhibition of acrobatics in automobiles." Translators also found it difficult to interpret "mile-a-minute thrills and death-defying spills."

They gave up completely on the Variety Club Circus "teeterboard" artists and globe-rollers. "There's no word in Spanish for 'sway pole'" and the Velare Bros' "Sky Wheels" also gave them some trouble.

There's not even a good word for fairgrounds in Spanish.







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# CNE Tops '51 Gate With 2,717,000

## Tony Martin Show Grosses 430G To Set New Record; Profit Looms

TORONTO, Sept. 13.—Canadian National Exhibition drew the curtain on its 14-day expo here Saturday (6) after pulling a total of 2,717,000 people to beat its '51 figure of 2,689,000. The final attendance figure was only 6,000 short of its all-time 1950 record of 2,723,000.

Nearly perfect weather during the two weeks was a contributing factor. Only one day saw rain fall and this cleared up in time to permit the night grandstand show to go on as per schedule.

The night show, which featured Tony Martin, was reported to have set a new gross, according to unofficial figures. Close to \$430,000 was reported to have been taken in, compared with \$417,000 last year. And more important, officials claimed a profit would be made on the attraction for the first time on record. Last year's production, with Jimmy Durante as the name attraction, was reported to have dropped \$50,000.

Contributing to the higher gross and the expected net, was the higher scale on some seats, and during the last week of the fair, the 75-cent seats were jacked up a quarter to sell at an even buck. In addition, chairs were put into the stands to care for the overflow.

Also given credit for some of the increase was the Royal Canadian Mounted Police Musical Ride, which also boosted business at the afternoon show. Afternoon show grosses were reported to be up 15 per cent, and an estimated \$75,000 was taken in.

One black note in the program was the horse show, which, as usual, failed to draw. Some talk was to bring the RCMP musical ride in again next year to hypo the horse show.

The American money was taken in on a discount, a switch from last year when American money was at a premium, more of it was in circulation, according to fair officials. No statement was made as to just how much was taken in at the CNE, tho it was said to be about 10 per cent more than last year.

## North Battleford Draws 21,050

NORTH BATTLEFORD, Sask., Sept. 13.—Attendance records were broken at the three-day summer fair of the North Battleford Agricultural Society. There were 21,050 admissions recorded at the main gate.

Grandstand attendance was reported by officials to be equal to any past record, with sellout crowds for three of the seven shows, and almost capacity turnouts at two others.

The fair's harness race meet was regarded as successful.

There again will be a fairly good surplus, which will make possible many improvements still required at the fairgrounds, according to President A. Millar Craig and Secretary-Manager N. W. Symonds. Lack of profit from the bull and fat cattle sales was expected to cut into the final year's profits to some extent.

## Canton, O., Hit By Rain, Heat

CANTON, O., Sept. 13.—Stark County Fair closed its five-day run here Friday (5) after being hit by soaring temperatures and rain that cut into total attendance. Total turnouts for the run were estimated at 100,000 below last year's record.

Rain Tuesday (2) washed out Kid's Day, including a parade of 16 high school bands. Strong turnouts on Labor Day packed the grandstand for the free acts. Harness races drew good turnouts. Some 200 animals vied for \$16,500 in prizes.

Livestock entries hit a record high and several tents were utilized to care for the overflow.

# RACES HIKE TAKE AT BARRINGTON

Early Opening Brings Good Weather; O. C. Buck Bucks Pari-Mutuel Betting

By AL MASSON

GREAT BARRINGTON, Mass., Sept. 13.—Starting nearly two weeks earlier than in previous years, the Barrington Fair, which closed today, took advantage of hot, sunny days and warmer than usual evenings to set new records in many departments. The Sunday (7) opener saw more than 31,000 paid admissions, with 13,000 being clocked in the next day. Better than 150,000 patrons were expected as the week's total.

Situated in an enviable spot, the fair drew from a radius of some 50 miles, and New York, Massachusetts and Connecticut were well represented. The fact that the fair is not located too near major race tracks accounts for the \$1,300,000 handle which the pari-mutuel betting was expected to hit—the largest of any Massachusetts fair.

As a matter of record, the horse racing activities took up the major portion of the daily fair business, with O. C. Buck Shows on the midway gaining the better part of their grosses during the night. The carnival made the jump here from Bath, N. Y., some 280 miles, and looks for a good week even tho the first two nights were cool.

Harry Storin, director of publicity for the fair, got out plenty of paper, including 24-sheets in a 50-mile radius and on the well-

traveled Route 9 in New York. He also used many newspapers and two TV stations to ballyhoo the 11th annual event.

A somewhat unique food operation was noted at the fair, with Riverside (Mass.) park personnel running the cafeteria restaurant and the dozen or more refreshment stands througout the grounds.

Highlight of Friday (2) was the appearance of Blue Man, championship horse owned by Arthur Abbott, the frozen custard caterer at the fair and also at Riverside Park.

The grandstand show featured Ward Meam's daredevil drivers on opening night, and Al Martin's 10-act show during the rest of the week. Both shows played to good crowds after cold weather threatened during the first two days. Admissions for the Beam show were \$1 and \$2; for the revue, 60 cents to \$2.

Featured in the Martin show were Speedy Babbs and His Globe of Death; Johnny Ladie's dogs; the Schaller Brothers; the Barrett Brothers; the Albanis; Landon's Midgets; Chai and Somay; Roland and Janis, and the Branta. Jimmy Joyce was emcee.

On the agricultural side, the first Berkshire County 4-H Achievement Day in the fair's history was observed Tuesday (9). An elaborate program of activities was staged by 4-H officials and Edward J. Carroll, president of the Barrington Fair Association, awarded \$1,000 scholarships to boy and girl winners.

Friday (12) was designated as Kiddie's Day. General gate admissions were pegged at 75 cents for adults. Cash prize awards amounted to \$10,128.

out of 16 . . .

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RENSELAER, INDIANA



Mich. State Crowds Off, Grosses Up

DETROIT, Sept. 13.—Despite adverse weather during much of its run, the Michigan State Fair brought down the curtain on its 103rd edition here Sunday (7) with attendance only 6 1/2 per cent off last year's pace.

Total paid attendance at the fair aggregated 390,080 against 417,716 in '51. Paid and free admissions this year totaled 630,240 against 708,337 a year ago.

Coliseum Big The Coliseum Show came up with \$20,000 income increase this year; the fair's share of midway receipts was up \$13,000 from \$51,339,000 more was taken in at the front gate due to the cancellation of the federal admission tax; \$5,000 more was received from parking lots, and \$5,000 more from rental of commercial exhibit space.

Offsetting these general increases, totaling \$96,000, was a \$17,000 drop-off in gate receipts; \$7,000 less in rentals for games, and miscellaneous drop-offs that totaled some \$21,000.

The Coliseum, which was used as a livestock judging arena for three days, reverted to a show policy Friday (5) for the final three days. Farm spokesmen were evidently well pleased with a chance to use the big hall for the three-day break.

Guy Lombardo and his orchestra, Georgia (Hed Nibs) Gibbs and Don Cornell headlined the second show while Jimmy Husson, emcee, Jerry Mursch's Harmonicats, and the Herschel Leib orb were all held over.

Grosses 50G A total of 18,771 saw the show, paying \$18,242. Total Coliseum income, from the seven days of entertainment, was a surprising \$50,000 after taxes, that amazed even veteran auditors. This represented a sharp increase over the \$1 gross of \$30,871.50 when the show was 10 days long but hurt by a strike on the fairgrounds.

Grandstand business was slightly under '51. Total income aggregated \$76,069, compared with \$78,108 last year. Col. Cliff Gatewood's Flying X Rodeo, a contest affair, grossed \$26,391.50 in 11 shows against \$41,130 for the Cherokee Ranch Rodeo with 18 performances last year.

The Irish Horan thrill show played the final night for a highly successful 23,317.50 gross. This record was set even after the three performances given by the Jimmy Lynch thrill unit the first two days of the fair. The Lynch org drew 3,652 for a gross of \$3,740. Lucky Lott's one show last year grossed \$2,699.

The 100-mile AAA big car race, usually one of the biggest money makers here, was off. Total gross was \$23,598, compared with \$32,279 last year. The 150-mile mid-gate auto race, also under AAA banner, added \$18,622 to the receipts. Latter event was marred by the death of Pete Romevich, 46, veteran driver.

The W. G. Wade Shows enjoyed a late week spurt that sent the midway grosses up to \$170,900, compared with \$145,960 registered by the Cavalcade of Amusements last year.

Timonium Sets Attendance Mark TIMONIUM, Md., Sept. 13.—Maryland State Fair chalked up a new record for total paid admission of 221,850 when it closed the gates on its 71st annual meet here Saturday (6). On nine of the 10 days of the meet, the daily average attendance was higher than at the last fair, the 1949, topping last year's mark by 8,900.

This figure would have been doubted, General Manager John M. Hill said, but for rain on Labor Day, which cut attendance to 60,000 as compared with 1951's 68,000.

Pueblo, Colo., Beats '50 Pace By 20 Per Cent

PUEBLO, Colo., Sept. 13.—The Colorado State Fair this week not only romped ahead of its polio-hit '51 predecessor but also beat its run of 1950, attendance-wise. Through Thursday (11) a total of 180,000 patrons had passed thru the outside gates, compared with a mere 80,000 to the same point last year. Estimates were that attendance would end up at least 20 per cent ahead of '50.

Grandstand business also was sharply up from a year ago, according to W. H. (Bill) Kittle, fair manager. Night show was proving strong and most every night was a sellout. Leading evening attraction is the rodeo produced by Leo Cremer, Big Timber, Mont, with Cy Tallon handling the mike chores. The Cremer rodeo also is the after-noon attraction, augmented by running races, which are drawing fair crowds. Each night show is topped off with pyrotechnic displays by Thearle-Duffield Fireworks, Inc., with Art Briese repping the Chicago firm.

Added Rodeo Acts Sons of the Pioneers and the Apache Belles are added rodeo attractions. Two free acts are playing daily on the independent midway, the Les Kilmis Troupe, high act, and Josephine Beronini, high wire. Fair's Little Theater, which is featuring Eddie Anderson, Rochester of the Jack Benny radio show, is doing sellout business. The theater, which seats 1,800, is doing four-a-day at a \$1 top.

Opening day's program was filled by the Joie Whitwood Auto Daredevils, who performed to a full grandstand. A free kid's rodeo on the same day proved popular with the youngsters.

Forsythe & Dowis midway attractions reported business was up at least 25 per cent over 1950 with no comparison offered with last year, when business was negligible due to the polio epidemic. The fair's Tinker Town Kiddieland also did excellent business thruout the run.

Weather was good with the only bad break coming on Friday (12). A windstorm struck the grounds early in the afternoon of that day, knocked down a high striker and a tent housing a Monkey Show. Rain followed the blow but let up in time for the afternoon grandstand show.

Exhibit-wise, the fair was the biggest yet, Kittle said. The feed show was exceptional, dairy cattle entries hit a new high, and the fair was forced to turn down applications for exhibit space from over 100 industrial firms.

Rain Hurts Dayton, O.

DAYTON, O., Sept. 13.—Montgomery County Fair drew the curtain on its four-day run here Thursday (4) after pulling a total attendance of 62,414, a decline from last year's 70,000. Rain on Labor Day evening and a continuance of the same on Tuesday cut into attendance, according to Goldie V. Scheible, manager.

The inclement weather, which turned the race track into a mire, held up racing the first two evenings but all other scheduled plans were carried out. Gooding Amusement Company provided rides on the fun zone.

According to Herbert K. Raney, fair president, plans for next year's annual, which will be the 100th, are already in the works and many new special events will be included in the '53 program.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alabama: Dothan, Ala. (Fair) Deaton, Tex.; (Fair) Lufkin 22-27.
All Fair: (Fair) Edna, Tex., 18-17; (Fair) Hempstead 18-20.
American Beauty: (Fair) Lamar, Mo., 16-18; (Fair) Wichita, 22-27.
American Eagle: Sebastopol, Miss.; DeKalb 22-27.
American Midway: (Fair) Mesquite, Tex.; (Fair) Corcoran 22-27.
Amusement Company of America: (Fair) Chattanooga 22-27.
A. M. P.: Glade Springs, Va.; Damascus 22-27.
Bavaria: United: (Fair) Pomona, Calif., 22-28.
Baker United: Lebanon, Ind.; Rowell 22-27.
Beams: (Fair) Bedford, Va.; (Fair) Greenville 22-27.
Bea's Old Reliable: (Fair) Booneville, Ky.; (Fair) Stanton 22-27.
Bell City: (Fair) Memphis, Tenn., 14-17.
Bernard & Barry: (Fair) Oak, Cal., 14-17.
Blue Grass: (Fair) Memphis, Tenn., 14-20.
Carutherville, Mo., 28-30.
Blue Ribbon: (Fair) Memphis, Ark.; Greenville, Tex., 22-27.
Boys Modern: (Fair) Camden, Tenn.; (Fair) C. (Fair) Stillwater, Okla.; (Fair) Okmulgee 22-27.
Brookbeck & Schneider: (Fair) Hutchinson, Kan., 12-15.
Brown-Wallace: (Fair) Meridian, Miss.; (Fair) Corinth 22-27.
Bull City: (Fair) Memphis, Tenn., 18-27.
Buck, O. C.: (Fair) Bridgeton, N. J.
Burke, Harry: (Fair) Port Allen, La.; New Orleans 22-28.
Burkhardt Joiner: Ark.; Montic 22-27.
Camel City: (Fair) Biler City, N. C.; Southern Plains 22-27.
Capital City: (Fair) Ft. Payne, Ala.; (Fair) Lawrence, Ga., 22-27.
Carnegie: (Fair) Monroeville, Ind., 17-20.
Cascades of Amusement: (Fair) Nashville, Tenn.; Corinth, Miss., 22-27.
Central Am. Co.: (Fair) Newboard, N. C.; (Fair) Whitakers 22-27.
Cottin & Wilson: (Fair) Richmond, Va., 17-27.
Chasos, Jimmie: Winchester, Ind.
Cherokee Am. Co.: Shawnee, Okla., 18-19.
Cherry & Kain: (Fair) Memphis, Tenn., 20-25.
Coleman Bros.: (Fair) Rochester, N. H.
Collins, Wm. T.: (Fair) Hutchinson, Minn., 14-17.
Coral Expo: (Fair) Lodi, Calif., 17-21.
North Sacramento 22-28.
Crawls: (Fair) Lodi, Calif.
Crawls: (Fair) Auburn, Calif.; Yuba City 22-28. (Fair) Fresno, Oct. 3-12.
Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Winchester 22-27.
Dan-Louis: (Fair) Hardinsburg, Ky., 17-20.
(Fair) Calhoun 18-20; (Fair) Grandenburg 21-27; (Fair) Hico 22-27.
Douglas: (Fair) Puyallup, Wash., 12-20.
Down River: (Fair) Rouge, Mich., 9-21.
Drew James H.: (Fair) Erie, Pa.; (Fair) Newport, Tenn., 22-27.
Dumont: (Fair) Hill, Va.; Zebulon, N. C., 22-29.
Dyer's Greater: (Fair) Marvel, Ark.
Easter Amuse.: Germantown, Md.
Evans United: Columbia, Mo., 17-20.
(Fair) Butler 22-27.
Ferry Carl D.: (Fair) Dunn, N. C.; (Fair) Washington 22-27.
Fleming: (Fair) Mad Cove; Cumming, Ga.
Franklin, Don: (Fair) Texarkana, Tex., 12-20. (Fair) Wharton 22-27.
Frontier: (Fair) Hotchkiss, Col.; Cortez 22-28.
Funland: (Fair) Liberal, Mo., 18-18.
Gem City: (Fair) Winchester, Tenn.
Geisach, J. J.: (Fair) Covington, La.
Georgia Am. Co.: (Fair) Jessup, Okla.; (Fair) Pembrooke 22-27.
Gladstone Exp.: (Fair) Charleston, Miss.; (Fair) Yazoo City 22-27.
Gold Medal: (Fair) Columbia, Ala.; (Fair) Gaston, N. C., 22-27.
Golden Rule: (Fair) Pennington, N. H., 17-20.
Gooding Amuse. Co., No. 1: (Fair) Hamilton, O.
Gooding Amuse. Co., No. 2: (Fair) Adrian.
Gooding Amuse. Co., No. 3: (Fair) Centreville, Mich.
Gooding Amuse. Co., No. 4: Jackson, O.
Gooding Amuse. Co., No. 5: (Fair) Delaware, O.
Gooding Amuse. Co., No. 6: (Fair) Florence, Ala.
Gooding Amuse. Co., No. 7: (Fair) Terre Haute, Ind.
(Continued on page 69)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Pampa, Tex., 15; Berger 16; Plainview 17; Snyder 18; San Angelo 19; Brackton 20; Alpine 21; El Paso 22-23; Dennis N. M. 24; Texarkana, Ark., 25-26; Phoenix 27-28; Yuma 29; Ingle, Calif., 30.
Cappel Bros.: Paragould, Ark., 17; Leechville 18; Manila 19; Lizzona 20; Beaumont, Hagon Bros.; Liberty, Kan., 18; Mendon 19; Dodge City 20.
Hunt Bros.: Easton, Md., 18.
Perry: (Fair) Shelby, N. C., 15-20.
Kelly-Miller: Beardstown, Ill., 18.
Pioneer: (Fair) Beardstown, N. C., 15; Marion, S. C., 18; Conway 19; Charleston 20; Savannah, Ga., 22; Statesboro 23; Bayshore 24; Vidalia 25; Dublin 26; Douglas 27; Moultrie 28.
Miss Bros.: Summit, N. J., 15; Paterson 16; Morris 17; Livingston 18; Dover 19; Westfield 20; Lumberville 22; Abury Park 23; Manville 24; Bordentown 25; Philadelphia City 26; East Camden 27; Philadelphia, Pa., 29; Media 30.
Polack, Eastern: Charleston, S. C., 18-18; Exeter 19-20; Montgomery, Ala., 22-23; Columbus, Ga., 27.
Polack, Western: Medford, Ore., 17-18; Elkhart Falls 20-22; Denver, Colo., 23; Oct. 5.
Rindling Bros. and Barsum & Bailey: Joplin, Mo., 18; Tulsa, Okla., 18; Oklahoma City 21; Edin, La.; Lawton, Okla., 22; Amarillo, Tex., 22; Lubbock 23; Childers 24; Wichita Falls 25; Dallas 26-28; Waco 29; Austin 30.
Rogers Bros.: Winston-Salem, N. C., 15; Charlotte 16; Rock Hill, S. C., 17; Chester 18; Greenwood 19; Statesboro 20; Beaufort, Ga., 22.
Wallace Bros.: Harrison, Ky., 18; Mantoloking, N. J., 18; Adeline 19; Clay Center 20; Beloit 18; Concordia 20.

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## 417,365 Sets New Record For Attendance at Syracuse

### 1951 Mark Smashed Despite 66% Rise In Admission Price; 83,353 Labor Day

SYRACUSE, Sept. 13.—Despite a 66 per cent increase in the general admission price (60 cents to \$1), the attendance record set at New York State Fair here in 1951 was smashed to smithereens this year, as the turnstiles clicked 417,365 times during the eight-day event which ended Saturday (6). Last year's totals were topped by 38,000. The following tally indicates day-by-day attendance totals.

|           |         |
|-----------|---------|
| Saturday  | 46,870  |
| Sunday    | 62,020  |
| Monday    | 80,353  |
| Tuesday   | 57,776  |
| Wednesday | 45,750  |
| Thursday  | 49,099  |
| Friday    | 37,168  |
| Saturday  | 58,329  |
| Total     | 417,365 |

Some 48,870 cash customers were on hand opening day, Saturday (30), with 62,020 on hand Sunday (31), and a Labor Day crowd of 80,353. No attendance record was set Labor Day (the 1951 attendance was 83,000), but while most of the Eastern outdoor shows were greeted by heavy winds and rains that day, the weather at Syracuse was pleasant and sunny.

The anticipated post-Labor Day slump wasn't as bad as expected—

37,776 showed up, compared with only 30,000 a year ago, Tuesday (2). By Wednesday the fair was running ahead of last year, as it drew 45,750, almost twice the 23,000 who attended in 1951.

Thursday's crowd was even better—49,099—while Friday's attendance slumped somewhat to a respectable 37,168. Despite a closing day drizzle Saturday's (6) attendance was a healthy 58,329.

While State officials have not yet completed their breakdown tabulations on total gross, they point out that as fair admission this year was \$1, two-thirds more than last year's general admission tab of 60 cents, financial records, too, should go by the boards.

The ice show, featured at the Coliseum the last three days of

the fair, drew crowds. While officials of the James E. Strates Shows, playing the midway, weren't complaining indications were that business was good, but not quite as good as could be expected in view of gate totals.

Jack Norman, girl revue, and Terrell Jacobs, wild animal show, said they were satisfied with business, but that they were quite a way from threatening any records.

The 100-mile auto race, held on the grandstand oval closing day, played to a full house despite a drizzle which threatened postponement. Many Indianapolis Speedway racers competed in the 32-car race.

The Irish Horan Lucky Hell Drivers reported brisk business. Harness races drew large crowds.

## Hot Spell at York—Grosses Are Hotter

### Admissions to Exceed 300,000 for 5-Day Event; All Departments Register

YORK, Pa., Sept. 13.—An unexpected heat spell with temperatures ranging in the high 80's at the York Fair opener, Tuesday (9), but failed to stop the more than 70,000 people who mobbed the grounds. The heat didn't stay the thousands of school kids who gained free admittance that day, either.

Total admissions for the five-day event will go over 300,000, an official said, and the gate will be upwards of \$100,000. Concession and grandstand grosses, too, will be high, probably reaching \$115,000, it was estimated.

James E. Strates Shows on the midway did a healthy business, and should come out with a good take for the week. Terrell Jacobs' Wild Animal Show, too, garnered fine totals.

The grandstand show kicked off Tuesday (9) with the Mummer's String Band of Philadelphia. Fred Waring's glee club and orchestra came in Wednesday and played to capacity crowds, more than 10,000 in the stands for the night show. On Thursday, the Ink Spots were the feature, followed by the Andrews Sisters on Friday (12). These top acts also played to jammed stands. Joie Chitwood's daredevils come in Saturday to play the finale, and are expected to score heavily.

Frank Wirth's revue, a lavish one, played the grandstand night show as well as portions of the matinee. Again, the capacity seating situation was reached, with standing room only a common sight.

Featured in the Wirth revue were Will Mahoney, the Leonies, teeterboard; the Tramp-O-Looneys, trampolines; Marcus Troupe, jugglers; the Antalika, perch act; Capt. Heyer's Starless Night, dancing horse; Beebe's Hollywood Bears; Billy Barton, trapeze; and the Bernadette Phalen and Elina Laun dancers. Johnny Woods was the emcee.

For the first time, the fairgrounds was bathed in floodlighting.

## Norwalk, O., Starts Slow

NORWALK, O., Sept. 13.—Huron County Fair, which opened its five-day run here Tuesday (9), picked up steam this week following a slow opening. First day's turnout was estimated at 2,000, which is normal here. Weekend turnouts were expected to be big.

Grandstand attraction the final three nights of the fair, Cherokee Ranch Rodeo, did good business, aided by ideal weather.

Fireworks and baseball games also were on the program. A total of \$35,000 was offered in premium money.

the wiring and conduit systems buried underground. The main exhibit building was completely remodeled and a new concrete floor was put down. The building is now easily converted into a convention hall, something the city of York does not have. The building is 80 by 220 feet.

The importance of fairs is graphically illustrated by the fact that for the past several years, dealers in farm machinery had boycotted the event because they could not get free exhibit space. Most of those dealers are back this year—paying \$3 a front foot!

## TOPEKA TOPS 1951 AT GATE, STAND

### Night, Day Attractions Up Sharply; RAS Grosses Indicate Free Spending

TOPEKA, Kan., Sept. 13.—Kansas Free Fair, aided by what fair officials called the best weather in 20 years, this week romped well ahead of '51 and also topped all figures racked up during its good '51 run. Total attendance, based on grandstand and midway business, was estimated at 390,000 during the seven days, which ended Friday (12).

The fair had its biggest day on record Sunday (7) when an estimated 80,000 poured onto the grounds, keeping the Royal American Shows busy from early morning until the early hours of Monday. Weather throughout the seven days was hot in the daytime with cool, pleasant evenings.

The night grandstand show, produced by Barnes-Carruthers Theatrical Enterprises, played to strong turnouts all week. Receipts wound up over \$2,000 a day of 1950 and well ahead of last year, when the fair was hurt by a flood the week before it opened.

#### Outstanding Bits

Outstanding afternoon grandstand business was done by Frank Winkley's big car races on the big Sunday. An overflow crowd packed the big grandstand and many race fans stood up during the entire program. Winkley also pulled strong crowds to his stock car sprints on Saturday (6) and his two other programs.

The fair's other three matinee programs were filled by Aut Swanson's Thrillade, which pulled a big crowd to its Tuesday show and played to strong turnouts at both its Thursday and Friday performances.

Best indication of the fair's success, was the whopping grosses being racked up by the Royal American Shows. Not only

## Brockton Trails '51 Attendance by Nose

### 21,008 on Opening Day; Harness Racing Returns, Low Take; Concessions Do Okay

BROCKTON, Mass., Sept. 13.—The Brockton Fair ended its eight-day meet here today, with attendance figures a shade behind 1951 totals. The sun shone brightly the first six days of the fair and the weatherman predicts sunshine for today.

Opening day attendance, Saturday (6), was 21,008, about 20 per cent ahead of the 18,795 registered in 1951, but crowds trailed 1951 totals for the next few dates. The following tally shows comparative figures for the first four days. Official figures for the rest of the meet have not yet been released.

|          |        |        |
|----------|--------|--------|
| 1952     | 1951   |        |
| Saturday | 21,008 | 18,765 |
| Sunday   | 38,704 | 40,826 |
| Monday   | 12,675 | 13,557 |
| Tuesday  | 30,560 | 32,222 |

Attendance totals for the first four days were 102,947, compared with 105,370 for 1951.

#### Racing Trails

Harness racing, which made a return to Brockton after an absence of 15 years, was somewhat short of being a howling success. Pari-mutuel betting has been running considerably behind last year's totals on saddle horses. Last year \$345,670 was bet at pari-mutuel windows.

Monday (8) only \$2,079 was wagered, against \$44,916 for the same date in 1951. However, the mutuel takes picked up sharply at the end of the week, they still were way behind last year's totals.

Frank H. Kingman, fair secretary, hinted that the trotters and pacers will return to Brockton in 1953, they will do so under the lights. All races this year were in the afternoon.

#### Atom Bomb

One of the outstanding features of the fair was the detonation of

a simulated atom bomb, which was featured on opening night, and was repeated Wednesday (10). Twin replicas of the famed A-bomb were touched off in the infield, then came a blast, followed by a rapid mushroom effect. There was approximately a 10-second interval between the first and second blast, both of which were accompanied by profuse fire explosions. The twin mushroom clouds, which were held down by the heavy air, drifted off, merging as they ascended.

Wednesday (10) was Governor's Day, but for the first time in many years the governor of Massachusetts failed to make an appearance. However, Gov. Paul A. Dever was represented by members of his staff.

#### Space Cadet

Thursday (11) was Rotary, Kiwanis and Rhode Island Day, as Tom Corbett, of the TV Space Cadets, made an appearance before good kiddie crowds at the novel Children's World.

Concessionaires were reported doing well.

The World of Mirth Shows, playing the midway, reported good grosses.

#### Chitwood Scores

Joie Chitwood and His Hell Drivers provided the thrill show Saturday and Sunday (6-7) with good attendance reported.

The grandstand show, booked thru Al Martin, of Boston, included the following acts: Fedi and Fedi, the Calgary Brothers, the Cycling Kirks, Brown and Rita, Lucy and Danlow, Anthony, Allan and Hodges and Emil and Evelyn. Arno Bennett was emcee and Hal Sands provided the 16-girl line.

General admission was \$1, with admission to the grandstand shows set at 50 cents, 75 cents and \$1.

## Rain Hurts Fremont Gate

FREMONT, O., Sept. 13.—Sandusky County Fair closed its front gates Friday (5) after 84,000 patrons came onto the grounds. The total was slightly under last year's gate count. Drop-off was attributed to rain on Labor Day, which washed out the night performances of B. Ward Beama's act to thrill show.

Wet grounds the following day hampered activities on the grounds and several special events were canceled. Beama's Labor Day afternoon performance went off to a good crowd but both night shows were canceled. Variety show, Tuesday and Wednesday nights (3-4) pulled well. Jeanne Ferkel, queen of the fair, will receive a trip to Nassau.

## Fredrickton Trails Slightly, Despite Rain, Polio Scare

FREDRICKTON, N. B., Sept. 13.—Despite a polio outbreak and rains which threatened three of the night grandstand shows, the Fredrickton Exhibition here registered grosses within \$1,000 of a year ago according to Ray Crewdson, secretary-manager.

Labor Day attendance on the opening day was more than 10,000, as the fair enjoyed its first sunny Labor Day since the revival three years ago. Harness racing in the afternoon and the grandstand show in the evening were the big draws.

Showers threatened the grandstand show Tuesday (2), with attendance off, and while the rains ended Wednesday (3) afternoon, business was light that evening.

'Biggest day' was Thursday (4), as Fredrickton had a half-holiday and business houses and government offices released plenty of patrons for the third and final day of harness racing. The night grandstand show was an overflow,

and Friday's (5) business continued strong.

#### Showers Hurt

Late afternoon showers hurt Saturday (6) grosses, but the final grandstand performance played to 1,500.

The George A. Hamid fare consisted of straight acts and a band. Included were Red Kehoe and Company, marimba combination; Glen Henry Company, dog and pony circus and juggling; Veno Borosini, high wire; Pedro and Durand, balancing; Peter Ivanov, horizontal bars; Bobby Whaling and Yvette, cyclists, and Earle Rhode's band.

On the midway, the Bill Lynch Shows had a fair week, but felt the absence of the kids due to the polio threat.

General admission was 50 cents, with the grandstand toll 75 cents. Pari-mutuel machines racked up \$40,000 in three days.

## London, Ont., Chalks Up New Gate Mark

### Spending Up at Conklin Midway, Hamid Night Show

LONDON, Ont., Sept. 13.—The Western Fair went into its final day here today and expected to break all past records for gate attendance. Ideal weather all week boosted figures, and thru Friday (12), sixth day, 314,000 people had come onto the grounds, an increase of 37,000 over last year.

Increased spending was also reported at both the grandstand and midway. The George A. Hamid grandstand show played to sell-outs almost every evening, and chairs were put on the racetrack at almost every performance to care for the overflow. The Conklin midway, with brothers Patty and Frank in attendance, reported grosses this year were well ahead of last year. The new midway came in for many compliments, especially in view of the dry, hot weather which would have normally produced considerable dust.

Harness racing, with acts from the Hamid show, was the featured afternoon attraction, and good crowds came out to view these popular events. Several new speed records were set.

The fair's advance sale of admission tickets, normally big, hit record proportions this year, according to A. H. Crowther, secretary. Although final figures were not in, the sale was expected to top the 75,000 mark.

Walter Jackson, general manager of the annual, pointed out that this year's livestock show also hit an all-time high. In many classes entries had to be turned down and accommodations, particularly among cattle, were taxed.

## Lancaster, N. H., Pulls 25,000 Gate

LANCASTER, N. H., Sept. 13.—Lancaster Fair, which wound up its four-day run here Labor Day (1), drew an estimated attendance of 25,000, officials announced in recapping statistics on the event.

Winning attractions were the Joie Chitwood auto thrill show; variety acts including Fedi and Fedi; Chue, Brown and Rita; Ely Ardely, Lucy and Danton; terriers, and the Albanis. Harness racing, horse show, horse pulling,



# Reading Trails 1951 Despite OK Weather

### Registers 10,000 Dip at Mid-Week But Strong Closing Features May Build Gate

READING, Pa., Sept. 13.—Crowds were off this week in the first four days of the Reading Fair, even though the weather has been perfect. In the first half of the eight-day exposition 147,711 passed thru the turnstiles, a drop of slightly more than 10,000 as compared to last year. However, execs viewed the slump in gate attendance as something that could easily be overcome in the final days.

Joie Chitwood's Hell Drivers are a track feature this afternoon with Sam Nunis-promoted big car auto

raeing tomorrow afternoon's closing feature. Both are expected to attract capacity turnouts.

Comparative figures follow:

|               |               |
|---------------|---------------|
| 1951          | 1952          |
| Sunday .....  | 45,614 45,823 |
| Monday .....  | 15,891 12,467 |
| Tuesday ..... | 46,516 43,911 |
| Wednesday ..  | 47,910 45,410 |

Totals .....

|         |         |
|---------|---------|
| 157,791 | 147,711 |
|---------|---------|

Grandstand crowds have also been below last year, even on opening Sunday (7) when the biggest crowd of the week was on hand. Dagmar, the curvaceous TV star, drew poorly Sunday and Monday nights in her only appearances here. But local newspaper reviewers had nothing but praise for the "dumb blonde" routine.

The emphasis has been on feminine pulchritude. Miss America—Neva Langley, Macon, Ga.—also was on hand on the first two days of the fair. But she laid an egg publicly-wise when her manager refused to permit radio interviews. Newspaper photographers were also alienated. Mrs. America—Mrs. Evelyn Joyce Schenk, Irvington, N. J.—booked for the entire week crashea thru with considerable press and radio publicity.

Tonight Miss Reading Fair of 1952 will be named. Former winners will be on hand. Cetlin & Wilson Shows, still patching up after the storm weathered at the Sealdia (Mo.) Fair a couple of weeks ago, was late setting up after a lengthy run in here from Indianapolis. The show is scheduled to remain over thru tomorrow night.

## Saginaw Gate Races Ahead Of Record '51

SAGINAW, Mich., Sept. 13.—Saginaw Fair went into its final day here today and appeared a cinch to break its attendance record for the second consecutive year. Clear, hot weather, which prevailed all week, was again on the menu for today, and unless some bad break should develop before the day ends, the attendance figure is expected to again go over the top, according to Clarence Harnden, secretary-manager.

Business at the grandstand, where Barnes-Carruthers act hold forth, consistently topped last year all week. The show, which is being well received here, was bolstered by a big advance sale of tickets, one of the best on record.

Gooding Amusement Company, which is playing the midway here for its 25th year, is running ahead of a year ago, and spending all over the ground; it is reported to be up sharply.

Talent with the B-C show were pleasantly surprised with the new \$15,000 dressing rooms constructed since last year's fair. The rooms are complete with hot and cold showers, and many veterans of the fair circuits call them the most modern they have ever seen. Radio Station WSGW, this city, has installed a closed television circuit on the grounds. Some 21 television sets are spotted around the grounds, and a master sending station is used to funnel all official announcements.

## 'STAND ON FIRE--MOB SAFE

LOUISVILLE, Sept. 13.—Quick action by the emcee for a water show was credited with preventing panic Thursday (11) when fire broke out in a packed grandstand at Kentucky State Fair here. The fire started in the wooden stands as a crowd of 5,000 was settling down to watch Howard's Aqua Show.

As heavy smoke suddenly poured into the south end of the stand from the fire underneath, the crowd began to rush for the north end. Gilbert Eden, of Miami, a veteran of five years with the show, ordered the troupe to begin its act, then directed the crowd in an orderly evacuation of the burning stand. No injuries were reported.

## Indiana State Pulls 659,454 In Ten Days

### Shriner-Harris Do Big Business; Midway Takes Dip

INDIANAPOLIS, Sept. 13.—Indiana State Fair closed its 100th fair here Saturday (6) after pulling a total attendance of 659,454 thru its big outside gates in a matter of 10 days. This compares favorably with last year, when during a nine-day run, total attendance was 593,530. Actually the fair topped last year during its first nine days, the added Saturday doing little to swell the over-all total.

Attractions in most cases also topped last year. The Hoosier show in the Coliseum, featuring Herb Shriner and Phil Harris, came close to matching Bob Hope's \$60,000 gross in 1950, and eclipsed the earnings of the Dennis Day show in '51. Actually, fair officials report that profits from this year's attraction will top those from the Hope show, due to a lower nut.

Despite losing its Labor Day show to rain, the Barnes-Carruthers grandstand revue is reported to have topped grosses of '51 as did the Irish Horan thrill show and harness races.

Attractions on the final Saturday drew good turnouts. AMA-sponsored motorcycle races, the afternoon bill, were run before an estimated 9,000. The night show, a country and Western round-up in the Coliseum, pulled some 8,500 folks.

Cetlin & Wilson Shows, which held down the fun zone during the 10 days, reported grosses were off 10 per cent, after starting off strong.

## Topeka Tops '51

Continued from page 58

Further building projects are planned for next year. Jencks said.

Also the fair's hog show was cancelled this year, and dairy cattle entries were somewhat lighter, the beef cattle division was strong. Farm machinery display also was down due to the steel strike. The poultry show hit a new high with 1,200 entries and proved exceptionally popular with both rural and urban patrons.

## Quebec Expo Gets Record Gate Count

### Conklin Midway Tops '51 Figures; Mutuel Play Up

QUEBEC, Sept. 13.—The 41st Quebec Provincial Exposition closed its nine-day run here Sunday (7) with a new attendance mark of 333,000, topping last year's record by 25,000.

Gate traffic started out strong. Patronage slipped over the Labor Day week-end but picked up by Thursday (4) and maintained a steady pace for the final four days. Heavy overcasts, rain and cold kept crowds away on opening day, Friday (29), as well as Monday (1), Tuesday (2) and Wednesday (3). The remaining four days proved favorable, although temperatures were generally low.

The Conklin midway, with a number of new rides and attractions, drew strong crowds despite the bad break in the weather, and ended by topping its '51 gross. The org's Kiddieland was set up in a more favorable spot this year, being opposite the Coliseum on a new stretch of pavement.

Race Turnouts Big  
The afternoon races drew big turnouts. Over 45,000 horse fans came out for the runners and parimutuel play topped last year by an estimated \$200,000. Total purses ran \$33,600.

"Skating Vanities" augmented this year by Olson and Johnson, drew almost 80,000 customers to its 14 performances in the Coliseum, which was slightly below its '51 pace. Expo officials reported, however, that Harold Steinman, show's producer, grossed slightly under \$150,000, an increase of 10 per cent. Before leaving, the roller show was re-linked for next year.

Before opening, the annual had the insurance of a big advance ticket sale. Helped by \$3,000 in attendance prizes, a total of 124,000 ducats were sold before opening day, compared with 100,000 a year ago.

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Paul Waters, Director  
317 N. Gay St.

COLUMBIA, S. C., Nov. 16 thru 22  
Paul Waters, Director  
115 C. St.

BATON ROUGE, La., Oct. 16 thru 22  
George Colquhoun, Director  
614 Jackson

MOBILE, Ala., Oct. 1 thru 5  
George Colquhoun, Director  
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ROANOKE, Va., Sept. 27 thru 31  
Chas. W. Hooper, Director  
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Sept. 14 thru 22  
R. F. Wankler, Director  
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Dorothy Gaffney, Director  
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## Iowa Adds Winners To Ringling Score

Dubuque, Burlington Head List Of Straw, Near-Capacity Houses

BURLINGTON, Ia., Sept. 13.—Eight audiences of near-capacity or better marked a six-stand stretch of the Ringling-Barnum route thru Iowa. The circus has had an almost continuous series of strong turnouts since it reached the Midwest.

Wednesday (3) was Ringling's first day in Dubuque in 10 years. Schools were dismissed for the afternoon. Matinee was nearly filled and the night house was straws. Jaycees the auspices, reported a "very satisfactory" profit.

Cedar Rapids, the Friday (5) stand, had a turnout of 5,000 in the afternoon for a better-than-half score. The night performance brought a capacity crowd. Jaycees sponsored the date at the Hawkeye Downs lot.

### Waterloo Matinee Big

Waterloo followed with more good business on Saturday (6). The matinee was near-capacity while the night performance drew about three-quarters of capacity. Waterloo Optimists sponsored the stand.

Ringling laved over Sunday at Des Moines and showed there on Monday (8) to a half matinee and near-capacity evening offering. Junior Chamber of Commerce sponsored. The show was exactly a week behind the Iowa State Fair's final day. The circus used the fairgrounds lot, and by agree-

ment with the fair board it withheld advertising until nine days ahead of the show's appearance. Local opinion was that playing here on the Sunday instead of Monday would have brought two full houses.

Low spot on the Iowa tour was Iowa City, played Tuesday (9) to a 95 per cent matinee and three-quarter night crowd under Optimist auspices.

### Auspices Plan Altered

Business was back up to the powerful level the next day, Wednesday (10), at Burlington. Both per form ances attracted near-capacity crowds.

Burlington marks the switch in Ringling's auspices policy this season. Almost all previous stands, starting with Washington, D. C., were played under auspices. Burlington was made independently, and for the remainder of the season the show will play about 50 per cent of its towns without auspices.

The change in plans was made to provide a check on the effectiveness of auspices dates. Up to this point, about one-third of the auspices failed to make a profit on the deal; however, most of them were in the East, where business for the show was poor. With the sharp increase in takes thru Indiana, Illinois, Wisconsin and Iowa, auspices have fared well.

## LAST OF BREED

### Tenacious Bulldog Stays With Ringling

By TOM PARKINSON

THE last of a latter-day circus tradition is chugging along with Ringling Bros. and Barnum & Bailey. It's truck No. 235, the only Bulldog Mack still with a circus. David Blanchfield, truck superintendent, says the old-timer has quite a story behind it.

These stubby trucks, with pinch-bottle hoods were not the first to be used on circuses, but they were the ones railroad shows used most and longest. The grind of their chain drives became as much a part of circus noise as the rumble of wagon wheels in the '20's and '30's.

Starting shortly after World War I, almost all of the rail shows had them. American Circus Corporation units, Miller Bros., 101 Ranch, Wild West, Robbins Bros., and Ringling-Barnum had them. Bulldog was the only second-hand equipment on the Tim McCoy Wild West Show. Cole Bros. had several, but they were sold last winter. Dailey Bros. had one of this model. Clyde Beatty traded the last of its Bulldog in 1949.

Ringling-Barnum has replaced most of its old-timers with new trucks. In addition to the one on the show, Ringling has five of the veterans in quarters. Blanchfield says one dates back to the original Sparks show. Three of the five are in working condition but probably will be traded in rather than returned to the show.

### Built Until '32, '38

Mack first built this model before World War I and continued it thru 1932. Then it was custom-built thru 1938. Mack Motor Truck Corporation states that only a few changes were made thru the years. Windshields were added early and kerosene lights were replaced with electric systems. Those on the Ringling show were equipped with Diesel engines a few years ago.

Blanchfield declares that the Bulldog, Model AC's were good trucks—"Model T's in their class" in the sense that they kept running with a minimum of maintenance. They tugged heavy strings of wagons. Their short wheel base took up little flat car space and was convenient for

equipping with stake drivers, water tanks or other special bodies.

Ringling bought several over the years and acquired more as it bought other circuses. Blanchfield estimates the show once had 12 Bulldogs. Mack records reveal that Ringling bought its first one in March, 1925. Another purchase in 1930 is recorded. Used trucks were bought in 1935 and 1936, and Blanchfield recalls that these were the last two Bulldogs acquired by Ringling.

### John Ringling Buys

Of No. 235 itself, Blanchfield states that it was a demonstrator at a New York auto and truck show in 1932. John Ringling saw it there and was impressed by the potential value of this particular truck with a heavy duty derrick on the back. Blanchfield reports that Mr. John himself bought the truck and thereafter displayed a personal interest in it.

John Ringling was right. The truck still is equipped with the same derrick and it is because of the derrick's uses in moving the show that the truck is retained.

Each of the circus Bulldogs lasted for years; they remained in service long after most contemporary trucks had disappeared from the streets. So, although there is only one left on a circus—there's no indication that this is the Bulldog's final tour.

## Beers-Barnes Cancels Stands In N. Y., Md.; Hops Southward

PURCELLVILLE, Va., Sept. 13.—Beers-Barnes Circus pulled in here early for its Tuesday (9) date after blowing Brunswick, Md., the Monday stand. Stand was canceled because of a new Maryland State law which calls for a revised license rate, health certificate charge and deposit for lot maintenance.

In addition, the law requires that public drinking fountains and toilet facilities be provided on the grounds.

Earlier, Beers-Barnes canceled its last three stands in New York State because authorities ruled that the show would have to

## ELEPHANT EATS ZINC—LOCKJAW!

PENN YAN, N. Y., Sept. 13.—Dr. Lyndon W. Potter, veterinarian, got a new patient recently, a tetanus-stricken elephant named Elizabeth. Owned by James M. Cole of this city, the 3,800-pound patient was given the usual anti-tetanus shots together with anti-toxic stimulants and intra-venous feedings.

Elizabeth was stricken while being exhibited at a fair in Vandalia, Ill., two weeks ago. She had eaten acid and zinc from an old storage battery.

## KING DRAWS GOOD CROWDS IN CAROLINA

Parade Pulls \$\$; Parks Resumes PA Post; Sims Closes

STATESVILLE, N. C., Sept. 13.—Business in North Carolina has been strong for King Bros. & Cristiani Circus, with night performances drawing big crowds.

Lexington came up with a three-quarter matinee and straw night crowd on Wednesday (3). King was the first in the town of 15,000 in three years and had Legion auspices. Kelly-Morris was playing at near-by High Point, and K-M personnel visited King-Cristiani.

Sallsbury was the Saturday (6) stand and it produced a near-capacity matinee and full night house. Parade was delayed slightly, but it drew a good crowd here as at most other stands. Lions Club was the auspices.

### Capacity Night Stand

Statesville, where King-Cristiani played Monday (8), had a three-quarter matinee and capacity night attendance. Elks' Club sponsored the date. A local boy was slightly injured when he put his hand in a cage and was clawed by a leopard. Street parade drew an especially good crowd here and was credited with selling many on the idea of seeing the performance.

Ora Parks is back in charge of the press work for the show after five weeks in a hospital at Marietta, Ind. Emmett Sims, who had been with World of Mirth, handled King-Cristiani press for a week and then closed.

## Mills Attracts Danbury Crowds; Waterford Off

DANBURY, Conn., Sept. 13.—Mills Bros.' Circus played to a pair of near-capacity houses here Tuesday (9) under Exchange Club auspices to wind up its successful tour of New England. Two three-quarter houses were reported at Fairfield, Conn., on Friday (5).

At Waterford, Conn., (3), the show had 677 paid admissions, according to the fire department auspices. Schools opened the next day and stock car races were in competition with the show.

New York license tags. The ruling was made after the circus had made 18 stands in the State. Three Pennsylvania towns were substituted, with Milton, Pa., (6), giving big business.

Jumping from Milton to Brunswick, Md., the show lost its prop truck in an accident on a bridge. James Melnes Jr., was driving the truck but escaped injury. On the same run, the show's pole truck narrowly averted running off of a small bridge.

Beers-Barnes had two full houses at Margaretsville, N. Y., on Labor Day.

## COLE & WALTERS SEEKS ARIZ. WQ

Mull Plan to Play Under Auspices; Rough Season Expected to Show Profit

McCAMMON, Idaho, Sept. 13.—Possibility of wintering the Cole & Walters Circus in Arizona instead of Hugo, Okla., is getting serious consideration on the show. General Agent Tom McLaughlin is looking for a site in the vicinity of Tucson.

Manager Herb Walters said he believed a change in quarters would ease the spring jam-up of circuses in Oklahoma and Texas. Numerous shows, which winter in that area, have found it difficult to find fresh routes to and from quarters.

Walters also stated that Cole & Walters was considering a change of auspices at all towns next season, with advance sales in larger spots. This came up after Cole & Walters found the going rough in several areas this year. However, the show is expected to go into quarters showing a profit. Montana gave the show first-rate business, but Washington was spotty and much of Idaho has been poor. Rupert, Idaho, (3) had a light matinee and full night house. At American Falls (4) the matinee was canceled for lack of a crowd and the night house was one-quarter full. McCammon had a light matinee and a one-third night house.

If Arizona quarters are obtained for the show, the plan calls for setting up a highway exhibit of animals for the off-season. In the past, Cole & Walters, owned in part by Kelly-Miller interests, has wintered at

Hugo, Okla., with K-M. Cole & Walters usually has been housed at the fair grounds at Hugo, with the elephants being kept in the K-M barn.

## Cisco Kid Rodeo Wins Big Gross At St. Louis

ST. LOUIS, Sept. 13.—The Cisco Kid Rodeo, sponsored by Tom Packs and presented by St. Louis firemen, drew 137,106 paid admissions during its eight-day, 11-performance engagement which ended Sunday (7). The rodeo featured Duncan Renaldo and Leo Carrillo as the Cisco Kid and Pancho.

The Packs office reported the date was the most successful promotion by the firemen here since the boom days of 1945. TV popularity of the featured performers was counted as an aid.

Labor Day attendance was marred by threat of rain in the afternoon and the night show was canceled because of a down-pour. Sunday (7) brought the biggest single crowd, 18,113, for the matinee. Show was at the Packs-controlled Oakland Stadium.

## Home Runs Start Early; Hunt, Anderson to Barn

NASHVILLE, Ill., Sept. 13.—Wallace & Clark Circus will end its season at Yates Center, Kan. Sunday (14) and go into winter quarters at Emporia, Kan.

The show abandoned plans to tour Arkansas and the Southwest, and a proposal to winter in Phoenix, Ariz., also was dropped. At Nashville on Saturday (9), the show had a light matinee, with farmers staying in the fields, and a near-capacity night house.

HUNT SHUTTERS IN MD. CHESTERTOWN, Md., Sept. 13.—Hunt Bros.' Circus will close its season here Saturday (20), it was announced this week.

HAGAN-WALLACE IN WQ STARKVILLE, Miss., Sept. 13.—Hagan-Wallace Circus closed its season here Saturday (8) with a one-quarter matinee and a half house at night. The show moved into winter quarters at DeLand, Fla., on Sunday (7).

## Rodeo Ticket Sales 15% Ahead of '51

NEW YORK, Sept. 13.—Advance ticket sales for the World's Championship Rodeo in Madison Square Garden September 24 thru October 19, are running 15 per cent ahead of 1951, according to Frank Moore, rodeo manager. The sales began August 25.

Moore announced that two more cowboy title-holders had been signed to appear. They are Lex Connolly, Benson, Ariz., steer wrestler, and C. P. Watson, Loco, Okla., bull rider.

Also signed, recently were Shirley Robinson of Wickenburg, Ariz., and Mary Frances James of Dallas.

## Ringling Appeals Award

HARTFORD, Conn., Sept. 13.—Ringling Bros. and Barnum & Bailey has appealed a Superior Court award of \$60,000 as a receiver's fee to Edward S. Rogin. Rogin handled affairs of the show following the 1944 fire here. He originally sought a \$175,000 fee. Ringling filed its appeal with the Supreme Court of Errors.

## Slow Business Plagues Beatty Thru Mo., Kan.

COFFEYVILLE, Kan., Sept. 13.—Clyde Beatty Circus moved thru Missouri and into Kansas this week, drawing mediocre business. There was no announcement as to when the season would end, but reports were that the show might close in Texas.

Route cards, however, have the circus scheduled in California by September 25, and the show is expected to winter there to be available for Beatty's TV and movie work.

With Beatty already on the Coast, Mr. Beatty is handling managerial duties along with George W. Smith, general manager.

At Moberly, Mo., Thursday (4), the matinee attendance was light but the night performance drew a three-quarter house. Pleasant Hill, Mo., a Sunday (7) stand, had a matinee-only scheduled and it drew a half house. Coffeyville on Tuesday (9) produced a half house for the matinee and a three-quarter score at night. Advance publicity and billing was good. The stand was sponsored by the Jaycees. Joe Walsh is working the cat acts.

## Ozark Weak for Capell

OZARK, Mo., Sept. 13.—Capell Bros.' Circus played to a light night house here Wednesday (10) after cancelling the matinee. Performance was cancelled because of the opening of school. VFW was auspices for the date.



# Dressing Room Gossip

## Ringling-Barnum

Our Iowa business has proved big, with a number of straw houses. Davenport was one of the biggest. We had Sunday off at Des Moines and all trains arrived by noon. The Des Moines matinee started late, so school kids could make it. Weather has turned warm again.

Bill Ballantine, former clown and now a free-lance writer and artist, toured for a couple of weeks to gather material for a story about flying return acts and flyers. Clarence Woods, organizer on the show, showed his son, who is a Davenport newspaperman, around the lot. Result was a full-page story with pictures, featuring Ben Wilson, Wilson Simmons and Maxie Tolksinsky.

Rose Hanlon closed the season. She went to Pennsylvania, where

her husband will soon be released from a hospital, and later they will go to Sarasota. Pat Scott returned to Louisville. Big Roy also closed. Simone Loyal Pedreno, Friedel and Dottie Williams celebrated birthdays. Mr. McElwee and his driver, Clarence Ervin, were with the show several days.

Ed Green tucks up notices about the location of tomorrow's lot. Mooky has adopted Paul Wenzel's duck. Mac McCarthy's wardrobe boys keep the floats painted up. Bert Walker is back with his hats. Visitors included Bev Kelley, Father Flannery, Eddie Hendricks and family, Jack Crippen, Babe Graham's relatives, C. D. Curtis, Mr. and Mrs. Bill Spaulding, Felix Adler's relatives, Cliff Gowen Marvin Gauger, Col. B. J. Palmer, Jon G. Griem and Gilbert.—MARY JANE MILLER.

## Clyde Beatty

Johnny and Milonga Cline are doing extensive breaking and training with their dog act. Clown Gene Warnke does a special gag in the dog act. Shackles, Side Show escape artist, did a brody in a muddy creek and had to launder everything, including his folding money. The Melody Cafe in Pleasant Hill, complimented us with an invitation on the menu to return again. Billy Hoffman, Los Angeles, former superintendent with Howe's Great London Circus and executive with the American Circus Corporation, is touring with us. Red and Ann Larkin and Harold Hall caught Capell Bros. Circus and visited Happy and Marie Loter. They also visited Mr. and Mrs. Jim Campbell, Lanar, Mo. Len Keller, clown, returned to Bridgeport, Conn. Penny Wilson and Hiltensmidt celebrated birthdays. On the sick list are Milonga Cline, Rube Simmonds, Mingo, Rene Pape and Eddie Dullum.

Visitors included Mr. and Mrs. George Rodman and W. M. Brown of Kansas City; Ben Thomas, Wallace Bros.; Art Mier, Kelly Miller; Frank Morrissey, Royal American; Guy Smuek, Phil and Betty Escalante, Sylvia Gregory, Jack Turner and the Capell family, all of Capell Bros.; Hans Dulle and Victor Rathel, Jefferson City; Eddie and Helene Hendricks and daughter, Lida; Jimmy McGee; Bill Minehart, and personnel of the Ringling advertising car.—EDDIE DULLUM

## King Bros.

We were saddened to learn of the death of Mrs. Harry J. McFarland of Louisville. Mrs. Albert Powell is visiting her husband on the show. The Tommy Wards have their young daughter on the show for the remainder of the season. The Dingler bar act is all spruced up with new wardrobe. Jerry Pressley has a splendid assortment of wardrobe for her act.

One of the largest parades of the season turned out at Concord, N. C., where officials estimated it at 20,000. J. L. Peak of Winston-Salem, a box company executive, was a visitor on the show. Tommy Costock, calliope player with Kelly Morris, visited last week. Eloise Bersthold of the Slide Show is on the sick list. Nollie Tate also has been ill. Rudolph Enos III celebrated his second birthday with a party for the small fry on the show. Irish Greer of the menagerie also celebrated his birth— and recalled parties that girls on the Cole show used to throw for him. The Mugadore Cristia is have a new baby daughter.—Col. HARRY THOMAS

## Kelly-Miller

Our return to Wisconsin brought an improvement in business and once again circus fans are in attendance in large numbers. At Portage and Sun Prairie, Bill Kasiska, Al Schadee, Ben Braethen, Mr. and Mrs. Clarence Kachel, Ed Gollmar, Mr. Ferguson, and Paul Lucky attended. The Godfrey Family drum and bugle corps marched in spec at Sun Prairie and the boys' father, Roy, played drums in the show band. Raymond McMillian, operator of the graffe show, now is the

# Under the Marquee

The Mareks Miniature Circus made appearance on San Francisco's TV station, KGO, Monday (8).

Edwin E. Blanshan advises from Kingston, N. Y., that he visited the Beers-Barnes Circus at New Paltz, N. Y., recently. He adds that the afternoon performance was presented to a two-thirds house, while the night show had capacity. S. F. Rathff, former circus billposter and currently operating a plant in Mobile, Ala., reports that the Ringling-Barnum circus will play Mobile October 14 and the Ladd Stadium parking lot again will be used. The Big One broke in that lot last year and played to near-capacity business. Rathff also reports that the Mobile Shine Club has been negotiating with Polack Bros.' Eastern Unit for a return engagement at the local ball park some time this month.

Edward J. Caupert of Memphis, will launch his magic and illusion show September 26 for a string of one-nighters. He'll have four people with him and will use a new line of paper and heralds. Fans and former trouper John Wilson of Ripon, Wis., aided Paul Luckey's Sauk County Band from Baraboo in getting a Legion date at Ripon recently. Iva May Hulme, daughter of Mrs. George A. Hulme (Bumpy Anthony) and George E. Headley were married September 6 in Alexandria, Va., reports Malvin Hildreth.

Ray Van Cleef, San Jose, Calif., reports the August 30 marriage of Luisita Leers, former Ringling-Barnum featured gymnast, to Gerhard Klages in their home city of Braunschweig, Germany (British zone). Now retired, Miss Leers appeared with R-B in the '30's. She also played U.S. vaudeville and had appeared in major European circuses and variety houses. William A. Stiles (Wassaw the Magician) is in Veterans' Hospital, Nashville, and would like to hear from friends.

The Flying La Formas, who completed their scheduled outdoor dates for the Cook & Rose agency in Hershey Park, Pa., August 25, were held over for the Labor Day celebration at the park.

Warner Bros. Pictures expects to have its short film about the "Sailor Circus" ready for release this winter. The premiere will be in Sarasota. "Sailor Circus" is made up of students of the Sarasota High School, including the offspring of numerous circus performers. . . Leland J. Williams, former Ringling aerialist, is a

show's pilot and bails the Mary from the air twice daily. Mary Carlson is making woolen jersey wardrobe for the cold evenings. Paul Breax is doing well with the prop department altho he is short-handed. Mrs. Laura Enos entertained relatives at Watcr-ton. Francis Kitterman visited Danny McMananee.

The Pete Lindemanns were visited by Mr. and Mrs. Richard LeMoux, Mr. and Mrs. Bert Siebert, Mr. and Mrs. George Thompson, George Barr, Mr. and Mrs. Al Meyer, Mrs. Milly Lindemann, Mrs. Emil Schraeder, and Mr. and Mrs. Elmer Schraeder. Other visitors included Frank Sheppard, aerialist, and Oscar Mayer, head of a meat-packing company.—FRANK M. CAIN.

## Hagen Bros.

With winter dates approaching, the big top is a beehive of rehearsal activity. Ruth Conley Ratley returned to the Ratley's juggling act at Brownsfield, Tex. Fancher Pierce is working on new wardrobe. Lee Virtue, at his Zanesville, O., home, is working on special wardrobe for clown production numbers for this winter. John Toy is trying to make a monstrous cannon collapsible enough to take on the winter show.

Carl and Jean Nelson are slated for Clyde Bros. with their dog act and Jean will have a solo number. Carl Nelson is working up some new walk-arounds. Late matinees because of school hours have yielded long, pleasant mornings. Where are the visitors we had at the start of the season?—JOHN TOY.

sergeant with the 7th Infantry Division in Korea.

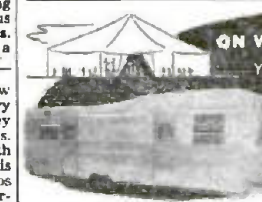
Francis Lacouline, Charles Davitt and Joe and Wally Beach caught Mills Bros' Circus at three recent Massachusetts stands — Easthampton, Holyoke and North Wilbraham.

Johnny (Red) Long last week closed his second season clowning on the midway at Carlin's Park, Baltimore.

Rex M. Ingham has returned to Ruffin, N. C., after a brief stay on the advance of Kelly's Minstrels. He's readying his school shows for the new season. The Wilson dog act will be in Ruffin soon to start school dates. Whitestones the Magician and Mrs. Whitestones visited Ingham and Chet and Dot Morris, who have a tent picture show in Virginia. The Whitestones were going to Florida. E. S. Holland, of Bob Noell's gorilla show, was a Ruffin visitor. Victor Palmer, who was with Ingham on Downie Bros' Circus in 1926, is now a billposter for the Harrison Shows and called on Ingham. The Inghams caught King Bros. & Cristiani at two stands and were guests of Floyd King. King and Ingham caught the Kelly-Morris Circus at High Point, N. C.

Bette Leonard writes that Joe and Bebe Slegrest are playing fairs for the J. C. Michaels agency. They visited Fan Bill Green at Washington, Kan. . . Jack Harrison is with the Gil Gray Circus in Texas. . . Marion and Wallick, "The Oklahoma Kids," are playing parks at Wichita. Hagen Bros' Circus will play Joyland Park, Wichita, September 27-28. . . Eddie Jackson, veteran press agent and lithographer now with the Ringling bill car, visited with Bill Lindemann's sister in Wisconsin. Jackson is planning a vacation trip to Puerto Rico, Cuba and Panama. . . The Bette Leonard Tent, CFA, plans to catch the Beatty show at Wellington, Kan., Saturday (13), and Bette Leonard will fly to Enid, Okla., to see Ringling. . . Georgia and Johnny Ernest visited the Leonard and reported a good fair season. . . Rudy Rudynoff has added a new Palomino stallion to his group of ballerina horses. . . Lee and Jessie Smith, Rochester, N. Y., visited Mills Bros' Circus. . . The Dorsey Miller indoor show will play Joplin, Mo., November 14-15.

Warner Bros. Pictures expects to have its short film about the "Sailor Circus" ready for release this winter. The premiere will be in Sarasota. "Sailor Circus" is made up of students of the Sarasota High School, including the offspring of numerous circus performers. . . Leland J. Williams, former Ringling aerialist, is a



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# PARKS-RESORTS-POOLS

## PA. PARK ASSN. RE-ELECTS HARTON

### Funspot Operators Discuss Rising Costs, Consider Increased Admission Prices

PITTSBURGH, Sept. 13.—Some 90 members of the Pennsylvania chapter of National Association of Amusement Park, Pools and Beaches gathered at a luncheon meeting at the Roosevelt Hotel here Wednesday (3) to elect new officers and discuss plans for 1953. Host parks were West View and Kennywood.

George M. Harton, president-general manager of West View Park, was re-elected association president. Also re-elected were

David Sternbergh, owner of Playland, York, Pa., vice-president, and W. J. Tarr, general manager, Conneaut Lake Park, secretary-treasurer. Four new directors were named to the 12-man board, according to Harton, who presided at the meeting. Paul H. Huedepohl, executive secretary of the national association, was a guest.

At a short business session following lunch, members discussed the rising operational costs and also sought ways to increase 1953 admission prices "without pricing ourselves out of business." Most of the park executives said their funspots did well this summer but were apprehensive about the years ahead.

After the meeting, members, joined by their wives, were taken on a tour of West View. That evening they were the park's guests at a dinner which was followed by dancing.

## Flint Registers Big Labor Day

FLINT, Mich., Sept. 13.—Despite four showers and the package sale of all rides for between 1 and 5 p.m., Flint Park had the biggest Labor Day gross of its history. Dr. L. H. Firestone said this week. Games and refreshments were about 200 per cent over 1951.

Rides were sold to labor organizations which sponsored a major rally, Flint reported. After 5 p.m., regular ride rates prevailed and the overflow crowd came up with cash. Gov. Adlai Stevenson, Sen. Blair Moody and Gov. G. Mennen Williams were on the program.

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## Jantzen Beach Net Tops '51; Oaks Year Big

PORTLAND, Ore., Sept. 13.—Portland's two parks closed their 1952 season this week, with grosses close to the banner totals set a year ago. Both Eric G. Swanson, manager of Jantzen Beach Park, and Robert Bollinger, manager of Oaks Park, characterized the season as "very satisfactory."

Swanson said that altho the gross was down slightly, Jantzen Beach netted more than last year because of operation economies. Cold weather Sunday (7) and rain Saturday (8) cut final-day attendance appreciably. For the season, 21 days of rain in June and poor weather in August trimmed grosses that otherwise might have surpassed those of a year ago. The other months were higher.

At Jantzen Beach, Swanson said his best crowd-puller was the offering of two rides for the price of one on Tuesdays, Kiddies' Day.

Key Deal Works  
Another attendance builder at Jantzen Beach was a "Magi-Key" deal utilized over the Labor Day week-end as a tie-in with merchants and a radio station. Keys were distributed to all corners at General Electric appliance dealers and at Station KJWJ. Keys opening lucky locks entitled the holders to prizes that included two television sets, a deep-freeze unit and 20 electric appliances.

Swanson said the park expects to extend this plan thruout the season next year, building up to grand prizes at the end of the summer.

Another effective drawing card was used the final Saturday (6), when the park sold 12 rides for \$1. This goes up for a full day, Swanson said, altho it has the drawback of giving something away. He intends to put more stress on positive crowd appeals.

## Belmont Park Whips Deficit, Winds Up Ahead

TORONTO, Sept. 13.—Rex D. Billings, manager of J. W. (Patty) Conklin's Belmont Park at Montreal, said here that his spot closed the season slightly ahead of 1951 after overcoming an early-season slump.

He said the spot was \$70,000 behind its 1951 business at mid-season because of the loss on all week-ends to rain. But between mid-July and Labor Day business was strong. Biggest week-end of the season was July 19-20, with 47,200 paid.

Billings attributed the July and August increase to a hyped ad budget and to the booking of Rasini and his Rocket Car for the final three weeks. Park had a 10 and 20-cent gate all season.

After the close of the season on Labor Day, Billings gave a party for park employees. He conferred with Conklin here and planned to return to his Montreal home until next month, when he will go to Miami Beach for the winter.

## Houston Sets Winter Plans

HOUSTON, Sept. 13.—Playland Park here will continue operations thru November if weather permits, Manager Louis Slusky said this week. Sunday operations are scheduled for the entire winter, with stock car races set as regular fare.

Slusky said that New Year's Day in past seasons has been a bigger day for Playland than several holidays which parks normally count on for crowds.

## Eastern Parks Pull Curtain On an Average Season

NEW YORK, Sept. 13.—Most Eastern parks called it quits for the year Sunday (7), with just a few remaining open on a curtailed basis. While some ops said they bettered 1951 figures, the consensus seemed to be that business was slightly below last year's totals.

Steeplechase Park at Coney Island closed Sunday, with business in the resort off slightly for the year. Eleven fireworks promotions and a balloon parade prevented grosses from dipping too low, but promotions weren't enough to combat heavy rains in June and August.

Officials at Olympic Park, Irvington, N. J., which also closed Sunday, said the 1952 business was about the same as last year.

The only operator in the New York area who claimed a substantial increase over 1951 was Irving Rosenthal at Fallsades (N. J.) Park. Rosenthal said that 150,000 persons attended the park last week-end and that gross was up about 10 per cent from 1951. He said that TV advertising was responsible, in a large measure for the increased business.

Rockaways' Playland, Queens, N. Y., closed its seven-day operation last week-end with a mardi gras. Business for 1952 trailed last year but 1 per cent, park officials said. The park will remain open week-ends thru the fall and winter.

Rye (N. Y.) Playland upped its 1951 totals slightly. While the park closed Sunday, the kiddieland will remain open Sunday afternoons thru the rest of September.

## Detroit Spots Find Wk.-End Business Off

DETROIT, Sept. 13.—The local park season ground to a slow finish this week-end, with operators still uncertain about how the season totals will stack up against 1951.

Edgewater maintained full scale operation up to Sunday night (7), with business described as "terrible" because of cool weather, the reopening of schools in mid-week, and State Fair competition. The park reopens again this week-end and then calls it quits. Present plans call for no additions or major alterations for next season.

Jefferson Beach reopened this week-end 6-7 to slow business, and then closed for the season.

Walled Lake Park reopens today (13) for its second scheduled week-end, and will wind up the Detroit season with a special picnic booked for the International Milling Company on Tuesday (16). Fred W. Pearce, park owner, was a visitor to the Michigan State Fair on Sunday and then left on a business trip.

## Attendance Up At Spokane

SPOKANE, Sept. 13.—Labor Day week-end drew an estimated 50,000 persons to Natorium park here, according to Manager Lloyd Vogel. The attendance was up 50 per cent from last year. Tex Beneke drew 4,000 dancers.

Vogel credited the sea lions and other zoo animals he put in this year for the bigger crowd. His park will operate three more week-ends before shutting down for the off-season.

## Season-End Party At K. C. Fairland

KANSAS CITY, Mo., Sept. 13.—A party marking the close of the season at Fairland Park here was given recently by Mrs. Harry Sartor, with about 25 people attending.

Among those present were Mr. and Mrs. M. Brancato, Mr. and Mrs. S. Brancato, Mr. and Mrs. Sartor, William A. Smith, Charles Jackson, Lucky Hale, Agnes Sams, Mr. and Mrs. James Thoms, Marie Johnson, H. S. Hogan and Gordon Graffos.

Most Eastern park ops said that, considering the poor June and August weather, they did well to even approach 1951 figures.

## Cedar Point's '52 Business Holds Up Okay

SANDUSKY, O., Sept. 13.—Cedar Point resort near here reported this week that 1952 attendance held up well despite the steel strike. E. S. Starr, park manager, said spending was on a par with 1951.

A crew now is busy winterizing the funspot. As in the past, a wood and metal fence is being erected along a quarter-mile of the beach to protect the Breakers Hotel, dining rooms and bathhouse from drifting sand. Ride owners have stored their equipment and concession stands have been boarded up for the winter.

William H. Evans, press man, said the weekly church services at the resort chapel drew well thruout the season.

Mrs. Thomas Geiger, daughter of John Berni, Cedar Point games and ride concessionaire, and her husband became parents of a daughter on the resort's closing day. The Geigers also work at the park.

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## Takes Ease Ahead For Strates at York

Estimated Fun Zone Increase Ranges Up to 10% as Pennys Event Draws Big

YORK, Pa., Sept. 13.—Midway execs described business for the James E. Strates Shows at York Interstate Fair her this week as "much better" than last year. Some observers placed the gains at between 5 and 10 per cent—a healthy increase in view of the

perennial winning qualities associated with all show business endeavors at this event.

All midway units got a big boost on opening Tuesday (9). Children's Day. Crowds on that day were described as the biggest ever drawn by the event for a single session. Money was plentiful and spending was free.

The show arrived here from Syracuse on Monday. Setting up was started immediately and erection of units continued thru the night where necessary so as to have the midway complete in time for the crowds that stormed the gate early Tuesday.

### Indie Midway Swamped

The sale of independent concession space here was reported at an all-time high. Eating stands in particular did a bonanza business, but the various games did not fare as well.

Concessions were largely limited to Skillo and dart wheels. Operations were slowed up considerably and the hoped for grosses did not materialize in many instances.

After a bang-up week at New York State Fair, Syracuse, where grosses reportedly did not vary more than \$1,000 from last year, the Strates show, with daily increases indicated thruout the run here, will wind up its Northern tour in banner fashion. The show next heads into the South where it has a number of big earning fairs on its route.

Strates had another reason to be jubilant here. The report from his second railroad unit, the Model Shows, was that the org, managed by David B. Endy, kicked over a big week at Alexandria, Va., after scoring increased earnings at the West Virginia State Fair, Ronceverte.

## Elliott Org Hits Winner

BATHURST, N. B., Sept. 13.—Frank Elliott Shows trucked here this week after successful stands at Trenton, N. S., and at the Pietou-North Colechester Exhibition, Pietou, N. S., September 2-4.

Business at the latter fair was excellent, according to Ronald R. Elliott, org's manager. All departments shared in the business, with rides the top money winners. Stock concessions did better than percentage games, Elliott said. Wednesday (3) saw an estimated crowd of 7,000 come thru the front gate, a record for that annual.

## Drew Sees Top Season; W. Va. Annual Up 28%

CHARLESTON, W. Va., Sept. 13.—After chalking up show and ride gross increases of 28 per cent over last year as midway attraction at the nine-day West Virginia A & I Fair here, James H. Drew Shows looked to be well on their way to a record season, James H. Drew Jr., general manager, said this week. Local business bolstered Drew's optimism over the org's forthcoming Southeast route of fairs.

Shows had 14 rides and 10 shows on the midway and did near-capacity business daily at the local annual which concluded its run Sunday (7). Drew said that on each of the Saturdays, Sundays and Labor Day all rides and shows had long lines of customers in front of the ticket boxes from early morning until late at night.

With 11 previous attendance records at the fair eclipsed as early as Thursday (4), the fair board, represented by T. H. (Pat) McGovern, president, and Robert E. Flint, manager, awarded next year's midway contract to General Manager Drew Saturday (6). Drew said that local newspapers and radio stations gave the shows outstanding support during their run. Concessionaires on the org also reported good business.

Jimmie and Malinda Drew, son and daughter of General Manager and Mrs. Drew, left the shows here for their home in Georgia to re-enter school.

## Mont. Fairs Yield \$\$ For H. P. Hill

KALISPELL, Mont., Sept. 13.—Hill's Greater Shows jumped here this week to the Northwest Montana Fair after a winning stand at the Choutay County Fair, Fort Benton, Montana. Fair officials at the latter spot complimented the show on its appearance and business was 20 per cent above '48 grosses, the last year the shows played that spot. Glasgow, Mont., played the previous week, also was good for all departments. Stephen Urs, secretary of the fair board there, said the show was the brightest midway to play the fair. Early part of the run was hurt by cold weather, but now ended up strong with the biggest one-day gross of the season.

Jump from Kalispell to the Dawson County Fair, Lamesa, Tex., will be one of the longest show treks on record, according to H. P. Hill, owner. After an 1,800-mile jump, the show will open there September 22 and remain until Saturday (27). Show contracted Lamesa last year but due to the drought, the date was cancelled. This year, advance reports were that a bumper crop was being harvested in the wheat and cotton fields.

Following Lamesa, org will play Pecos and Plainview, Tex., fairs and will remain on the road until November 9, a total of 36 weeks. Staff, in addition to Owner Hill, includes Mrs. H. P. Hill, secretary; Cleone Johnson, assistant secretary, front gate, mailman and agent for The Billboard; N. L. Dixon, legal adjuster; Bill Johnson, electrician, assisted by his son, Speedy.

## Sally Rand to Stage Dallas Revue, Head Unit at Memphis

CHICAGO, Sept. 13.—Sally Rand has been contracted to head up a midway show at the Mid-South Fair, Memphis, and to produce a revue for the Dallas Fair midway. It was announced this week. The fair dancer currently is winding up an extended stand at Ripside, night spot in suburban Calumet City.

## WOM BROCKTON TAKE JUMPS UP

10 Cars of Equipment Ready on First Two Days Help Build Gross

BROCKTON, Mass., Sept. 13.—With 10 carloads of equipment on hand to cater to opening crowds on Saturday and Sunday (6-7) at the Brockton Fair, the gross of the World of Mirh Shows was running well ahead of last year. Excellent weather has also been aiding the midway take and the prospects for the continuance of good working conditions thru today's finale are excellent.

A year ago the same fine weather prevailed until closing day when rain diluted the usual big takes expected on the wind-up. If hefty earnings are garnered today, the over-all gross should be well ahead of last year, even tho' at mid-week the gate was running about 2,000 behind and the general spending was reported not as brisk as it might be.

A principal attraction here continues to be pari-mutuel betting. Harness racing this year supplanted the running races featured for the past several years and the crowds attracted by the trotters and pacers were reported better in that they remained on the grounds longer than throngs attracted by the runners. Even so, the interest of the betting crowd is centered in the track and the tote boards and, except for food, it is estimated the horse players contribute little to other fair endeavors.

### Units Arrive Early

Brockton's Saturday opening overlaps with the Rutland (Vt.) Fair which the World of Mirh also plays. In the past truck units have been contracted to fill in with midway attractions on these two days but this year, because of a further curtailment of midway space at Rutland, Owner Frank Bergen was able to ship in 10 carloads of equipment well in advance of opening.

With nearly 60,000 persons attending the event on the first two days, the fun zone grosses were reported good. Other units were shipped in here by truck from Rutland in order to make Sunday. The remainder of the equipment was trained in and up and ready for Monday.

Concession earnings were reported off somewhat from former years, indicating a generally tight money situation. It may be that any slack registered to date may be taken up today.

Shows tackle their most difficult move of the season tomorrow when they entrain for Allentown, more than 300 miles away.

For the first time the train will make the crossing from New York to New Jersey by bridge instead of by barge. The bridge crossing will add to the expense, but it is expected to save considerable time, thus making it possible to get in more working hours at Allentown. The barge crossing is efficient enough when good weather prevails, but too often equipment has been delayed for many hours because of fog.

## Central States Shuttles After Banner Year

PAWBUKA, Okla., Sept. 13.—Central States Shows brought their '52 season to a close here Thursday (11). It was the shows' best year. According to W. W. Moser, org's manager, business was up from 5 to 25 per cent at all fairs and celebrations.

Much of the increased business was due to a stronger back-end, he said, but excellent crop conditions and lucky breaks in dodging bad weather helped. Trek this year took the Moser org into Oklahoma, Kansas and Nebraska. Show will again winter in Hazelton, Kan.

Plans for '53 are already being made, Moser said. Owners are mulling the addition of three major rides and expect to build two new wagon-type show fronts.

## Bistany Inks Macon Annual

MACON, Ga., Sept. 13.—Leo Bistany's Orange State Shows has been awarded the midway contract for the 16th annual Middle Georgia Colored Fair here. C. W. Sellers, fair president, announced.

Original dates of the annual, October 13-18, were changed to October 27-November 1, in order to accommodate the Bistany org, he said. The new dates follow the Georgia State Fair.

## Crafts Orgs Get Okay Biz At Calif. Fair

SACRAMENTO, Sept. 13.—Orville N. Crafts, owner of the three shows, 20 Big, Exposition, and Fiesta, that were combined for the 11-day run of the California State Fair here, reported business as "very satisfactory." The fair ended its run Sunday (7).

The Crafts organization played the State Fair after a layoff of a year. About 50 rides were used in two separate midways. All of the equipment was owned by the outfit with the exception of a pony ride.

The State Fair broke all existing attendance records, pulling 778,256 against 783,033 in 1951. Crafts bid for the midway was on a per capita basis of 10.02 cents.

Following the usual policy, the fair was host to about 10,000 newsboys from all parts of the State. A strip of tickets for carnival rides was sold. Approximate cost per ride was 12 1/2 cents.

At the conclusion of the State Fair, the three units resumed their individual tours. Twenty Big, managed by Frank Warren, moved to Grass Valley for the Nevada County Fair; Exposition, headed by Roger Warren, to Placerville for the El Dorado County Fair and Fiesta, under Leo Haggerty, to El Segundo in Southern California.

## Lockett Leaves Cetlin-Wilson

PETERSBURG, Va., Sept. 13.—Ralph Lockett disclosed here this week that he had resigned as general agent of the Cetlin & Wilson Shows. Lockett said that he planned to spend a few weeks with his wife and young daughter at the Lockett family home in Ettrick, Va., but other than that had no plans.

## BUCK ORG PROFITS AT BARRINGTON

Park Units Shipped in to Work to Packed Grounds on Opening Sun.

GREAT BARRINGTON, Mass., Sept. 13.—Some of the heavy missed here in the past was topped up by the O. C. Buck Shows at the Barrington Fair on opening Sunday (7). Owner Oscar Buck brought in units from his North Carolina park operation to take advantage of the opening turnout, estimated as in excess of 30,000. Regular show units were delayed in arrival, as anticipated, because a 280-mile haul from the Bath (N. Y.) Fair.

One big factor favoring a healthy gross for the Buck organization here was the fine weather. Event ran earlier this year and so escaped much of the bone-tling chill that saturates this mountainous area just a week or so hence. As a result the night play was better than in the past. This, coupled with a good children's day yesterday sent the date over the top.

With pari-mutuel running racing featured here on all but the opening day, the afternoon crowd is

largely made up of bettors with the midway skimming a little of the cream. The horse players, they last thru the nine-race program without going broke, exit the grounds with the speed of some of the nags they bet on. Their interest in the exhibits and fun features is nil.

### Make Sunday Date

The Sunday opening, which amounts to an overlapping date, provides a pestiferous situation that Buck has been able to overcome in part by moving in rides from his park operation. However, it isn't possible to duplicate the full earning power carried by the complete mobile unit and it is naturally impossible to obtain the full potential gross.

Only two events remain on the Buck schedule; next week at Bridgeton, N. J., and the closing date at the Danbury (Conn.) Fair. The show, tho' the spotty has been okay. Still dates were off but the fairs have held up except when bad weather interfered.

## Model Gets Big Play At Alexandria, Va.

Lush Date Follows 15% Earnings Hike At Ronceverte as Outlook Brightens

ALEXANDRIA, Va., Sept. 13.—The Model Shows kicked in a big one here and everyone had fun counting bankrolls after a shuttering Thursday (4) to entrain for the Hagerstown (Md.) Fair date.

The date, which in early season was rumored to be a new attempt at fair promotion, was staged some three miles south of the city on Route 1. While the crowds were not tremendous, interest in all of the midway presentations was notable and all units got well.

The date came on top of the show's appearance at the West Virginia State Fair, Ronceverte, where revenue increases over last year averaging some 15 per cent were reported.

### Improvements Planned

Before exiting here and influenced in part, no doubt, by the upswing in the season, David B. Endy, general manager, announced that expansion plans were being formulated for next season. Plans to add to the enterprise were confirmed by James H. Strate, in York, Pa., where his James E. Strates Shows are on the midway of the Interstate Fair. Endy said that if fairs hold up

the remainder of the season the initial tour of the new railroad org would be considered okay, especially in view of the spotty takes encountered early in the trek. These he attributed mainly to the considerable bad weather and tough labor conditions encountered thruout much of the season.

The concessions won a ton of money here, with units sandwiched in between back-end. Bill Cowan, business manager, is with the show and doing a fine job on the front end after a hiatus that had him active in the circus field. In all, 18 rides, 14 shows and 45 concessions were presented here.

Despite a rough early season that was marked by a "few good weeks and some very bad ones," the show has not yet missed a Monday opening.

Besides Endy and Cowan, the executive personnel includes Joe Rowan, special agent; Nick Stepp, secretary-treasurer; Eddie McTeague, lot superintendent; Hank McCreary, discus electrician; Phil Brockwell, billposter; Bill Smith, tractor superintendent, and Red Kelley, trainmaster.







# Midway Confab

Visitors to the CNE, Toronto, during the final week included Rex D. Billings, Belmont Park, Montreal; Joe Streibich, secretary, Showmen's League of America; Harry Jr. and John Batt of Pontchartrain Beach, New Orleans; Ida Cohen, Chicago Insurance exec; J. Charles Yule, former manager of the Calgary Stampede; James Paul, manager, Edmonton; (Alta) Exhibition; Frank Griffin, Jacksonville (Fla.) Beach Park; Ray Marsh Brydon, show producer; Mr. and Mrs. C. C. (Specks) Groscurth, owners of Blue Grass Shows; Frank Langer, Willow Springs (O.) Park; Paul Huedepohl, secretary, NAAPPB; Frank Mencuri and Clare G. Meyer, Exhibit Supply Company, Chicago, and Cliff Wilson, midway show operator.

Virginia Kline writes that it was like old times helping the Salem Soroptimist Club with its annual booth at the Oregon State Fair, Salem, last week. The organization had a good week and proceeds are slated to be used to furnish a room in the new YWCA building in Salem. Duane Shue, who had his Derby Racer on the midway there, gave the gals a helping hand when they almost ran out of stock over the Labor Day week-end. Al Rodin donated an electric clock and Lil Shue a bronze horse. Mrs. George Hiccox and Mrs. Andy Anderson, whose husbands had the midway contract there, visited the Soroptimist booth and bought several dolls.

Tommy and Bobby Mooney, former concessionaires and musicians, info they have formed a new recording company that will produce country and Western disks. Most recent waxing by the firm, which carries a Floto label, is "Bingo Boogie" with "That's My Baby" on the flip side.

Al Marlin, co-owner of 20th Century Shows, says anything can happen on a midway and usually does. Latest thing to happen took place at Huron, S. D., when a car crashed into the "Scandoli" tent at 5:30 a.m., causing \$500 damage. The driver was arrested and charged with driving while intoxicated.

Frank Spina, Mr. and Mrs. Frankie Lou Woods and Art Lewis, all of the James E. Strates Shows, and Mr. and Mrs. Sam Greco, who were exhibiting their iron lung at the New York State Fair, were on hand for Tony Bennett's, opening at the Three Rivers Night Club in Syracuse September 5. Following the Syracuse date, Greco made the long jump to Hoopston, Ill., for the Sweet Corn Festival. He will also show at the St. Louis Country Fair, September 13-21. Greco concessions at Cape Girardeau, Mo., were operated by Carmella, Tom and Bill Horner, who are also skedded to make the Nashville fair.

Mrs. Ernest (Jean) Dellabate was on hand with the Strates Show at Syracuse, working a few hours each day in the mitt camp. Jean is taking it easy due to a heart condition. Husband Ernest is still operating his concession.

Orrville K. Crafts, owner of the three shows, 20 Big, Exposition, and Fiesta, combined to play the California State Fair in Sacramento, was hosted on his birthday Friday (5). Mrs. Eleanor Crafts entertained a group at dinner at the Del Prado in that city. Among those attending were Mrs. Jack Dyer, Mrs. George Bryant, Mr. and Mrs. Ted Rensquist, Charlotte and Frank Warren, Johnny Levaggi, Leo Haggerty, and Lee Brandon.

Basil (Hap) Young, who had his blading concession at the California State Fair for the 41st year, will not play the Los Angeles County Fair in Pomona, Calif., this year. Young expects to take his trailer to the Arizona desert to recuperate from a recent illness. He has played the Los Angeles County Fair each year since its organization in 1922.

M. Whitney Monette and Jake Schwartz had the novelty, on the independent midway at the California State Fair, which closed an 11-day run Sunday (7). Schwartz and Doris Monette ran the deal, with one on the grounds from the Pacific National Exhibition the last two days of the State show.

Alex Freedman, of Freedman Novelties, had the novelty and monogrammed hats concessions fence-to-fence at the 8th annual Santa Clara County Fair in San Jose, Calif. He also will have the novelties at the Fresno District Fair in Fresno, Calif.

Staffers assisting E. L. (Eddie) Young in the operation of his Sterling Crown Shows includes Edith Young, concessions; J. L. Machamer, secretary; William Bresse, general agent; Mac House legal adjuster; Harry (Irish) Gaughan, concessions manager; Art Riley, builder; Jack Repass, electrician; Bert McIntyre, mechanic; Ross Houghton, ride superintendent. Along concession row are Mae McCrary with 2, Bill Harmon, 3; Jerry O'Reilly, 2; Earl Slusser, co-house; McKinney's, popcorn; Joe Joernigan, 6; Art Nelson, 2, and John Camp, 4.

Back-end units include Art Riley's monkeys; Tarsan Banks' snakes; Clarence Thames' gal show, and Dr. Thomas and his minstrels. Recent visitors on the show include Mr. and Mrs. Art Frasier, Eddie Stewie, Glenn Osborne and others from Brown and Wallace and Gold Medal shows.

Concessionaire Harry Modele spotted Phil Cook, executive secretary of the Miami Showmen's Association, of which he is a member, lugging a worn out brief case on the grounds of the York (Pa.) Interstate Fair and decided to do something about it. First, he offered conversation, saying that the worn out satchel was not in keeping with the dignity of the office. Having failed to stimulate buying action on the part of the secretary, who is toting home to Miami the several thousand dollars he has collected for his association and being careful in the matter of expenses, Harry sprung for a new case, complete with initials, which he donated to Phil. Needless to say, the long-standing friendship between the two has not been impaired in any way.

George Vogstadt's Side Show left Model Shows, Inc., recently to play three fairs with the James E. Drew Shows, Bobby Kork's Side Show annex had the biggest day in years on Labor Day at the Charleston, W. Va., fair. The entire unit returns to Model at Hagerstown, Md., for the balance of the org's route. Kork was recently visited by Peggy and Buddy Valier.

Bruce (Curly) Smallwood, last with the Blue Grass Shows, is requested to contact his sister, Mrs. Ruth Fox, 2240 Mt. Vernon Street, Philadelphia 30, who reports another sister critically ill. Mrs. Dolly Young, owner of Royal Crown Shows, and Bob Parker, hosted Mr. and Mrs. Ed Schultz and the entire fair board of the Nebraska State Fair at a party in the Cornhusker Hotel, Lincoln, Friday (5). Johnny Anderson of the Enquirer Printing Company, Cincinnati, also was a guest at the doings.

David Miller, nephew of Joseph Lehr, spot worker, is operating a trailer park in Croydon, Pa. Miller's 8-year-old daughter, Sandra, has made several television appearances on one of the Philadelphia channels. Lehr recently worked a joint at the Flerlington, N. J., fair.

Tom Williams, brother of the late Ben Williams, wa. an all-week visitor around the Bill Lynch Shows at the Frederickton Exhibition, September 1-8. Tom now makes his home in New York. Mrs. Lloyd Serfass, wife of the Penn Premier Shows owner, recently took delivery on a Pontiac station wagon, and Pat McGee gifted his wife with a Buick Roadmaster. Two a combination birthday and anniversary present.

Charlie Cohen, former carnival and bingo operator, has paralyzed a \$14,000 investment into a \$30,000 pay-off. Charlie paid \$14,000 for the race horse, Crafty Admiral, which recently won the Washington Park Handicap. The prize was \$172,400.

Ruth and Jay Williams, who have four concessions on the Brown & Wallace Shows, report business has been good, especially in Ohio. . . . After being hospitalized 15 months in San Francisco (Continued on page 66)

# Here's a Shot at the

# BIG

★ HANKY PANKS

★ GRAB STANDS

★ COOK HOUSES



# ONES!

- TRENTON
- GREENSBORO
- WINSTON-SALEM
- ANDERSON
- COLUMBIA
- AUGUSTA
- SAVANNAH

All communications to  
**FRANK BERGEN**  
General Manager

**BERNARD (BUCKY) ALLEN**  
Concession Manager

# WORLD of MIRTH SHOWS

Allentown, Pa., this week, then as per route

# GLADSTONE EXPOSITION SHOWS

WANT FOR

**YAZOO CITY, MISS.** Sept. 22 to 27

**CLARKSDALE, MISS. (Maiden Fair)** Sept. 29 to Oct. 4

FOLLOWED BY 6 MORE MISSISSIPPI DELTA FAIRS

CONCESSIONS that work for Stock and/or Straight Sales.

Some P. C. open at Yazoo City.

Can Place Fun House, Arcade, Monkey Show, Crime, Glass, Girl Show, etc.

**F. O. POOLE, CHARLESTON, MISS., FAIR all this week**

WANT 3 KID RIDES for these spots. None on show at present.

Also will book Octopus, Dark Ride, Cat, or any major ride not conflicting with Wheel, Jenny, Tilt, Comet, Chair.

WANT RIDE HELP, on all Rides, who can drive.

# LAWRENCE GREATER SHOWS

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR

**GREATER MT. AIRY FAIR and PETERSBURG FAIR**

WITH SEVEN FAIRS TO FOLLOW

CONCESSIONS: Age and Scales, Glass Pitches, Penny Pitches, Basket Ball, Ball Games, Long and Short Range, Eating and Drinking, Custard and Ice Cream, Can place Concessions of all kind: Novelties, Kola. Good proposal for nice Arcade.

Want Man for office-owned Popcorn. Salary and percentage.

HELP: Want Talkers and Grinders for Monkey Side Show.

Mazie Sharp wants to hear from E. C. McCarter. Write, wire or come on.

**SALISBURY, N. C., Now; Mt. Airy, N. C., Next Week**

RIDES: Will book Live Pony, Little Dipper, Rock-o-Plane or any Ride not conflicting with what we have.

SHOWS: Motordrome, Wild Life, Midget. Will book small Rodco or Circus or any Grand Show. Jimmy Watts wants to hear from Tiny Leland and Annex Attractions.

RIDE HELP: Foremen for Caterpillar, Roll-o-Plane, Rocket or any useful Ride Help who drive semi.

Can use good MECHANIC.

# BRYDON & THOMAS AMUSEMENT PRODUCERS

LAST CALL!

MID-SOUTH FAIR, MEMPHIS, TENN., SEPT. 18-27

TEXAS STATE FAIR, DALLAS, TEX., OCT. 4-19

Have space at both spots for one more unusual Grand Show and a production type Sit-Down Show.

Preston Foster, manager of Daywood & Blonnie Show that played Milwaukee, wire. Also want to hear from Charley Taylor, Dudley or Clanton.

Both spots open for ace-high Black and Tan Revue that can ramble. Want no stulted cows, mummies, pickled punks or gilded see monitors. Have no time for single-o, boss drum strips, Ho bumps and grand trips. I saw enough of those "shows" (?) last week to last a lifetime. All who are contracted for Memphis and Dallas mail me at once exact footage and overall depth. Space at a premium.

**KAY MARSH BRYDON**

HOTEL PEABODY, MEMPHIS, TENN.

# GIRLS

WANTED NOW

Need 2 more Dancers for Memphis, Tenn., Sept. 18-27; then 7 weeks of Falls to follow. Wire in detail.

**Ray Marsh Brydon**  
Hotel Peabody, Memphis, Tenn., or c/o Blue Grass Show (Fairgrounds), Memphis, Tenn.

# MOTOR STATE SHOWS

Want for all Celebrations—Continental, Ohio, Sept. 24-27. Bends, Persides, etc., and for balance of season.

Hanky Panks not conflicting. No gypses or racket. Can use Bingo Help. Man for Monkey Circus long season South. No drunks or midway strollers wanted. Will be in Continental, Monday, September 15.

**JOE FREDERICK, Mgr.**



# W.G. WADE SHOWS

**Kalamazoo County Fair, Kalamazoo, Mich., Sept. 22-27**

One of Michigan's largest fairs, 101-acre fairgrounds, new buildings, bigger premiums, enlarged programs, over 100,000 people each year.

**Can place for this gigantic and worthwhile event**

## SHOWS

Circus Sideshow, Motordrome, Mechanical, Glass House, Illusion or other Shows of merit.

## RIDES

Have space available for 2 Major Rides. Prefer Rockplane, Auto Scooter, Caterpillar or Flying Scooter. Other good equipment considered.

## CONCESSIONS

Can place Hunky Panks of all kinds, such as Ball Games, Bottles, Punks, Balloon Darts, String Hoops, Glass Pitches, Auction, etc. Also have space for Crab and Cookhouse, Candy, Novelties, Peanuts, Hats and other out-and-out sales privileges.

Contact at Bourbon Fairgrounds by Western Union or Long Distance.

**W. G. WADE SHOWS, Bourbon, Ind., Fair all this week**

P.S.: Have space for Concessions at the Chelsea, Mich., Fair, and Cairo, Mich., Centennial, on the streets, following Kalamazoo

## FAIRS

# JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

## FAIRS

**COWETA COUNTY FAIR**  
NEWNAM, GEORGIA  
Next Week  
**RANDOLPH COUNTY FAIR**  
ROANOK, ALABAMA  
Oct. 11-18

**CHEROKEE COUNTY FAIR**  
CANTON, GEORGIA  
Sept. 29 thru Oct. 4  
**TALLADEGA COUNTY FAIR**  
CHILDERSBURG, ALABAMA  
Oct. 20-25

**LAMAR COUNTY FAIR**  
BARNESVILLE, GEORGIA  
Oct. 5-11  
**SUMTER COUNTY FAIR**  
AMERICUS, GEORGIA  
Oct. 27 thru Nov. 1

★ ★ ★ THREE MORE OUTSTANDING DATES TO BE ANNOUNCED LATER ★ ★ ★

The above-mentioned fairs are all bona fide annuals (not promotions), conditions are good, money is plentiful and if you have a worthwhile attraction it will pay you to give these dates serious consideration.

## SHOWS

Side Show, Wild Life, Pot Show, Platform Shows, Wild West, Midget, Fun House, Glass House, Dog Show (Capt. Archie Johnson, contact us at once), Monkey Circus.

We do not need any Major Rides but can place the following Kiddie Rides: Boats, Coaster, Sky Fighter, Buggy Ride or any new Ride.

## CONCESSIONS

Cook House, Grab, Long and Short Range Galleries, Hi Striker, Peanuts and Hats, Hunky Panks. (Sorry, no Coupon Stores.) (No cypsiess.)

All Address: JOHNNY T. TINSLEY SHOWS, Spalding County Fair, Griffin, Ga., this week.

We feature "The Great Wilco," human cannonball, shooting over two Ferris Wheels as a free attraction.

# STERLING CROWN Shows

**ABERDEEN, MISS.—SEPT. 22 THRU 27**  
One of the Best Fairs in Mississippi

## WANT FOR MONROE COUNTY FAIR

### CONCESSIONS

Open Midway, Will book two Grind Stores and two Wheels, Cook House, Grab, Floss, Snow, Ice Cream or Custard, Popcorn, Apples, Jewelry, Photos, Ball Games, Long Range Gallery and any Hunky Pank Concessions.

### SHOWS

Girl Show, Jig Show, 10-in-1, and any Grind Show not conflicting. Must have own equipment and transportation. Also want Funhouse.

### RIDES

Tilt, Looper, Roll-o-Plane, Pony Ride.

### RIDE HELP

Merry-Go-Round and Wheel Foreman and Second Men. Also Second Men for other Rides. Must drive trucks. Top salaries, long season.

All replies to: **E. L. YOUNG, Mgr., Pontotoc, Miss., this week**

# NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

**Want for Royal Oak, Michigan, Community Fair, Oct. 8th thru 22nd**

10 miles at Dequinter on Detroit Race Track Parking Lot.

Want Concessions of all kinds that work for stock—Shows of all kinds—Can use any rides not conflicting—Octopus, Roll-o-Plane, Little Dipper, Looper (Earl Inglis, contact), Rock-o-Plane and No. 5 Wheel.

Can use a few more Hunky Panks. Will sell 1 on Cook House, Ice Cream, Roof Beer, Candy Apple at Warren, Ohio.

RIDES FOR SALE—Tilt, Caterpillar. WILL BUY new style Octopus, Roll-o-Plane, Rock-o-Plane.

WARREN, OHIO, UNTIL SEPT. 21TH

# VICTORY EXPOSITION SHOWS

**WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS**

6—DAYS—6 SEPTEMBER 22 THRU 27 6—NIGHTS—6

CONCESSIONS—ARCADE, CUSTARD AND HUNKY PANKS OF ALL KINDS.

RIDES—FLY-O-PLANE, ROCK-O-PLANE, C-CRUISE.

SHOWS—MECHANICAL, ILLUSION, MIDGET, SNAKE, OR ANY WORTHWHILE SHOW NOT CONFLICTING.

LINDA LOPEZ WANTS ACTS, ATTRACTIONS AND PEOPLE FOR SIDE SHOW.  
Magician who pitches; Mitt Reader (Babe Keating, answer).

All address ALVIN VANDIKE, Mgr., Elk City, Okla., this week; then Iowa Park, Tex.

## Midway Confab

• Continued from page 65

because of leg fractures incurred in a motorcycle race accident, Johnny Taylor has rejoined his wife, Bonnie, on the Victory Exposition Shows as front man for the Linda Lopez and Jimmy Farmer Attractions.

Jack Kellow and family en route from the W. G. Wade Shows in Michigan to join Proll's Broadway Shows, laid over a week at their home in Palmerton, Pa., to await delivery of an Oldsmobile from Rhue Motors, Allentown, Pa. Steve Russell has taken over management of Kellow's French fry concession. Donald Cooper, of the Army Air Force and former-employee of the Kellows, spent part of his furlough with them before leaving for Alaska. Virginia Gallagher, wife of Chuck Gallagher, of the World of Mirth Shows, is confined to her home in Ashland, Ky., due to a heart condition.

Joe Stevens Jr., son of Mary and Joe Stevens Sr., concessionaires on the Don Franklin Shows for the past two seasons, has entered Texas University, College of Pharmacy. Joseph Lehr pens from Philadelphia that he worked a spot store for Mr. and Mrs. Nick Green at the Flemington, N. J., Fair. Mr. and Mrs. Roy Hunter, who also had a concession at the fair, commuted daily from Philadelphia with Lehr in the latter's car. Lehr adds that Mr. and Mrs. Mark Kelly had their candy apple, snow ball and popcorn stands at the fair, while Squawk Kelly and brother, Leo, worked on the corn game for Benny Wise.

Jackie Lynn has joined Bertha Bert's Front Page People Show on Gold Medal Shows. She is doing her sword swallowing act and working in the No. 2 Annex with Gracie Lee Williams. Andrea King also joined the show in Jackson, Tenn. Nelson Wilson, youthful concessionaire, is with the Ross Manning Shows. In addition to operating his French fries and popcorn stand, Wilson maps the run, spots the trucks and helps locate the concessions. Mr. and Mrs. L. R. Banks left Norfolk Thursday (11) for the West Coast

to visit World War II buddies and Harry A. Illions at Pomona, Calif. Banks was connected with his brother, F. O. (Tarzan) Banks, in the operation of the latter's Hell's Half Acre Snake Show at Ocean View Park, Norfolk, following his discharge from service. Tarzan currently has his show at Portageville, Mo. For the past two seasons the L. R. Banks have been with Jack Greenspoon's concessions at Ocean View Park.

Mac McMullen, of the Michigan Showmen's Association, was stage manager for the Michigan State Fair Coliseum show. Working with him were George Daly, Freddie Howe, Merrill Hanna, Frank McDonald, and Tom Arrington. Specks Groscurth, of Blue Grass Shows, had his first plane ride, flying from Tennessee with Mrs. Groscurth to visit the W. G. Wade Shows on the Michigan State Fair midway. Specks was with the Wade organization for 13 years before going on his own. Ray Marsh Brydon, show operator, and John Plaisip of the Gus Sun Office at Des Moines, were visitors at the Michigan State Fair.

Dave A. Wise, secretary, and his wife, Dolly, concluded their third season with Royal Duke Shows in Williston, S. C., and joined Central Amusement Company at Weldon, N. C. They had been connected with Central Amusement for several years before joining Royal Duke. As in previous years, Wise is handling the office. Carl Herrick, who sustained a heart attack in Rice Lake, Wis., recently has partially recovered and is at his home in Indianapolis. He says that he wants to thank his numerous friends for the manner in which they came to his aid during his illness. While playing the Scott County Fair, Jordan, Minn., Mr. and Mrs. Doc Heinsman and Jean Jo-Ann Rendelle took delivery on new cars. Jean says that Rocco & Son Shows close their season after playing the celebration in Morristown, Minn., and that most of the personnel is making preparations to join other shows heading south.

## PEPPERS ALL STATES SHOWS

**Want for My Six Fairs in Florida**

beginning September 24-October 4, Chipley; Crestview, October 6-11; Apalachicola, October 13-18; Eton, Alabama, on the street celebration, October 20-26; Fort Walton, October 27-November 1, on the street; Bonifay, November 3-8; Ocala, Florida, November 10-15 (Armistice Celebration).

CONCESSIONS—Can use two Kiddie Rides, Boat Ride and Allan Herschell Auto Ride.

PLEASE, "NO LUNKS"

WANT RIDE HELP: Foreman for Allan Herschell Merry-Go-Round, Foreman for Rockplane. Also Second Men for Merry-Go-Round, Wheel, Chairlane, Octopus, etc. Send names and other men only need apply.

ATTENTION: ALL SHOWMEN: Here's your opportunity: WHAT HAVE YOU????

WANT: Side Show (Bill Chalkis, contact); GIRL REVUE (F. W. Miller, get in with me immediately); FUN HOUSE, CRIME SHOW, MOKNEY MOTOR DRONE, MECHANICAL SHOW, or any worth while Attraction. Everett Daniels, phone M. M. Roland, 296-1, Geneva, Alabama.

WANT

TWO OF EACH KIND

COOKHOUSE AND GRAB, POP CORN, CANDY APPLES, FRENCH FRIES, NOVELTIES, JEWELRY, HIGH STRIKER, GORE GALLERY, LONG RANGE, COKE BOTTLES, ADD 'EM DARTS, BALLOON DARTS, FISH POND, ETC. Any Hunky Pank that works for stock. Sorry, boys, NO FLATS OR CYPSES. Send deposit and space needed.

**FRANK W. PEPPERS, Peppers All State Shows**  
EVERGREEN, ALABAMA

## GREATER MIDWAY SHOWS & CENTRAL AMUSEMENT CO. #2

Want for Sharpsburg, N. C., Tri-County Fair, September 22-27; in the suburbs of Rocky Mount, 90,000 people to draw from. This is our sixth year here; then Bailey, N. C.—another good one. Place Ball Game, High Striker, Custard, or any Stock Concessions that do not conflict. Only two of a kind. No Hats. Place one or two Kid Rides, or one of two more Big Rides. What have you? Will furnish outfit for Girl or any worth-while Show. Out all winter in Florida. All answers to

**FRANK DICKERSON**

Stantonsburg, N. C., this week; then Sharpsburg, N. C.

## ROYAL EXPOSITION SHOWS

Booking Shows, Rides and Concessions for seven more weeks of Fairs. What have you?

This week Milledgeville, Georgia. Next week Sylvania, Georgia.

Contact

**J. P. BOLT or SPLINTER ROYAL**

## MIDWAY OF MIRTH SHOWS

WANT FOR HARRISBURG, ARK. FAIR—IT'S A BIG ONE.

CONCESSIONS: Want Merchandise Concessions of all kinds. Also Small Cookhouse SHOWS Will book Girl Show, Athletic and Side Show.  
HELP: Foreman for Merry-Go-Round, Second Men for Tilt, Wheel and Spidira.  
Address: Marked Tree, this week; Harrisburg (Fair), week Sept. 24; Manila, week Sept. 27. All Arkansas.



JOHNNY DENTON'S

# GOLDEN SHOWS

## WANT FOR OUR OUTSTANDING ROUTE OF FAIRS

STARTING WITH THE TRI-STATE FAIR, GASTONIA, N. C., WEEK SEPT. 22, TO BE FOLLOWED BY THE GREAT CHEROKEE INDIAN FAIR, CHEROKEE, N. C., AND FIVE MORE OF THE BEST FAIRS IN THE SOUTHLAND.

SHOWS—WILL PLACE 2 OR 3 NICE GRIND SHOWS NOT CONFLICTING.

HELP—WANT A-1 FOREMEN FOR SKOOTER AND CATERPILLAR. SECOND MEN ON ALL RIDES. CAN PLACE MAN TO HANDLE DOWNEY LIGHT TOWERS.

CONCESSIONS—WILL BOOK LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS. Especially good opportunity for Water Games.

CAN PLACE A-1 COOKHOUSE FOR BALANCE OF SEASON.

GOOD OPPORTUNITY FOR FLASHY PENNY ARCADE.

WIRE, CALL OR CONTACT

ART FRAZIER, FAIR GROUNDS, Gastonia, N. C.  
(On the Grounds now until Sept. 27)

## CARL D. FERRIS SHOWS

### WANT FOR 7 BIG CAROLINA FAIRS

Washington, N. C., Sept. 22-27; Reidsville, N. C., following  
Concessions of all kinds working for stock, no exclusives. Johnny Caruso can use Grind Store and percentage, all other agents. Leo Lasella, contact. Photos and all kinds of Eats. SHOWS: Can use Jig Show with own equipment and any kind of Grind Shows. Penny Arcade. RIDES: Any non-conflicting Rides. All wires to

CARL D. FERRIS  
Dunn, N. C., Fair Grounds this week.

## C. C. (SPECK) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT WANTED

FOR CARUTHERSVILLE, MO., FAIR STARTING OCT. 1; FOLLOWED BY WALKER COUNTY FAIR, JASPER, ALA., AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS.

Legitimate Concessions of all kinds. Non-conflicting Shows of all kinds with own transportation. Can use Major Rides for balance of season. Can place Ride Help of all kinds, must drive semi.

C. C. GROSCURTH MIDSOUTH FAIR, MEMPHIS, TENN.

## DUMONT SHOWS

ZEBULON, N. C., FAIR, Sept. 22 to 27  
ENFIELD, N. C., FAIR, Sept. 29 to Oct. 4  
LITTLETON, N. C., FAIR, Oct. 4 to 12  
GREENSBORO, N. C., COLORED FAIR, Oct. 8 to 13

Want Hunky Panks of all kinds. Want Six Cat and Swinger.  
Want Colored Girl Show with or without equipment.  
Want High Free Act for Zebulon Fair, Sept. 22 to 27th.  
Want Ride Help for Rocket and Chairplane, Second Men on all Rides. All address

LOU RILEY, as per route

## BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

Want for Fall Festival, Boswell, week of Sept. 22; Roann, week of Sept. 28—both Indiana

CONCESSIONS: Need legitimate Merchandise Concessions. RIDE HELP: Can place useful, sober Ride Help. Kid Rides available for Fall Festival after October 1. FOR SALE: Long Range Shooting Gallery. Address

ERNE ALLEN, c/o Baker United Shows  
Lebanon, Indiana, this week; then as per route.

### WANT—CONCESSION AGENTS—WANT

AGENTS FOR PEER STORES, BOWLING ALLEY, PINS, PITCH-TILL-YOU-WIN, BUCKETS, SIX-CATS. ALSO GENERAL CONCESSION HELP. Billy Gallagher, Whitley Harper, Frank Minor, Stash Gray, contact. SIX TEXAS FAIRS STARTING LA MESA, SEPT. 22. Address:

DWIGHT BAZINET, c/o HILL'S GREATER SHOWS, LA MESA, TEXAS

### PAGE BROS.' SHOWS WANT

FOR CHEATHAM COUNTY FAIR, ASHLAND CITY, TENN., NEXT WEEK, AND FOUR MORE TO FOLLOW.  
Custard, Popcorn, Floss, Sns, Jewelry, Slum Curfies of all kinds. Girl Show, we have all equipment. Foreman for Ferris Wheel. Ride Help on all Rides.  
BOX 244, SPRINGFIELD, TENN.  
P.S.: Complete Carnival for sale or lease. Luther Sandlin, contact.

### WANT GIRLS FOR POSING SHOW AND GIRL SHOW

Top salary. Also want Girl Show Ticket and Grinder. Want Candy Pitchmen. Wire

F. W. MILLER  
c/o Gooding Shows

Florence, Ala., this week; Huntsville, Ala., next week.

### WANTED TO BUY FOR CASH 12 CAR DODGEM

Must be in A-1 condition. No junk.

HARRY MAMAS

Care John Marks Shows, as per route.

### BINGO CALLER

Want Caller and Counter Men. Can use Wife in Ticket Box or other Concession

H. C. SWINIKER

PARADE SHOWS  
Kincaid, Kans., Fair. This week; the big Lions' Club Celebration, Baxter Springs, Kans., Sept. 27. Sedan, Cars, Fair, the biggest and best; all three have big parades, fairs, etc.

### WANTED WANTED

For Wadley, Cleaton, Baxter, all GA. Need experienced Monkey Automobile Operator, also Front Man for new Fun house. All Hunky Panks open. Good opening for Custard. All replies:

LEO LANE SHOWS  
Wadley, Ga., this week.

### For Sale or Trade

Light Plants—One 35 KVA Westinghouse steel padmount unit, 110/220 volts. A.C. almost new, run 36 hours, mounted on Ford 1 1/2 ton, \$2350. Also one 30 kw 110 volt, D.C., mounted on trailer, \$1000.00. Or will trade for Merry-Go-Round or other Rides. Long Range Galleries, etc.

F. ALLEN

1000 Blawerton Rd. Syracuse, N. Y.

### WANT CARNIVAL

To Play in NASHVILLE, N. C.

First part of October NASHVILLE FIRE DEPT. P. L. TAYLOR, Chief

### CRIME PREVENTION Mobile Unit

In 1929 motor bus for street exhibition fairs, etc. Unit is streamlined, good looking and authentic in every detail. Smart operator can get rich. Owner in other business. \$4000 required. Unit now in Chicago vicinity. Write D-44, c/o The Billboard, Cincinnati 22, O.

### MRS. LILLIAN GALE

or anyone knowing her present whereabouts, kindly communicate with the BANK FAMILY  
432 Neys St. San Antonio, Texas

### Now Booking for . . . The Best in the West

## FRESNO DISTRICT FAIR

FRESNO, CALIF.—OCTOBER 3-12

## ARIZONA STATE FAIR

PHOENIX—NOVEMBER 6-16

Contact: CRAFTS 20 BIG SHOWS

7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: Poplar 5-3976

## ROSS MANNING SHOWS

STATESVILLE, N. C., FAIR

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, Hunky Panks, Cat Rack, Buckets, Ball Games, Coke Bottle, Cig Gallery, Cig Pitch, Novelty, Penny Pitch. SHOWS: Wild Life, Fun House or Glass House, Dark Ride. RIDES: Roll-a-plane, Tilt, Fly-a-Plane or Cam. WRITE OR WIRE SHERATON HOTEL ROSS MANNING HIGH POINT, N. C.

### GEORGIA AMUSEMENT COMPANY

EIGHT FAIRS EIGHT FAIRS  
Will book Concessions of all kinds that work strictly for stock, such as Floral Pitch, Coke Bottle, Slum Sekt, Milk Bottles, Bowling Alley, Balloon Davis, Slum Spindles, Hunky Buck, Bee Hive, or what have you? Will sell exclusive on Binas for \$51.00 or 10% of gross, also will sell on Photo Pans and French Pans in our stand for \$31.00. Ex on Custard \$21.00. Milk Camps, can use two. Ex on Novelty, \$31.00. No SHOWS—Will book any Show of merit except Big Snake for 25% of net gross. No GIRL Shows. RIDES—Will book Octopus, Tilt or Fly-a-Plane, Boat and Train for 25% of net gross. RIDE HELP—Will pay Jenny Hen \$100.00 per week if you can up and down it and drive tractors and play lobby; pay \$40.00 for Speed Man for new Wheel. Can also use other useful Ride Help, but you must join me this week in order to draw this kind of money. I am a holder of English and my good people have given me the crown of the Fairs. Here are a few I play: Bryan Co. Fair, Pamphile, Ga., Sept. 22 thru 27; Bringham Co. Fair, Springdale, Ga., Sept. 29 thru Oct. 4; Burke Co. Fair, Jackson, Ga., Oct. 4 thru 11; Worth Co. Fair, Sylvester, Ga., Oct. 15 thru 20; Heard Co. Fair, Franklin, Ga., Oct. 20 thru 25 with two more to be announced later. All wires

H. H. SCOTT

Jesup, Ga. Fair Grounds; New Pembroke, Ga. Fair Meet.  
P.S.: The people I owe are holding none of my rides. I have them all with me.

### KINGSTON, OHIO, SEPTEMBER 22-27 LAURELVILLE, OHIO, SEPTEMBER 29-OCTOBER 4 Annual Street Fall Festivals

CONCESSIONS AND SHOWS WANTED  
Want Percentage Games—Pill Pool, etc. Grind stores of all kinds. Palmistry, Floss, Branch Girls, Jewelry, Scale, Glatt Pitch, etc. Rides not conflicting.

FRED NOLAN

MOKAHALA PARK Phone: 3325-3747 SOUTH ZANESVILLE, OHIO

### WANT MECHANIC

Who can keep fleet of trucks operating. Must have your own tools and be able to do A-1 mechanic's work. Must furnish references.

DOLLY YOUNG, MGR., Royal Crown Shows  
Garfieldville, Ohio, this week; 78 SMITH, Ark., to follow.

### WANTED

GIRL AND MEN DROME RIDERS  
JOHNNIE BARRO  
% PRELL'S BROADWAY SHOWS, COLDSBORO, N. C. THIS WEEK



# Frank W. Babcock UNITED SHOWS

Playing  
**LOS ANGELES COUNTY FAIR**  
POMONA, CALIF.

September 12-28

HAS FOR SALE...

**NEW ULTRA MODERN  
STREAMLINER  
"UNION PACIFIC TRAIN"**

See It in Operation at the Fair NOW...  
at the POMONA FAIR

on the midway of

**Frank W. Babcock UNITED SHOWS**

## 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 Tilt-Yoo-Win, etc. 50,000 people last year... Biggest Celebration around Chicago... Free Acts... Free Shows... Parade... Band Contests... 15 McLoughlin Rides Booked!  
**Contact: MIKE DOOLAN** KIDDYLAND  
5th & Crawford Oak Lawn, Ill.  
Or Phone Mike Doolan, Oak Lawn 4877, or George Cole, Oak Lawn 4888

## FARMVILLE, VA., FAIR

SEPTEMBER 22 thru 27-DAY and NIGHT

Booking all kinds of Concessions including Food Stands for this 6 County Event. Can use both Colored and White Girl Shows. Other Shows of merit for this Fair and Big Events to follow. Write or wire STEVE DECKER.

**BEAM'S ATTRACTIONS**  
FAIRGROUNDS, BEDFORD, VIRGINIA

P.S.: Walter Marks, Motordrome Operator, wants Melvin to report immediately. Ride Help and Concession Agents can be placed.

## WANTED FOR WARREN COUNTY FAIR

SEPTEMBER 22-27, WARRENTON, N. C.

Wanted—Fish and Duck Ponds, Dart, Pitch Tilt You Win, Ball Game, Cigarette Gallery, Penny Pitch, Long and Short Barrel Gallery, Photos, Glass Pitch, Snake Show, Swinger, Jewelry, Wanted—Girl Show, Monkey Show, Wild Life, Unicorn, Snake Show, Illusion, War and Crime Shows. Wanted—Ferris Wheel Foreman, Truck and Tractor Drivers and General Ride Help. All replies.  
**GEO. CLYDE SMITH SHOWS**  
ROCKYMOUNT, VA. THIS WEEK; WARRENTON, N. C., NEXT WEEK.

## Want Concessions for 3rd Annual GREATER SOUTH CHARLESTON MERCHANTS' FAIR

Midway of Free Entertainment on the Streets, South Charleston, W. Va., week of Sept. 22-27. City now easily decorated. Governor will open fair. Prizes, Amusements, Events, Day and Night. A major award offered public for free vacation for two to Bahamas. 50 lovely beauties registered for Beauty-Queen Contest. First year allowing road concessions, space limited to 200 ft., but guarantee location to be right down town in the center of activities. This is world's greatest chemical, industrial, engineering weekly parades with huge drawing population. You can't miss at the street-wide parade of 22 one ft. (14 ft. minimum). Want Popcorn, Floss, Merchandise Concessions except Bingo. Friends, send one fourth deposit quick if you want in on the 200 ft. **Frank T. Griffith, Fifth Avenue Hotel, Huntington, W. Va.**

## HARRISON GREATER SHOWS

Wants for Danville Colored Fair, Sept. 22-27, Danville, Va., followed by The Great Durham County Colored Fair, Sept. 19-Oct. 4, Durham, N. Car., with five more fairs to follow. Can place concessions of all kinds. All Eating and Drinking Stands open. Want Custard, Floss, French Fries, Crab, Novelties, Aps and Scales, Glass Pitch, All Slum Shows open with a few choice Concessions open. Good opening for two Colored Girl Shows with own outfits. Will book any Grand Show. Will book any Ride not conflicting with what we have. Want Charlepane and Rolloplane Foreman to join on wire. Top salary and bonus. Want Agents for office owned Skill and Razzle. Want Linup Store Agent. All mail and wires to **FRANK HARRISON, PITTSBORO, N. CAR. THIS WEEK; THEN AS PER ROUTE.**

## MILLIKEN BROS.' SHOWS

BROXTON, GEORGIA. WEEK SEPT. 15-20

Want Foreman for Kid Rides and Ferris Wheel. Drinkers and agitators, lay-off; that's the cause of this ad. **Learn Weekly**, come on. **Chas. and Ruth Albertson** no longer on show. We close Xmas week. All Rides office owned. Will book Hanky Panks, one of a kind. No flats or P.C.  
**MILLIKEN BROS.' SHOWS, J. A. "SLIM" MILLIKEN, OWNER AND MANAGER.**

## WANT FOR WATER VALLEY FAIR

SPONSORED BY UNION CHAMBER OF COMMERCE  
Rides that do not conflict, set of Kid Rides, Shows, Hanky Panks. Agents for Seals and Aps, no flats. Contact  
**SAM GOLDSTEIN**  
MAJESTIC GREATER SHOWS, Hotel Alcazar, Clarkdale, Miss. this week.  
P.S.: Circus Acts coming this way contact us, as we have a big benefit show.

## WE WANT CONCESSIONS

Buyer, 515.00, Winland, Kansas Street Fair, Sept. 17-20; 1/2 a honey, Baxter Springs, Kansas, Lions' Club Celebration; parades and floats. Sedan, Kansas, Fair, one of the biggest and best.

## WANT BINGO CALLER AND COUNTER MEN

Agents, Ticket Sellers, Truck Drivers, Rides, Second Men on all Rides. Call or wire **B. C. SWINBER, PARADA SHOWS, Above Route.**

## \$25,000 NEEDED

# NSA Steps Up Home Fund-Raising Effort

NEW YORK, Sept. 13.—Members of the National Showmen's Association were urged to get squarely behind the group's home building fund this week by Bernard (Bucky) Allen, president, and George A. Hamid, president emeritus.

Hamid said that some \$25,000 was still needed to provide sufficient funds for a down payment on the \$245,000 structure located on 46th Street just off Broadway in New York. Hamid pointed out that much more than the needed sum has been pledged. Redemption of the pledges would make it possible to conclude negotiations, he added.

The association's option on the property has about a month to go, Hamid said. A down payment of \$37,000 is needed.

### Structure Held Ideal

Describing the property as a "dream," Hamid said that the building is assessed for \$350,000, is ideally suited for both club

purposes. It was built and originally occupied by the National Variety Artists.

Hamid foresees no difficulty in carrying the property once it is secured. An income of \$20,000 a year is assured, he said. In addition the club would have rent-free quarters.

Virtually all of the trustees and directors are in favor of buying the building, Hamid said. Communications between officials have been hampered because all members are now active and scattered thruout the country. However, Hamid has personally discussed the purchase plan with each one. He reports wide acceptance.

President Allen recently wired all show owner members of the association to step up their fund-raising efforts so that the deal could be completed. It is desired to have as many members as possible participate in the bond plan rather than have only a few bear the burden, he said.

# Calif. State Shatters Mark

Continued from page 54

needed to sell the project in its entirety to the State Legislature, thru, which must come a generous portion of the financing.

The fair went strong for free entertainment under the direction of Fred Heitfeld, director of special events for the past five seasons. He was assisted by Jack Reese Jr. About 40 shows were given daily during the 11-day run. Sons of the Pioneers broadcast daily from the event and Big Jon and Sparkle proved a crowd getter twice daily for five days. With the seating capacity of about 1800, as many as 2500 were turned away at each show. Others on the special events shows included Sammy and Barbara Bruce, knockabout; Al Mardo, comic; Reggie Rymal, novelty pinboard; Wimpy, acrobatic English clown; Manny Rhythm-maker, tap dancer; teeth table balancer; and Goo-Goo, the clown. Trumpeter Rafael Mendez and John Molinar, accordionists, also were featured. Freddie Christian's band of 30 was in the theater.

Other acts used during the turn were Bezo (Larry Valli) the clown who gave away 20,000 balloons blown into animal figures, and the BBB Puppeteers.

Bill and Bette Gerard of the BBB's handled pre-fair exploitation in the San Francisco-Oakland area.

### War Show Clicks

As a wind-up and filling in the gap on the final Sunday (7), the Armed Forces staged an amphibious landing in the infield. The landing was as realistic as possible with flame throwers, dynamite and other live charges being used. Performance lasted 4 1/2 hours.

Bert F. Williams served his first year as the publicity director. His department sent out 857 releases against 850 a year ago.

Administrative staff of the 1952 run included: E. P. (Ned) Green, secretary-manager; Theodore Rosequist, assistant manager; Kenneth B. Fry, chief bureau of exhibits; Dave P. Lester, supervisor of buildings and grounds; John A. Patterson, senior accountant; Ed L. Paine, supervisor livestock, racing, horse show, poultry, pigeons, rabbits and dairy products; Grant Duggins, supervisor of art show; D. K. Fouche, administrative assistant; Frank Allen, supervisor of commercial exhibits, foods and hobbies; and Helen and Al Mulligan, concessions.

# Louisville Bit Under 1951

Continued from page 54

the boxes. To offset this, the reduced capacity, three performances instead of the regular two, were given the last two days of the fair.

As part of the plan which this year transformed the grandstand performances into free shows, the front gate price was upped to 60 cents as against 50 cents last year, when the federal 20 per cent gate tax was in effect. As a result, the fair received 18 cents more out of each paying customer at the gate than in '51 and this more than offset the slight drop-off in attendance plus the cost of the grandstand show.

The big villain was polio. Half of the State's total number of cases are within Jefferson County, in which this city is situated, and thus cut deeply the turnout of the local small fry. The alarm over polio down-State was considerable, as reflected by the fact that of the 25 down-State school bands skedded to come in only seven did.

### Kid Rides Are Off

The affect of the polio scare showed up sharply on the midway, where the Gooding Amusement Company provided the attractions. The Gooding ride and show gross was running slightly ahead of last year but the kiddie ride department was down from '51. Reason for the hike in the midway gross is the greater camping power in the Gooding line-up this year.

The horse show, traditionally the big feature of the fair, played to from good to capacity Coliseum crowds and a few SRO's in seven night performances and two matinees. Normally, this show plays to more SRO's than it did but the

fire of Thursday sparked an order from the fire department that ended standing room and thus cut off attendance of the usual 1,500 standees at several performances.

### Plan New Plant

One by-product of the fire was that it brought into further attention the plans to relocate the fair. A new 450-acre site near the airport and adjacent to an eight-lane highway that will skirt the city has been acquired and the land already has been drained.

Architects have been working on plans for some time, and J. Dan Baldwin, fair secretary, says that work on the plant, which is to cost \$15,000,000, will start early in 1953. Fair execs say the plant will be ready for use in 1955.

Considerable interest in the fair was whipped up again this year by the special events department headed by L. (Doc) Cassidy. The program served to broaden the base of the fair and at the same time provided it with added attractions and the basis for strong advance promotion.

### Give 'Em Variety

Fair execs rated the free grandstand program a success. Opening night offering included a national square dancing contest and an appearance by "Ray-Jolt Hoedown," a WHAS-TV feature. A sportsman's show was presented three times, once Saturday night (6) and twice Sunday.

Acts on the bill with the Howard show were Sharkey the Seal; the Acavedos, wire act; Dalton and Bailey, comedy trap; Silvers Johnson and His Funny Ford; the Three Parrots, high act, and Lily the Dog.

## BINGO MANAGER

Want capable Man to manage and call Bingo. Must report immediately. Good salary and percentage. Playing Farmville Fair next week. An unusually good Bingo spot. Also use Counter Men. Contact:

**M. A. BEAM**

By telephone 150-R. WINDSBER, PA., between 8 a.m. and 4 p.m. Bingo on Beam's Attractions at Bedford, Va., Fair, this week.

## WANT

**TWO MORE GIRLS**

for Girl Show, also Candy Man. Want five attractive Colored Girls for Buresque Show week of Oct. 20th to 26th, Charlotte, N. C., Colored Fair, and Oct. 28th to Nov. 1st, South Carolina State Colored Fair. Good salary guaranteed. Diamond Tooth Billy Arnett, contact.

**JACK GALLUPPO**

Pref's Broadway Shows, Goldsboro, N. C. This week; Clinton, N. C. Fair next week.

## WANTED FOR

**SOUTHERN STATES SHOWS**

Bingo to join next week at Danahonville, Ga. Capable Ride Help to join at once. All answers to

**JOHN B. DAVIS, Mgr.**

**SOUTHERN STATES SHOWS**

Mountstown, Florida, this week

## LEE AMUSEMENT COMPANY

WANT FAIRS  
To join Decatur, Ga. Fair, September 22nd to 27th, Close Tullahoma, Fla. Fair, October 22nd-Nov. 1st. Want Mechanical Acts, Fair, Sideshow, War of Crime Shows, Want Rock-a-Plane, Flip-a-Plane, Octopus, Dark Ride or any Major Ride not conflicting. Want Motor Drive to join now. No concessions wanted. Ken (Chief) Rousseau, write or call: 1103 Blankenship. All replies to: **N. L. CRESON**, Lenoire, Ala., Sept. 23rd; or, Atmore, Ala., Oct. 6th; Quincy, Fla., Oct. 12-18.

## 20th Century Shows

WANT

**JIG SHOW TALKER**

FOR BALANCE OF SEASON

ADDRESS: Keokuk, Iowa,

This Week

## BEST COTTON IN YEARS

Need Concessions of all kinds: Mitt, Dipper, Novelty, One Cent, Glass Pitch, Card, Lots and Best Rides, Burger, Penny Pitch, Clothes Pin, Hour, Six Cals, Buckets, Can use Girl Show and Snake Show. Have Merry-Go-Round, Flying Scooter and Auto Ride for sale. Like to buy large model TTT.  
**BURKHART SHOWS**  
Jeiner, Ark., this week. Menzies, Ark., Fair Next.

## A. C. "SMOKEY" SHEEN

Please get in touch with me; Bill is seriously ill.

SIS

## FOR SALE CHEAP

Best offer takes 8-car Kiddie Auto Ride, one season old. Perfect condition, lights and complete set-up.

**R. M. HIESTER**

2416 York Ave. Niles, Ohio

Phone 23381

## WANTED

**MAN AND WIFE**

for Pan Game; also other PC Agents

Speedy, come on

**JOLLY JAILLET**

This week Stauntonburg, N. C.

## MIDGETS WANTED

Male and Female. Best known man in Midget Show business in organizing own troupe. No BIG STAIRS or Politicians wanted. Must have talent. Be willing to accept no less than \$1000 work for 2000 salary. No phone inquiries, please. Reply to 202 0547, c/o The Billboard, Cincinnati 22, O.

## FOR SALE

8-Ahead Parker Merry-Go-Rounds; 12-car Kiddie O. very cheap. Both rides in perfect running condition—can be seen in operation now.

**HOWARD MATURO**

6419 S. Lawler Chicago, Ill.



# Carnival Routes

Continued from page 57

- Gooding Amuse. Co., No. 6: (Pair) Logan, O.
- Greater Dairland: (Pair) Hamburg, Ark.
- (Pair) McOhee 22-27.
- Greater Midway: Stantonburg, N. C.
- Greater Greater: (Pair) Many, La.; (Pair) Jonesboro 22-27.
- Ramm, Bill: Mt. Pleasant, Tex.
- Hammock, Bob: Temple, Tex.; New Braunfels 22-27.
- Happy Attractions: (Pair) Dover, O.; (Pair) Island 22-27.
- Harrison Greater: (Pair) Pflugboro, N. C.; (Pair) Danville, Va., 22-27.
- Heth, L. J.: (Pair) Marietta, Ga.; (Pair) Carterville 22-27.
- Hottle Buff, No. 1: West Point, Miss.; Covington, La., 22-27.
- Hottle Buff, No. 2: Franklin, La.; Oberlin 22-27.
- Hottle Buff, No. 3: Thibodeaux, La., 22-27.
- Howard Bros.: (Pair) Philipp, W. Va.; (Pair) Liverpool, O., 22-27.
- Ideal Rides: Cayuga, Ind.; Toledo, Ill., 22-27.
- Imperial: Rockford, Ill., 18-24.
- Interstate: (Pair) Deaturville and Parsons, Tenn.
- John's United: (Pair) Jackson, Tenn.; Huntington 22-27.
- Jolly Tunes: Chatham, Va.; Bisco, N. C., 22-27.
- Ken-Pan Am. Co.: (Pair) Cookport, Pa.; Kentucky Attr.: Confluence, Pa.; Barton, Md., 22-27.
- Kille Flord: O. (Pair) Prescott, Ark.
- (Pair) Falmouth 22-27.
- Laxasse Am. Co.: (Pair) Dunbrider, Va., 18-20.
- (Pair) Cumberland, N.C., 22-27.
- Lane Lee: Wagon Wheel, Okla., 22-27.
- Lawyer Greater: (Pair) Salisbury, N. C.; Mt. Airy 22-27.
- Lee Am. Co.: Decatur, Ga.; Lanett, Ala., 22-27.
- Maddox Bros.: Conway Springs, Kan., 18-20.
- Evlyn, Va., 22-27.
- Mansting, Rose: (Pair) High Point, N. C.; (Pair) Statesville 22-27.
- Marion Greater: (Pair) Kingstree, S. C.; (Pair) Bennettsville 22-27.
- Marla, John H.: (Pair) Albemarle, N. C.; (Pair) Hickory 22-27.
- Merritt: Farmington, N. C.
- Merriman's Midway: Curtis, Neb., 18-20.
- Goldensburg, Va., 22-27.
- Merryland: (Pair) Hepler, Mich., 17-20.
- Beotville 22-27.
- Midway of Mich.: Marked Tree, Ark.; Harrisburg 22-27.
- Mighty Hammonites: (Pair) Sunbright, Tenn.; (Pair) Dallas, Ga., 22-27.
- Mighty Hoopster: (Pair) Franklin, Ind.; Versailles 22-27.
- Mighty Page: (Pair) Dunn, N. C.; (Pair) Hendersonville, N. C.
- Mighty Midwest: Bannister, Mich.
- Milner, Ralph R.: Baton Rouge, La.
- Milken Bros.: Houston, O.
- Model, Inc.: (Pair) Hagerstown, Md.; (Pair) New Bern, N. C., 22-27.
- Moore's Modern: Gadsden, Ark.
- Motor State: Continental, O., 22-27.
- Mound City: Malden, Mo.
- Mossley's Great: (Pair) Magnolia, Ark.; (Pair) Newport 22-27.
- Oklahoma Expo: Shamrock, Tex.
- Oklahoma State: (Pair) Okla., Okla.
- Osark Empire: (Pair) Harrison, Ark.; (Pair) Imboden 22-27.
- Page Am. Co.: (Pair) Springfield, Tenn.; Ashland City 22-27.
- Palmer: (Pair) Hillville, Va.; Galas 22-27.
- Palmetto Expo: Jamestown, B. C.; (Pair) Moncks Corner 22-27.
- Parade: (Pair) Toanoke, Kan., 18-20; (Pair) Baxter Springs 22-27.
- Peck Amuse.: Watauga, Ill.
- Penn Premier: Toanoke Rapids, N. C.; Durham 22-27.
- Penner's All States: Evergreen, Ala.
- Powers Greater: Sredevilla, Tenn.; Rogersville 22-27.
- Powelson Expo: Newark, O.
- Powell Greater: Spanan, O.
- Prilla Broadway: (Pair) Oakboro, N. C.
- Pryor's: Mississippi: (Pair) Greenwood, Miss.; (Pair) Newton 22-27.
- Rhine Amuse.: (Pair) De Queen, Ark.; (Pair) Hazen 22-27.
- Rebel Amuse.: (Pair) Clarkdale, Miss.
- Reid, King: (Pair) Gardingfield, Mass., 18-21; (Pair) Bloomburg, Pa., 22-27.
- Reidwell: (Pair) Ballava, Okla.; (Pair) Sappington 22-27.
- Rogers Bros.: (Pair) Glenwood, Minn., 18-21.
- Rose City Rides: Lutesville, Mo.
- Royal American: (Pair) Okla., Okla., 18-20; Victoria 22-27.
- Royal Crown: (Pair) Berliaville, Okla.; Part Smith, Ark., 22-27.
- Royal Expo: (Pair) Milldegeville, Ga.; Elyria 22-27.
- Rumble Greater: Nashville, Ind.; Lawrenceville, Ill., 22-27.
- Schaefer's Just for Fun: (Pair) Ardmore, Okla.
- Shan Bros.: Sweetwater, Tenn.; Gainesville, Okla., 22-27.
- Siebrand Bros.: Salt Lake City, Utah.
- Smith, George Clyde: (Pair) Rock Mount, Va.; (Pair) Waco, Tex., 22-27.
- Snap Greater: Fayetteville, Ark.
- Southern States: Bloomington, Fla.; Donakonville, Ga., 22-27.
- Southern Valley: (Pair) Coushatta, La.; (Pair) Olla 22-27.
- Star Am. Co.: (Pair) Marion, Ark.; (Pair) Piggott 22-27.
- Starlight: Chandler, Okla., 18-19; Bridgeport, Tex., 22-27.
- State Fair: (Pair) Noble, Okla., 18-20.
- Stephens: Moulton, Ia., 18-20.
- Stephens, C. A.: (Pair) Boone, N. C.; (Pair) Athens, Tenn.
- Stirling Crown: (Pair) Pontoloc, Miss.; (Pair) Aberdeen, N. C.
- Strates, James E.: Shelby, N. C.
- Stumbo, Fred: (Pair) Huntville, Ark.

# From the Lots

## Virginia Greater

SUFFOLK, Va., Sept. 13.—Show played its winter quarters town here Labor Day week under auspices of the Elks' Club. Business the first part of the week was just fair, altho nightly prize giveaways by the Elks helped some. Show received fine co-operation from the committee, chaired by Harry P. Taylor.

The management was busy playing host to visitors. Mr. and Mrs. Romeo Masucci, show owners, and William C. (Bill) Murray, general agent, entertained Dr. L. C. Holland, dentist, who is also a circus clown; Sam Stallings, postmaster; P. C. Cox, lot owner; Deputy Sheriff Frank Culpeper Jr.; Bill Gwaltney, Martin Carter and Jimmy Annas, of radio station WLPM; Bill Sanders, American Tent & Awning Company, Norfolk, and Larry Briggs, Briggs Motor Company, Norfolk.

Concessionaires joining here were Mrs. Helen Serlin, H. Edwards, Gadgets McGrary, Mitchell Lovett, Richard Forella, Milton Hatcher and J. Young—H. W. (HAP) ARNOLD.

## Macon Biz Okay For Pepper Org

MACON, Ga., Sept. 13.—Frank Pepper's All-State Shows wound up the successful weeks on Macon lots Saturday (6) and jumped 149 miles to Tuskegee, Ala., to start their route of celebrations and fairs.

First week here was strong but weather hurt the second stanza. The third week, which ended Saturday, was satisfactory, with a strong closing night.

## Reorganizing Griggs

DETROIT, Sept. 20.—Walter P. and Charles Griggs have announced plans for reorganization of their Griggs Greater Shows. They expect to take to the road in 1953. Charles Griggs has been operating a farm and doing defense work while Walter, former business manager of the show, has been employed here as purchasing agent for a defense plant. Mr. and Mrs. Walter Griggs have announced the August 29 birth of a daughter, Christine Helen.

- 17-20
- Talham Bros.: Lewisville, Ill., 17-20.
- Thomas Amuse.: (Pair) Baldrige, Ind., 18-20.
- Thomas, Art B.: Bridgewater, S. D., 18-17; Little Rock, Ia., 19-20; Mitchell, S. D., 21-27.
- Train Bros.: (Pair) Morgan, W. Va.; Tim's United: Orofino, Idaho, 17-21; Nesperce 14-25.
- Trinity: Johnny T.: (Pair) Griffin, Ga., 22-27.
- (Pair) Newman 22-27.
- Tip Top: Waupaca, Wis.; Princeton 18-27.
- Troll: Esme.: (Pair) Pine Bluff, Ark.; (Pair) Hope 22-27.
- Turner Bros.: Dexter, Me.; Charleston 22-27.
- 20th Century: (Pair) Keokuk, Ia.; Kansas City, Kan., 22-30.
- Twin City: (Pair) Balesville, Ark.
- United Expo: (Pair) Alton, Ill.
- United States: War, W. Va.; Orundy 22-27.
- Veterans: (Pair) Besairie, Neb., 18-18; Worthington, Minn., 22-24.
- Victory Expo: (Pair) Elk City, Okla.; (Pair) Iowa Falls, Tex., 22-27.
- Virginia Greater: (Pair) Aoshika, N. C.; (Pair) Spring Hope 22-27.
- Wade: W. O.: (Pair) Bourbon, Ind.; (Pair) Kalamazoo, Mich., 22-32.
- Wallace Bros.: (Pair) Eudora, Ark.; (Pair) Vicksburg, Miss., 22-27.
- Wallace Bros. of Canada: (Pair) Lindsay, Ont., Can.; (Pair) Aylmer 22-24; (Pair) Leamington 22-27.
- Wallace, I. K.: (Pair) Lebanon, Va., 17-20.
- West Coast Expo: Walnut Creek, Calif.; (Pair) Bakerfield 22-28.
- Wilson Famous: Astoria, Ill., 18-20.
- Wilson Greater: (Pair) Holbrook, Ariz., 22-27.
- Wolf Greater: (Pair) Cambridge, Minn., 17-20.
- World Amuse.: Smithfield, N. C.
- World of Mirths: Allentown, Pa.
- World of Pleasure: Warren, O., 17-28.

# BUFF HOTTELL SHOWS

## WANT

To start Oberlin, Ia., week of Sept. 22 with Donaldsonville and Franklinton and two more weeks to follow

CONCESSIONS—Any Concession that works for stock, especially Long Range and Derby.

RIDES—Want Coaster, Looper, Rock-o-Plane or Spitfire. SHOWS THAT DO NOT CONFLICT. Count and Peek Store Agents, contact Leo Bistany, West Point, Miss., this week.

All others contact

**BUFF HOTTELL, Franklin, La., this week**

# CENTRAL AMUSEMENT CO.

WANTS FOR LIONS' FAIR, SEABOARD, N. C., SEPT. 15-20; FOLLOWED BY FIREMEN'S FAIR, WHITAKERS, N. C., SEPT. 22-27; THEN NORTHAMPTON COUNTY FAIR, JACKSON, N. C., WITH SCOTLAND NECK, N. C., FIREMEN'S PEANUT FESTIVAL; ROBESON COUNTY INDIAN FAIR, PEMBROKE, N. C.; BLADEN COUNTY FAIR, CLARKTON, N. C., AND THE GREAT LORIS FAIR, LORIS, S. C., AND BALANCE SEASON AND ALL WINTER IN SOUTH.

Can place Custard, Photos, Scales, Glass Pitch, Water Concessions, Ball Games; all Hanky Panks open. Want Motor Drome, Free Act, Ride Help. Also non-conflicting Rides. Want both White and Colored Girl shows. We have tops. Can place Minstrel Performers. Salary out of office. Want Hillbilly Performers. Can place Shows with own outfits. Eddie Schultz wants Man and Wife for Pan, also Bingo Counter Men. All contact

## SHERMAN HUSTED, Manager

Seaboard, N. C. Fair this week; Whitakers, N. C., Fair, Sept. 22-27, then as per route.

# American Midway Shows

## CAN PLACE FOR THE FOLLOWING TEXAS FAIRS:

CORSICANA, SEPT. 22-27; THEN NACOGDOCHES, BRYAN, CALDWELL, GIDDINGS, ENNIS, SAN ANTONIO, WACO, HARLINGEN AND BROWNSVILLE.

RIDES: One more major Ride not conflicting.

SHOWS: Any Show of merit (must be first-class).

CONCESSIONS: Frosen Custard, Photos, Demonstrations and any Stock Concessions. (No exclusives.) Andy Custer can place Peek and Count Store Men.

RISE HELP: Can place any sober Ride Men that drive.

Have opening for 3 good Phone Men or Man with crew. (Shorty: Holding place for you.)

All answer **DON BRASHEAR, Mgr.**

Dallas County Fair, Mesquite, Tex., this week; then Corsicana.

# SHAN BROS.' SHOWS

Want for Northeast Georgia Fair, Gainesville, September 22-27, followed by solid route of good Georgia bona fide fairs until November.

CONCESSIONS: Custard, Ice Cream Dip, Scales, Age, all kinds of Hanky Panks, American Palmistry, Penny Arcade.

WILL BOOK Spitfire or Whip. Would like to trade Octopus for 1 of above. We have 2.

SHOWS: Want Girl Show to join at once. We have complete outfit. Can place Ticket Seller and Grinder for Wild Animal Show.

## SHAN WILCOX

Monroe County Fair, Sweetwater, Tenn., this week.

## WANTED

Fun House, Monkey Show, Wild Life, Mechanical Show or any Grind Show. Place Frosen Custard, Pronto Pups, Place Merry-Go-Round Foreman, Tilt-a-Whirl, Little Dipper, Dodgem and Spitfire Help. All wires

**E. E. FARROW, Wallace Bros.' Shows**  
Eldorado, Ark. this week; Vicksburg, Miss., next.

# A.M.P. SHOWS

Can place Mig Outfits, String Game, Dorr Store, Hi-Striker, Bumper, Buckets and Color Concession or Pan Game. Can place any Hanky Pank not conflicting. Want Agents for office-owned Concessions. Can place Girl Show with or without equipment. Any other wired-wide Grind Shows. Can place a few Ride Men for winter's work in Florida. Must drive semi. All replies to

**A. M. PODSOBINSKI**  
This week, Glade Springs, Va.; next week, Damascus, Va., followed by King, N. C., Fair.

## WANT RIDES

For Sesquicentennial Celebration, Laurel, Del., October 6-11

Need Octopus, Lion, Ferris Wheel, Boomerang, Chairplane, Spit Fire, Whip, Tilt-a-Whirl, Show, Contact:

## ROY MITCHELL

Sesquicentennial Headquarters  
210 Central Ave. Laurel, Delaware

## INTERSTATE SHOWS

Want for Cannon County Fair, Woodbury, Tennessee, September 22-27; 7 more bona fide fairs to follow

CONCESSIONS: Long Range Gallery, Short Range Gallery, Arcade, High Striker, Glass Pitch, Ballion Dart, Newflies, Hat Drive, Water Games, French Fries, Ice Cream, Grab Stand, Frosen Custard or any legitimate Merchandise Concessions. Open Midway, no exclusives at Fair.

RIDES: Octopus, Spitfire, Caterpillar, 1 Little Dipper, or any ride not conflicting.

RISE HELP: Want Foreman for Twin Ferris Wheels, \$75.00 per week and bonus. Second Man on all Rides.

SHOWS: Want Ride Show with own equipment or will furnish 20x120 ft. top, 140 ft. banner, iron, P.M. set. Want Girl Show with or without own equipment. Will place any Grind Shows not conflicting. Good opening for Fun House, Glass House.

HELP: Want Mechanic with tools to join on wire. Want Scenic Artist and Show Builder to join on wire.

Replies to E. M. BROOM, Business Manager, Decatur County Fair, Parsons, Tennessee

## PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer to 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 responsibility underwriting. Write Arena-Auditorium Department, The Billboard, 186 W. Randolph St., Chicago 1, Ill.

## CAMEL CITY SHOWS

Can place for Elks' Harvest Jubilee, week Sept. 22, Southern Pines, N. C., and Aberdeen, N. C. Radio and television given away each night.

CONCESSIONS: Bingo, Photo, Scales, Jewellery, Hi-Striker. Place all Hanky Panks. SHOWS: Snake, Monkey, Illusion, any Show with own outfit. Arca Lee King. Get in touch.

RISES: Roll-a-Plane, Tilt-a-Whirl, Octopus for this date and balance of season. Also Kiddy Rides. Ride Help for Merry-Go-Round, Wheel, Chairplane. Must drive. Address this week.

**LEGION HARVEST FESTIVAL**  
SILER CITY, NORTH CAROLINA  
P.S.: First Show in five years.



### George Clyde Smith Shows Want

Ball Games, Fish Pond, Duck Pond, Six Cats, Buckets, Swinger, Penny Pitch, Photos, Candy Floss, Hoopla, Darts, Grab, Blower, Pitch-Till-You-Win, Cork Gallery, Age and Scales, Long and Short Range Lead Gallery, Wanted—Tilt, Caterpillar, Moon Rocket, Girl Show, Drome, Jig Show, Grind Shows, Truck and Tractor Drivers, general Ride Help.

Warrenton, N. C., week Sept. 22. Tri-County Fair: Princess Anne Speedway, Norfolk, Va., Oct. 1 to 11; Vance County Colored Fair, week of Oct. 13; Tidewater Colored Fair, Suffolk, Va., week Oct. 20. All replies **GEORGE CLYDE SMITH SHOWS, Rockymount, Va., this week; Warrenton, N. C., next week.**

### Cocke County Fair

Newport, Tenn., Sept. 22 to 27 inclusive;

### Franklin County Fair

Lavonia, Ga., Sept. 29 to Oct. 4 inclusive.

With all bona fide Southern Fairs to follow. Will place Arcade, Drome, Mechanical Show, Illusion or any Grind Show or merit. Will place all legitimate Stock Concessions and Eating and Drinking Stands. Can place Demonstrators and Pitchmen at all Southern Fairs. Address all this week

### JAMES H. DREW SHOWS

IRVINE, KY., FAIR

### DALE AND JEANNE BARRON

Want experienced Animal Keeper for Wild Life. Age, color or physical handicap no object. You will not be overworked, as we have First and Second Men on show now. You must stay sober and stay on the lot.

Can place experienced couple to manage brand-new rare Bird Show. Good equipment and transportation. Must be bondable if we do not know you. All our old show gals contact this week. Can send you into terrific week's work next week.

Jack Kearns can give you another big week's pay in same spot as last year. Any other capable Tailors who can cut it, contact.

Telephone Dale at Cumberland Hotel, Bridgeton, New Jersey.

Wire or write **JEANNE, c/o JAMES H. STRATES SHOWS, Shelby, N. C., Fair.**

### GROVES GREATER SHOWS

Can place for Sabine Parish, Many, La., and following Louisiana Fairs: Jonesboro, La., Sept. 22-27; Leesville, La., Sept. 29-Oct. 4; Marksville, La., Oct. 6-12; Raynes, La., Oct. 13-18; American Legion Fair, Colfax, La., Oct. 20-25; Alexandria, La., Colored Commercial Exhibition, Alexandria, La., Oct. 27-Nov. 2.

Can place Handy Panks, Stock Concessions all kinds, Pronto Pups, Foot-Long Hot Dogs, Chocolate Dips, Foreman for Chairplane, Second Men on all Rides. Good opening for 10-11, Snake Show, Freak Show, Illusion, Funhouse and Fat Show.

All replies **ED GROVES AS PER ROUTE**

### ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORBOMBS, SHOW TENTS  
**ANYTHING IN CANVAS**  
Manufacturing Show Canvas for Over Fifty Years.  
Underwriter's Approved Flame Retardant Materials Available.  
5 DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

### ALABAMA SHOWS

WANT CONCESSIONS OF ALL KINDS

Will book four Grind Shows, Want Girl Show, Ride Help for five rides. Have six Alabama Fairs. Out all winter. Wire all replies: Dothan, Ala., this week. Earl Livingston, Charlie Bailey, answers.

**M. J. HILLSAP, Mgr.**

### WANTED — RIDE HELP — WANTED TIVOLI EXPOSITION SHOWS

WANT FOREMEN FOR CATERPILLAR, TILT-A-WHIRL AND FERRIS WHEEL TO JOIN AT ONCE. ALSO SECOND MEN ON ALL RIDES. Must drive trucks. Good pay and good treatment. 7 more weeks to go.

**PINE BLUFF, ARK. (Fair), this week; HOPE, ARK. (Fair), next week.**

### TEXAS BOB HAMMOND SHOWS TEXAS FAIRS

Temple, Sept. 15-20; New Braunfels, Sept. 22-27; Baytown, Sept. 29-Oct. 4; Muntville, Oct. 6-11; Mayague, Oct. 13-18; Livingston, Oct. 20-25; Seguin, Oct. 27-Nov. 1; Belleair, Nov. 4-10. All Texas.

WANT GRIND SHOWS OF ALL KINDS (Wild Life, Member Show, Side Show, Mechanical Chr. etc.). CONCESSION AGENTS FOR CONCESSIONS. Contact: **JIMMY CARLSON, Cam. Mgr.**

All Address: **BOB HAMMONDS, TEMPLE, TEX., This Week; Then Per Route Above.**

### CAVALCADE OF AMUSEMENTS

Want for Corinth, Miss. Fair, Sept. 22-27, and the New Meridian Fair and Cattle Show, Sept. 29 to Oct. 4. Don't be misled, this is only bona fide Fair in Meridian.

Can place Concessions of all kinds, no exclusive except on Bingo. Have opening for Park Ride and Member Show. Can place 3 Poles for Train. Can place Bus Cameraman to handle canvas and is capable of erecting tents. Must will book.

Address: **AL WAGNER, MGR., NASHVILLE, TENN., THIS WEEK.**

### WANT—COOKHOUSE—WANT

WANT A COOKHOUSE THAT CAN CATER TO SHOW PEOPLE TO JOIN AT ONCE. Long season, best of fair, with fair route in Florida this winter. All answers:

**DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS**

Bartlettville, Okla., this week.

## ACA Gross Up At Knoxville Despite Polio

KNOXVILLE, Sept. 13.—The Amusement Company of America couldn't get all of its money-getting units up on the limited hill-and-dale midway area of Tennessee A. and I Fair here this week, but as of Friday morning (12), after four of the six days of the event, its gross was running slightly higher than at the same point last year.

It registered its margin in the face of lower receipts from its kiddieland battery of rides, patronage for which was cut substantially as a result of a polio scare which cut into kids' attendance.

Friday (12) was Kids' Day, and while the major rides and the shows were given a big play, the kids' rides suffered by comparison. It was doubtful whether the day's take, normally the biggest of the fair, would match that for the same day last year. But show execs pointed out that if it did miss it wouldn't miss by much.

The fair was living up to its reputation as a girl show spot, with Sally and Her Monkey setting a strong pace in the back-end. Giving strong contention was Charles Taylor's Cotton Club Revue. The Sally unit reaped a harvest from a strong front-page publicity break that hit Tuesday (9).

## Franklin Inks San Antonio Stock Expo

TEXARKANA, Tex., Sept. 13.—Don Franklin, owner of the shows bearing his name, this week announced he had closed to provide the midway attractions at the San Antonio (Tex.) Livestock Exposition, February 20-March 1. The show will go into the spot for the fourth consecutive year.

Plans are to frame a three-ring circus to operate along with the rides and back-end shows and the new unit will be retained as a 53 attraction. A new 170-foot top has been ordered from Central Canvas Company, Kansas City, Mo., Franklin said, and present plans call for a seating capacity of 2,000.

The org's first Northern tour, which wound up last week at Bethany, Mo., was satisfactory, he said and re-booking of several of the spots is now under way.

## Bill Harris Back In U. S.; to Head Royal Midwest

FINDLAY, O., Sept. 13.—Bill Harris, son of Roxie Harris, owner-manager of Royal Midwest Shows, returned recently to the United States from Europe after serving 18 months as a customs investigator and intelligence agent for the U. S. Army on the U. S.-Russian zonal border of Germany.

The younger Harris, who was general manager of Royal Midwest during the '48, '49 and '50 seasons, will again head up the org next season.

While in Europe, Harris caught a number of outdoor shows and met many European outdoor showmen. As a result, he plans to use some talent from the continent in his plans for '53.

## Midwest Mgrs.' Assn. Organized in Iowa

DES MOINES, Sept. 13.—Frank Shortridge, Central Show Printing Company sales rep., announced here this week that the Midwest Carnival Managers' Association, a new group, is being organized as a non-profit corporation under Iowa laws.

Purpose of the association, Shortridge said, is to handle claims of various kinds, work out a standard contract, etc.

Joe Sharpe of the American Beauty Shows is president, and Alva Merriman of Merriam's Modern Shows is vice-president, with Shortridge serving temporarily as secretary.

## RECORD BUNDLE C&W Benefit Nets \$1,500 For NSA

READING, Pa., Sept. 13.—Altho still primarily concerned with the big job of rebuilding as the result of the storm caused damage at Missouri State Fair, Sedalia, two weeks ago, personnel of the Cettin & Wilson Shows staged a record-breaking jamboree for the National Showmen's Association at the Reading Fair here Wednesday night (10).

A total of \$1,500 was raised—some \$400 more than has ever been raised here in the past. Altho everyone suffered losses in the Sedalia windstorm, and there has been only one date—Indiana State Fair—in which to recoup some of the losses, the entire personnel gave willingly to the showmen's fund.

George A. Hamid, NSA president emeritus, praised the efforts of Co-Owners Jack Wilson and Izzy Cettin, and members of the personnel for their efforts on behalf of the club, especially at a time when they were still working around the clock to rebuild their show. Also singled out for special praise were Bill Moore, concession manager, and his wife, Irene; Raynell, girl show operator who usually has the job of putting the show together, and Bill Hartzman, show treasurer.

## Detroit Fair Concess List

DETROIT, Sept. 13.—Many familiar faces were evident among concessionaires at the Michigan State Fair, despite the absence of games from the midway for the first time. Showmen operating front concessions, novelty stands and other specialties were much in evidence, with the novelty stands obviously doing well on good days. Absence of games, undoubtedly helped swing some of the spending toward the type of concessions permitted on the grounds.

List of concessionaires included:

- Cookhouses and grab joints—Sam Adler and sons; Charles E. Boer; Howard D. Briggs; Marton Braiker; Brown and Williams; Annie J. Brown; Ann Buddell; Conroy and Matheson; Warren S. Challour; Donald R. Conrad; Mrs. John Dascallo; Berry Davis Jr.; De Francesco; John E. Dwendro; Dombrowski; James Dowel; Fred M. Dulla; Genevieve Dulakiewicz; Michael Haddad; Gordon E. Harty; Julius Hartz; Julia Harty and D. Clay; Victor H. Johnston; Tveita Kolchansk; Walter S. Kosak; F. Ira Leidy; Raymond Lindner; Cecilia Lohse; J. D. McCullough; Frank D. Martin; A. Miller; Ernest Moody; W. B. Myers; Michael J. O'Brien; Mrs. M. Pahl; Pranjansky; W. C. Bettico; Roundy Catering Company; Wanda Sadowick; Margaret Ann Schriber; Mrs. E. E. Williams; Helen Skowronski; Fred E. Steubing; Charles E. Swain; Richard L. Swain; O. H. Tucker; Jimmy Turner; Eric K. Zisman.
- Popcorn—Hrayr; Arababian; Albert Goodball; Jack Goodball; Anna and John Johnson; Joe Johnson; John Mahlebabian; Arthur Maderashian; Galuni—May; Henry May; David Dan Mandalian; Albert Oshansian; Charles E. Oshansian; Leo Oshansian; H. A. Vayralian; S. A. Vayralian; H. Zakarian.
- Food counters—Frederick O. Brown (2); W. B. Meyer; S. K. Zisman.
- Auto pulls—John C. Brancome; J. J. Andrus; McCool.
- Cotton candy—Mrs. E. Anderson; Roy Butcher; Paul Delaney; Earl Floyd; Jay Robert F. Smith.
- French fries—George and Helen Prazer; Troy V. Grady; Fred A. Muller; Leo and Mary Schulte.
- Vitamin stands—William H. Boyce; Martin A. Brown; John E. Chmura; J. Arthur McCool.
- Salt water taffy—William J. Coffelt; Stanley B. Powell.
- Photographs galleries—Fred Goiding; Gerald Levine.
- Shooting galleries—W. O. King (2); No. 1; No. 2; No. 3; No. 4; No. 5; No. 6; No. 7; No. 8; No. 9; No. 10; No. 11; No. 12; No. 13; No. 14; No. 15; No. 16; No. 17; No. 18; No. 19; No. 20; No. 21; No. 22; No. 23; No. 24; No. 25; No. 26; No. 27; No. 28; No. 29; No. 30; No. 31; No. 32; No. 33; No. 34; No. 35; No. 36; No. 37; No. 38; No. 39; No. 40; No. 41; No. 42; No. 43; No. 44; No. 45; No. 46; No. 47; No. 48; No. 49; No. 50; No. 51; No. 52; No. 53; No. 54; No. 55; No. 56; No. 57; No. 58; No. 59; No. 60; No. 61; No. 62; No. 63; No. 64; No. 65; No. 66; No. 67; No. 68; No. 69; No. 70; No. 71; No. 72; No. 73; No. 74; No. 75; No. 76; No. 77; No. 78; No. 79; No. 80; No. 81; No. 82; No. 83; No. 84; No. 85; No. 86; No. 87; No. 88; No. 89; No. 90; No. 91; No. 92; No. 93; No. 94; No. 95; No. 96; No. 97; No. 98; No. 99; No. 100.

## \$500 Raised For MSA On Penn Premier

PORT ROYAL, Pa., Sept. 13.—A jamboree for the Miami Showmen's Association, staged at the Port Royal Fair by Lloyd Serfass, owner-operator of the Penn Premier Shows, with the assistance of Gus Sun, grandstand booker, netted the group \$500. Phil Cook, executive secretary of the Miami group, was on hand to assist in staging the function.

The show was staged in front of the grandstand after the close of the fair. Talent presented by Sun included Danny Daniels, emcee and musical novelty; Cycling Gales; Billy Outten and Company, high diving; Shooting Manfields and the Bomb Busters, dance team.

Serfass acted as judge. Pat McGee as sheriff and Buster Westbrook as prosecuting attorney. Bennie Herman collected fines.

Refreshments were served in Earl Myers' Side Show by Mrs. Pat McGee, Mrs. Florence Rubin and Mrs. Mazie Serfass.

## McMinnville Re-Inks Page

McMINNVILLE, Tenn., Sept. 13.—Rolling up gross at the recent McMinnville Fair 15 per cent better than it did in 1951, Page Bros. Shows was re-signed for the 1953 event, Page officials report. On Saturday (6), last day of the fair, one of the girl show trucks, en route to Springfield, Tenn., was demolished in an accident eight miles out of McMinnville when the driver fell asleep and the truck ran off the road. No one was injured.

W. O. (Hoot) Black has joined the show and taken over three shows. Jessie Bean recently joined with two concessions. The new Kiddie Auto has arrived and is in action. The Minstrel Show continues to top shows. Recent visitors on the show were Jimmie Bush, A. D. Atkins, George Markreas, Dr. Brawley, Arthur Carroll and Leonard Rozer.

## Siebrand Frolic Earns \$278 for Arizona Show Club

BUTTE, Mont., Sept. 13.—The Arizona Showmen's Association was \$278 richer as the result of a midnight jamboree staged by members of Siebrand Bros.' Carnival and Circus during the org's recent eight-day stand here.

Held in the Charm Hour show top, the event was well attended by show personnel. Marguerite Stone supervised the party, assisted by Cora Ritter and the ladies of the showclub. Jack Weiner produced and staged the entertainment.

P. W. (Pete) Siebrand, owner of the show and former president of ASC, spoke briefly, as did Don Hanna, current president of the club.

Preceding a buffet supper a show was given. Personnel participating in the entertainment included Maxine Kemp, Chubby Holmes, Dimples Holmes, Virginia Mercy, Gert M-Iland, Sunny Clarke Siebrand, Jack Weiner, Al Mercy, Pete Siebrand Jr., Big Bill Siebrand, Arch McKeskill, Fanecho and Danetta, Harry Ross and Johnny Gutierrez.

## Canadian Crescent Into Barn; to Go Out as Truck Show

EDMONTON, Alta., Sept. 13.—Crescent Canadian Shows closed here recently and went into winter quarters in this city for the first time. In former years they always wintered in British Columbia.

According to M. L. Finrow, owner-manager, the show will change from a 15-car railroad show to trucks next season. Increased cost of moves due to hiked railroad rates forced the change-over, he said.

The past season was a spotty one due to eight weeks of rain and a long series of still dates thru southern British Columbia. The show opened in May, 32 '53 Carnival 9 - 13 ...



# Club Activities

## Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Fla., Sept. 13.—Word is awaited from President Leo Bisfany on the advisability of painting the clubrooms at this time. In view of the fact that plans to secure new quarters are still under consideration.

Everyone was saddened by the death of Tommy Higgins, well-known cookhouse operator, recently in Essex Junction, Vt., where he was to operate at the fair. Deepest sympathy is also extended to Mrs. Harry Pyle, whose husband was killed in the tornado that struck the Sedalla (Mo.) Fair.

Maxie Sharp, year book committee chairman, urges that all ads be sent in immediately so that space reservations can be entered. Claude Sechrest, membership committee chairman, urges all members to one final big push to secure new members as the season heads into its final weeks.

Applications have been received from Cecil Brown, Barry S. Barrett, Andrew R. Baldwin, Edward McTeague, Thomas Patty and John L. Fowler, proposed by Bill Cowan; Buddy Taylor and Morris Brown, proposed by Claude Sechrest; Joseph Las, Fred M. Giordano, Robert E. Castellano and Frank Spinner, proposed by Jerry Girard; Joseph Seirtelia, proposed by Phil Cook, and Roy W. Cooper, proposed by Epp Glosser.

Secretary Cook will continue on the road for several more weeks. In all, he plans to visit more than 25 shows, all of which include club members.

Dues are payable now and should be sent to Miami headquarters.

## National Showmen's Association

1584 Broadway, New York

NEW YORK, Sept. 13.—The 15th annual banquet is to be held at the Astor Hotel, New York, on Thanksgiving Eve, November 28. Tickets are \$10 each; tables \$100. Harry H. Agne, a recent clubroom visitor, Our shut-in members have received their September gift from the committee. Don't forget to write to the boys.

Membership applications have been received from the following: Louis Schock (sponsored by L. Gary Garinell); Raymond Gibson (by Harry Schwartz, and Steve Weston (by Jeff Harris).

Among those who have returned after being away for the summer are: Ben Merson, Edward McKeon, Murray Spitzer, Charles Saffer, Morris Black, Harry Horner, Sam Peterson, Jack Alfred, Sam Thaler, Jack Zupan, Abe Stenberg, Max Cooper, Joseph Shaw, Aaron Katsen and Frank Blatsky.

Recent visitors were Charles (Doc) Morris, Mack Kussow, Morris Blatsky, Thomas Coffey, Morris Glass, Harry Miller, Emanuel Silver, Ben Herman, Charles Wertheimer, Max Gruberg, John S. Weisman, David Solomon, Ralph Goldstone and Al Burt.

## Dallas Plans Saturation Billposting

DALLAS, Sept. 13.—State Fair of Texas will have the most nearly saturated billposting schedule in Dallas this year. Billboard shows will include 24 sheets for the State Fair itself, the St. John Terrell Music Circus, the Martin and Lewis Auditorium Show, "Ice Cycles of 1953" and the Variety Club Circus.

All of these, plus the Aut Swenson Thrillcade will have 24's, 8's, 6's and 3's all over town. In addition, snipe schedule will extend for 200 miles around Dallas.

The reason for the heavy concentration of paper lies in the number of major attractions booked by the fair, all of which are furnishing paper.

This year's expo has skedded its most ambitious program of free shows and special events.

Magnolia Sky Revue, presented by Magnolia Petroleum Company, is a free show twice daily on Midway stage, featuring Benny and Betty Fox, disk dancers, and the Johnny Gibson Sky Ballet.

Stan Kramer Puppets will be presented in four to six shows daily in Theatre '52 Building. Show is sponsored by Dr. Pepper Company. Burn's Performing Birds will give three shows daily in the Women's Building.

Five fireworks shows will be given by Thearle-Duffield, several of them in conjunction with other big deals in the Cotton Bowl. Hopalong Cassidy show is skedded for the October 10 Kids' Day matinee. East Texas Day Show, October 14 will feature Margaret Whiting, Liberace and the Four Aces, along with the Apache Belles. Music Festival October 15 will include 4,000 high school musicians.

**Baton Contest**

Fair will sponsor Texas' first state-wide baton-twirling contest in the bandshell October 14-15. Also in the bandshell, the fair will present the famed Koshare Indian Dancers, talented Boy Scout troop from La Junta, Colo. for four performances October 16, 17, 18.

Religious festival in the Cotton Bowl on final Sunday night, October 19, will have Dr. Daniel A. Poling of New York as speaker. Fair also will have a free gate on this night.

Numerous exhibitors will have daily free shows, similar to General Electric's "House of Magic" and Burrus Mills "Light-crust Doughboys." Free lectures on Garden Club Day, October 14, include Dr. Donald Wymann of Harvard University's Arnold Arboretum.

## Showmen's League of America

CHICAGO, Sept. 13.—Mel Harris of the house committee has stopped in several times recently to lay out plans for the opening meeting, which is scheduled for October 2.

Secretary Joe Streibich returned from a visit with the Camklins at Toronto and also stopped off to see J. P. (Jimmy) Sullivan at Quebec. Streibich brought back membership applications for Nick Holub, Frank B. Eastman, Maurice J. Foster and Joseph W. Gallagher. President Jessop turned in an application for Johnny L. Johnson.

While in Quebec, Streibich renewed acquaintances with Pat Purell and Jack Reynolds and also visited with the following at Toronto: Gil Noon, Frank A. Griffin, Jack V. Eyerly, Rex Billings, Alec Dayton, Ozy Breger, Jack Wolch, Batt brothers from New Orleans, and Frank B. Joerling and Bob Robbin.

President S. T. Jessop visited the James E. Strate, Shows at Syracuse. George W. Johnson will be on hand for the League benefit to be held by Al Wagner at Nashville.

Al Kaufman infers that his son, Herbert, is now in the Armed Services. Fred W. Scheible is confined to St. Michael's Hospital, Toronto. Recent clubroom visitors included Jack Hawthorne, G. V. Ackley, Dick Ware, Max Brantman, A. E. Dumont, Charles Zemater Sr., James LaMont, Henry S. Polk and Mel Harris.

## Orangeburg Preps Grounds for 42d Annual; Acts Set

ORANGEBURG, S. C., Sept. 13.—Major improvements to the fairgrounds here will be completed in time for the 42d annual Orangeburg Fair, October 13-18. Jerry M. Hughes, fair president and manager, said this week. Additions to the main exhibit building will practically double its floor space. New entrances have been installed and more public telephone booths set up.

New steel bleachers have been erected on each side of the grandstand, concrete floors have been poured into the grandstand boxes and restaurant buildings have been aligned in a row. Grounds have been filled in and leveled. The football field has been improved and a new office building has been constructed. The number of comfort stations has been doubled.

College Football Day has been scheduled for October 17. Model Shows will be on the midway, while a George A. Hamid revue will be among grandstand features.

WALTERBORO, S. C., Sept. 13.—The Model Shows have been signed for the reorganized Colleton County Fair here, to be held October 20-25 at a new site on Route 15 next to a drive-in theater, reports Joseph L. Schwab, secretary. Exhibits will be housed in tents this year.

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 13.

—Little activity during the summer months. A few members drop in en route to fairs or celebrations. President E. H. Hugo was in town recently on business. Roy Marr was another visitor. Frank Ryan has been employed at the Starlight Theater all summer. George Elser has the rooms open for visitors.

George Sargent recently suffered a broken arm. Fairland Park closed a successful season Labor Day with the swimming pool doing a thriving business.

Club will open October 24 for the fall and winter season. Al C. Wilson, secretary, reports dues are payable.

## Mighty Midwest Shows

Want for Bonnetter, Mich. Celebration, on the streets, Sept. 17, 18, 19, 20. Two four weeks of Street Celebrations and a Big Centennial in Michigan; then south.

Want Program: Apples, Photos, Ball Games, Fish Pitch, Glass Pitch, Wheeling Gallery, Fish Pond, Jewelry, Pan Game, Six-Cat and all kinds of Hand-Panals. SHOWS—Any good Show. Want Barker for Ride Show; also Board Swallower, Magician, or what have you? Want Ride Help; sober, reliable Scout-Drivers. All replies

**B. M. MURPHY**  
Bonnetter, Mich., this week.

## Bingo Help Wanted

Too pay for balance of season  
**Wire BILL STACY**  
c/o Western Union, Kalamazoo, Mich., or

**BILL CHASTAIN**  
Fair Grounds, Blythesville, Arkansas

# United States Shows

Now booking for

## YADKIN COUNTY FAIR, EAST BEND, N. C.

CONCESSIONS: Photos, Guess Your Age and Weight, Six Cats, Ball Games, Penny Pitches, Fish Pond, Duck Pond, Hi-Striker, String Games and Jewelry.

SHOWS: Monkey, Animal, Fun House and Glass House.

All replies to  
**L. P. Brady, United States Shows**  
War. W. Va., this week; Grundy, Va., next week.



# BROWN & WALLACE Shows

WANT

All Fairs open midway. Concessions of all descriptions. Want first-class Mechanic with tools, too salary. Can use a couple more Foremen for Rides. Long season. Will hook Side Show with your own outfit or will furnish a complete outfit and transportation. Have good opening for Pony Ride and Train Ride for 9 more big Fairs to go.

**BROWN & WALLACE SHOWS**  
MERIDIAN, MISSISSIPPI, FAIR, THIS WEEK.



# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Want for Carroll County Fair, Huntington, Tennessee.

CONCESSIONS: Look Range, Custard, Ice Dip, Fish, Coney, Hit and Miss, Cat Race, Milk Bottles, Short Range, Age and Weight, Under 12 Over 30, Manly Panks of all kinds. SHOWS: Drome, Monkey, Willander, place your Monkey Show and Act; contact if open; Wild Life. Want Card Show Operator to handle wagon-type show. Must have 3 acts. Fun House, Glass House, RIDES: Book Roll-over, Spitfire, Sky Fighter or buy same; trade Octopus for Postplane or buy same. All contact:

**JOHN PORTMONT, JACKSON, TENNESSEE.**

## PIERCE GREATER SHOWS

SNEEDVILLE, TENN., this week

CONCESSIONS: Look Range, Custard, Ice Dip, Fish, Coney, Hit and Miss, Ball Game, Darts, Age and Weight, Postcorn, Apples, Bingo, all Hand-Panals open. Come on, will place you. SHOWS: Tennis, One, Snake, Monkey and clean Cirl Show with own equipment. Contribute money only. RIDE: 12'6" Foreman for 7'11" and 8' Wheel, second Men on all Rides. Must be able to drive seats. Drinks and agitators, can't use top Salary no object to reliable men. But all year around. Address all mail and wires to

**B. M. PIERCE, SNEEDVILLE, TENN., this week**  
ROGERSVILLE, TENN., NEXT WEEK.

## WANT FOR C. A. STEPHENS SHOWS

for Athens, Tennessee; Conyers, Georgia. Fair follows  
CONCESSIONS: working for stock: Novelties, Gadgets, Gum Shows of all kinds. Chief for Cookhouse, office owned.  
RIDES: Spitfire, Rollplane, Octopus, Second Sign Who Drive.  
SHOWS: Place Acts for Side Show. Want Scudder Show, Mechanical City or any worthwhile Grand Show  
**BOONE, NORTH CAROLINA, THIS WEEK.**

## WFA to Meet November 18

SACRAMENTO, Sept. 13.—Annual meeting of the Western Fairs Association, Inc. will be held at the Palace Hotel in San Francisco for three days, starting November 18.

According to Russell Pettit, WFA president, registration will begin Tuesday with several of the committees meeting the day before the official tee-off. Tuesday afternoon's program will feature area meetings with the Service Associates to review new offerings that evening. Panel meetings are set for Wednesday morning and afternoon. That evening, "Character Cures," individual area plays, are to be presented. Association business is to be heard along with committee reports, announcement of dates, and gathering of the Senate and Assembly Interim Committees.

At a meeting which was attended by Pettit, Dale Campbell of Mariposa, and John Lagomarsino, Ventura, committee heads were named. Committee members will not be named until each chairman has confirmed his appointment.

## H. Villeponteaux Injured in Fall

OTTUMWA, Ia., Sept. 13.—Harry Villeponteaux, trapeze performer, was in St. Joseph Hospital here this week, being treated for injuries suffered in a fall Friday (5). According to Mrs. Villeponteaux, he suffered a head injury, a broken arm, punctured kidney and a back injury.

Thank You  
**ROY AND ALICE DEARDUFF**  
Concessionaires with U. S. Shows, for the purchase of your Buick Roadmaster  
Best of Luck  
**JOHNNY CANOLE**  
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Concess  
**J. P. BOLT**  
Royal Exhibition Shows, Millersville, Pa., immediately. VERY IMPORTANT.



**DURHAM COUNTY FAIR, Durham, N. C., Sept. 22-27**

**LEE COUNTY AGRICULTURAL FAIR, Sanford, N. C., Sept. 29-Oct. 4**

**GOLDEN BELT FAIR, Henderson, N. C., Oct. 6-11**

4 More Fairs to Follow

- CONCESSIONS
- AGENTS
- SHOWS
- RIDES

Can place Fish Pond, Short Range, Cigarette Gallery, French Fries, Grab and Drink, Glass Pitch, Derby Race, or any other legitimate Concessions.

Can place Head for Count Store and Blower, also one Peek and one Count Store Agent. Following contact me: Johnny Guimont, Tuba, Mike Farino, Bob Eddleston, Mike the Greek, Sammy (The Twins), or any others I know. This show carries only six stores.

Can place MINSTREL, Wild Life, Arcade or any Shows not conflicting.

Can place Dipper, Spitfire, Fly-o-Plane, Caterpillar, or any Ride not conflicting.

Address all mail and wires to **LLOYD D. SERFASS, General Manager**  
**PENN PREMIER SHOWS, Roanoke Rapids, North Carolina**  
All phone calls **HARRY (HUSTER) WESTBROOK, Business Manager**  
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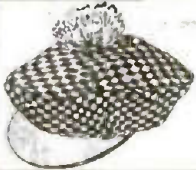
Beautiful Neckties, assorted colors. \$7.00 Doz.

Also have hand-painted neckties with comic sayings \$7.00 Doz.

**EISENHOWER and STEVENSON**  
Jumbo Buttons—metal back and pin, 3/16" in diameter. Per 100, \$10.00

**I LIKE IKE**

58 Iona 1 1/4" Stevenson Buttons, Red, White & Blue Color. Per 100, \$3.00. Per 1000, \$17.00.  
58 Iona "I Like Ike" Buttons, 1 1/4". Per 100, \$2.00. Per 1000, \$17.50.  
78 Iona Ike & Stevenson Buttons. \$4.00 per 100. \$37.50 per 1000.



### WE WILL NOT BE UNDERSOLD!

This is the original be-bop hat, checkered, with pom-pom, for embroidery machines to put name on. This is REALLY TERRIFIC. Assorted colors. First quality. Guaranteed.

Dx. \$4.25 Gr. \$47.00

### DONKEY



Wind-up mechanical Donkey that walks, wags its tail and moves its ears. Not fast number in the country for the election.

Doz. \$4.75 Gr. \$54.00

### EISENHOWER for PRESIDENT

Red, White & Blue Buttons, with Ribbons, Buttons and Keychain, 1 1/4" — 50 Iona complete.

\$12.50 Per 100

### STEVENSON for PRESIDENT

Red, White & Blue Buttons, with Ribbons, Donkey and Keychain, 1 1/4" — 50 Iona complete.

\$12.50 Per 100

Wind-up mechanical Monkey, with a banana, that walks and hops and shakes its tail.

\$2.00 Doz. \$18.00 Gr.

Biggest value in the country. Everybody is cleaning up with this monkey. Former value was \$1.00 retail.

### FOOTBALL NOVELTIES

- 50 Iona Football Buttons Per 100 ..... \$ 2.00
- Any Team, Per 1000 ..... 17.50
- Gift Footballs, Per 100 ..... 7.00
- Tin Footballs, Per 100 ..... 4.00
- Football Players, plastic 4" Gr. .... 12.00
- Football Players, plastic 8" Gr. .... 1.75
- Ribbons, 50 yds. Any color. .... 1.00
- Plastic Footballs, Gr. .... 3.00
- Football & Helmet Pin Gr. .... 9.00
- Rubber Footballs, imported, inflates to 10", Gr. .... 9.00
- Lucky Rabbit's Foot, with Key Chain, Per 100 ..... 4.00
- Lucky Rabbit's Foot, Jumbo Size, Per 100 ..... 5.00



DONKEY with Keychain, Gift Finish. \$7.20 Gr.



ELEPHANT with Keychain, Gift Finish. \$7.20 Gr.

25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world.

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Also a large assortment of EAR PLUGS (cotton and pierced backs) on carrying case

\$45 & GROSS \$4.50 each when in Philadelphia, close up and see us

288 pieces to the gross, \$45 (Write for sample dozen)

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**SPECIAL INVENTORY OFFER \$4.00 PER DOZEN BOXED**

**OTHER SENSATIONAL ITEMS**

Great Sunburst Sets, 18.50 per doz. Pin and Earrings Sets, 18.50 per doz. Earrings, Watch Bands, \$3.25 per doz. (chromium) \$4.10 per doz. (gold plate). Necklaces and Bangles Sets, \$7.50 per doz. Men's Identification with Assorted Watch Bands, \$1.00 (chromium) \$2.00 per doz. (gold plate). DISPLAY BOX \$1.00 per doz. additional.

Beautiful engraved Metal Lockets, \$2.50 per doz. Neckties, Bracelets, Bangles Sets, \$1.25 and \$1.50 each. Simple Strand Simulated Pearl Necklaces, (rhinestone) \$1.50 per doz. Double Strand, \$2.00 per doz. Triple Strand, \$2.50 per doz. Pearl Sets with rhinestone clasp, \$1.48 and \$2.75 each. 2 and 4-Strand All Rhinestone Neckties, \$2.00 and \$2.75 each. Jewelry Sets in Jewel Box, \$2.95 each. Ladies' and Men's Watches, Rhinestone and Plain Crystal Chains, Scatter Pin Sets, Bangles, \$2.50 per doz. \$3.50 and \$4.50 per doz. Adjustable Ladies' Rhinestone Rings, \$2.50 per doz. MANY OTHER ITEMS SEND FOR NEW ENLARGED 1952-53 CATALOGUE!

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Everybody knows this famous comedian... everybody will want a Jimmy Durante balloon! Colorful, durable, easily inflated to 15 inch size, it stays up for days. For fast sales this summer put your money on this novel! It made money for Durante... it will do the same for you. Order from your wholesaler or write The PIONEER Balloon Company, 107 Thin Road, Willard, Ohio.

**Jimmy SCHNOZZOLA Durante PIONEER Qualatex BALLOON**

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FREE \$9.00 VIBRO GRAVER WITH EACH ORDER \$20.00 TO \$100.00 OF GOODS

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**GROSS \$48.00** including tax

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43 Division St. New Rochelle, N. Y.

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Brand-new 1952 model cases—can be sold from new at this amazingly low price complete with strap.

In lot, of three or more Sample charge \$1.00 extra. Stretch band 35¢. Plastic box 75¢. 25% deposit, balance C.O.D.

**\$8.75**

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Cash in on National Ad Program You can and will profit—stock only trade marked rings in 1/20 1/8, 1/16 1/2, 1/16 1/4 or sterling silver.

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World's greatest puzzle! You can make a Pyramid with the new plastic parts. When done it's a ball. Packaged in beautiful plastic gift box. Retail \$1.00.

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All Idents Are Made of Brass Nickel Plated. Deposit White Order.

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**CHEWING GUM LINE!**

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- Fresh from the Factory
- All Flavors and Types
- PLUS Bubble Gum—1c, 2c, 3c Items!

**HALF OF STANDARD BRAND PRICES!**

All sizes Ball and Vending Gum, Chicle & Rubb, C & W's, Baby Midget Chicks Tantalum Gum, Three & 1c's—200, 200 & 240 pieces per lb. Priced 3c & 4c Chicle Type, 3 1/2 lb. Bubble Gum.

AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant, Newark 4, N. J.

**NEW CATALOG**

WRITE FOR COPY

Over 300 pages of general merchandise, jewelry, sporting goods and novelties State business when writing.

**HALLOWEEN SPECIAL DEAL**

1 gross assorted Character Masks, including 3 dozen child's, 10c.; 3 dozen adult 10c.; 2 dozen adult 20c with hair; 2 dozen adult 25c with hair and 2 dozen 5c half masks. Also 1 gross mask fasteners. Complete deal brings you \$12.64. Costs you \$12.30.

Offer good only until October 15.

50-cent service charge on orders for less than \$10.00. 25% deposit required on C.O.D. orders. All of above plus postage.

**LEVIN BROTHERS**

Established 1836  
TERRE HAUTE, INDIANA

with it since 1907  
**ENGRAVERS**

NEW PRICES EFFECTIVE JULY 1, 1952

**ALUMINUM IDENTIFICATION** \$13.00

**ALUMINUM IDENTIFICATION** \$13.00

**ALUMINUM IDENTIFICATION** \$7.50

Send for No. 1937 Catalog, just off the Press. WE PAY POSTAGE ON ALL PREPAID ORDERS.

**MILLER CREATIONS** 7736 Aviator Chicago DAY & NIGHT SERVICE

**16MM. SOUND FILMS FOR SALE**

Over 100 complete pictures from \$13.00 to \$40.00 each.

**FILMS RENTED AT LOW PRICE**

19.90 1 to 3 days, \$4.50 per week, \$12.00 per month.

Advertisements appear free.

**ACE CAMERA SUPPLY**  
422 W. Evans Street Florence, S. C.

**PHOTO SUPPLIES**  
DEVELOPING-PRINTING

Continued from page 75

**PHOTO BOOTH OUTFITS CHEAP—ALL** men, dress in and see them. Latest improvements real bargain. **PHOTO CENTER**, 1181 N. Cleveland Ave. Chicago 11, Ill.

**HOW PEOPLE YES, YOU CAN BUY** other D.P. Camera, but you are buying nothing but headache. For the best and most dependable service, buy **Piedmont D.P. Camera**, Piedmont Camera Co., 420 S. Worth St. Burlington, N. C. Phone 6270-79.

**THE EASTMAN IMPROVED TYPE DIRECT** Positive Paper available in all sizes. **Maple-Fuller Inc.**, 30 N. 5th St., Rochester 4, N. Y.

**PRINTING**

**ART WORK AND CUTS MADE TO YOUR** order. All direct and letterpress printing. Prices right. **Lee Creams**, Washington 7, D. C.

**FAST SERVICE, LOWEST PRICES—100** three-color 14x22 Window Cards, 9c; 100 14x22 12.50 Tribune Press, Flat Park, Ind. 9c.

**LITHOGRAPHING—TOP QUALITY WORK**. Send sample or artwork for quotations. **3,000 \$15.11** with photographic copy. **W. S. Kitterman Lithographing**, Aurora, Mo. 927

**INCREASED RESULTS**  
FROM ADVERTISEMENTS

by using display type and white space to attract attention.

Convenient order form on

**SALESMEN WANTED**

**ANYONE CAN SELL HOOVER DUPONT** Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive sales. Top pay. Low priced. Exceptional income. Real future. **Quintennial**, 1000 W. 10th St., Dept. E 109, New York 11, N. Y. 127

**FIGHTING COCKS—FATHERED ROOSTERS**. They jump, perch, strafe, shuffle and flutter all with the twist of your wrist. It's now, it's sensational. Fathers grow. Immediate interest. Free sales sample pack. 45c postage. Don't miss available. **Charles H. Henson, Box 45, Waco, Tex.** 127

**LOOK! LOOK! LOOK!**

For only \$6 you can use a voice like this and increase the effectiveness of your ad on page 72.

**HELP WANTED**  
DISPLAY-CLASSIFIED ADVERTISEMENTS

**REGULAR CLASSIFIED ADS**... Set in upper want ad style, one paragraph, no display. First line regular 5 ct. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS**... Containing larger type and white space is charged for by the space line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

AVAILABLE: SEND \$1 FOR NEW FALL listing of Theatrical Agencies who have ads in World Wide Theatrical Guide, P. O. Box 58, Chicago 50, Ill.

**DRUMMER—MUST READ, CUT SHOWS,** play Latin, Teor bass, doubling lead also. Two beat commercial band, 100% good. Box C-138 The Billboard, Cincinnati 22, O. 127

**MINDSET WANTED—MALE MINDSET** able or willing to learn to ride small ponies at Jockery, head age, height and weight. Box 537 The Billboard, Chicago 1, Ill. 127

**LADY OVER 18 WITH BATHING SUIT** for first class ball game, \$1.00 an hour and picnic in bathing suit. Meet for game on African Dr. 8:25 in hour; both state are, height and weight. **Cliff Rude, Dept. B, 125 Daley, Long Beach, Calif.** 127

**LEAD TRUMPET MAN WANTED—STEADY** work in character. **Bohemian Vocalist**, Write Sta. Pat. Dutchman Orchestra, New Elm, Milan. Telephone 1103 127

**MARY MONEY WITH FAST-SELLING BOS-** tonian Shirts, blouses, two, four, long, full time. **Mary Hill Bros.**, 200 Backdoor, 2009 N. 77, Boston 30, Mass. 127

**IN BIG A WEEK WORTH A POSTCARD** to you? Then read card with name and address for special free trial plan that sells amazing new Automobiles. **Debra Jensen, Debra Jensen**, "like his father" Write to Mr. Lewis, 69 Front Street, Dept. 127, 173 W. Madison, Chicago 4, Ill. 127

**ST PAULINE TRAIN SALESMAN** wanted. All steel, fluid drive, ramping type. Manufactured by All American Co., 1111 Main St., Alameda, Los Angeles 31, Calif. Mutual 1265 127

**SCENERY & BANNERS**

**NIEMAN CARNIVAL CIRCUS BANNERS**—The best, not the cheapest, no disappointment. **Niemans Sign Works**, 1234 N. Wabash St., Chicago 4, Ill. 127

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES—DESIGNS,** colors, needles, outfit, genuine **German Pelican Ink**, new exciting. **Don Jensen**, 128 W. 3rd St., Los Angeles 3, Newark 5, N. J. 127

**GET YOUR ISS TATTOOING SUPPLY** Catalog, including 15 covers, Tat 3-B-T, **Paul H. Simmons, 411 1st St., York, Pa.** 127

**TATTOOING WANTED—BEST LOCATION** in Southwest. Thousands of service men and not a tattooer here. Come on. **Play Mart**, 1111 Main St., Fort Worth, Tex. 127

**WANTED TO BUY**

**AUCTION HOUSE WANTS MERCHANDISE** in South-West. Thousands of service men and not a tattooer here. Come on. **Play Mart**, 1111 Main St., Fort Worth, Tex. 127

**ICE RINK EQUIPMENT**

Complete used equipment for open-air artificial ice skating rink, approximately 10,000 sq. feet. Write details and price to

**BOX C-136**  
c/o The Billboard Cincinnati 22, Ohio

**LANCE MERRY-GO-ROUND** Ferris Wheel, Little Dipper, Train, Hole Wheel, Dogem, Caterpillar, in A-1 condition. Must be seen. **Charles H. Henson**, Box 45, Waco, Tex. 127

**USED TRAIN—MY 032 SULLIVAN** 1504 Bireh, Amalfio, Ill. Phone 3417 127

**WANTED—AIR CALLIOPHE, COMPLETE** unit, ready to go. **Joe Williams**, 2215 S. 1st, Lincoln, Neb. 127

**WILL PAY CASH FOR KID AND ADULT** Hides, also Merry-Go-Round jumping Horses. State make condition, price. **F. Allen**, 1100 Brewerton St., Syracuse, N. Y. 127

**PLANTS—EXPERIENCED UNUSUAL** novelties on plants and Salvia. No acreage. Attractive price. Good opportunity. Write **Bill**, 2111 S. Billboard, Cincinnati 22, Ohio.

**POPULAR PIANIST, DOUBLE HARMONY**—Read like Impassioned, swing style and commercial. **Notice Gen Del. Carlsbad**, 127

**WINST—YOUNG, GOOD TAZZ AND COM-** mercial styles; bon-ton prefer small unit; will travel. **Nick Letta**, 5703 Nelson Ave., Cleveland, Ohio. 127

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. **Clair L. Shaffer**, 1041 S. Dennison Indian, Toledo 2, Ohio. 127

**CHARLES LA CHOI—OUTSTANDING** Platform Troupe Act. Available for outdoor celebrations, fairs, openings, etc. For all particulars, address **Charles La Choi**, 1304 South Anthony, Fort Wayne, Ind. 127

**DESIRABLE WHITE COOKHOUSE MAN**—Front of back with health care, South-Western fairs, parties, parties. **Walter Lanford**, 310 N. Fifth, Warner, Houston 68, Tex. 127

**SENATIONAL MacDonald and Hib-** bid shallow water diving, fairs, parties, parties. **MacDonald**, 127

**WILSON'S COMEDY CARNIES—WORK BY** stand and perform. **Wilson**, 127

**Terrific Jewelry Bargains!** **Charles H. Henson**, 45c beautiful imported Swiss Watches, Costume Jewelry, Gift Sets, etc. Sensational values and small quantities. Sell on sight. Write today for FREE catalog and MONEY details.

**WORLD-WIDE DIAMOND CO., Dept. W-422**, 2451 B Michigan Ave. Chicago 16, Ill. 127

**ILLUSTRATED TOON BOOKLETS**

525 MILLON'S IN THE ORIGINALITY WITH 1000 SMALL ILLUSTRATED CARDS TOON BOOKLETS OF COMIC CHARACTERS \$10.40 DELIVERED BY POSTPAID \$10.00 DELIVERED BY REGULAR SALES

210-85 Fifth Ave. New York 10, N. Y.

**Big Profits** Own your own business, advertising key chains, name plates, metal security plates, sample with name and address.

**Rari Mfg. Co.**, 303 Ocean St., Brooklyn 3, N. Y.

**RHYTHM PLANO, TWO BEAT DRUMMER,** Musical for Southern area. Latin music, year round surge. **Leader**, 215 Caldwell Blvd., Detroit, Tenn. 127

**SINGLE TROUPEY—JUGGLER, MAGI-** cian, Circus Family you furnish transportation, schools, Admires. **Diale Mitchell**, American General Delivery, Louisville, Ky. Now.

**WANTED AT ONCE—SAX AND CLARINET,** also Trumpet for orchestra, modern band, top pay, steady work. Call or write: **Paul W. Dixon**, RRVN, Lexington, Neb. 127

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**BANDS & ORCHESTRAS**

**MODERN SOCIETY TRIO—UNION**, 410 1st, vocal, sax, clarinet, piano, drums. **John Calhoun**, 30 Johnson, Vt. 127

**MUSICIANS**

**ACCOMPANIST PIANIST—EXPERIENCED** in school, church, social, private. **Raymond**, 4100 Flower Ave., Cincinnati 3, Phone W-1232 127

**ACCORDIONIST—GONNER MORINO** in instrument, excellent on piano, modern styles. **Raymond**, 4100 Flower Ave., Cincinnati 3, Phone W-1232 127

**ARRANGER, TENOR ALTO, CLARINET** also Trumpet for orchestra, modern band, top pay, steady work. Call or write: **Paul W. Dixon**, RRVN, Lexington, Neb. 127

**BASS—STRING, RECORDING BASS HORN;** vocal and guitar experience. Will travel; references; free after the 15th. **Bill Pope**, 4100 Flower Ave., Cincinnati 3, Phone W-1232 127

**BASS MAN—VOCALIST; 10 YEARS' EX-** perience. **John Calhoun**, 30 Johnson, Vt. 127

**DRUMMER—AVAILABLE IMMEDIATELY** see 26 good appearance; union; read play all styles; no sleepers. **Herb Gorman**, 104 S. Maple, Oak Park, Ill. Phone Village 8235 127

**ELE GUITARIST—EXPERIENCE COM-** mercial and popular, swing Latin. **Raymond**, 4100 Flower Ave., Cincinnati 3, Phone W-1232 127

**EXPERIENCED DRUMMER—JOHN SEWE** Johnny Lancaster, 127 N. South St., Case, Garyville, Mo. Phone 5026 127

**EXPERIENCED DRUMMER—JOHN SEWE** Johnny Lancaster, 127 N. South St., Case, Garyville, Mo. Phone 5026 127

**LEAD ALTO CLARINET, FLUTE, TENOR** sax, hand experience, desire to learn to or out of road locality. **Box C-136**, The Billboard, Cincinnati 22, Ohio. 127

**MAN AND WIFE TEAM—BOTH PLAY** piano and guitar, bass and electric. **Bill Pope**, 4100 Flower Ave., Cincinnati 3, Phone W-1232 127

**PIANIST—EXPERIENCED UNUSUAL** novelties on piano and Salvia. No acreage. Attractive price. Good opportunity. Write **Bill**, 2111 S. Billboard, Cincinnati 22, Ohio.

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**Big Profits** Own your own business, advertising key chains, name plates, metal security plates, sample with name and address.

**Rari Mfg. Co.**, 303 Ocean St., Brooklyn 3, N. Y.

**TRUMPET FOR POLKA BAND IMMEDI-** ately. Contact **Viking Band**, Albert Lee, 127

**WANTED—EXPERIENCED COMBO DRUM-** mer cut shows, Latin, social, Dixie, Jazz. **location**, Leader 322 W. Belmont, Peasacoe, Fla. 127

**WANTED—TENDERS DOUBLING CLARI-** nets or flutes will consider hiring whole session if there are other musicians nearby. **Work**, must read, take, must appear and sober, no boys. If qualified, contact **Red Rodgers**, Silver Spur, Carlsbad, N. M. 127

**VAUDEVILLE ARTISTS**

**FEMALE IMPROVVISATOR OPEN FOR** night club. Will consider hiring whole flashly wardrobe; will send photos. **salary \$125** no transportation. **Write**, **Wesley Davis**, 411 S. Wabash Chicago 11 127

**PANAMA CANA PRESENTS AMERICA'S** greatest birds. **Caribbean**, **Maraca**, **Panama**, **Studio**, 3300 W. Fourth St., Philadelphia 14, Pa. Telephone WAsboro 3336 127

**THOMAS THE MAGICIAN—AVAILABLE** night club, TV, stage benefits, schools. **1974**, **Thomas**, 1826 16 Ave., S Birmingham, Ala. 127

**YOUNG COMIC—55, 5'6 LBS., VOCALIST** center. Will work theaters, vaudeville center. I also need a good agent or manager. **Write or wire**, **Karel (Taz) Hanz**, P. O. Box 88, Washington 11, D. C. 127

**YOUNG MAN—22, WANTS ANY TYPE** stage work in any State. **Learn**, **show**, **personality**, **write**, **ask**, **specify**, **par.**, **\$25** to **\$100**. **Contact**, **Ken (Gabo) McKinney**, 500 Caroline, Gary, Ind. 127

**Are you ready for the coming** season with the greatest values at the lowest prices?????

- Do you want smart distinctive clothing??
  - Do you want the latest styling??
  - Do you want quality in materials??
  - Do you want quality in workmanship??
- You will find all that you are looking for at

**JAYBEE PLATING CO.**  
174 ELKSTONE STREET  
NEW YORK 2, N. Y.

**EARRINGS:**

**PIERCED—DROP—BUT-** TON TYPES, **\$36.00**

**SAMPLE ORDER—** 3 dot pis. ass'd earrings, **\$10.50**

**NECKLACE & EARRING** SETS IN SATIN LINED BOXES, Per car lot, **\$81.00**

**SAMPLE ORDER—1 dot sets** ass'd boxed **\$7.25**

Place your order on a 15% deposit with adv. customer C.O.D. P.O.B. exp. date

**BALL POINT PENS**

Fully Guaranteed FULL SIZE

\$10 per Gross **7c** each

**ASSORTED COLORS**

This same pen now being sold as high as One Dollar! Send \$2 deposit per gross, balance C.O.D. or send full amount.

We Pay Postage

Send \$1 for Sample Dozen

Buy Direct from **MICHIGAN PEN Co.**  
620 LEWIS STREET  
FLINT, MICHIGAN

**CLOSE-OUT!**

**BIG ASSORTMENT!** HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL. Crystal Base complete with shade. **\$1.00** ea. In do. lots only

LIMITED SUPPLY

25% OFF, bal. C.O.D., P.O.B. Chicago.

**CLOSE-OUT!** 25" Tall MAR BELLIZED LAMPS & PLASTIC SHADES, \$2.50 ea.

**TOLPIN PRODUCTS MFG. CO.**  
1240-46 N. Western Chicago 45, Ill. SALESMAN WANTED

**Yes! IT'S A GENUINE DIAMOND**

Exquisite three piece sim. cameo set with a **GENUINE DIAMOND HAND-PRONGED** in the necklace. The simulated onyx black and white cameo jewel has classic appeal and is a widespread popularity item. Plated with lustrous 24 carat gold-finish. A terrific jewelry sparkle on your sales parade!

Made to Retail for **19.95**

**2250** PER DOZ. SETS BOXED

Really a fast-selling item from coast to coast. Attractively packaged in satin-lined gift box. Four samples supplied for only \$10.00 postpaid. (If not for resale, add 20% fed. excise tax.) 25% dep. with order. Bal. C.O.D.

Send for catalog.

**STERLING JEWELERS** 44 E. LONG STREET COLUMBUS, OHIO



**JOBBER!  
DISTRIBUTORS!**

- 12nd real Pur Cats, Pikes & Puppies, Assorted Rabbit Size, 500 Catbans, last \$16.50 **\$15.00**
- 500 CLOWN, RAYON CLOWN, Pressed face—\$21 doz. in gross lots **\$18.50**
- 1000 RAYON CLOTH CLOWN, Pressed face, FREE cellophane bags, Dozen \$1.00, in six dozen lots **\$ 6.25**
- 500 PLUSH SCOTTY, Ass'd, Colors, \$2.50 doz. in gross lots **\$ 6.00**
- 200 Big BAGY BEAR, rayon plush, \$12 dozen, in six dozen lots **\$11.40**
- 200 WHITE POLAR BEAR, All white woolly material, Movable eyes, red tusks, Free Pillarlin bags, Doz. **\$30.00**
- 200 RAYON PLUSH BEAR, Snappy seller, \$25.00 ds. in gross lots **\$21.00**

**SAMPLE AS ORNMENT  
23 PIECES FOR \$23.65**

By dozen Cat assortment, 1 dozen Clowns and 1 each of all other numbers.

FOR N. Y. C. 25% dep. COD if not rated. To receive FREE Cat report for you must state nature of your business.

**ACE TOY MFG. CO.**  
122 West 77 St. New York 1, N. Y.

**HORSESHOE RING**



This Lucky Horse Ring should bring you luck and nothing but money. 14-kt. gold-plated or white-silver plated. Two limit, stone eyes that sparkle. \$1.25 per ds. (min. 3 ds. lots) or \$13.50 per gross in gross lots. Sample ring \$1.00 postpaid.

**STERLING JEWELERS**  
44 East Long St. Columbus 15, Ohio  
(Send for your new catalog!)

**BRONZE**

**WESTERN SADDLE HORSES**  
White Stock Lasts  
Height and Dozen Price:  
1 1/4" \$12.60; 1 1/2" \$3.90; 2 1/4" \$1.75  
SPECIAL Key Chain and Charm Combination, assorted styles, \$2.00 per gr. 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.  
Free Folders on Other Items.

**COOK BROS.** 216 W. Maxwell St. Chicago 6, Ill.

**5-Pc. WHITE FIRE RHINESTONE**

"BRACELET" WATCH SET

**\$17.90 Ea.**

Fabulous Copy of \$280.00 Original. There has World famous White Fire Rhinestone Watch, 17 Jewel, with hand-cut one piece and matching White Fire hand-pronged Necklaces and Barettes with gorgeous matching Rhinestone spray fastened Plain Rhinestone spray fastened in Emerald. Velvet Box. \$17.90. Three piece jewelry set in 14 ct. gold, \$29.90 ea.



**BURKE** 10 W. 27th St. New York City

**BIG PROFITS**

Operators-Jobbers of Slot Machines, Punch Boards, Tickets, Push Cards  
**WRITE FOR FREE SAMPLE. FASTEST AND BEST DEAL ON THE MARKET.**  
Exclusive Territory

**BENMAR SALES CO.**

633 Plymouth Ct. Chicago 5, Ill.

**PAPERMEN!**

ARE YOU READY FOR THE FALL BUSINESS? We can save you authority on good rate publications for anywhere in the United States. If you use premiums, we have the very latest Maps and Atlases. Write or wire for details.

**HUFF PUBLISHERS SERVICE**  
P. O. Box 7696 Dallas 10, Texas

**GIVE TO THE RYUNTON CANCER FUND**

**Pipes for Pitchmen**

By BILL BAKER

**RECENT VISITORS**  
to Noel's Ark Gorilla Show, currently with Beam's Shows, included E. S. Holland, Herman Gravelly and Jimmie Ray and Fred Walker, who were en route to West Virginia and stopped by in Waverly, Va., for a brief chat. Mrs. Robert Neoll says that "business had been up and down. I heard from my brother, who is in Alabama and my dad still is in North Carolina. We play Bedford, Va., our home town, next week."

**"FRANK REBEDEAU** . . . who suffered a paralytic stroke last July 4 in Anderson, Ind., is being transferred to Sacred Heart Sanitarium, Milwaukee, and will undergo a series of treatments there which will last from about six to eight weeks." Art O. Nelson, ace pitchman, letters from his Crestline Company headquarters in Chicago. "We took up a collection for Frank and the boys who were contacted personally were very generous, but those which we cannot contact personally were asked to contribute by mail to the Crestline Company, 3804 North Western Avenue, Chicago, Ill. I'm sorry to state that we received the big sum of \$12. I thought perhaps that the boys out of town and especially those on the East and West coasts may have missed our original request which appeared in this column. If they care to make a contribution to this worthy cause it will be greatly appreciated. The gentleman in question is in dire need."

**HENRY H. VARNER** describes from his Akron headquarters that he plans to undergo plastic surgery soon. He visited with Jack Craig and Gene Abbott last week-end in Cleveland.

**GEORGE H. BROOKS** comes thru with the following from Knoxville: "After leaving St. Louis I played Massiac County Fair, Metropolis, Ill., working the grandstand for Johnny Sullivan. Business was good. From Metropolis I headed for Newton, Ill., where I played the fair for Jim Foster. I worked ice cream sandwiches to a total blank. My next stop was Martinsville, Ill., where I worked for the Boy Scouts who had the exclusive on the grandstand concessions. This stand proved to be a red one. Also played fairs in Loganport, Muncie and Portland, and La Porte, Ind., to good returns. Following those dates I returned to Illinois and worked the Cumberland County Fair at Greenup. Also played the DuQuoin, Ill., Fair. From DuQuoin I came in here."

**PITCHMEN** . . . who made the Indiana State Fair, Indianapolis, August 28-September 6, grabbed off their usual good share of the long green. Kitchen gadgets, novelty bats, Lord's Prayer on a penny, juicers and mixers were among the numerous items that the boys and girls worked. A monogrammed compact demonstration, set up in the Horticulture Building, clicked handsomely with the compact purveyors doling out their wares like hot cakes. Missing from action this year were the hum-a-tone workers, whose products sold as fast as they could be produced in other years.

**SPEEDY HASCAL** . . . and wife presented their magic pitch at the Canfield, O., Fair and cleaned up. Observers on the

grounds agreed that the way Speedy puts over the pitch would make him a cinch to click in night clubs with is magic turn. Because of ill health, however, Speedy returned to his home in Cleveland to continue his mail order business.

**MAX RUBIN** accompanied by several agents, made the Canfield, O. Fair to better-than-average business. Max is manufacturing art colors and had two girls working that item, which garnered plenty of attention and proved a good money maker in one of the exhibit buildings.

**CHARLIE PRICE** was booked to play the Canfield, O. Fair but was forced to cancel out because of illness.

**Mdse. Topics**

**From All Around**  
Latest toy to be introduced by Vibro-Roll Products, Inc., Pittsburgh, is a hardtop electric, remote control car which is powered by two standard flashlight batteries. A press of the button on the control box and it's off—in forward or reverse. It steers at the flick of a finger and runs indoors on rugs, outdoors on pavements or over steep grades with equal ease. The toys comes in assorted color combination of acetate plastic. It measures 10 1/2 by 4 1/2 by 3 1/2 inches and has a precision made miniature motor, rubber wheels, white wall tires and chrome colored trim. It retails at \$4.95 less batteries.  
Harvey F. Swenson, president of Sweden Freezer Manufacturing Company, Seattle, reports that fall production of the firm's Model 1-200, a heavy duty freezer especially suited for outlets which do a large volume business, is well under way. Model 1-200 is an automatic continuous freezer that has output of 25 gallons an hour of low overrun product. Because of high production capacity the freezer is finding ready acceptance by specialty shops, drive-in, concessions, etc. Details of the 1-200 and other freezer models in the line may be obtained by writing the firm.

**Hollywood**  
Sponsor Co-Ordinating Agency which for the last 10 years has been operating out of Radio City, New York, has opened a West Coast office at 187 North Canon Drive, Beverly Hills, Calif. The firm's main objective is to coordinate stage promotions with manufacturers' advertising campaigns. Operating in 10 national districts, SCA employs expert merchandisers, mostly women, who follow thru for the sponsor or advertiser at point of sale. Heading up SCA is Bon Johns, who for many years headed up her own fem orchestra in vaude and hotels in this country and Europe.

**Oak Balloons**  
For immediate shipment. Write for FREE Catalog.  
**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

**Attention: STREETMEN  
BIG FLASH**



**BALLOONS**

**\*BIGGER \*TOUGHER \*FLASHIER**

- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 5 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right—See your Jobber Today!

**A GOOD JOINT!**

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**BUY THE New Oak Balloons FROM  
KIPP BROTHERS**

**ORDER NOW!**

|                          |              |
|--------------------------|--------------|
| No. 16—16" Paddle        | \$5.40 gross |
| No. 15K—15" Carhead      | 7.20 gross   |
| No. 28—28" Paddle        | 9.00 gross   |
| No. 1022 10"x22" Airship | 6.00 gross   |
| No. 1242 12"x42" Airship | 6.90 gross   |

Shipping charges not included. 25% deposit with C.O.D. order.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
340-42 SOUTH MERIDIAN ST.  
INDIANAPOLIS 25, IND.

**CARNIVAL AND CIRCUS NOVELTIES**

|                            |         |          |
|----------------------------|---------|----------|
| CELLULOID FEATHER DOLLS    |         |          |
| With Red Snow & White Hair | Gr.     | \$ 9.75  |
| 3 inch                     | Per Gr. | \$ 2.50  |
| 5 inch                     | Per Gr. | \$ 3.25  |
| 10 inch                    | Per Gr. | \$ 5.00  |
| 15 inch                    | Per Gr. | \$ 7.50  |
| 18 inch                    | Per Gr. | \$ 9.00  |
| 24 inch                    | Per Gr. | \$ 12.00 |
| Rubber Animals, Ass'd.     | Dz.     | 6.50     |
| Rubber Monkeys, Ass'd.     | Dz.     | 6.50     |
| 10-Mat Pur Monkeys         | Dz.     | 6.50     |
| 10 inch                    | Gr.     | \$ 9.00  |
| 18 inch                    | Gr.     | \$ 12.00 |
| 24 inch                    | Gr.     | \$ 15.00 |
| 30 inch                    | Gr.     | \$ 18.00 |
| 12 in. W/Pipe              | Dz.     | 6.50     |
| 12 in. W/Pipe              | Dz.     | 6.50     |

25% Deposit on All C.O.D. Orders.

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## SHUFFLE KICKOFF

### Detroit Ops Eye Future With Optimism

DETROIT, Sept. 13.—Kickoff meeting for what is expected to be the most successful season in the history of Detroit Shuffleboard was held at the Hotel Tuller Thursday (4).

With a virtually 100 per cent representation of active operating firms, the Detroit shuffleboard Association made a pledge to carry on a promotion program and to give everyone a chance to participate in league play.

Boards throughout the city have been resurfaced on location, operators, attending the meeting, said. Outer shells of boards also have been refinished in readiness for a big season, they added.

Under a new set-up of operation this year, the entire DSA field will be organized, as one large division, with each team having a chance to progress toward a city championship. Each also will have an opportunity to play in a National Open Tournament at the close of the 1952-'53 season.

### Bally Distribs Begin Showing Frolics Games

CHICAGO, Sept. 13.—Distributors of Bally Manufacturing Company this week started operator showings of Frolics, new six card in-line scoring game, Jack Nelson, general sales manager, announced.

Frolics' playfield contains 25 skill holes directly aligned with 25 numbers arranged in different patterns on the six cards on the backglass. In addition there is a ball return hole. Scoring may be accomplished by lining up backglass numbers horizontally, vertically and diagonally.

Player automatically sets up the card for scoring by depositing a coin. At his discretion he can play additional cards by depositing up to five extra coins. One of the new in-line features of the Frolics game is the offering of two cards for a single coin on a mystery basis.

Other new points of the Bally game include its Super Scores and Advancing Super Scores which operate on a flash mystery basis with each coin deposited. It is possible to illuminate several Super Scores for a complete game on a single coin.

Another idea introduced on Frolics is a new type carry-over feature. It is called the "Next Game Attraction." To set this up, the player shoots at either of two skill rollovers at the bottom of the playfield. If either is hit, a star lights on the backglass indicating Super Score will advance to a higher bracket at the start of the next game. Frolics also is equipped with a ball purchase feature.

### Rotation Staff Upped to Meet Heavy Demand

CHICAGO, Sept. 13.—Exhibit Supply Company thru Frank Meneuri, sales manager, announced that it was increasing its production staff in an effort to catch up on demand for the Super Twin Rotation game.

Meneuri disclosed that since the game was introduced to the trade last month, demand for the new type game had remained well ahead of output. Now with distributors planning fall operator showings of Rotation, it was expected demand would continue to climb.

The shuffle game uses the scoring principles of the regulation pool game, rotation. All balls in play are seen by the patrons as an illusion. Super Twin Rotation can be played by one or two persons, has automatic scoring and all shots are made on a skill

## \$ EXCHANGE

### See Problem Becoming Acute in Japan

PHILADELPHIA, Sept. 13.—Exporters of coin-operated machines, who want to expand their operations to include Japan, may find tough sledding ahead in the form of dollar exchange troubles.

K. Matsumura, commercial secretary of the Embassy of Japan, said: "Imports from the dollar area, including the United States, is strictly controlled for the purpose of securing import of essential commodities. It is, therefore, doubtful that the Japanese Government will allocate foreign exchange for the import of coin-operated machines."

## Key Miami Routes Sold

MIAMI, Sept. 13.—Two key routes changed hands here this week. Maurie Horwitz and Eli Ross, Bishop Amusement Company, purchased the holdings of Zebra Music Company, owned by Bill Fullick. The route included 50 juke boxes and amusement games.

In another transaction, Gene Lane and Buster Anchell, of American Operating Company, purchased a route from Art Korn, Acorn Amusement Company, consisting of 12 shuffleboards and five pin games.

### 400 N. Y. Coinmen Honor Harry Rosen at Dinner

NEW YORK, Sept. 13.—Virtually the entire coin machine industry here—some 400 coinmen and their wives—packed the Baroque Room of the Hotel Belmont Plaza Tuesday (9) for the annual dinner of the Coin Machine In-

## FALL PROSPECTS GOOD

### Trade's Game Segment Eyes Sales Potential

CHICAGO, Sept. 13.—With the end of most of the metal problems in sight and diversification of games making steady progress, over-all fall trade prospects were looking up. Another point aiding the sales picture was the steady summer play in most areas of the country.

Unlike a year ago, when production schedules were snagged by government red tape and most factories were expecting to switch to defense output on a near capacity basis, plants have been able to give increased attention to amusement units. Also there is reasonable assurance that plans in the hopper will materialize without undue confusion.

While the rigid metal allocation system proved both time consuming and costly to the factories, a good part of the trade now feels that some progress was made in the past year—and perhaps because of it. The reasoning behind this is that most of the plants, until a year ago, were making, not only similar types of games, but so much the same that players found little difference in them. In the past 12 months it was so difficult to get by on the quotas of key metals that most of the

factories had to make as many as four different types of games on virtually the same basis. The reason: One kind of unit required a certain type of metal and per-punition pieces required other metals. Tho in each case, the number of games released was small, there were enough units to keep all production staffers reasonably busy and also keep prices from getting out of hand.

Added proof of the growth of the industry despite hard production times, was the current summer. Most old time operators had come to expect the summer as a slow period—even took it for granted. However, because the operator had to work harder to make ends meet in the past year, he also had to try some unusual practices to maintain profit margins. As a result, more operators dug deep into the resort areas and most of them came out with better than expected returns. Also because more operators had better summer business than in recent years, they will be better able to purchase new units just introduced.

Currently, major Chicago game firms are delivering games as follows:

## STEEL SITUATION

### NPA Planners Reveal Supply to Stay Tight

WASHINGTON, Sept. 13.—Despite favorable announcements on metal quotas by the National

Production Authority the past month, government officials once again reversed themselves this week and indicated they would continue to dole out steel supplies in restricted quantities the first part of 1953.

As things now stand, only firms in essential manufacture can expect to receive the amounts of steel they will require in the first quarter next year. First on the list are plants making tanks, planes, shells and related military weapons.

However, tho the early over-all picture points toward a scramble for whatever is left by factories wholly engaged in civilian output, the NPA pointed out that the flow of the key metal would improve towards the end of the first quarter.

The steel strike, which began in June and ran well into July, was given as the reason for the change in supply timetables.

### Shuffle Games Going Strong In Provinces

ST. JOHN, N. B., Sept. 13.—Following a comparatively slow start, shuffle games are drawing heavy play in Newfoundland. This is not only obvious at St. John, the largest center of Canada's newest province, but includes most urban areas.

In addition to St. John, the bowling type games are receiving plenty of action in location at Gander, Bonaville, Carbonear, Grand Falls, Stephenville, Beldwood, Bell Island, Corner Brook, Buchans and Deer Lake.

### First Defers Two Rotation Game Prems

CHICAGO, Sept. 13.—Because current demand for Exhibit Supply's Super Twin Rotation is far ahead of supply, First Distributors has postponed two scheduled operator showings of the game until mid-October.

Originally, the events were set for September 22-23 at the Fort Armstrong Hotel, Rock Island, Ill., and September 24-25 at the Jefferson Hotel, Peoria.

Wally Finke and Joe Kline, First owners, stressed the showings were set back so that visiting operators could be given reasonably firm delivery dates on their purchases.

### Texas, Okla., Tourist Spending Figures Up

OKLAHOMA CITY, Sept. 13.—Operators of a wide variety of amusement and vending units came in for steady play, according to 1951 tourist spending statistics just released.

The Lone Star State last year drew 9,156,000 tourists, who spent a total of \$395,000,000. The average per capita spending daily was \$7.19. Meanwhile, in Oklahoma 7,924,121 crossed the borders and spent \$6.41 per day.

Bally, Frolics and Palm Beach games and The Champion, mechanical horse; Chicago Coin, 10th Frame Bowler and Match Bowler; Exhibit Supply, Super Twin Rotation game and Big Bronco, mechanical horse; Genco, 490 game; Gottlieb, Skill-Pool game; Marvel, shuffleboard scoreboards; United, Star Shuffle Alley and Lite-A-Score con-convr-sion; and Williams, Paratrooper game.

## BIG LEAGUERS

### Invite Stars To 1st Coin-O Pitching Show

CHICAGO, Sept. 13.—Several baseball celebrities are expected to attend the premiere showing here of Coin-O Manufacturing Company's Bat-o-Mat pitching machine. It will be held in the Lincoln Room of the Congress Hotel Monday thru Wednesday (15-17).

Firm executives, Harry Katz and Frank Roelke, stated invitations had been extended to Chicago White Sox and Chicago Cubs officials and also players to watch initial demonstrations of the coin-operated pitching unit.

The Bat-o-Mat can be adjusted by the operator to hurl balls at speeds varying from 40 to 70 miles an hour and also the number of balls—1 to 50.

## FRANKENSTEIN

### Op Eyes Evils Of Financing Location Owner

PHILADELPHIA, Sept. 13.—"Operators have created a Frankenstein by lending money to location owners," Sam Snyderman, a principal of Overbrook Amusement Company, believes.

Snyderman claims that some operators promise to finance potential locations in order to win them away from competitors. "This forces ethics operators to finance their locations in order to keep them," Snyderman states.

"If location owners want to borrow money, they should go to finance companies or banks. However, the only way to eliminate this vicious trade practice is by a co-operative effort of all operators in a particular territory."

### Empire Distrib In Wide Area

CHICAGO, Sept. 13.—Wico Corporation has appointed Empire Coin Machine Exchange to handle its automatic baseball pitching machine, Major Leaguer, in virtually half the country.

Empire Coin, owned by GR Kilt, will have as its territory Minnesota, Iowa and Missouri and all territory east of these three States. The firm has headquarters at 1912 Milwaukee Avenue, Chicago.

Wico, also a Chicago firm, is headed by Max and Harry Wizer. The Major Leaguer unit operates on quarter play. The pitching unit throws balls at the rate of one every six seconds and is considered one of the best engineered on the market.

## Calendar for Coinmen

- September 14-18—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.
- September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.
- September 15—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- September 20-21—Music Guild of Nebraska, quarterly meeting, Stratton Hotel, Grand Island.
- September 22—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- September 28-28—Texas Merchandise Vendors' Association, 1952 convention and exhibit, Adolphus Hotel, Dallas.
- September 28-28—Texas Tobacco Distributors, annual convention and exhibit, Adolphus Hotel, Dallas.
- October 9—Music Operators of Northern Illinois, annual banquet, Graemere Hotel, Chicago.
- October 13—Wisconsin Phonograph Operators' Association, monthly meeting, Hilltop Inn, Rhinelander.



## MOA Confab Stresses Unity, Threat of ASCAP Legislation

More Than 635 Operators Present; Total Registration Exceeds 1,100

• Continued from page 1

day, first day of the convention, at a luncheon given by the Automatic Phonograph Manufacturers' Association for MOA officers and executives.

It was pointed out that the spirit of co-operation expressed by the luncheon represented the cornerstone of a stronger, more fundamentally sound, operators organization. Tribute was paid to the financial, legal and other assistance given by the manufacturers in opposing national legislation.

R. C. Roling, president of the Rudolph Wurlitzer Company and the APMA, stressed that the manufacturers' group, composed of

AMI, Inc.; J. P. Seeburg Corporation, Rock-Ola Manufacturing Corporation and Wurlitzer, was formed "to resist and combat with

Re-elected to MOA office were George A. Miller, Oakland, Calif., president and business manager; Clinton Pierce, Brodhead, Wis., first vice-president; Al Denver, New York, second vice-president; Hirsch de La Vez, Washington, third vice-president; Ray Cunliffe, Chicago, treasurer; Les Montooth, Peoria, Ill., secretary; and Tom Withrow, Midland, Tex., sergeant at arms. Board of directors was increased from four to six members. Elected to two-year terms were Jack Mulligan, Sharon, Pa.; Jack Cohen, Cleveland, and Harry Snodgrass, Albuquerque, N. M. Named to one-year terms were Morris A. Goldman, Detroit; Jim Tollesano, New Haven, Conn.; and Jerry Witt, Omaha. Sidney Levine, New York, was reappointed national counselor.

all the resources at our command any attempt on a national scale to injure the industry."

The danger that a changed copyright might destroy the operating industry was pinpointed by Congressman George P. Miller, of California. Miller, honored guest of the convention, told operators that their "one bulwark" against annihilation was association.

He warned of a "continuing war of attrition" and that the American Society of Composers, Authors and Publishers would be back with another measure such as the Bryson Bill. He told operators they had been fortunate in the past in dealing with ASCAP legislation, but he added, "Don't think you can always win."

Representatives of record firms praised the importance of operators to the music industry and said publishers would do well to regard operators in this light rather than as an additional source of income.

Other major suggestions were that MOA revamp its organization to include a paid executive staff to provide continuity of pro-

(Continued on page 81)

## Outline 3 Point P-R Program At MOA Meet

CHICAGO, Sept. 13.—A three-point public relations program for the juke box industry was outlined at the Music Operators of America convention here Friday (12) by Abe Greenberg, California representative of Fran E. Mullins Associates, national public relations counselors.

The program had been previously submitted to the MOA executive board. According to Greenberg, the program would be built on the following points:

1. Opposition to crippling legislation.
2. Improvement of the industry's public relations thru use of mass media.
3. Selling operators on the value of supporting MOA.

The necessity of such a program was urged by Greenberg in order for the industry to assume its rightful place in the community. He pointed out that by telling MOA's story, much could be done to publicize the organization's contribution to the work being done to fight juvenile delinquency.

The cost of such a program, Greenberg said, would be \$5 annually per member, which would amount to a levy of about 10 cents weekly.

## SPIRIT OF HARMONY

### Juke Makers Fete Ops at Luncheon

CHICAGO, Sept. 13.—Evidence of a growing spirit of co-operation between juke box operators and manufacturers was extolled here at luncheon Thursday (11) by the Automatic Phonograph Manufacturers' Association for officers and executives of the Music Operators of America.

R. C. Roling, president of the APMA and the Rudolph Wurlitzer Company, welcomed the some 83 persons attending the fete in the Congress Hotel's Glass Hat Room on the opening day of the MOA convention. In a brief address, Roling traced the history of the APMA and its members, the J. P. Seeburg Corp., AMI, Inc., and the Rock-Ola Manufacturing Corp.

The association decided long ago, he said, "to limit the scope of our activities to those matters which were on a national level." Consequently, he said, "we have an organization set up to resist and combat with any attempt on a national scale to injure the industry... manufacturers, wholesalers and operators."

As an example, Roling cited the Bryson Bill hearings and warned that "proponents of the Bryson Bill will be back again with another bill equally bad or worse."

The APMA's president further stressed that "fundamentally the phonograph business is sound." "The people of America want music," he said, "and you can not take it away from them." He closed with the hope that "this luncheon will assist in developing a better understanding" between the members of the APMA and the operators.

The same vein was taken by the speakers following Roling—George A. Miller, MOA president; Hammond E. Chaffetz, counsel for the APMA; John Haddock, president of AMI, and Sidney Levine, counsel for MOA.

Miller pointed out "that some-

thing is being done to help the industry."

Miller pointed out "that some-

thing is being done to help the industry."

## EVANS BOWS CENTURY

### 100-Play, 45 R.P.M. Juke Sets Titles in Disk Compartment

CHICAGO, Sept. 13.—The H. C. Evans Company's new 100-selection Century model juke box, featuring a "Centuramic selector," an "encore mechanism" and title strip panels located in the player compartment, was displayed for the first time here at the Music Operators of America convention in the Congress Hotel.

Four production models of the 45 r.p.m. Century, which have been expected since a pilot model was shown at the 1952 Coin Machine Institute show last February, and samples of both the 45 and 78 r.p.m. 40-selection Jubilee were shown. Les Rieck, manager of the

Evans phonograph division, described the Century's player mechanism as an expansion of the firm's 40-selection model. He said the glass dome, speaker grill of chrome strips on a red background, speaker and amplifier were interchangeable with other Evans phonographs.

List price of the Century is \$1,050. It is 54 1/2 inches high, 37 inches wide and 28 inches deep. Net weight is 315 pounds. The Centuramic selector has a 20-button system, using all numbers. The buttons start at 0-0 and run to 9-9. A player pushes two buttons to make a selection. To play selection number 51, for

## DELAY SNAGS MOA OPENING

CHICAGO, Sept. 13.—Because of confusion and a switch of meeting rooms, the opening session of the Music Operators of America convention at the Congress Hotel here was delayed nearly an hour Thursday (11).

As a result all speeches were cut and George A. Miller, MOA president, skipped his welcoming address entirely for possible presentation at a later session.

The confusion, it was learned, resulted from the absence of the hotel's convention manager, who became ill just before the opening and was taken to a hospital.

## Chi Op Vouches For Dime Play

CHICAGO, Sept. 13.—Chicago operators' experience proves beyond any doubt that dime play is acceptable to the public and will help keep the phonograph industry on a sound financial basis. Phil Levin, an operator, told the MOA convention here this week.

Pointing out that the national association did not take a stand on matters of per-play price, Levin said Chicago operators had been on dime, three-for-a-quarter price level for more than a year. The number of plays has decreased, but dollar volume is higher, Levin pointed out, and the operators confidently expect grosses will improve.

## Disk Officials Laud Stature Of Ops, MOA

CHICAGO, Sept. 13.—The importance of juke box operators to the music industry and how songs are selected and cut by diskeries was described at the Music Operators of America convention here Friday by representatives from two record firms.

Larry Kanaga of RCA-Victor described the MOA as "tremendously important to the record business and pointed to the num-

(Continued on page 81)

## Schreiber Asks MOA to Revamp Organization

Billboard Editor Suggests Hiring of Paid Exec Staff

CHICAGO, Sept. 13.—Revamping of the Music Operators of America organization with its administration placed in the hands of a paid executive staff was urged here Friday by Dick Schreiber, of The Billboard.

Speaking at the second session of the MOA convention in the Congress Hotel, Schreiber stressed the necessity for insuring the continuity of MOA and its program. He further urged that MOA enlarge its membership by enlisting operators who are not members of local or State associations.

Immediate Job "The immediate job," he said, "is what happens to MOA." Planning direction of MOA with a paid staff, he said, would be a big step toward establishing that continuity.

When MOA was first formed, Schreiber said he was suspicious of its intentions but that these reservations on his part have been

(Continued on page 81)

## Tavern Exec Lectures MOA On Association

CHICAGO, Sept. 13.—Ray Adams, director of the National Tavern Owners' Association, lectured the Music Operators of America convention Friday on the "understanding and appreciation" of organization.

Any lack of interest or failure to attend meetings by members of a group, he said, could not be blamed on the persons involved. Rather, he said, the blame falls on the organization for failing to make sure its members "understand and appreciate its reasons for existence."

Adams, who flew here from California to address the convention, said by understanding he meant the "full knowledge of the aims of a group—what it's doing

(Continued on page 81)

## Ops Warned of ASCAP Plans by Congressman

CHICAGO, Sept. 13.—Congressman George P. Miller of California warned music operators here Friday that a "continuing war of attrition" by American Society of Composers, Authors and Publishers could be expected.

Referring to the Bryson Bill, Scott Bill and other measures sponsored by ASCAP to tax music men, Miller told operators "your one weapon is organization."

The foundations of such a weapon has been laid with the formation of Music Operators of America, Miller said, but it must be further expanded and prepared for coming battles.

The congressman, who spoke at the second session of the MOA convention, described the organization as the one "bulwark between operators and annihilation."

"ASCAP will be back next year with another bill," Miller said, adding the warning, "don't think you can always win." He asserted MOA had been fortunate in its dealings with ASCAP legislation the past three or four years but in view of current conditions much valuable lost time had to be made up.

Miller pointed out ASCAP could expect to get an additional \$10 to \$15 million if a measure such as the Bryson Bill was passed. All this money, he told operators, "would come out of your pockets and ASCAP will not stop trying for such a measure." The congressman paid tribute to the efforts of George A.

Miller, MOA president, Hirsch de La Vez, MOA treasurer, and Sidney Levine, MOA counselor. In opposing the Bryson Bill and stressed the service that these and other MOA officers had rendered.

Pointing out that phonograph manufacturers had recognized the necessity for organization, he praised the solid front presented

(Continued on page 81)

## Miller, MOA Execs Welcome Ops to Chi

CHICAGO, Sept. 13.—Music men from across the nation were welcomed to the third national Music Operators of America convention at the Congress Hotel here by George A. Miller, MOA president, and other MOA executives.

Among the speakers with Miller at the opening session Thursday, were Hirsch de La Vez,

Washington D. C., treasurer; D. M. Steinberg, Newark, N. J., secretary; Sidney E. Levine, New York, national counselor; Richard H. Schneider, East St. Louis, Ill., first vice-president; Ray Cunliffe, Chicago, second vice-president; and Clinton S. Pierce, Brodhead, Wis., third vice-president.

Present in the audience were representatives of juke box manufacturers, record firms and other industries allied with the juke box trade as well as operators from all sections of the country.

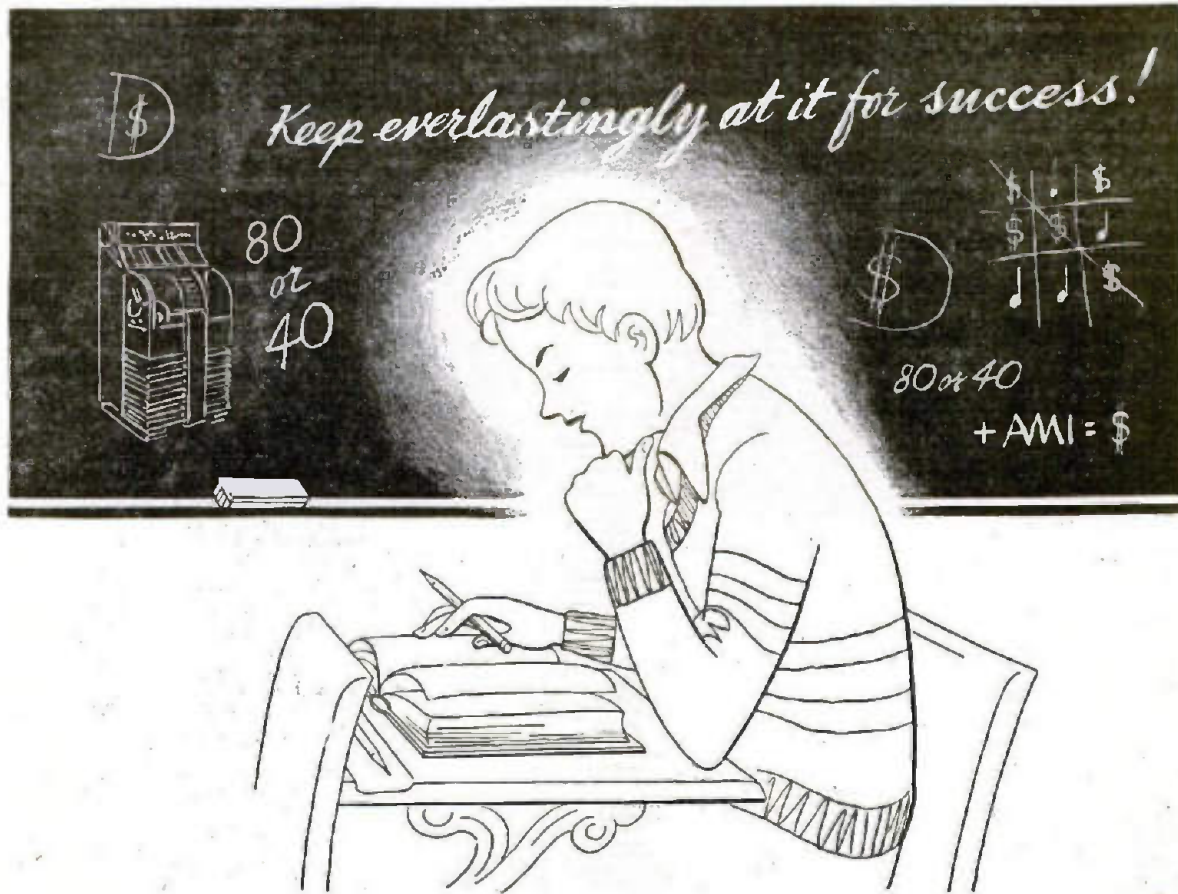
### Focal Point

The focal point of the convention was set in the early speeches with stress placed on the need for a strong operators' organization to combat the constant threat of detrimental national legislation. The recent Bryson-Kefauver bill, which would have imposed a performance tax on coin-operated phonographs, was particularly cited.

Schneider reviewed the early organizational days of MOA, pointing out "it was born of desperation and hit on the necessity for a strong national operators' association." Those present, he said were "the backbone of the industry and must organize, systematize, deputize and supervise."

He asserted it was "vitaly important" that MOA have more income and that "for preservation it must have more members." He also advised "it must build





# No Recess

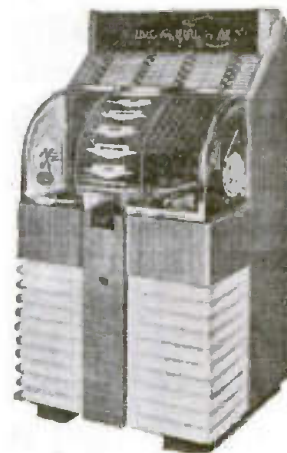
Only an occasional lad applies himself at school with all the diligence that he must later muster for success in manhood.

Should he choose automatic music for a career, he might wisely equip his routes with the AMI Model "D."

The "D" is an ambitious juke box that works well with the operator.

It pays attention to business. It wastes no time in the shop.

It takes no recess when patrons want to play.



**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS



# AMI Sets Ad Contest For Music Operators

GRAND RAPIDS, Mich., Sept. 13.—AMI, Inc., announced this week that it was sponsoring a national "Write-an-Ad" contest for juke box operators, members of their staffs and families.

The contest will be under the direction of William E. Fitzgerald, advertising and sales promotion manager, according to John W. Haddock, AMI president, and all entries must be postmarked not later than November 15.

First prize will be a new Model D-80 juke box, second, a new 40-selection Hideaway, and third, \$250. Twenty-five Amivox extension speakers also will be given away to operators submitting the next best 25 advertisements.

### Entry Blanks

Operators may submit as many entries as they desire. Entry blanks along with a booklet of suggestions will be available at all AMI outlets. The ads are to be judged on the basis of "sincerity, originality, ideas and aptness of thought." Duplicate prizes will be awarded in case of a tie.

The contest is not open to AMI distributors or their employees. However, they will receive \$2 for every operator they bring into the contest.

All entries should be mailed to the AMI advertising department, 1500 Union Avenue, S. E., Grand Rapids 2, Mich.

# AMI Distribs Attend MOA, Sunday Meet

CHICAGO, Sept. 13.—Distributors for AMI, Inc., attended the MOA convention and exhibit here this week as a group and were scheduled to hold a meeting of their own Sunday (14) at the Bismarck Hotel.

John Haddock, president of AMI, was in Chicago for the convention and to preside at his own distributors' meeting. Accompanying him were John Stewart and Bill Fitzgerald from the factory in Grand Rapids; Ed Ratajcek and Jack Mitnick, Western and Eastern representatives respectively.

At the Sunday session, scheduled to start in the morning and run until approximately 4 p.m., distributors and factory executives were expected to review market conditions and discuss such current AMI activities as the "write an ad" campaign (see story elsewhere in this section).

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
RECORDS INTERMIXED

## MUSIC SYSTEMS

BEST BUYS OF THE MONTH  
Clean Equipment—Ready for Location  
Write, wire, phone. 1/3 deposit, balance C.O.D.

|                |           |          |
|----------------|-----------|----------|
| <b>SEEBURG</b> | 148SL     | \$219.00 |
|                | 147M      | 149.00   |
|                | 146M or S | 129.00   |

Hideaways  
H148M \$229.00  
H146M 139.00

AMI Model A \$249  
WURLITZER 1015 139  
PACKARD Manhattan 89  
ROCK-OLA 1422 99  
ROCK-OLA 1432 450

Wall Boxes  
3W7-L56 (5-10-25¢ 3 wire) \$39.50  
3W2-L56 (5¢ 3 wire) 17.50  
W1-L56 (5¢ wireless) 5.00  
Wurlitzer Model 3020 27.50

Export inquiries invited—50 cycle motors available

---

### MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—2600 ERLCLO

LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price seriously depends on condition of the equipment, age, time of location, territory and other related factors.

|                  | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 | Issue of August 23 |
|------------------|-------------------|------------------|--------------------|--------------------|
| <b>AIREON</b>    |                   |                  |                    |                    |
| Piccola          |                   |                  |                    | \$50.00            |
| <b>AMI</b>       |                   |                  |                    |                    |
| Model A          | \$225.00 249.00   | \$249.00 350.00  | \$249.50 269.00    | 269.00 350.00      |
| Model B          |                   | 350.00           | 274.50 350.00      |                    |
| Model C          | 450.00 475.00     | 460.00 475.00    | 445.00 450.00(2)   | 450.00 475.00      |
| <b>EVANS</b>     |                   |                  |                    |                    |
| Constellation    | 423.00            | 425.00           |                    |                    |
| <b>PACKARD</b>   |                   |                  |                    |                    |
| Manhattan 76     | 89.00             | 89.00            | 89.50              | 89.00              |
| <b>MILLS</b>     |                   |                  |                    |                    |
| Rock-Ola         | 150.00            |                  | 175.50             |                    |
| <b>ROCK-OLA</b>  |                   |                  |                    |                    |
| Commander        |                   |                  |                    | 39.00              |
| 49 & 50          | 295.00            | 295.00           | 295.00             | 295.00             |
| 1422             | 80.90 99.00(2)    | 99.00(2) 125.00  | 99.00(2) 99.50     | 94.50 99.00(2)     |
| 1425             | 115.00 119.00     | 140.00 150.00    | 139.00 139.00      | 119.00 135.00      |
| 1428             |                   | 295.00           | 165.00 175.00      | 175.00             |
| 1432             | 450.00            |                  |                    | 475.00             |
| 1946             |                   | 59.50            |                    |                    |
| <b>SEEBURG</b>   |                   |                  |                    |                    |
| Classic          | 49.00             | 49.00            | 49.00              | 49.00              |
| Elite            | 49.00             | 49.00            | 49.00              | 49.00              |
| H-135 M Hideaway | 139.00            | 79.50 139.00     | 139.00             | 139.00             |
| H-147 M Hideaway | 110.00            | 110.00           | 110.00             | 110.00             |
| H-148 M Hideaway | 229.00            | 229.00           | 229.00             | 229.00             |
| H-246 M Hideaway | 99.00             | 99.00 99.50      | 99.00              | 99.50              |
| Highline         | 49.00             | 49.00            | 49.00              | 49.00              |
| Lowline          | 52.50             |                  |                    |                    |
| S-100-A 78 RPM   | 599.50 625.00     | 599.50 650.00    | 599.00 650.00      | 599.50 625.00      |
|                  | 695.00            | 675.00 695.00    | 675.00 695.00      | 675.00(2) 695.00   |
| S-100-B 45 RPM   |                   | 645.00(2)        |                    |                    |
| S-100-BL 45 RPM  |                   | 985.00           |                    |                    |
| Major            | 49.00             | 49.00            | 49.00              | 49.00              |
| Regal            | 39.00             | 39.00            | 39.00              | 39.00              |
| 46               | 99.50             | 99.50            | 99.50              | 99.50              |
| 46 M             | 99.50             |                  |                    |                    |
| 47               | 139.50            | 139.50           | 139.00             | 139.50             |
| 47 M             | 124.50            |                  |                    |                    |
| 146 H            | 98.50             |                  |                    |                    |
| 146 M            | 110.00 129.00     | 110.00 129.00    | 110.00 129.00      | 110.00 129.00      |
| 146 S            | 110.00 129.00     | 110.00 129.00    | 110.00 129.00      | 110.00 129.00      |
| 147 M            | 135.00 149.00     | 135.00 149.00    | 135.00 149.00      | 135.00 149.00      |
| 147 S            | 135.00            | 135.00           | 135.00             | 135.00             |
| 148 Blonde       | 275.00            | 265.00 275.00    | 265.00 275.00      | 275.00             |
| 148 M            | 240.00 260.00     | 240.00 260.00    | 240.00 260.00      | 240.00             |
| 148 SL           | 219.00            | 219.00           | 219.43             | 219.00             |
| 148 ML Broad     | 49.00             | 49.00            | 49.00              | 49.00              |
| 1941 Hideaway    |                   |                  |                    | 99.00              |
| <b>WILLIAMS</b>  |                   |                  |                    |                    |
| Music Mite       | 99.50 100.00      | 99.50            |                    |                    |
| <b>WURLITZER</b> |                   |                  |                    |                    |
| 500              | 42.50 49.00       | 49.00            | 49.00              | 49.00              |
| 500              | 42.50             |                  |                    |                    |
| 750              | 54.50 69.00       | 69.00            | 49.50 69.00        | 49.50 69.00        |
| 750 E            | 79.50             |                  |                    |                    |
| 790 E Colonial   |                   | 59.00            | 59.00              | 59.00              |
| 850              |                   | 59.00            | 59.00              | 59.00              |
| 1015             | 109.50 125.00     | 125.00 139.00    | 125.00 139.00      | 125.00 139.00      |
|                  | 139.00            | 169.00 175.00    | 159.50 175.00      | 139.00 140.00      |
|                  | 169.50(2)         | 185.00           | 185.00             | 165.00 175.00      |
|                  | 175.00            |                  |                    |                    |
| 1017             |                   | 99.50            |                    |                    |
| 1080             | 125.00 150.00     | 125.00 150.00    | 125.00             | 125.00             |
| 1080A            | 129.50            | 169.50           | 169.50             | 169.50             |
| 1100             | 324.00 325.00     | 295.00 310.00    | 310.00 324.00      | 295.00 324.00      |
| 1100             | 339.50            | 324.00 325.00    | 325.00             | 325.00             |
| 1212             | 169.50(2)         |                  | 349.50             | 229.50             |
| 1212 Hideaway    | 399.00 425.00     | 399.00 425.00    | 399.00 425.00      | 199.00 425.00      |
|                  |                   |                  | 439.50             |                    |

# OPS Suit Seeks 34,021 From Ore. Operator

WASHINGTON, Sept. 13.—A suit seeking treble damages of \$34,021.85 has been filed against Clifford C. Martin of Grant's Pass, Ore., head of the Martin Music Company, by the Office of Price Stabilization.

The suit, described as the first OPS action involving alleged overreaching charges for playing records in juke boxes, was filed by Assistant U. S. Attorney Ashley Green in the Federal District Court at Portland.

Lambert S. O'Malley, national OPS enforcement director here, said the action was similar to that contemplated against several other West Coast juke box operators.

OPS charged Martin's firm with raising the price-per-play of juke box records from a nickel to a dime September 1, 1951. According to the suit, actual overcharges from September, 1951, to January 28, 1952, totaled \$11,340.65.

The suit also asks an auditing of the firm's books to determine possible additional overcharges. An injunction also is sought to restrain the firm from future violation of OPS regulations.

# Seeburg Soft Ball Champs Win Outing

CHICAGO, Sept. 13.—An all-day outing and golf party for the J. P. Seeburg Corporation's soft ball team, winners last month of the Hamlin Park (Chicago) Industrial League soft ball championship, will be held September 29 at the Crystal Lake Country Club.

The team and guests will depart for the country club by chartered bus. The day's events include a supper and entertainment in the evening. It was decided this year to honor the team with an outing instead of a banquet-party which has been the practice in past years.

Other events at the firm include an all-day golf party for all Seeburg employees at the Roselle Country Club, Saturday, September 20. The party takes the place of a customary golf series which was not held this summer because of the pressure of week-end work schedules.

# Name Wired Music Op to Record Post

JACKSONVILLE, Fla., Sept. 13.—Abe Livert, former operator of a wired music service and a dance band leader, has been appointed manager of the local Radio Center's record department. Livert previously also owned and operated his own record shop.

# BASEBALL WINS MICHIGAN OP P-R TRIUMPH

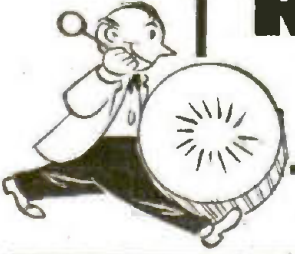
DEARBORN, Mich., Sept. 13.—A good example of real grass-roots public relations is the midget baseball team sponsored here by Ed Gradzicki of the E & A Music Company.

Gradzicki's music operating firm supplies the uniforms and equipment for the Green Hornets. A total of 26 youngsters, including coaches and the bat boy comprise the team. Gradzicki is its manager.

This season, the Green Hornets captured the Michigan State Championship—the first time a Dearborn team has ever won this honor—and newspapers here carried pictures of the entire team and stories describing its activities and E & A's sponsorship.

What do Gradzicki and his firm get out of it? A real satisfaction in doing something for youth and immeasurable good will for the entire local music business.

# WATCH ROCK-OLA



## Evans' Century

• Continued from page 80

The two panels, curved inwards, are mounted on either side of the compartment with the record stack and player mechanism in the middle.

The horizontal record stack, with the addition of a play indicator and the popularity meters running across the top, is placed along the back of the record compartment with the player mechanism in front.

Cabinets of the new model are of lime oak with the metal trim in contrasting blue and red. Other finishes will be made available in future models.

The selector mechanism is recessed beneath the player compartment in the center of the cabinet. A light in the bottom of the player compartment illuminates the selector. The speaker grill, as in the Jubilee model, is recessed under the selector and has colored illumination.

Present at the showing besides Rick's, were Dick Hood, president of Evans, and representatives of the Vic Manhardt Company, Inc., the Evans distributor in Milwaukee. Distributor showings of the Century and deliveries will be announced in the near future.



## Cleveland Ops Re-Elect Cohen

CLEVELAND, Sept. 13.—The Phonograph Merchants' Association here re-elected Jack Cohen president for another year and voted on a six-man board of directors at a business and executive session September 4.

James Ross and Sanford Levine were re-elected respectively to the offices of vice-president and secretary-treasurer.

The new board of directors for the association consists of Edward Kenney, Joseph Solomon, Nate Pearlman, Hyman Silverstein, Hank Ilg and Harvey Norton. Elected an honorary board member was James Burke.

Temporary board members, to serve in the September-November period, are Arnold Lief, Charles Comella and Charles Metro.

## Schreiber Asks

Continued from page 80

fully dispelled. As an example of how the "air has been cleared," he cited the luncheon given Thursday by the manufacturers association for MOA officers and executives.

Another must, according to Schreiber, was an increase in revenue for MOA. He suggested this could be done by either raising dues or increasing membership, with the latter preferred.

Altho he described the task of opposing national legislation as "slugging" in its difficulty, Schreiber warned that this sole reason would not keep the association going. Instead, he suggested MOA provide operators with services that "mean something in dollars and cents."

### Points Out Taxes

Pointing out that 39 States have taxes on music machines, Schreiber suggested that MOA draw up model bills which operators could present to their State Legislatures and city councils and assist local associations in opposing adverse State taxation.

Because the operator of a small music firm cannot afford to leave his business for three to five days to attend conventions, Schreiber suggested another service, area meetings thruout the year to tie members in with MOA's program.

Schreiber also described the recuperative powers the industry had displayed in the past as an example of its growing stability and said operators had performed a "definite purpose in providing selective music."

"As long as operators provide this service," he said, "the industry is secure."

## Disk Officials

Continued from page 80

ber of record company executives at the convention. Calling the new record speeds the most important thing in the industry, Kanaga said Billboard surveys showed such disks have almost taken the leading position in the field.

On distribution of 45 r.p.m. records, Kanaga told operators that record distributors were going thru a period of understandable "underbuying" but that 45 distribution would improve rapidly.

Mitch Miller of Columbia scored a big hit with a colorfully worded talk, punctuated by the playing of records illustrating how he chooses songs, and the work that goes into producing commercial cuttings. He said music publishers should regard juke box operators as top promoters rather than an additional source of income.

## Ops Warned

Continued from page 80

by the industry in opposing the Bryson Bill. He called this action by the manufacturers "one of the nicest things I've ever seen" and added that Thursday's luncheon given by the manufacturers' association for MOA officers was the "cornerstone of a strong organization."

"MOA cannot lose," he said, "if it develops an organization with the same honesty and sincerity as it has in the past."

Emphasis also was placed on the need for public relations by Miller because of what he called the type of "character assassination" that took place during the Bryson hearings.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found up front in this issue of "The Billboard" are: **PROM STEPS UP SCHEDULE.** From Records this week stepped up its release schedule, as it sent six new platters out to market.

**ARONS NAMED TO POST WITH 802.** Max Arons, executive board member of Local 802, American Federation of Musicians, has been appointed supervisor of recordings and transcriptions.

**DISKIERIES MULL PRICING.** In the wake of RCA Victor's introduction of the new "extended play" 45 r.p.m. record and Columbia's decision to cut the price of its 45 albums, record companies are mulling price policies.

**COLUMBIA INKS MINDY.** Mandy Carson, who a month ago successfully negotiated her release from RCA Victor Records this week signed a term pact with Columbia.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Miller Welcomes Ops to Chi

Continued from page 80

better local organizations." Cundiffe, as president of the Recorded Music Service Association, local operators trade group, welcomed the visiting operators. He told the assembly of the pride with which his association regarded its efforts in obtaining almost universal dime play in the Chicago area.

Pierce, who also is mayor of his home town in Wisconsin, described MOA as "the most important thing in the industry." He called it "a must for every operator." Pierce praised the work of some 80 operators, who attended the Bryson Bill hearings in Washington, and said that "without such unified, grass roots support," it would not have been possible to defeat legislation affecting the industry.

Buying of records was cited as the "chief problem" of the industry by De La Vez. He emphasized that operators should not consider themselves "hit pickers." Tracing the history of the music publishing business and the many changes in recent years, De La Vez said the record industry was now becoming a "solid business" with a lot of the guess work

taken out of records thru surveys and previews.

He said the emphasis of the record industry was one of "gambling for a winner" and he called the a.&r. man, artist and rapertoire, "the king bee of the record industry."

Steinberg presented the 1952 report of the MOA committee on merchandising and programming. He cited the coming "healthy" state of competition among different record surveys and previews and said "control of record buying has returned where it belongs, to management."

Levine said MOA was the "only organization ever formed to do a particular thing that succeeded in every detail." He praised the work of Miller at the Bryson hearings and described as "impressive and beautifully strong" the testimony of operators attending the hearings.

He suggested that every operator contribute \$1 per machine, instead of the current dues of 5 cents, and also that operators refuse to co-operate with publishers on song hits unless the latter agree to the operators' point of view regarding copyright legislation.

## Juke Makers Fete Ops

Continued from page 80

thing good always comes out of something bad and that out of the Bryson Bill hearings developed a closer co-operation between operators and manufacturers." He cited the strong financial support of the manufacturers during the hearings and their financial backing of the MOA convention as evidence of this.

Chaffetz said the Bryson hearings demonstrated the difficulty of the small businessman in dealing with the federal government. He emphasized that "what really did the trick was the testimony of individual operators who came from all sections of the country."

Because of the operators "honest and sincere way of telling their stories," Chaffetz said the bill was "truly decided on its merits" in favor of the operators.

Haddock said the luncheon "represented a great deal of progress." He stressed that he himself was reluctant to join the manufacturers' association at one time because he did not want "to lose freedom of action."

Pointing out that all members of an association have to subordinate their wills to majority opinion, he said he felt there was more than "enough common ground" to bring manufacturer and operator together.

Levine said the co-operation achieved between manufacturer and operator "represents a miracle of organization and accomplishment." He asserted that this did

## Tavern Execs

Continued from page 80

and what it has done." By appreciation, he said he meant the realization of the value of association and of membership in a group.

According to Adams, an association should not be sold on the basis of what it can do for an individual. Instead, he emphasized, an association was merely a vehicle thru which an individual could combine with others in doing something.

To further strengthen MOA, Adams proposed that it revamp its organization to incorporate a public relations program and a paid executive administrator.

## Convention Notes

Sam Taran arrived early Thursday morning from Miami, proudly telling anyone who would listen that he was a grandfather.... Jake Friedman, AMI distributor in Atlanta, lined up several new record labels for his Southland Distributing firm during the three day gathering.... Sammy Hoffman in from Harrisburg, Pa., was one of the early arrivals at all business sessions.

Clint Pierce, head of the Wisconsin Operators org, and third vice-president of MOA, looking a bit wan after undergoing major surgery just three weeks ago, still managed to make all the rounds on the first day of the show, with Mrs. Pierce in close attendance.... Wally Finks and partner, Joe Klise, First Distributors, visiting the exhibit floor and renewing acquaintances with their operator contacts. Also visiting was Clayton Nemeroff, Monarch Coin.

Representing United Manufacturing was Herb Oettinger.... Lou Casola an early arrival from his Rockford, Ill., headquarters, as was Les Montooth.... Sol Gottlieb visiting with operators after completing his work out at the factory.... Ben Coven hosted a large party Thursday night, taking his guests thru the entire exhibit floor.... Dave Rosen, Philadelphia, visiting with John Haddock, AMI president, then saying hello to Mitch Miller, Columbia Records.

Art Weinand, now with Exhibit Supply, renewing acquaintances

with the host of music ops with whom he deals as Rock-Ola vice-president.... J. Raymond Bacon and David Rockola were both on hand the first day of the convention.

Present from Cleveland were Jack Cohen, newly re-elected president of his local trade organization, and Sanford Levine. Both were preparing extensive reports of the convention for presentation to their home group. Cohen also reported that a song written by his wife has been recorded and will be released in the near future.

Heading up a contingent from Permo, Inc., needle manufacturers, were Gail Carter, vice-president in charge of sales, and Jack Baker. Howard Ellis, secretary-treasurer of the Nebraska Music Guild, discussed plans for his group's next meeting September 20. Ellis will report on the convention at the meeting.

Operators from the Chicago area included Bob Gnarrow, of ABC Music Service, and Mrs. Mary Gillette, of the Gillette Distributing Company. Features of the new Evans juke box were explained by Dick Hood, president of the firm, and Les Rieck, manager of the phonograph division. Assisting Hood and Rieck were Dick Manhardt and Elmer Engles of the firm's Milwaukee distributorship.

Attending from Moberge, S. D., was Harold Scott, secretary of his State's operator association.

## THANK YOU,

### Music Operators of America,

for your overwhelming reception of

# EVANS' AMAZING NEW CENTURY PHONOGRAPH

MODEL 2045

50 RECORDS

100 SELECTIONS

45 RPM

The Instrument that Electrified the Industry

with

Speedy, Simplified

"Centuramatic" Selection

and

"Encore" Mechanism

SHOWING SOON AT YOUR DISTRIBUTOR!  
WATCH FOR DATES!

SEE YOUR DISTRIBUTOR NOW FOR DELIVERY ON

JUBILEE 40/45 20 Records, 40 Selections, 45 RPM

JUBILEE 40/78 20 Records, 40 Selections, 78 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILL.



## Automatic Products Readies 2 Models

6-Drink SodaShoppe and Low-Boy SmokeShoppe Set; Factory Wing Added

NEW YORK, Sept. 13.—Mell Rapp, vice-president of Automatic Products, Inc., announced this week that new models of the SodaShoppe and SmokeShoppe were now in production. They will be exhibited at the National Automatic Merchandise Association convention in Chicago.

The new SodaShoppe is a six-drink machine, dispensing four carbonated and two non-carbonated beverages. It will hold four syrup tanks. Cabinet size will remain the same as in the present model, and the machine will sell for \$1,384 including coin changer. Delivery is promised in 30 days or less.

The new cigarette machine is a low-level version of the present model called the SmokeShoppe

Low-Boy. Nine columns will hold 486 packs, and all will take either king size or regular cigarette packs without adjustment. A penny match dispenser and coin-changer are included. It will sell for \$238.50. Two week delivery is scheduled.

Rapp stated that a new wing, completed Monday (8) at the Minneapolis factory, had added 19,500 square feet to the plant. He said it would enable Automatic to double its present production rate.

## Israel-Made Candy to Join Vending Ranks

NEW YORK, Sept. 13.—Currently celebrating its 34th anniversary, the Rabi Company, of Tel Aviv, Israel, has opened offices here at 150 Spring Street to handle distribution of Rabi candies in the United States and Canada. The candies have been a favorite with European and Middle East markets for over three decades and recent market tests in this country have proved highly successful.

At present sold only over the counter, the hard candies are expected to be produced in the near future for vending machine sale.

## NOTHING LEFT FOR SWEEPERS

DETROIT, Sept. 13.—Proceeds of a cigarette machine apparently was a "consolation prize" for burglars who broke into the Palmer Park Theater, operated by Mid-west Theaters in suburban Highland Park.

The burglars tried to do it the easy way by moving the theater safe into the projection booth and using tools available there. They were unable to break into an inner safe and obtained only some petty cash. In disgust they apparently went to work on the cigarette vender.

## LOW SILHOUETTE

### Diplomat to Feature New Coin Mechanism

NEW YORK, Sept. 13.—A lower silhouette and new electric coin mechanism are the principle changes in the Diplomat cigarette venders displayed Sunday thru Wednesday (14-17) at the National Automatic Merchandising Association convention in Chicago.

While both the electric and manually operated machines will have lower cabinets, the standard model still retains its 400-pack capacity. This feature, said a Rowe spokesman, makes it possible for the operator to offer machines that are smaller in over-all size, without increasing the number of service calls and his cost.

The streamlined design has been carried a step further thru the use of wood-grain finishes, either in light or dark tones, available at extra cost. Trim on all models is chrome.

On all electric models, Rowe

has installed a new coin mechanism consisting of a simple, all-electric register, without complicated set-up switches or relays. The unit has only three major moving parts.

John S. Mill, Rowe president, said the new registers had been thoroughly field tested in high traffic locations thruout the country for the last year.

The new coin registers will take any combination of nickels, dimes or quarters. Nickel change-makers, with a special high-capacity nickel tube, are available at extra cost.

"Finger-tip" Push "Finger-tip" selection is another feature of the electric model; a touch of the button makes instant contact and delivery.

The coin mechanism of the manual models have been simplified by the elimination of moving parts. An easier pull is a

(Continued on page 87)

## PRE-COMPLAINT SERVICING

### Extras Pay \$ Dividends For Miami Beverage Route

MIAMI, Sept. 13.—A major reason for the growth of Modern Vendrinks, according to Leon Hersh, is the "extras" the company performs in the way of service to the location owner, and the fact that it does not wait for a complaint before remedying a condition.

For example, Hersh pointed out, shabby and unpainted refuse containers detract from the appearance of a vender and reflect discredit on the operator. Vendrinks stays one jump ahead of any possible complaints on this score by keeping venders and refuse units painted. Another thing the company refrains from doing is rationing the number of such containers per location. Instead, it keeps more than an adequate number distributed near the vender to forestall any

possible complaints by the location.

"If a mat looks soiled or worn," says Hersh, "we exchange it before anyone has a chance to complain. In other words, we treat every location—no matter how big or small—as tho it were our own business."

To achieve a more attractive machine in certain locations, where the vender would normally be lighted up only at night, Modern Vendrinks has installed electrical timers to illuminate the machines even in broad daylight.

"The growth of our business proves that the customer appreciates attention to minor details even before he himself has had a chance to take note and complain," Hersh declared. "It all adds up to increased volume and satisfied customers."

## BOOM MOVIE BEV BIZ IN BRITAIN

LONDON, Sept. 13.—"It's not cricket," according to Tom Lynch, head of the National Union of Small Shopkeepers, referring to the British movie managers' stock trick to increase soft drink sales.

Lynch said that a national survey indicated that movie management was artificial stimulating patrons' thirst by pushing up thermostats and switching off ventilators.

Citing the practice as unfair competition, Lynch stated he may ask Parliament to stop it.

## New Cigarette Vendor Run by Electro-Magnet

PLAINFIELD, N. J., Sept. 13.—Having concluded over 20 successful location tests on its new cigarette vender, the A. & A. Company here, is in production on 100 pilot units.

Alfred Mingione, firm's president, said he expects to be in full production by the beginning of 1953.

The A. & A. vender delivers cigarettes thru a solenoid (electro-magnet) operation, thus requiring no motor and few moving parts to contend with. The magnet also precludes the possibility of more than one pack of smokes being

(Continued on page 87)

## Automatic 5c Pencil Vender Is Marketed

NEW YORK, Sept. 13.—A completely automatic pencil vending machine which has only two moving parts and which is said to require no upkeep, is being marketed by Rel-Kaye & Company, of Mount Vernon.

First introduced last year, the pencil vender is gaining acceptance for installation in schools, bus, train and airport terminals, institutions, factories and other locations, the manufacturer says.

The unit is designed to hold and display a stock of well-known Reliance brand pencils which are pointed and ready for use. The vender measures 18 1/2 inches deep and 10 1/2 inches wide, can be attached to a wall or placed upright on a counter or shelf, and is guaranteed for one year. Unit is priced at \$69.50, FOB, Philadelphia, and comes complete with 10 gross of 5-cent pencils.

## Bow New Type Pencil Vender

AUSTIN, Tex., Sept. 13.—A 400-capacity nickel pencil vender was announced by the Matthews Specialty Company here this week. Called the Selecto-Pencil Vender, the unit is 8 inches high, 7 inches deep and 13 inches wide and weighs 11 pounds. Price is \$30, with quantity discounts.

A slide-type coin mechanism is used. Contents can be viewed thru a plexiglass window on top of the cast aluminum alloy cabinet.

Burke Matthews, firm head, said the vender had been field tested for over a year.

## Eppy Announces Election Charms

NEW YORK, Sept. 13.—Samuel Eppy & Company, Inc., announced this week that Eisenhower and Stevenson election charms are now in production.

The two-sided, plastic-frame round charms contain a photo of Eisenhower on one side, with campaign slogans on the other. For Democrats, Stevenson's picture is on one side, with a campaign slogan on the other. The charms will sell for \$7.50 per thousand, f.o.b., Jamaica, N. Y.

## Dime Bar Vending Up in Three Areas

MILWAUKEE, Sept. 13.—Candy operators in the Milwaukee and Madison territory are meeting the question of handling dime bars with mixed reaction.

While the preference for the nickel price appears to be maintaining itself on the majority of routes, a slightly increased proportion of operators seem to favor a switch to dime vending over a year ago.

One of the largest independent operators in the State, Herb Geiger, Geiger Automatic Sales Company, continues firm in his policy of shying away from dime bars. "I gave it a good try about a year and a half ago and my experience was a very sad one," he said. "In my opinion the public will not consistently buy 10-cent bars. The only real solution is bigger volume and diversification of routes to make vending more profitable."

Copeland Russell of Russell's Candy Service, on the other hand, reports considerable enthusiasm over the dime lines. "I can't see how anyone can operate profitably on a strictly nickel candy basis," was his view. "While there are many spots where only a nickel machine will be profitable, you check over locations carefully you will discover a much larger percentage of potential money making dime spots than you ever realized."

(Continued on page 87)

PHILADELPHIA, Sept. 13.—There is a gradual movement underway in the Philadelphia market area to vend more dime bars.

The reasons given by operators for converting to dime bars are higher operating costs and the need to increase grosses.

While the trend to dime vending began in this area in 1950, it really put on steam about a year ago. One of the major candy vending companies in this area revealed that one year ago only 10 per cent of its candy units offered dime bars while today 40 per cent stock such bars.

It is difficult to assess the ratio of machines which stock both nickel and dime bars since most operators do not keep detailed records. However, one candy vending company executive estimated that about 10 per cent of dime vending operations are made up of machines that also vend nickel bars.

"Dime bar vending is the coming thing," an executive of the A.B.C. Vending Company said. "I believe that nickel bars will become extinct in the not too distant future. Of course, there was some customer resistance when dime bars were introduced, but this is disappearing. The public is beginning to accept dime candy bars, and this type of vending operation is definitely here to stay."

## SOFT DRINK SUMMER

### Bottlers Cite Sales Leap; Laud Venders

PHILADELPHIA, Sept. 13.—The high temperatures this summer have been responsible for an unprecedented public consumption of soft drinks, and vending machines garnered their share of the increased business.

The American Bottlers of Carbonated Beverages predicted that per capita sales this year would total 175 bottles, 13 more than were consumed last year.

The James Vernor Company, producer of ginger ale, reported a 40 per cent gain in its June and July sales over last year. Pepsi-Cola Company stated sales were running 20 per cent ahead of 1951, and in July and August 25 per cent ahead. The Squirt Company announced a 30 per cent increase in sales, and Charles E. Hires Company reported a 14 per cent gain. Canada Dry cited a 10 per cent sales gain for the year and White Rock Corporation a 21 per cent increase. Coca-Cola claimed only a 5 per cent climb for the first six months but its June sales took a 10 per cent leap. Its July sales were believed to be even higher.

Vending machines have been largely responsible for the increased business, soft drink spokesmen admit. In 1951 25 per cent of the bottlers' sales (5,400,000,000 drinks) were machine-sold, and this year has already shown a 20 per cent increase before the July hot spell struck.

New beverages that are joining the ranks of the colas as favored drinks are a dry-tasting quinine water and a new carbonated coffee-flavored drink.

## Texas Vender Assn. Sets 1st Annual Meet

DALLAS, Sept. 13.—The Texas Merchandise Vendors Association holding its first annual convention and exhibit at the Adolphus Hotel here September 27-28, climaxes a year of steady growth, according to Lee Moffett, president, Pace Corporation, San Antonio. The two-day meet will be held in conjunction with the Texas Tobacco Distributors convention and exhibit at the same hotel, which concludes a day later.

Harold Crowther, Dallas Cigarette Service, TMVA convention chairman, stated the program includes discussion panels covering problems encountered by operators, with particular attention devoted to problems arising from military contracts. Industry speakers have been invited to address the convention. Also, entertainment will be provided for operators and their wives.

A year ago, the Texas operator and supplier group held its first meeting, also in conjunction with the Texas tobacco association. It consisted of a breakfast meeting, followed by a series of informal conferences exploring current problems and plans for the future.

While the convention hopes to play host to operators from all

parts of the country, Moffett stated that operators from the home State, Oklahoma, Louisiana and New Mexico were especially urged to attend.

## ABC Net Rises, See New Record

NEW YORK, Sept. 13.—ABC Vending Company and its subsidiaries "should easily hit \$45 million this year," Charles Le O'Reilly, chairman of the board, announced. If realized, it would be a 15 per cent gain over the firm's 1951 record of \$39.2 million.

Last month, ABC reported that sales for the first half of 1952 amounted to \$19.9 million, compared with \$18.9 million for the like 1951 period. First half net was \$39,810, or 83 cents a share, compared with \$506,780, or 54 cents a share, for the corresponding period last year.

O'Reilly declared that ABC's beverage venders account for 15 per cent of all sales. New six-flavor units are now being placed on location, he said.



# VICTOR'S

TOPPER DELUXE globe style



# VICTOR'S

BABY GRAND



# VICTOR'S

TOPPER DELUXE half-cabinet style



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## Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

### Confection Sales Drop

July confectionery manufacturers' sales totaled \$47,200—13 per cent below June figures and 10 per cent less than sales for the previous July, according to latest Commerce Department estimates. All segments of the industry were reported down considerably, with manufacturer-wholesalers announcing a sales decrease of 9 per cent from July, 1951. Sales of \$484,854,000 during the past seven months were nearly the same as those for the comparable period of the previous year, however.

Reports from a selected group of large confectionery and chocolate manufacturers indicated that whereas sales of packaged and bulk goods for the first seven months of 1952 were considerably higher than for the same period last year, the increase was largely offset by a decrease in the sale bar goods. Sales of packaged goods retailing at \$1 or more per pound totaled \$18,743,000 the first seven months of the year, a first of 9 per cent over sales for the same period of the previous year. Packaged goods selling for between 50 cents and \$1 a pound hit seven-month sales total of \$20,078,000, a 19 per cent rise over sales in the same 1951 period. Bar goods sales for the same period fell to \$118,329,000, a drop of 5 per cent under last year's figure, while 5 and 10-cent specialties brought \$24,126,000 the first seven months of the year, a 2 per cent rise over last year's comparative total.

At the same time the Agriculture Department announced that sugar stocks on hand July 31 totaled 917,331 tons, as against 1,215,377 tons for the same period last year. Sugar distribution thru-out the nation was set at 5,573,904 tons thru August, compared with 5,336,082 tons for the first eight months of last year. The department said 184,252 tons of sugar was distributed during the week ending August 30, compared with 169,979 tons the corresponding week of last year and 163,730 tons the previous week in August.

### Cigarette Production

Cigarette production in 1952-'53 is expected to equal or top the record 1951-'52 supply, the Agriculture Department forecasts. Demand for flue-cured and burley tobacco is expected to continue strong. Less unmanufactured tobacco is expected to be sold abroad, however, mostly because Britain and other tobacco importing countries are trying to save dollars.

Cigarette output during the fiscal year ended June 30, totaled 422 billion—15 billion above the preceding year and a new record, the department reported. Tax-paid consumption in the United States stood at 383 billion—nearly 4 per cent higher than in 1950-'51, with most tax-free cigarettes going to overseas forces or to foreign countries. Auctions for flue-cured tobacco opened the latter part of July and a strong demand resulted in the sale of 37 million pounds by the end of August at an average of 50.9 cents per pound—3.5 per cent more than was sold during the comparable period of last year. Altho drought has lowered this year's production of flue-cured tobacco, a large carry-over is expected to keep 1952-'53 supplies high.

Retail prices of cigarettes are nearly 10 per cent higher than before the Korean conflict. Altho cigarette prices were raised in late July, following the year's cigarette consumption increased 4 per cent, the department revealed. The same consumption increase was noted during the last fiscal year, despite another price rise November 1 to reflect higher federal excise taxes. Cigarette prices were said to have risen in some States during the past two years as a result of increased State taxes. Cigarette exports during the last fiscal year totaled 16 1/2 billion, 8 per cent more than during the previous year, despite a sharp drop the final quarter of the year.

At the same time the Commerce Department revealed that unadjusted July tobacco product sales totaled \$247 million, as compared with \$234 million in June, a 5 per cent gain, and \$217 million the previous July, a rise of 13 per

cent. Inventories stood at \$141 million in July, as against \$170 million in June and \$135 million the previous July.

### Containers Fall Off

July shipments, production and stocks of returnable and non-returnable glass beverage containers fell slightly under June totals according to latest Commerce Department figures. July shipments totaled 1,020,206, compared to 1,069,385 in June and 838,111 the previous July. Production reached 1,024,200 in July, slightly under the June total of 1,027,922, while stocks at the end of July were 635,398, compared to 682,777 in June.

July shipments of nonreturnable glass beverage containers totaled 33,278 as against a June total of 33,811 and a count of 19,567 the previous July. July production stood at 51,232 and June production at 56,686, while July stocks totaled 40,493, as against a June stock total of 43,636.

### Industry Earnings

Weekly wages in the vending product industries show a steady rise, according to this week's Labor Department figures covering April, May and June. Average weekly June wages in the confectionery industry stood at \$51.27, a rise from \$49.67 in May and \$48.51 in April. Manufacturers of cigarette, paid average weekly wages of \$58.98 in June, as against \$54.31 in May and \$48.40 in April, while bottled soft drink workers received \$58.48 weekly in June, \$54.25 in May and \$53.21 in April.

Confectionery industry workers averaged 39.2 hours a week in June, 39.2 hours in May and 38.2 hours in April, with hourly earnings rising to \$1.28 in June from \$1.26 in May. Cigarette industry workers averaged 39.9 hours weekly in June, 38.6 hours a week in May and 34.4 hours in April, with hourly wages at \$1.42 in June and \$1.40 in May. Workers in the bottled soft drinks industry averaged 45.3 hours a week in June, 43.4 hours in May and 42.6 hours in April, with average hourly earnings rising to \$1.29 in June from \$1.25 in May and \$1.24 in April.

### Almond Sales Fixed

Agriculture Department last week announced fixing of the salable percentage of almonds at 85 per cent and the surplus percentage at 15 per cent for the crop year beginning July 1, 1952, as recommended by the Almond Control Board. Salable quantity almonds may be sold in normal domestic trade channels, but the surplus percentage must be disposed of in outlets which do not compete with normal domestic trade usage.

The department also announced a proposal to set the salable percentage for in-shell filberts at 66 per cent and the surplus percentage at 34 per cent for the crop year beginning August 1. The 1952 filbert crop is estimated at 22,920,000 pounds, compared with production of 13,840,000 pounds last year. Salable percentage for 1951 originally was fixed at 85 per cent, but later was increased to 100 per cent because of developments in crop conditions.

### Container Shipments

Shipment, production and stocks of returnable and non-returnable glass beverage containers fell off slightly from June to July, according to latest Commerce Department figures. July shipments of returnable glass containers totaled 1,020,206 gross as against 1,069,385 gross in June and 838,111 gross the previous July.

Production stood at 1,024,000

### Fla. Cig Receipts Rise

TALLAHASSEE, Sept. 13.—Florida's cigarette levy returned \$1,193,792 for municipalities and \$230,334 for the State during July, John Montgomery, State beverage director, announced.

Total collections for the month amounted to \$1,574,456 more than during the like month a year ago.

Montgomery pointed out that cities receive all of the tax on cigarettes sold in their boundaries while the State receives that on sales outside city limits.

gross in July, as against 1,027,922 gross in June, with July stocks falling to 635,398 gross from a June total of 682,777 gross. July shipments of nonreturnable glass beverage bottles dropped to 33,278 gross in June, while July stocks fell to 40,493 gross from 43,636 gross in June.

July shipments total of 19,567 gross. Production of nonreturnable glass beverage containers dropped to 51,232 gross in July from 56,686 gross in June, while July stocks fell to 40,493 gross from 43,636 gross in June.

### ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE, DU GRUIER, U-NEE - A - PAR 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 Cans. 18, 400 Cap. **\$17.50**  
Mounting Bracket \$1.50 Extra

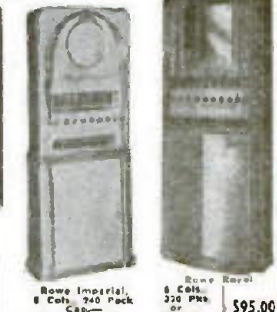
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DUG, Candyman, 72 Cap. Without Base \$1.50  
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All Equipment Unconditionally Guaranteed Trade Prices. 3 Day Bal. C.O.D.

### Silver Quarter Operation; King Size Incl.

Here are the most sensational buys of factory overhauled and rebuilt cigarette machines ever offered!



Rowe Imperial, 8 Cans. 240 Pack Cap. Special \$85.00

Rowe Royal, 8 Cans. 240 Pks. or 10 Cans. 408 Pks. **\$95.00**

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**VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR**

Vends 2 for 1c or 2 for 5c active metal-lined when ordering  
4 or more, \$13.00 each  
100 or more, \$12.00 each  
Chicle Treat Gum—50¢ net pound  
Chloro Treat Gum—75¢ net pound for 1c model  
Chloro Treat Gum—75¢ net pound for 5c model  
5c model brings fast returns of \$6.25 per pound.  
**ORDER NOW**

### ATTENTION: VENDING MACHINE OPERATORS!!!



Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globes, Topper Deluxe; Baby Grands Vending 2 for 1c Chicle 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.**  
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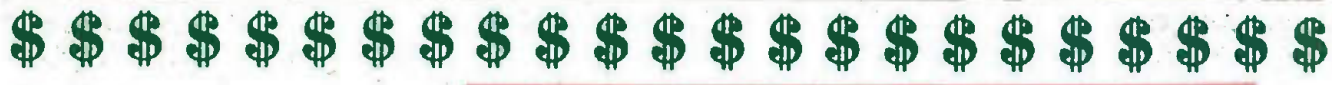
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**TOPPER DELUXE**  
globe style



**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 mds., use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on **TOPPER DELUXE** Globe-Style or Half-Cabinet Style

- 1 to 5 cases at \$56.80 per case of 4  
F.O.B. Factory
- 6 to 11 cases at \$56.00 per case of 4  
F.O.B. Factory
- 12 to 24 cases at \$55.00 per case of 4  
F.O.B. Factory
- 25 or more cases at \$52.80 per case of 4  
F.O.B. Factory

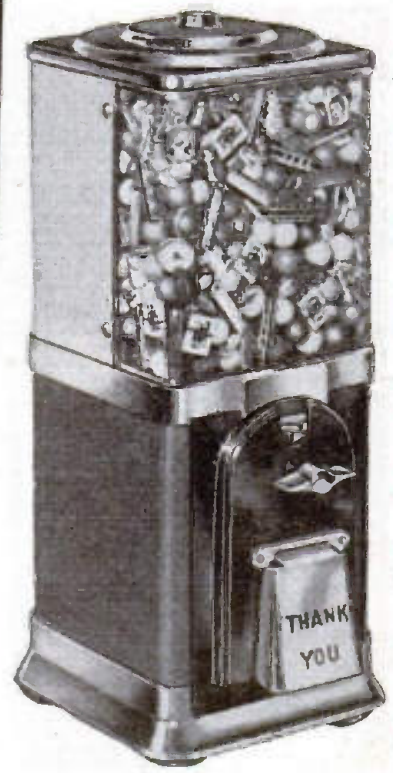
All orders must specify whether "FOR BALLGUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**BABY GRAND**

Victor's Baby Grand. Chiclé Treetts and Chloro Treetts, the right combination for greater profits and steadier income. Vends Chiclé Treetts 2 for 1c 300 count per pound, or Chloro Treetts, 336 per pound. Or Chloro Treetts 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treetts. Baby Grand is packed and sold 4 machines to the case.



**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





**NEWER CHARMS**

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Comemoratives, Silver Tipped Lockets, Photo and New Cameos, Jewelry Rings

One is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

## Mary Hartline At Canada Dry NAMA Booth

CHICAGO, Sept. 13.—Canada Dry Ginger Ale, Inc., has secured the services of Mary Hartline, blond bandleader of the "Super Circus" TV show, and she will appear at the CD booth at the NAMA convention here.

Miss Hartline will be at the booth from 2 to 4 p.m., Tuesday (16) and will distribute reprints of CD's center spread ad which appears in Vend, sister publication of The Billboard. She also will present visitors with 10-inch phonograph records made by the soft drink company to promote its products.

## Set 3 New Vender Corps-in Calif.

SACRAMENTO, Sept. 13.—Vending Machine Supply Corporation was granted a State charter to deal and distribute vending machines in Alameda County. Authorized capital was given as 1000 shares, no par value. Directors are Nathan Goldwater, Charles E. Kinney and V. Woodbridge, all of Oakland.

Pacific Vendors, Inc., was also granted a charter to purchase and sell vending machines of all types. Authorized capital stock: 2500 shares, no par value. Directors are Morris, Annie and Harold Marcus of Los Angeles.

A third firm, California Concessions Company, Inc., was chartered to buy, sell, lease, license and operate automatic vending machines in California. A Kansas corporation, the main office is Kansas City. California agent is Arnold Zabel, San Miguel. Authorized capital \$10,000.

## Cole Bows Hot Coffee Line at NAMA Exhibit

Amer. Nat'l Units To Be Sold Under Coffee-Spa Name

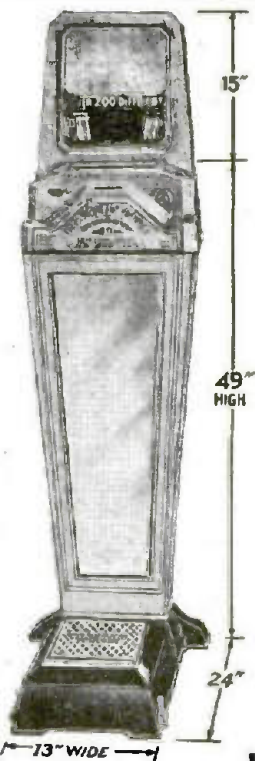
CHICAGO, Sept. 13.—Cole Products Corporation, along with its Cole-Spa soft drink line, is featuring its newly acquired coffee vender line during the NAMA convention at the Palmer House (14-17). Richard Cole, vice-president, said the coffee equipment, exclusive sales rights on which were acquired from American National Dispensing Company, Lansdale, Pa. (The Billboard, August 30), will be marketed under a new trade name, Coffee-Spa. Prices will be announced during the show.

Three coffee vendors will be offered, the B-600, a standard model closely resembling the Cole-Spa cold drink units, and the A-600, a deluxe model with full chrome trim and fluorescent lighting. Third model, C-300, will feature compact design and a 17-inch width. Model numbers designate cup capacity.

**Units Available**  
Both 600 cup units are available for immediate shipment, with the 300 cup model to be ready for mid-November delivery, Cole said.

Dry soluble concentrates will continue to be used in the coffee equipment as produced by American National under the Andico trade name. Under the sales agreement, American will continue to manufacture the coffee vendors for Cole.

A stripped chassis Cole-Spa unit, mounted on a revolving turntable, also will be a display feature at the firm's booth. The firm's hot drink unit, introduced in 1949, will continue to be offered as optional equipment on the cold drink line. Listing for \$165, the hot attachment will handle chocolate, soups and tea.



15" HIGH  
49" HIGH  
24" HIGH  
13" WIDE

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 5c Horseplay Scale.

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**SIMPLIFIED SERVICE MEANS MORE MONEY... LESS WORK**

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. Top last exchange globe on location... The empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive, eye-catching appearance. Built for years of hard service.

**THE NORTHWESTERN CORPORATION**  
829 S. ARMSTRONG ST., MORRIS, ILL.

## Expand Carbonated Coffee Drink Sale

BOSTON, Sept. 13.—Coffee Time Products of America, Inc., has scheduled the sale of its coffee flavored carbonated drink in all major cities during the next month. Herbert Soble, president, said sale of the beverage, made from extract of freshly roasted coffee beans, had previously been pushed only in the Northeastern area.

Soble stated sales also would be made shortly in the South and Central American markets. Introduced here early in 1951, the coffee beverage is now being sold in 35,000 outlets thru 67 distributors and bottlers in New England, New York and parts of New Jersey and Pennsylvania. According to Soble, the firm, for the period ended May 31 this year, had a profit of \$20,000 on gross sales of over \$200,000.

## Cigarette Vender

ing delivered at a time. Mingione said.

The vendor was actually introduced nearly two years ago but because of the Korean conflict and the resulting shortage of materials, production had to be shelved.

Each unit has a capacity of 37 cartons (370 packs) and can handle either king-size or standard cigarettes. Conversion from one to the other is made simply by pressing a lever, no spacers being needed. The vendor, also are equipped with multiple coin mechanisms which make it possible to vend any item from 5 cents up to \$1.60, a small adjustment doing the trick. Units will take nickels, dimes and quarters. Slug rejector also are provided, Mingione said, the only optional equipment being a change maker. Matches are vend- ed for 5 cents.

Six color schemes are currently available for the machines—maroon, green, se, red, blue and a combination or two-toned effect. The units are 60 inches high, 12 inches deep, and 25 1/4 inches wide. A mirror is attached to the front of each.

## Dime Bar Vending

Continued from page 84

With the increased cost of doing business becoming a more potent factor every day, he added, anyone who thinks he is running at a profit on a strictly nickel operation, had better check his books more closely. Russell has been vending dime bars exclusively in about 25 per cent of his equipment.

Erich Rakow, manager of the Milwaukee branch of the Canteen Company, reports that his firm has continued to find a gratifying measure of success via dime bar sales. Canteen was one of the first to swing into a double nickel operation several years back. Practically all of its candy machines display a sizable number of dime bars.

Niek Novasic, of West Allis Vendors, stated that he has been edging gradually into a larger representation of dime bars right along, particularly in better grade locations. Novasic finds it important to make an individual study of a location before switching to dime bars.

**Madison Pic**  
In Madison, the picture by and large mirrors the Milwaukee situation, with most operators cautiously extending into the dime bracket wherever feasible.

According to operator George Card, routes are finding it difficult to show a profit on nickel items. "We've been using dime bars here for several years in our better locations," he said. "Certain dime bars have always had a good acceptance in almost any spot. As for the future, I expect to see most operators here vending dime bars exclusively within the next year or so, if costs continue to climb."

## Low Silhouette

Continued from page 84

feature of these models. They accept all combinations of nickels, dimes or quarters, with a nickel changemaker available at extra cost.

Console models will feature all of the mechanical improvements of the standard types. They are available in matching or contrasting "leatherowe" finishes as well as in wood grains.

Prices will remain the same as on present models. Delivery is promised in two to three weeks.

## Maxwell Leaves Dad's

CHICAGO, Sept. 13.—Dad's Root Beer Company announced the resignation of Mark T. Maxwell as national sales manager. Maxwell, who joined the firm in 1941, has been named manager of Dr. Enuf, a Chicago firm marketing a new food product in the beverage field.

Maxwell's successor was not announced.

**CHLOROPHYL GUM**  
CHICLE TYPE  
4 STANDARD SIZES  
210's • 170's • 140's  
430 Count Tabs  
Chloro-mini decals furnished with order.  
45¢ lb. F.O.B. factory.

**BALL-GUM, INC.**  
2610 W. 19th St. Chicago 8, Ill.  
You can pay more—but you can't buy better!

## Candy Wholesalers To Chicago in '53

WASHINGTON, Sept. 13.—Jesse F. Jones Jr., assistant secretary of the National Candy Wholesalers' Association, announces that the organization's 1953 convention and show will be held at the Conrad Hilton Hotel, Chicago, August 2-8.

The association also held its 1952 meet in that city, but tentative plans call for the 1954 convention to be held in New York.

## 5c BABY GRAND & JORDANETTES

(Candy coated Tiny Almonds assorted flavors and colors)

**JORDANETTES 30 LB. CS**  
75c lb.  
(350 Count)

**HOLDS 5# EMPTY MACHINE GROSS APPROX. \$12.50**

Baby Grands also for Chloro Treats, \$13.00 per unit—\$12.00 hundred lots

## STANDARD SPECIALTY CO.

5115 E. 14TH ST. OAKLAND 1, CALIF.

**30 DAY MONEY BACK TRIAL**

**Northwestern TAB GUM**

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

**GUARANTEED USED MACHINES**

DELUXE 1c and 5c Combination... \$12.95  
MASTER 5c... 7.45  
SILVER KING 1c or 5c... 2.45

**CHALLENGER** \$1.30  
HUNTER, Like New \$23.50  
ESQUIRE, 1c \$6.95

**MERCHANDISE AND SUPPLIES**

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| ZENOBIA PISTACHIO 5c 64 | VIRGINIA PEANUTS 28                      | BALL GUM, All Sizes 100 Lbs. Min. 1.20 |
| JUMBO QUEEN 5c 64       | ALMONDS, 40 Count, 5 Lbs. Vacuum Pack 28 | FRAPPE, Per Lb. 5 28                   |
| ZENOBIA PISTACHIO 5c 30 | ITALIAN CHICK 28                         | ADAMS GUM, All Flavors, 100 Count 42   |
| PISTACHIO 5c 24         | SEA BOTTLED and Sifted 31                | WRITERS GUM, All Flavors, 100 Count 47 |
| MIX 5c 24               | RAINBOW PEANUTS 28                       | SUGAR CHOCO. LATE, 100 Count, 1.20     |
| PISTACHIO 5c 24         | BOSTON BAKED 28                          | HERSHEY'S CHOCO. LATE, 100 Count, 1.30 |
| CASHW. BUTTS 5c 24      | BBANS 28                                 | MINIMUM Order, 25 Boxes                |
| FILBERTS 5c 24          | LICORICE LOZENGES 28                     |  |
| MIXED NUTS 5c 24        | M & M 28                                 |  |

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
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"612"  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

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Phone 7-3123

**BABY GRAND, 1c or 5c**

**\$13.00** ea.  
Packed 4 to the Case.

**\$12.00** ea.  
In Lots of 100.

VENDS THE FOLLOWING MERCHANDISE:

Chicle Treats, 2 for 1c, count 200 to 1b.  
Chlorophyll Treats, 2 for 1c, count 224 to 1b.  
Chlorophyll Treats, 2 for 1c, count 250 to 1b.  
Chlorophyll Ball Gum, 1 for 1c, count 210 to 1b.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.  
C. S. Dept. 831, S.O.D.  
**CHAMPION NUT CO.**  
1394 Fremont St., Boston, Mass.

GIVE TO THE RYUNYON CANCER FUND

**Name Goldman Chest Official**

WASHINGTON, Sept. 13.—Aaron Goldman, president of the G. B. Macke Corporation, this week was appointed chairman of the Community Chest Federation's Advance Gifts Unit this week. With the appointment, General Chairman Herbert C. Blunck announced that the 1953 Federation-United Defense Fund campaign was moving into high gear in its drive to raise \$4,150,000.

Advance Gifts Unit workers will be increased from last year's 100 to 250 for this year's drive under Goldman, with all but 30 already selected. Each worker will be given five or six prospective donors from the list of 1,600 firms and individuals known for their former generous contributions, Blunck said.

**NCWA Directors Set Fall Meeting**

WASHINGTON, Sept. 13.—How to best serve the interests of the candy industry will be the theme of the National Candy Wholesalers' Association's 1952 board of directors fall meeting. The meeting, to be attended by approximately 30 representatives from all sections of the country, will be held October 2-4 at the Shoreham Hotel, Washington.

The association's 1953 program will be presented by Peter Kramer, Peter Kramer & Sons, Boston, NCWA president. Emphasis is expected to be accorded market research activities of the Wholesale Confectionery Industry Foundation by Kramer.

**LITTLE ROCK, Sept. 13.**—Cigarette tax collections in Arkansas for August amounted to \$633,259, an increase of \$16,911 over the \$588,348 collected in the same month a year ago, it was announced by Revenue Commissioner Carl F. Parker.

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as is the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

|   | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 | Issue of August 23 |
|---|-------------------|------------------|--------------------|--------------------|
| Ajax Electric (8 col.)                    |                   |                  |                    |                    |
| Savers (2 col.)                           | \$19.50           |                  |                    |                    |
| Asco Mkt. Nut, 5c                         | 14.50             |                  |                    |                    |
| Atlas Boston                              | 9.95              |                  |                    |                    |
| Burrel 1c (3 col.)                        | 19.50             |                  |                    |                    |
| Chico Mkt. Nut, 5c (2 col.)               | 19.50             |                  |                    |                    |
| Cigaretum (3 col.)                        | 64.00             | 64.00            | 64.00              | 64.00              |
| Cigaretum (6 col.)                        | 64.00             | 64.00            | 64.00              | 64.00              |
| Columbus Ball Gum, 1c                     | 5.95              |                  |                    |                    |
| Columbus Model 1c, 1c or 5c               | 5.95              |                  |                    |                    |
| DeGuerrier Candem                         | 57.50             | 62.50            | 57.50              | 57.50              |
| DeGuerrier Challenger 5c (3 col.)         | 22.50             | 22.50            | 22.50              | 22.50              |
| DeGuerrier Chamolite (12 col.)            | 97.50             | 125.00           | 97.50              | 125.00             |
| Empire Electric C.B.                      | 189.50            | 189.50           | 183.00             | 189.50             |
| Electro (10 col.)                         | 225.00            |                  |                    |                    |
| Esquire 1c                                | 6.95              | 6.95             | 6.95               | 6.95               |
| Fact Ease (Eshbit)                        | 85.00             |                  |                    |                    |
| Hawbury, 1c                               | 12.50             |                  |                    |                    |
| Mail for Whigley Gum (8 col.)             | 12.95             |                  |                    |                    |
| Foot Vindicator                           | 95.00             | 119.50           | 119.50             | 119.50             |
| Ice Cream Bar or Cup                      | 450.00            | 450.00           | 450.00             | 450.00             |
| Keweenaw                                  | 49.00             | 49.00            | 49.00              | 49.00              |
| Kwik Shoe Shine Machine                   | 54.50             | 54.50            | 54.50              | 54.50              |
| Kliewis Vender 5c (2 col.)                | 27.50             | 27.50            | 27.50              | 27.50              |
| Lobby PK (9 col.)                         | 125.00            |                  |                    |                    |
| Master Sair                               | 99.50             | 99.50            | 99.50              | 99.50              |
| Master 5c                                 | 7.45              | 7.45             | 7.45               | 7.45               |
| Mills Candy Vender (3 col.)               | 65.00             | 65.00            | 65.00              | 65.00              |
| Mills Peany Personal Lobby                | 50.00             | 50.00            | 50.00              | 50.00              |
| Nitram Pop                                | 145.00            | 145.00           | 145.00             | 145.00             |
| Wholesaler Card Vender                    | 39.50             |                  |                    |                    |
| National 9-18                             | 115.00            |                  |                    |                    |
| National Electric Cigarette Vender        |                   |                  | 125.00             |                    |
| National 9 E Electric                     | 149.50            |                  |                    | 125.00             |
| National 750                              |                   |                  | 95.00              | 95.00              |
| National 930                              | 130.00            | 130.00           | 95.00              | 95.00              |
| National 950                              | 145.00            | 125.00           | 145.00             | 130.00             |
| Northwestern 1st Ball Gum                 | 7.45              | 7.50             | 7.45               | 7.50               |
| Northwestern 39, 1c                       | 8.50              |                  |                    |                    |
| Northwestern 2000 1c and 5c               | 13.95             | 13.95            | 13.95              | 13.95              |
| Northwestern Stamp                        | 69.00             | 69.00            | 69.00              | 69.00              |
| Northwestern Ball Top                     |                   |                  |                    |                    |
| Postage Stamp 1c & 3c                     | 39.50             |                  |                    |                    |
| Northwestern Standard, 1c or 5c           | 7.50              |                  |                    |                    |
| Northwestern Tri Selector, 1c-5c (3 col.) | 17.50             |                  |                    |                    |
| Pine Cone 5c                              | 59.00             | 69.50            | 59.00              | 69.50              |
| Postage Stamp Vender (4 col.)             | 18.00             | 18.00            |                    |                    |
| Robbin' 2 in 1 (2 col.)                   | 9.95              |                  |                    |                    |
| Rock-Old Lemon Scales                     | 40.00             | 40.00            | 40.00              | 40.00              |
| Roue Candy (8 col.)                       | 75.00             | 75.00            | 75.00              | 75.00              |
| Roue Crusader (10 col.)                   | 155.00            | 155.00           | 155.00             | 155.00             |
| Roue Imperial (6 col.)                    | 95.00             |                  |                    |                    |
| Roue Princess 8 col.                      | 115.00            |                  |                    |                    |
| Roue President (10 col.)                  | 155.00            | 155.00           | 155.00             | 155.00             |
| Roue Royal (8 col.)                       | 95.00             | 130.00           | 95.00              | 130.00             |
| Roue Royal (10 col.)                      | 95.00             | 140.00           | 95.00              | 140.00             |
| Roue Sticks Gum (6 col.)                  | 9.95              |                  |                    |                    |
| Shimmas Stamp Vender (2 col.)             | 18.00             | 18.00            |                    |                    |
| Silver Ball Gum, 1c                       | 8.50              |                  |                    |                    |
| Silver King 1c or 5c                      | 7.45              |                  |                    |                    |
| Silver King Monitor                       | 22.50             |                  |                    |                    |
| Siron 5c-10c                              | 50.00             | 50.00            | 50.00              | 50.00              |
| Smoker's Choice 512, 1c (3 col.)          | 149.50            |                  |                    |                    |
| Snacks, 1c (3 col.)                       | 12.50             |                  |                    |                    |
| Snacks Whigley Gum (3 col.)               | 6.95              |                  |                    |                    |
| Sunart-Melton (9 col.)                    | 85.00             |                  |                    |                    |
| Ureeda Model E (6 col.)                   | 85.00             |                  |                    |                    |
| Ureeda Model E (12 col.)                  |                   | 85.00            | 85.00              | 85.00              |
| Ureeda Model E (15 col.)                  |                   | 85.00            | 85.00              | 85.00              |
| Ureeda (15 col.) Model 500                |                   | 115.00           | 95.00              | 115.00             |
| Ureeda Monarch (9 col.)                   |                   | 110.00           | 110.00             | 110.00             |
| Ureeda Monarch (12 col.)                  |                   | 135.00           | 135.00             | 135.00             |
| Ureeda Monarch King                       |                   | 79.50            | 79.50              | 79.50              |
| Site 25c                                  |                   | 330.00           | 330.00             | 330.00             |
| Ureeda Monarch 500 (7 col.)               |                   | 130.00           | 130.00             | 130.00             |
| Ureeda Pal, Model 500, (7 col.)           | 130.00            | 130.00           | 130.00             | 130.00             |
| U-Post-It                                 | 195.00            | 195.00           | 195.00             | 195.00             |
| U-Snack-It                                | 49.50(2)          | 49.50            | 49.50              | 49.50              |
| Variety Shop, 1c (5 col.)                 | 14.50             |                  |                    |                    |
| Ya-Chu Ball Gum, 1c                       | 3.95              |                  |                    |                    |

**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

Precision-Built for PROTECTION & PROFITS!

**ACORN**  
The only complete, die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamper-proof held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

East & Midwest: M. J. Abelson, Cur. Sales Agent, 2033 Fifth Ave., Pittsburgh, Phone AT 7-6478  
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage.

Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.** 2600 W. 53th St. Chicago 32, Ill.

**VENDE—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES: Candy, Gum & Nuts, Beverages, Tobacco, New Products, Trends, Industry News, Market Place Articles, Editorials.

Cost you a fraction of a cent a piece—when you subscribe to VENDE—the magazine of automatic merchandising! Fill in—tear out—mail today!

VENDE Magazine, 2100 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for:  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
Foreign rates upon request. 643

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_  
Occupation: \_\_\_\_\_

**Alo. Cig Receipts Off**  
MONTGOMERY, Ala., Sept. 13.—State Revenue Commissioner Joseph M. Edwards reported that tobacco tax collections for August totaled \$662,728, compared to \$790,970 in the same month a year ago.

**Detroit Wash Ops Resume Meetings**

DETROIT, Sept. 13.—Regular monthly meetings of the Detroit chapter of the Michigan Self Serve Laundry Association are slated for resumption the end of this month. First meeting was tentatively set for September 25.

Regular gatherings were dropped for the summer months because of vacation schedules and the trends of the industry during the hot weather. They are to be continued thruout the winter, according to O. Reed of Ferrdale, a past secretary of the State association.

A quarterly meeting of the group was held at Battle Creek recently, with discussion of competitive problems, especially in relation to steam laundries.

**FOR NEW CHARMS and FEATURE ITEMS**

CONTACT  
**PAUL A. PRICE CO.**

220 Broadway New York 38, N. Y.











# Coinmen You Know

Continued from page 90

stitute, held at the University of Connecticut.

Back from a vacation to Bermuda, Ralph Colucci, of Seaboard Distributors, contends: "Relaxation can't hurt even the busiest guy in the coin machine industry!"

## Washington

Jim Schwartz, Schwartz Bros., local Mercury distributor, reports Patti Page's "I Went to Your Wedding" is in big demand by juke operators. . . Sid Lotenberg, head of Westway Vending, recently completed an installation at the Bladensburg Lane Bowling Alleys. Lotenberg believes a carton-vending cigarette machine would go over well in supermarkets.

Business outlook for fall is bright, says Dorothy Brockman, Nelson Company, local Capitol records distributor. She reports that a recent meeting of Capitol dealers at the Willard Hotel here had the biggest turnout of the Norfolk - Baltimore - Richmond - Washington series.

Joe McDonald, head of Joe McDonald Enterprises, is pleased that business is good and growing all the time. McDonald is now handling mechanical horses. . . Mrs. G. L. Sinclair, Northern Virginia Music, reports collections on the upswing.

Merwin Banner, Banner Vending, is hoping business will pick up. Jim Bohanan, of Southern Wholesalers, local Victor records distributor, believes the new Sunny Gail recording, "You Could Make Me Smile Again," will go over as well as her "I Laughed At Love."

Meyer Gelfand, G. B. Macke Corp., reports more milk and candy machine installations in the Norfolk area. Gelfand further states that the following firms are co-operating in the coming Community Chest campaign by supplying cups and matches imprinted with the Red Feather: Joe McDonald Enterprises, Westway Vending, District Vending, Banner Vending and Consolidated Vending. Spacarb of Washington, Inc., Larratan Vendors and Canteen Vendors also volunteered.

Charles W. Bowles, head of East Coast Music, reports business slow the last few weeks. Bowles believes vacations have been the main reason. . . Jack A. Spitzer, who operates in Virginia, is buying several M.I.'s this week. Spitzer says business has been slow, but not bad.

Meyer Gelfand, of the G. B. Macke Corporation believes the new District coin machine regulation is a good one. It requires that all vending machines display the owner's name and address.

James Bowen, head of Kwik Kafe of Washington, Inc., has taken over a location in the Department of Agriculture. Bowen says business is still going strong.

George Cervantes, Southern Wholesalers, local Victor records distributor, recently attended a local dealer meeting, and he says the business outlook for fall is a bright one. . . Max (Waxie Maxie) Silverman, owner of Quality Music, has had a good season. Silverman puts the Jo Stafford recording of "You Belong to Me" at the head of his best-seller list. . . Bayne E. Phipps, Spacarb of Washington, Inc., reports business steady.

Sid Lotenberg, head of Westway Vending, recently closed a contract with the Marine Corps Exchange and will supply coffee and ice cream machines for the location. . . Jim Schwartz, Schwartz Bros., local Mercury records distributor, believes some new Eddie Howard and Patti Page releases will be hits.

## Milwaukee

Sharp play drop normally experienced after Labor Day in resort area locations has not been noticeable this year, according to many Northern Wisconsin coinmen. Admitting that business is not nearly as good as it was in July and August, the operators nevertheless claim that the Indian summer weather is luring many people back for another vacation.

Art Cohen, Badger Tobacco, is making a combination business and pleasure jaunt out of his journey to Florida and New York. In the interim, brother Harvey is capably managing the firm's business. The news is now official that the George Card vending machine and jobbing enterprise in Madison, Wis., has been purchased by veteran tobacco and candy man, Ben Berman.

His first week of calls on vending machine people in the Milwaukee area has convinced Don Reynolds, Wayne Candies, that he has a winner in the firm's newly announced Brazil Fudge vend pack. Vendors get a 120-count deal for \$3.40. Louie Kenop, Green Bay, is the latest newcomer to the vending machine industry in that area. Kenop plans to handle candy bars in the Green Bay territory.

Following establishment of amicable agreements all around with the local distribs, Harry Jacobs Jr., United, Inc., reports considerable interest and favorable sales volume in firm's one-stop disk department. Al Rogahn is in charge of the records sales. Sam Hastings infos that he is in hopes of finding enough time to throw an open-house celebration for the trade on the completion (Continued on page 92)

# Announcing

# The Billboard

## Fall

# EXPORT QUARTERLY

dated:

OCT. 4

distributed:

SEPT. 30

ad deadline:

SEPT. 25



Bonus distribution of 4,000 copies to buyers and United States Consulates in 80 countries.

|                            | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 | Issue of August 23 |
|----------------------------|-------------------|------------------|--------------------|--------------------|
| Tabiti (Chicago Cont.)     | \$49.50 \$4.50    | \$49.50 90.00    | \$90.00 99.50      | \$90.00 99.50      |
| Temple (United)            | 89.50 90.00       | 79.50 90.00      | 90.00              | 84.50 90.00        |
| Temptation (Chicago Cont.) | 79.50 90.00       | 79.50 90.00      | 90.00              | 84.50 90.00        |
| Telcord (Gottlieb)         | 49.50 54.50       | 49.50 54.50      | 49.50 54.50        | 49.50 54.50        |
| Tennessee (Williams)       | 74.50             | 65.00 74.50      | 65.00 79.50        | 79.50              |
| Tenat League (Keweenaw)    | 29.50             | 29.50            | 29.50              | 29.50              |
| Thing (Chicago Cont.)      | 49.00 50.00       | 49.00 50.00      | 49.00 50.00        | 49.00 50.00        |
| Three Feathers (Genco)     | 40.00 99.50       | 40.00 99.50      | 40.00 109.50       | 79.00 109.50       |
| 3-4-5 (United)             | 25.00 69.50       | 69.50            | 69.50              | 69.50 75.00        |
| Thrift (Chicago Cont.)     | 240.00            | 240.00           | 240.00 250.00      | 240.00 250.00      |
| Total Bell (Genco)         | 25.00             | 25.00            | 25.00 54.50        | 25.00 54.50        |
| (roll-down)                | 40.00             | 40.00            | 39.50 40.00        | 40.00              |
| Touchdown (United)         | 275.00            | 275.00           | 275.00             | 275.00             |
| Trade Wind (Genco)         | 39.50             | 39.50            | 39.50 49.50        | 39.50 49.50        |
| Tripper                    |                   |                  |                    | 110.00 135.00      |
| Trinidad (Chicago Cont.)   |                   |                  | 49.50              | 49.00              |
| Triple Action (Genco)      | 29.50 49.50       | 29.50 49.50      | 29.50 49.50        | 29.50 49.50        |
| Triplets (Gottlieb)        |                   | 110.00           | 115.00             | 94.50              |
| Tri-Score (Genco)          | 47.50 90.00       | 90.00 99.50      | 90.00              | 85.00(2) 89.00     |
| Turf King (Genco)          | 99.50             | 99.50            | 109.50             | 93.00 109.50       |
| Turkey (Williams)          | 64.50             | 64.50            | 69.50              | 69.50 75.00        |
| Turkey (Exhibit)           | 74.50             | 84.50            | 94.50              | 85.00(2) 94.50     |
| Turf King (Bally)          | 110.00 119.50     | 119.50 125.00    | 119.50 125.00      | 119.50 125.00      |
|                            | 149.50(2)         | 149.50(2)        | 149.50(2)          | 135.00 145.00      |
|                            | 150.00 165.00     | 150.00 165.00    | 150.00(2)          | 149.50(2)          |
|                            | 175.00(2)         | 165.00 175.00    | 175.00             | 150.00 165.00      |
|                            | 175.00(2)         |                  | 275.00             | 175.00             |
| Utah (United)              | 84.50             | 84.50            | 90.00 89.50        | 79.00 89.50        |
| Virginia (Williams)        | 29.50             | 29.50            | 29.50              | 29.50              |
| Wild West                  | 120.00            | 150.00           |                    |                    |
| Watch My Lip (Gottlieb)    | 129.50            | 129.50           | 110.00 129.50      | 85.00 110.00       |
|                            |                   |                  |                    | 125.00 129.50      |
|                            |                   |                  |                    | 145.00             |
| Wine (General Industries)  | 49.50 60.00       | 89.50 175.00     | 65.00 85.00        | 75.00 85.00        |
|                            | 61.50 80.00       |                  | 89.50 100.00       | 89.50 95.00        |
|                            | 89.50 95.00       |                  | 195.00             | 100.00 195.00      |
|                            | 175.00            |                  |                    |                    |
| Wisconsin (United)         | 25.00 30.00       | 30.00 39.50      | 30.00 39.50        | 37.50 30.00        |
| World Serk. (Rock-Dial)    | 75.00 95.00       | 75.00            | 49.50              | 99.50 49.50        |
| Yank (Williams)            | 25.00             | 49.50            | 49.50              | 75.00              |
| Zippo (United)             | 310.00            | 310.00           | 310.00             | 310.00             |







# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

|                                       | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 | Issue of August 23 |
|---------------------------------------|-------------------|------------------|--------------------|--------------------|
| Ace Bomber (Microscope).....          | \$125.00          | \$150.00         | \$150.00           | \$150.00           |
| Air Raider (Keeney).....              | 110.00            | 125.00(2)        | 125.00(2)          | 125.00(2)          |
| All Stars (Williams).....             | 125.00(3)         | 125.00(2)        | 109.50             | 109.50             |
| All Star Baseball.....                | 49.50             | 49.50            | 49.50              | 49.50              |
| Astroscope 10C.....                   | 95.00             | 95.00            | 95.00              | 95.00              |
| Atomic Bomber (Microscope).....       | 125.00            | 190.00           | 190.00             | 190.00             |
| Bar-9-Scare (Evans).....              | 185.00            | 185.00           | 185.00             | 185.00             |
| Big Bang (Bally).....                 | 15.00             | 15.00            | 15.00              | 15.00              |
| Blue Bomber.....                      | 100.00            | 100.00           | 100.00             | 100.00             |
| Bombastic (Supreme).....              | 45.00             | 45.00            | 45.00              | 45.00              |
| Bouncing (Amusement Corp.).....       | 239.50            | 290.00           | 290.00             | 290.00             |
| Boop-O-Matic (Bally).....             | 16.50             | 29.50            | 29.50              | 29.50              |
| Challenger (AAT).....                 | 105.00(2)         | 105.00(2)        | 105.00(2)          | 105.00(2)          |
| Chicken Sam (Greenup).....            | 110.00            | 150.00           | 150.00             | 150.00             |
| Clash Gun (Eaton).....                | 65.00(3)          | 65.00(3)         | 65.00(3)           | 65.00(3)           |
| Clash Gun (Eaton).....                | 65.00(2)          | 65.00(2)         | 65.00(2)           | 65.00(2)           |
| Clash Gun (Eaton).....                | 75.00(1st)        | 75.00(1st)       | 75.00(1st)         | 75.00(1st)         |
| Clash Gun (Eaton).....                | 94.50             | 94.50            | 94.50              | 94.50              |
| Defender (Bally).....                 | 75.00             | 75.00            | 75.00              | 75.00              |
| Deluxe Athletic Scale (Murray).....   | 79.50             | 79.50            | 79.50              | 79.50              |
| Derby, 4 player (Chicago Coin).....   | 195.00            | 195.50           | 195.00             | 195.00             |
| Derby, 4 player (Chicago Coin).....   | 275.00            | 345.00           | 399.50             | 399.50             |
| Drummobile (Microscope).....          | 75.00(2)          | 17.50            | 17.50              | 17.50              |
| Duck Hunter (Silver King).....        | 75.00             | 75.00            | 75.00              | 75.00              |
| Flash Hockey (Cokes).....             | 64.50             | 94.00            | 64.50              | 94.00              |
| Flying Saucers (Microscope).....      | 110.00            | 125.00           | 125.00             | 125.00             |
| Goalie (Chicago Coin).....            | 64.50             | 94.00            | 64.50              | 94.00              |
| Grid Meter Deluxe.....                | 140.00            | 140.00           | 140.00             | 140.00             |
| Gripper (Gottlieb).....               | 195.00            | 215.00           | 199.50             | 215.00             |
| Gun Patrol Exhibitor.....             | 69.50(2)          | 69.50(2)         | 69.50(2)           | 69.50(2)           |
| Heavy Hitter (Bally).....             | 45.00             | 45.00            | 45.00              | 45.00              |
| Hi Ball (Exhibit).....                | 29.50             | 35.00            | 49.00              | 75.00              |
| Hockey (Chicago Coin).....            | 69.00             | 69.00            | 69.00              | 69.00              |
| Hockey (Man Glass).....               | 37.50             |                  |                    |                    |
| How Hopen G.O. (Amusement Corp.)..... | 95.00             | 109.50           | 95.00              | 109.50             |
| Jack Rabbit (Exhibit).....            | 249.50            | 275.00           | 249.50             | 275.00             |
| Jet Gun (Exhibit).....                | 195.00            | 29.00            | 29.00              | 29.00              |
| King of the Ring (Bally).....         | 175.00            | 100.00           | 100.00             | 100.00             |
| King of the Ring (Bally).....         | 100.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie.....                     | 125.00            | 199.50           | 199.50             | 199.50             |
| Madcap Movie (Chi. Coin).....         | 199.50            | 225.00           | 199.50             | 225.00             |
| Madcap Movie (Chi. Coin).....         | 175.00            | 175.00           | 175.00             | 175.00             |
| Madcap Movie (Chi. Coin).....         | 145.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie (Chi. Coin).....         | 225.00            | 240.00           | 225.00             | 240.00             |
| Madcap Movie (Chi. Coin).....         | 650.00(1st)       | 650.00(1st)      | 650.00(1st)        | 650.00(1st)        |
| Madcap Movie (Chi. Coin).....         | 650.00(2nd)       | 650.00(2nd)      | 650.00(2nd)        | 650.00(2nd)        |
| Madcap Movie (Chi. Coin).....         | 100.00            | 115.00           | 100.00             | 115.00             |
| Madcap Movie (Chi. Coin).....         | 125.00            | 129.50           | 129.50             | 129.50             |
| Madcap Movie (Chi. Coin).....         | 140.00            | 185.00           | 140.00             | 185.00             |
| Madcap Movie (Chi. Coin).....         | 195.00            | 195.00           | 195.00             | 195.00             |
| Madcap Movie (Chi. Coin).....         | 99.50             | 125.00           | 99.50              | 125.00             |
| Madcap Movie (Chi. Coin).....         | 290.00            | 290.00           | 290.00             | 290.00             |
| Madcap Movie (Chi. Coin).....         | 75.00             | 75.00            | 75.00              | 75.00              |
| Madcap Movie (Chi. Coin).....         | 15.00             | 15.00            | 15.00              | 15.00              |
| Madcap Movie (Chi. Coin).....         | 39.00             | 75.00            | 75.00              | 75.00              |
| Madcap Movie (Chi. Coin).....         | 110.00            | 110.00           | 110.00             | 110.00             |
| Madcap Movie (Chi. Coin).....         | 110.00            | 125.00           | 125.00             | 125.00             |
| Madcap Movie (Chi. Coin).....         | 100.00            | 120.00           | 99.50              | 120.00             |
| Madcap Movie (Chi. Coin).....         | 150.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie (Chi. Coin).....         | 49.50             | 49.50            | 49.50              | 49.50              |
| Madcap Movie (Chi. Coin).....         | 24.50             | 24.50            | 24.50              | 24.50              |
| Madcap Movie (Chi. Coin).....         | 150.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie (Chi. Coin).....         | 275.00            | 295.00           | 275.00             | 295.00             |
| Madcap Movie (Chi. Coin).....         | 319.50            | 319.50           | 319.50             | 319.50             |
| Madcap Movie (Chi. Coin).....         | 165.00            | 165.00           | 165.00             | 165.00             |
| Madcap Movie (Chi. Coin).....         | 150.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie (Chi. Coin).....         | 250.00            | 250.00           | 250.00             | 250.00             |
| Madcap Movie (Chi. Coin).....         | 134.50            | 165.00           | 165.00             | 179.50             |
| Madcap Movie (Chi. Coin).....         | 179.50            | 185.00           | 190.00             | 179.50             |
| Madcap Movie (Chi. Coin).....         | 190.00            | 190.00           | 190.00             | 190.00             |
| Madcap Movie (Chi. Coin).....         | 195.00(2)         | 195.00(2)        | 195.00(2)          | 195.00(2)          |
| Madcap Movie (Chi. Coin).....         | 150.00            | 150.00           | 150.00             | 150.00             |
| Madcap Movie (Chi. Coin).....         | 79.50             | 79.50            | 79.50              | 79.50              |
| Madcap Movie (Chi. Coin).....         | 69.50             | 69.50            | 69.50              | 69.50              |
| Madcap Movie (Chi. Coin).....         | 125.00(2)         | 125.00           | 125.00             | 125.00             |
| Madcap Movie (Chi. Coin).....         | 110.00            | 110.00           | 110.00             | 110.00             |
| Madcap Movie (Chi. Coin).....         | 60.00             | 60.00            | 60.00              | 60.00              |
| Madcap Movie (Chi. Coin).....         | 300.00            | 300.00           | 300.00             | 300.00             |
| Madcap Movie (Chi. Coin).....         | 72.50             | 100.00           | 100.00             | 139.50             |
| Madcap Movie (Chi. Coin).....         | 125.00            | 125.00           | 125.00             | 125.00             |
| Madcap Movie (Chi. Coin).....         | 95.00             | 95.00            | 95.00              | 95.00              |
| Madcap Movie (Chi. Coin).....         | 125.00            | 125.00           | 125.00             | 125.00             |
| Madcap Movie (Chi. Coin).....         | 19.00             | 19.00            | 19.00              | 19.00              |
| Madcap Movie (Chi. Coin).....         | 70.00             | 70.00            | 70.00              | 70.00              |
| Madcap Movie (Chi. Coin).....         | 135.00            | 139.00           | 139.00             | 169.50             |
| Madcap Movie (Chi. Coin).....         | 169.50            | 169.50           | 169.50             | 169.50             |
| Madcap Movie (Chi. Coin).....         | 75.00             | 75.00            | 75.00              | 75.00              |
| Madcap Movie (Chi. Coin).....         | 149.50            | 149.50           | 149.50             | 149.50             |
| Madcap Movie (Chi. Coin).....         | 95.00             | 95.00            | 95.00              | 95.00              |
| Madcap Movie (Chi. Coin).....         | 425.00            | 425.00           | 425.00             | 425.00             |
| Madcap Movie (Chi. Coin).....         | 85.00             | 85.00            | 85.00              | 85.00              |

## Coinmen You Know

Hartford, Conn. Ralph Colucci, owner of Seaboard Distributors and the Record Shop, one of downtown Hartford's largest retail outlets, has purchased the stock of the suburban West Hartford Music Center.

"I may continue to run the West Hartford store," he said, "if I'm able to get competent help to run it by the end of September. If such personnel is unavailable, I'll simply take the stock to my downtown store."

Colucci, his wife and Mac Perlman, Hartford branch manager, Atlantic-New York Corporation, planned to attend the New York testimonial dinner honoring Harry Rosen, Atlantic-New York, slated for the Belmont Plaza Hotel, New York... Mary Everett, secretary to Colucci, is back from a vacation trip thru Maine, Canada, and Newfoundland.

New York Stanley Gaines, of the Chicago office of Cole Products, Inc., spent a couple of weeks in the firm's New York office. George Gruenberg, of the New York office, plans to kill two birds with one stone at the forthcoming National Automatic Merchandising Association convention in Chicago. George will drive as far as Cleveland, seeing sales prospects along the way, then take the train to Chicago.

**GENUINE DELUXE FORMICA PLAYFIELDS**

Why refinish play fields frequently when Formica Top is so economical? New low price—\$16.95 per sq. yd. The only original Formica Top with original built-in playing instructions. For all United, Chicago Coin, Universal and Keeney games. Includes can of special glue.

Lot of Five or more **\$15**

**WILLIAMS PARATROOPER**

Captures locations everywhere! It's different, with bullet-like action for steady repeat play. Side cabinet, channels, hi-score game, free play, automatic flipper, 4 paratroopers. It's sensational — and new. Contact us today, you'll find it will pay!

**NEW GAMES**

Bally CHAMPION HORSE

Williams LONG BEACH

Genco "TOP"

Williams SPORTSMAN

United 6 Player STAR BOWLER

Gottlieb SKILL POOL

**BALLY SUNSHINE PARK**

Sensational new profit booster. Has advance scoring, mystery skill-throw selection, wild finish. Plus EXTRA BALLS feature. Many other new attractions. See it now at World Wide

**WANT TO BUY FOR CASH**

BRIGHT SPOT LIGHT

BRIGHT BEACH COIN

ISLAND ATLANTIC CITY SPOT LIGHT

**ACE COIN COUNTER**

New 1952 Model. Precision operation. Tubes, meter trav. Counts to 50,000. **\$159.50**

**MISCELLANEOUS ARCADE GAMES**

|                                  |     |                                |       |
|----------------------------------|-----|--------------------------------|-------|
| Exhibit DALL GUN.....            | 60  | CHI COIN GOALIE.....           | 99.50 |
| Williams DOUBLE HEADER.....      | 75  | Bandit KISS-KISSER.....        | 75    |
| QUIZZER.....                     | 75  | IM. MICROSCOPE LOVE PILOT..... | 75    |
| Keeney BOWLING CHAMP.....        | 95  | Bally UNOSBERA RAIDER.....     | 95    |
| Bally TURF KING.....             | 195 | WIFE OF MISTIC.....            | 35    |
| CHI COIN BASKETBALL CHAMP.....   | 195 | ART PORTRAITS.....             | 35    |
| Scientific BATTING PRACTICE..... | 75  | THE LOVE CLIMB.....            | 35    |

TERMS: 1/3 deposit, balance sight draft.



Chicago 47  
2330 N. Western Ave

Phone Everglade 4-2300

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

## Everybody's Raving About

# BAT-O-MAT

"CAN'T MISS!" "IT'S TERRIFIC!"

"IT'S A MONEYMAKER!"

"LOOKS LIKE A MILLION AND CAN EARN IT!"

That's what those who've seen it are saying about the sensational

## BAT-O-MAT BASEBALL PITCHING MACHINE

The Biggest Money Maker You've Ever Operated! Top Earning Capacity.

WRITE—WIRE—PHONE for Descriptive Literature. Immediate Attention Given to Export Orders

Notice to Distributors: There are several desirable territories available.

**COIN-O-MANUFACTURING CO., INC.**  
3435 N. Sheffield Ave. Chicago 13, Illinois  
Phone Graceland 7-3780

TV IS ALL OF SHOWBUSINESS  
ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!



BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

BETTER BUY from BANNER

VENDING

NEW Bradley Carbonated Drink Vendor, 2-Flavor, 1000 Cup Capacity \$480 Cigaromat, 3 Col. 64 Cigaromat, 6 Col. 84 Keeney Cigarette Vendor, Write

BINGO TYPE GAMES USED

Boilers \$350 Five Star 13 Card Bingo Type 170 2-4-1 (Bingo Type) 200 Slings 210

ARCADE EQUIPMENT NEW

Auto Photo Write Pool Table (Coin Operated) 1 90 United Team Hockey 90

USED Auto Photo Write Bat-A-Bow 1190 Bowler-D-Double 290 Exhibit Six Shooter 170 Grite Heater Deluxe 140 Panoram Sales-Vue 240 Pitch 'Em & Get 'Em 140 Spool Pool 60 Total Bill 49 United Team Hockey 70 Wilcox Gay Recordograms 120

PIN GAMES

USED

Blue Skies 5 40 Buckaroo 50 Caravan 250 Crossroads 210 County Fair 250 Eight Ball 190 Fishing Trough 100 Four Stars 210 Georgia 100 Hayburner 250 Hits & Runs (Gold) 190 Jalopy 240 Joint 40 Knockout 90 Lucky Innings 60 Maiores 180 Mercury 80 Nifty 100 Oasis 90 Olympics 210 Red Shoes 90 Robin Hood 30 Saize-A-Card 40 Shanty Town 80 Shoe Shoe 100 Slug Foot 100 South Pacific 100 Steeple Chase 200 Sroc & Go 90 Suezthart 90 Tamlico 90 Thimble 60 Tri-Score 60 Wisconsin 20

NEW

Gottlieb S&H Pool, Write Williams Para-Trooper Write

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

NEW

BANNER'S Original Match's Score (Novelty Play) \$160

BANNER'S Original Match's Score (Free Play) 210

UNITED Star Shuffle Alley Immediate Delivery Write UNITED Super Six Player Immediate Delivery Write

NEW CONVERSION

UNITED LITE-A-SCORE \$57.50

Will convert any United Shuffle Alley into a MATCH-A-SCORE Game

Used

BANNER'S Original Match-A-Score Novelty Play \$110 BANNER'S Original Match-A-Score Free Play 140 Chicago Coin Ace Bowler 70 Chicago Coin Classic 60 Chicago Coin Shuffle Target 70 Shuffle Alley Express 90 Single Shuffle Alley Rebound 70 Single Shuffle Alley Rebound w/Parma 70 United Double Shuffle Alley 70 United Shuffle Alley Double Deluxe Pin-Drawy Pin Conversion 70 United Shuffle Sluicer 70 United Shoe Alley 70 United Twin Shuffle Case 110 Universal Super Deluxe Twin Bowler 95 Williams Double Header 60

MUSIC

DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY



Endorsing only the very best since 1917

BANNER SPECIALTY COMPANY

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700 Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

THE SPACE-SHIP

IS COMING

FOREIGN BUYERS

We Carry the World's Largest Stock!



ATTENTION ALL FOREIGN BUYERS

In addition to all the latest equipment, we have available for your selection more than 400 pin games at all times, as well as a complete line of music machines, arcade equipment and alleys.

Our Service is Quick, Efficient and Reliable

REMEMBER: for export and domestic business it is International and Scott-Crosse!

Free price list and order forms on request

INTERNATIONAL AMUSEMENT CO. SCOTT-CROSSE COMPANY 1423 SPRING GARDEN STREET Rittenhouse 6-7712 PHILADELPHIA 30, PA. Branch: 905 Coppage Avenue, Scranton, Pa.

BOTTOM PRICES THOROUGHLY CONDITIONED EQUIPMENT SEEBURG M-100A \$599.50 WURL. 750-E \$79.50 KEENEY DeLuxe LEAGUE BOWLER 299.50 UNIV. 5-STAR 129.50

WANT TO BUY: Late Model Phones, Binges, Pins, State quantity, condition, price in first letter.

COVEN distributing company 3181 Elton Chicago 18, Ill. Independence 3-2210 EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAPHS

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

ACTIVE AMUSEMENT MACHINES CO. 466 N. Broad Street, Philadelphia 30, Pa. Phone FRankfort 7-4495

You can always depend on Active-ALL WAYS

COBRA CARTRIDGES Replanned and Reinspired, 75¢ each. ORIGINAL PERFORMANCE GUAR. ANTED. 30 Days Service Via Air Mail. ELECTRONIC INDUSTRIES P. O. Box 2004 Mesa, Arizona

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard listed as indicated below. All advertised used machines and prices are listed. Where more than one item advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns: Issue of, Price, Issue of, Price, Issue of, Price, Issue of, Price. Lists various shuffle games like ABC Bowler, Baseball, Big League Bowler, etc.

SOMEWHERE IN THE WORLD...

There's a buyer for your talents-services- or merchandise.

Check as you'll find him among the 67,000 who read THE BILLBOARD classified columns every week and thinking like you, who can cost as little as \$3 - 1



**Dixie Shop Opens**

JACKSONVILLE, Fla., Sept. 13.—Ray Herbert, a producer and director of radio programs, has opened the Dixie Music Shop here. The shop will carry a complete line of records as well as phonographs and other appliances.

**PUCKS**

**HARD CHROME PLATED**  
IMMEDIATE DELIVERY

**PRECISION PUCK CO.**

7936 SOUTH CHICAGO AVE.  
CHICAGO 17, ILL.  
Phone  
Regent 4-6101

**Ia. Mayors Seek Change In Meter Fund Uses**

CEDAR RAPIDS, Ia., Sept. 13.—Mayors of Iowa cities which maintain parking meters, plan to make another attempt to remove restrictions on the use of surplus parking funds. The proposition will be presented at the 1953 session of the Iowa Legislature in January.

Present State law requires parking meter funds be used solely for parking administration, for acquisition of off-street parking facilities and street widening to provide additional parking space on non-meter streets.

With all its parking meters paid for, the city of Carroll now has a balance of nearly \$10,000 in its parking meter fund.

**Shaffer  
Specials**

**in better quality buys**

**HIDEAWAY UNITS**

- HM 100-A (78) ..... WRITE
- H-246-M (Metal Cabinet) ..... \$99.50
- H-146-M (Wood Cabinet) ..... 79.50

**WALL BOXES**

- 3020 Wurlitzer .... \$29.50
- 3020 Wurlitzer (48 Selection) ... 39.50
- 3W2-LS6 (5c, 3 wire) 15.00
- W1-LS6 (5c, Wireless) 7.50
- Packard Wall Boxes ... 4.50

**PHONOGRAPHS**

- M 100-A (78) ..... WRITE
- 148-MI ..... \$289.50
- 1100 Wurlitzer .... 289.50
- 1422 Rock-Ola .... 94.50
- 1428 Rock-Ola .... 259.50

**CIGARETTE MACHINES**

- King Size—Silver Quarter
- National 950 ..... \$119.50
- National 930 ..... 99.50
- Unecda Monarch ... 89.50

**FREE CATALOG**

Send for your free copy of our new illustrated catalog of late model phonographs.

TERMS: 25% Deposit, Balance C.O.D.

**Shaffer Music Co.**

Columbus, Ohio  
606 S. High St.  
Main 5563

Cincinnati, Ohio  
1200 Walnut St.  
Main 6310

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

New Cincinnati Office Now Open

**Shuffleboard Supplies**

- Shuffle Game Wax, 4 2.30
- Case (12) 4.30
- Rest Wax, Case (12) 4.30
- Pucks (Set of 8) Write
- Score Sheets, 10 Pads 7.50
- Fluorescent Lights, pair 23.50
- Use Rock-Ola Shuf. Flipboard Lubricant 12.50
- Adjusters 18.50

**SHUFFLE GAMES**

- United 4 Player ..... \$268.00
- 4-Player 245.00
- TWIN RESOUND 145.00
- Shuffle Slusher .. 79.50
- Shuffle Express .. 45.00
- Bath Shuffle Line 125.00
- Shuffle Tumbler .. 119.00
- Super Twin Bowler 69.00
- Deluxe Leaver 295.00

**Champion Baseball**

- ..... \$43.00
- EXHIBIT STRIKE .. 69.50
- WILLIAMS DOUBLE HEADER 45.00
- Bally Baseball .. 49.50
- Universal Twin Bowler .. 49.50

**Genuine Deluxe FORMICA TOPS**

With original silk screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago, Con and Universal Games. In lots of thousands. Write for quantity prices.

For the Best  
**IT'S  
PURVEYOR**

- Leaver Bowler ..... 185.00
- Shuffle Ailers .. 75.00
- Rock-Ola Shuffle Line .. 29.00



**PURVEYOR Shuffleboard Co.**

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

- NEW**
- Star-Shuffle-Away
- Chk. Case Match
- Box
- 4-Player Derby
- American Bank
- Shuffle High
- Scarp
- Leaver Bowler

- Rock-Ola 1422 ..... \$150
- Evans Constellation 425.00
- Shuffleboard 1st Blend 275
- Shuffleboard 66-100A 695
- Shuffleboard 66-100B 695
- A.M.I. Model C 350.00
- Wurlitzer 1000 150.00
- Wurlitzer 1250 225
- Wurlitzer 1100 275
- Wurlitzer 1615 175
- Mills Constellation (wood) 150
- Reconditioned & Refinished

- NEW**
- Wms. Paratrooper
- United Stars
- Twin Rotation
- 10th Frame
- Bowler
- GM. Skill Pool
- Big Branch

Foreign Buyers—Write for Latest Pattern Phonograph Catalog  
KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!

**ATLAS MUSIC COMPANY**

2200 N. WESTERN AVE. CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

GIVE TO DAMON RUNYON CANCER FUND

**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 SCORES 1/2 MILLION AND JUMPS TO HOLE NO. 2 WHICH LITES UPPER LEFT-HAND RED THUMPER BUMPER AND RED ROLLOVER BUTTON TO ADVANCE PARATROOPER ON BACK GLASS. SECOND BALL LITES UPPER CENTER (YELLOW) THUMPER BUMPER AND YELLOW ROLLOVER AND THE TWO BALLS JUMP FORWARD. A THIRD BALL LITES THE UPPER RIGHT HAND (PURPLE) THUMPER BUMPER AND PURPLE ROLLOVER AND THE THREE BALLS JUMP FORWARD. A FOURTH BALL SHOOTS THE HEAD BALL INTO "BALL TURN" FOR REPLAY HERE'S REAL BULLET-LIKE ACTION THAT INCITES STEADY REPEAT PATRONAGE.

- \* WHEN 6 PLAYFIELD EYES (3-4-6) ARE BROCKED OUT, THE 7 SIDE ROLLOVERS NO'S. 3 & 4 BECOME "SPECIAL" AND GOOD FOR REPLAYS!
- \* WHEN ALL MEN ARE DOWN 3 ROLLOVERS AT BOTTOM ARE GOOD FOR REPLAYS. A REAL COME-ONE!

**NEW! NEW! NEW!**

3 MEN DOWN THE LEFT AUTOMATIC FLIPPER GOOD FOR 1 MILLION!

2 MEN DOWN THE RIGHT AUTOMATIC FLIPPER GOOD FOR 1/2 MILLION!

**Williams PARATROOPER IS HEADING YOUR WAY!**

CREATORS OF DEPENDABLE PLAY APPEAR! 4292 W. FILMORE ST., CHICAGO 24, ILL.

WATCH YOUR LOCATIONS START JUMPIN'...

See Your Distributor Now!

**WATCH  
ROCK-OLA**

**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

see page 3 for rates



**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, signalling, other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried, fits in glove compartment, hangs anywhere or stands by itself. NO INSTALLATION! Plugs into Cigar Lighter Socket. Long extension cord included.

**SPECTACULAR SUCCESS FOR AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!**

**No. 5210 Low Price PORTA-LITE**

Sells like wildfire! 5" Sealed Beam throws light 500 feet 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader"!

**\$2.50** Each in Dos. Lots  
**SAMPLE \$2.95**  
Terms: 25% Deposit, Balance C.O.D., F.O.B. CHICAGO. SEND CASH FOR SAMPLES.



**DISTRIBUTORS! Cash in now on this opportunity for fast, easy sales! WRITE for PRICES TODAY**

**AUTO LAMP** DEPT. "B" CHICAGO 16, ILL. 2909 INDIANA AVE.

**"LEAPING LENA"**



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin machine for dime store and Super Market Locations. Auto goes thru all of the motions encountered in actual road conditions. Foot accelerator allows the child to increase the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**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 Pkwy., Cincinnati 14, Ohio

**SEE SEABOARD FOR VALUES**

|                |          |
|----------------|----------|
| BRIGHT LITES   | \$259.50 |
| ALDOPY         | 195.00   |
| PIN BOWLER     | 75.00    |
| STAR SERIES    | 75.00    |
| KNOCKOUT       | 65.00    |
| OKLAHOMA       | 59.50    |
| FIGHTING PHILS | 45.00    |
| BOWLING CHAMP  | 39.50    |
| STADIUM        | 39.50    |
| HOT ROD        | 39.50    |
| FLOATING POWER | 39.50    |
| TRING          | 29.50    |
| PARADISE       | 29.50    |
| ST. LOUIS      | 29.50    |
| JUST           | 25.00    |
| SELECT-A-CARD  | 25.00    |
| CANASTA        | 25.00    |

Terms: 1/3 deposit with order, balance C.O.D.

**SEABOARD NEW YORK CORP.**  
170 Albany Ave., Hartford, Conn.  
Phone: 46-1666

**CLOSEOUT**

|                      |          |
|----------------------|----------|
| Seeburg '46          | \$ 99.50 |
| Seeburg '47          | 139.50   |
| Rock-Ola '49 and '50 | 295.00   |
| Seeburg Wall Boxes   | 22.50    |
| Packard Wall Boxes   | 5.95     |

1/3 on order, balance C.O.D.

**WIRE•PHONE•WRITE**

**DAVID ROSEN**  
Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA 23, PA.  
PHONE: STEVENSON 2-2903

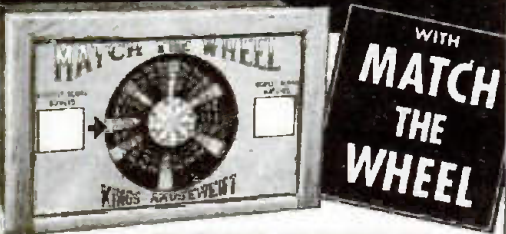
**Look at These Prices!**

|                      |         |
|----------------------|---------|
| DOTY JUST 21         | \$19.00 |
| UNITED WHEELER       | 18.00   |
| WMS ST. LOUIS        | 29.50   |
| CHICO PISTOLS        | 49.50   |
| D-46 GUNNO ICAHOUT   | 29.50   |
| WMS DOUBLE HEADER    | 29.50   |
| S.C. BAKING PRACTICE | 29.50   |
| GENCO BINGO-BOLLS    | 69.50   |
| WMS STAR SERIES      | 69.50   |
| WHEELER 400          | 59.50   |
| AMI MODEL "A"        | 254.50  |

Get List of Other Bump  
1/3 Deposit With Order.

**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

**Add New Life to Your Old Shuffle Alleys**



**WITH MATCH THE WHEEL**

Greatest MATCHING Shuffle Alley CONVERSION UNIT

**ONLY \$42.50**

**COMPLETE**

IMMEDIATE DELIVERY  
Phone—Wire—Write Today  
Send 1/3 Deposit With Order, Balance C.O.D.

**KINGS AMUSEMENT COMPANY**  
1505 Coney Island Ave., Brooklyn 30, N. Y.  
ESplonode 7 0737

OTHER FEATURES:  
• 25 numbers to match  
• Multi-colored 4 1/2" screened wheel and backboard with space for high score  
• Highest 5000 and 10000 points  
• Matched polished cabinet  
• Stunning light  
• Foot-proof operation  
• Fully location tested  
• All factory precision parts  
• Lowest price

**SPECIAL: POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL—PANORAMS**  
Guaranteed Reconditioned WRITE

**NEW ROCK-OLA SHUFFLEBOARD TOPS** \$135

**NEW—WRITE**  
Wms. Lane Beach  
Skill Pool  
Star Shuffle Alley  
Game "Red"  
Chicago Coin Toss Inning & Match Bowler

**RECONDITIONED EQUIPMENT**  
Bright Spot ..... \$265  
Coney Island ..... 265  
Leader ..... 325  
Bowler ..... 300

**SPECIAL!** Write for COMPLETE LIST  
CLAYT NEMEROFF • CHARLEY PIERI

**MONARCH COIN MACHINE, INC.**  
2227-59 N. Lincoln Ave., Chicago 16, Ill.  
Phone: Lincoln 3-3996-7/8

**READY FOR LOCATION!**

|                        |          |
|------------------------|----------|
| ATLANTIC CITY          | \$469.50 |
| LITE-A-LINE            | 149.50   |
| 5-STAR                 | 139.50   |
| EXH. OASIS             | 89.50    |
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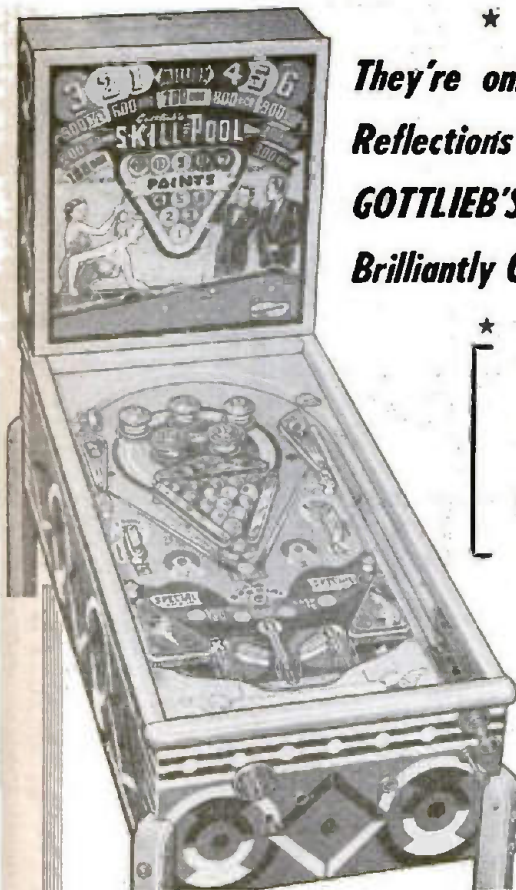
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- SMOOTH, QUIET OPERATION

10¢  
A RIDE

### RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole... a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE

110 VOLT A. C.

RIDE THE CHAMPION 10¢



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

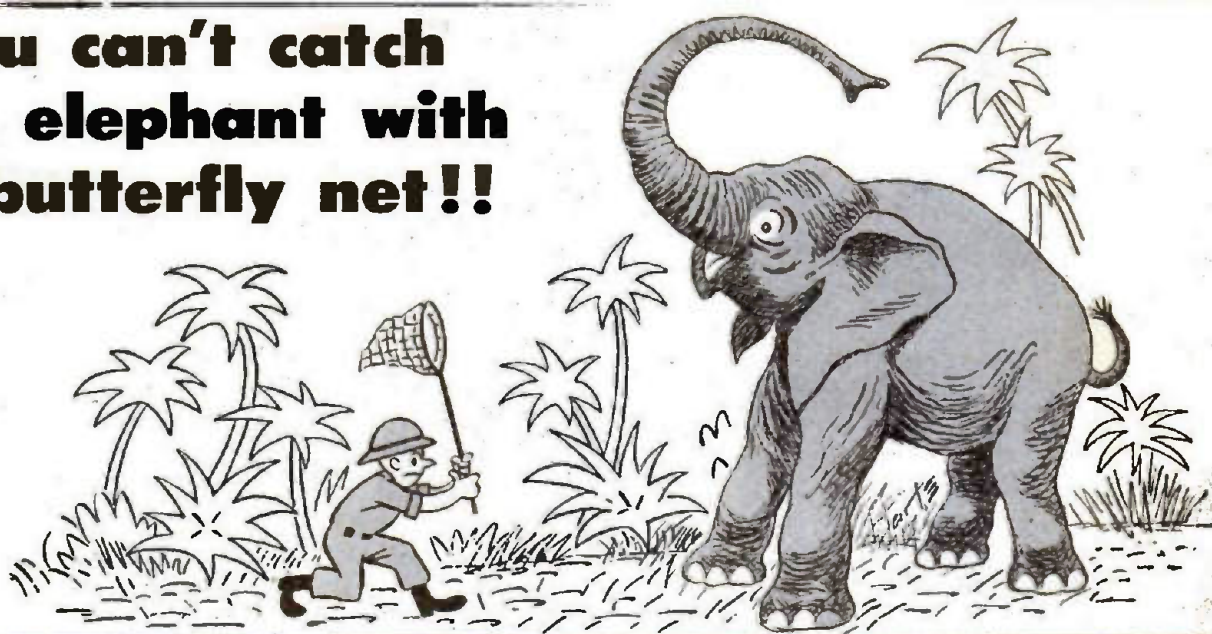
PALM BEACH  
See Page 98







**You can't catch  
an elephant with  
a butterfly net!!**



**...you can catch top money  
locations with**

# "Super TWIN ROTATION"

**The Electronic Sensation!**

A real SKILL GAME that will  
keep the interest of  
players over  
and over again.  
A really competi-  
tive game.

SEE HOW  
REALLY  
SENSATIONAL  
"SUPER TWIN  
ROTATION" IS!  
PLAY IT  
AT YOUR  
DISTRIBUTORS

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

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**EXHIBIT SUPPLY**

**4218-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS**



**UNITED'S**

# Stars



## Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

## Double Score Feature

DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

## Extra Ball Feature

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

## Method of Scoring

THREE, FOUR OR FIVE IN-LINE-SCORING...  
DIAGONAL, VERTICAL AND HORIZONTAL.

**SEE  
YOUR  
DISTRIBUTOR**

### Serviceability

EASY TO SERVICE...  
MECHANISM LOCATED  
IN BACK BOX AND ON  
HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 16, ILLINOIS



45

r.p.m. records

100

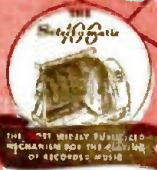
selections!



...at the phonograph



anywhere, in the location...



THE MOST RELIABLY TUNED MECHANISM FOR THE PLAYING OF RECORDS MUSIC

50th ANNIVERSARY  
**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. F. SEEBURG CORPORATION  
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Select-o-matic  
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