

The Billboard

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OCTOBER 4, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Ballrooms Accent Promotion To Revive a Dancing America

Publisher Distribution Plan Marks ASCAP Milestone

By PAUL ACKERMAN
NEW YORK, Sept. 27.—The new publisher distribution method of the American Society of Composers, Authors & Publishers becomes effective with the October disbursement of funds. Foremost among the new system places great emphasis upon the factor of performance in the determination of the publisher pay-off. The concepts of availability and seniority are new performances.

and self-aggrandizement, anger stemming from one publisher sitting in judgment on another's copyrights, are expected to be done away with by the plan.

A very important facet of the new distribution method is a protective device whereby publisher members of the Society, for a period of three years, will be guarded against too great financial damage as a result of being "declassified."

Main Points
Here are the salient points of the plan:

The present three funds, which together constitute the publisher part of the ASCAP melon, will be retained. These are the performance, availability and seniority funds. The percentages traditionally allocated to each of these funds will also be retained. Thus, straight performances will count for 55 per cent of the publishers' melon; availability, for 30 per cent, and seniority, for 15 per cent.

The seniority and availability funds will be computed as follows:

Seniority: The Society will take a publisher's total performances for the five preceding calendar years. From this, there will be

established a quarterly average (one-twentieth of the total). The average will be multiplied by the number of quarters of membership in the Society. The result will be the publisher's seniority rating.

Availability: The performance credits of a publisher will be accumulated for the last five calendar years. From this total there will be deducted the total performance credits of any composition appearing in the Society's survey for the first two calendar years. The resultant total will be the publisher's availability rating.

A Protective Cushion
The plan gets underway in October. In order to protect the publisher members, the Society has decided upon the following: Publisher members are assured (Continued on page 21)

Writer Files 'King & I' Claim

NEW YORK, Sept. 27.—Oscar Hammerstein II is being sued for \$500 by a man who claims to have collaborated on the writing of the book and lyrics of "The King and I."

The plaintiff, Milton Gropper, claims he entered an agreement with Hammerstein in June, 1950, by which Gropper, in return for his work on the script, was to receive a commensurate share of the author's royalties and a \$75 a week advance. According to the agreement, Gropper says, he was not to receive any credit or publicity for his contribution.

In May, 1951, Gropper alleges, he demanded his slice from Hammerstein, who told him then that reports of the show's success "exaggerated and that Gropper's share was thus not more than \$16,200, the total of the settlement he says he received. The action was moved to Federal Court from New York Supreme Court this week on Hammerstein's motion.

'Voter' Drive Rolls Ahead

WASHINGTON, Sept. 27.—Bigger gains in the National Association of Radio and Television Broadcasters' "get out the vote" campaign were reported by NARTEB this week. With a record vote expected to result from the broadcast campaign (The Billboard, September 27), NARTEB reported that 39 of the 46 State broadcasting committees participating in the registration drive indicate wide gains in the outpouring of voters. Two States—North Dakota and Texas—do not require registration.

Latest returns show Maryland's registration up 140,000 over four years ago; 5 per cent gain in South Dakota; record-breaking 65,000 gain over 1950 congressional elec-

Jukemen Enjoy Export Boom

By TOM McDONOUGH
CHICAGO, Sept. 27.—Expansion into new markets and the advent of new firms in the coin machine industry continue to be the dominant trends in the over-the-counter picture. Concrete proof that both factors have spearheaded the steady growth of overseas business is the sale this week of the first half of this year of 29,519 jukeboxes, vendors and amusement games to foreign operators for \$3,331,477. In the same period a year ago, 16,675, valued at \$2,678,597, were shipped to firms in other countries.

The most expert analysts predicted 1952 trade would surpass the record netivity of last year, much of the sales gains were expected in the last half of the year, especially in the third quarter when shipping, traveling and weather conditions are traditionally at their best. With the dollar total, already running 21 per cent ahead of 1951, however, there appeared to be no telling how much added sales gains would be recorded by the time the July-December figures are made known by the Commerce Department.

Important Factor
Probably the most important factor in the foreign segment of (Continued on page 76)

Music Muse Goes Political in Big Way

Campaign Inspires 100 Copyrighted Tunes; Most Since Turn of Century
WASHINGTON, Sept. 27.—Current Presidential race has reached off the biggest outpouring of political tunes since the turn of the century.

Over a hundred songs hailing the rival candidates and parties have been copyrighted so far this year, and apparently the lyrical muse is far from exhausted. Most destined to be unsung. Hardly more than a dozen have won an approving eye from sheet music publishers.

Way out in front as favorite theme in the songfest is Dwight Eisenhower. The GOP Presidential nominee's praise is sung in nearly three-fourths of all the copyrighted political songs. Eisenhower, however, has the advantage of (Continued on page 24)

100G FOR NEW TITLE-BOUT TV

CHICAGO, Sept. 27.—The International Boxing Club has offered the Marciano-Walcott return match to the Pabst Brewing Company for home television for \$100,000. The brewery had not made its decision today, but it was regarded as certain it would take the offer.

The IBC could have asked, and probably gotten a higher price, but they gave Pabst first choice because of the beer firm's regular sponsorship of Wednesday night fights over the Columbia Broadcasting System.

A site for the fight has not been selected but it probably will be Miami, Chicago is a second possibility.

DANCE RECORDS BOOST RATINGS FOR NY STATION

NEW YORK, Sept. 27.—Dance band platters are on the up-swing again in radio, according to Manhattan's leading deejay station, WNEW. The independent's new "Bring Back the Bands" disk show has upped ratings on WNEW's 4:30 to 5 p.m. time period by 15 per cent and its share of audience by 39 per cent, according to a Pulse survey this month.

The study shows that Al Collins' new all-band program (which replaced a predominantly vocal disk airer) is pulling a 2.2 average quarterly hour rating, as compared to 1.9 in September, 1951; with 11.8 share-of-audience over last year's 8.5. As a result of this evidence of renewed dialer interest in dance band recordings, WNEW plans to program band platters through its entire schedule.

All-Level Drive Hikes Radio's Share in Coin

BB Poll Reveals Old Problems Give Way to New Need

By NOELMAN WEINER

CHICAGO, Sept. 27.—While the nation's ballroom operators are still disturbed over high guarantees and percentages involved in the purchasing of bands for their locations, the loud cries sent up The Billboard's First Annual Band Buyers' Poll have been greatly subdued in the past 12 months. Now the operators are more concerned, and with good reason, with the more pressing problem of getting America dancing again.

While most operators are still insistent that both guarantees and percentages should be cut in order to allow the ballroom to average out on its season, practically all those queried this year stressed the need for more and more promotion on the booking office, band and operator levels. In addition, ops want bands to play danceable music, rather than concert programs on ballroom dates.

While the methods suggested to employ in obtaining this additional promotion vary considerably, basically the operators pulled indicated that they themselves must play a major role in this move; that agencies must co- (Continued on page 22)

CBS BERLE BLITZ

Brochure Deals Body Blow to Fear of Comic

NEW YORK, Sept. 27.—The Columbia Broadcasting System, in an effort to sell its Tuesday night 8-9 period, this week launched a full-fledged onslaught against the opposition. Milton Berle's "Texaco Star Theater," via a two-listed sales presentation.

The first move was to prove the hour cream time. This was done by showing a 67.3 sets-in-use figure for the 60 minutes, according to a rating service. The presentation also shows favorable sets-in-use figures in comparison with the same time on other days and with other time periods during the evenings.

According to the CBS presentation, Berle has steadily lost audience ground. The survey claims that he reached his peak in December, 1951, and slipped thereafter. His ARB rating for December was 50 and for June, 1952 37.5, 33 per cent lower than in June of the previous year.

The presentation also maintains that Berle won his audiences because he was in the mes-

dium earlier than other stars, that he had few other competitors and never had strong sponsored programs opposite him.

The booklet furthermore points out that 19 TV shows topped Berle in ratings last year and that because he will only be programmed three months, a competing sponsor would only have to face him 75 per cent of the monthly time.

Index

Aud.-Arises	50	Music	21
Berleque	51	Music Charts	30
Carnival	62	Music Machines	83
Cover	58	Export Clubs	20
Conv. Ads	64	Pies & Pops	57
Conv. Mach.	76	Pipes	74
Fair & Exps	60	Radio	4
Frost	53	Rings & Scales	52
Gen. Outlook	54	Rowing/No-Rep.	52
Horor Roll of Hits	30	Roasts	56
Legitimate	2	Television	4
Letter List	75	Vandville	20
Maple	51	Vending Booths	77
Merchandise	69		

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 27.—Don't underestimate the influence of Telford Taylor in counseling President Truman on a choice of successor to Robert F. Jones on the Federal Communications Commission. Taylor is apparently unavailable for the FCC vacancy. However, he is known to be doing some backstage advising at the White House. If Taylor's candidate gets the President's nod, the current educational TV crusade will have a new booster on the seven-member commission. Taylor as general counsel to the Joint Committee on Educational Television is credited with the FCC's Commissioner Frieda B. Hennock in having put across the drive which won TV channel reservations for educators in the FCC's allocations plan.

TV ALTERS FACE OF PRESS SESSIONS

Newspapermen may not be aware of it yet, but TV is making some big changes in news-gathering habits in the nation's capital. Republican National Committee news conferences have literally become "Meet the Press" shows. An especially convincing demonstration was given this week the day after Sen. Richard Nixon delivered his nationwide TV radio explanation of his California trust fund. A press conference which the GOP National Committee summoned for 9:30 a.m. was delayed nearly an hour while the stage was arranged for TV. The setting included several thousand telegrams piled on a table at which were seated a number of GOP dignitaries with Executive Director Wayne Hood as their top spokesman. News correspondents crowding the hotel parlor for the conference watched the preparations without surprise. At a signal from a TV technician who assumed the role of production director, several of the newsmen grinningly scrambled into the glare of the klieg lights so that they could get into the act. They dutifully withheld from tossing questions at the Executive Director Hood until they got a signal. Most of the newsmen apparently loved it. Quipped one afterwards: "I wish they'd start giving us make-up."

SHOW WORLD TO SAVE TAX COIN

Unless Congress takes positive action next session, a series of tax declines representing substantial savings to entertainers, showbiz corporations and others will start taking place automatically at the end of the coming year. This is due to a little publicized feature of the 1951 tax increase law which contains specific termination dates. In addition, the motion picture industry is highly confident of achieving success in its drive to have the 20 per cent ad-

missions tax reduced or eliminated entirely. In that event, the stage, concert halls, ballrooms, skating rinks, circuses and carnivals would share in the benefits. Scheduled by law to take place December 31, 1953, is a personal income tax reduction ranging from 11.1 per cent in the lowest tax bracket to 11.75 per cent in the top bracket. The over-all ceiling on individual income taxes is to drop to 87 per cent from the present 88 per cent on the same date. On November 1, 1953, the capital gains tax declines from 25 per cent to 25 per cent. On April 1, 1954, the corporate normal tax rate drops to 25 per cent from the present 30 per cent under the terms of the Revenue Act of 1951.

Contained in a separate law, the 30 per cent tax on so-called excess profits, strongly protested by radio and TV stations, has automatic termination date of June 30, 1953. Also on that date, the corporate surtax rate is slated to decline from the present 22 per cent to 20 per cent. Increases in several excises, including the one on liquor, which became effective November 1, 1951, are scheduled to return to the old lower rates April 1, 1954. All of these declines can take place without the movement of a single congressional muscle and are scheduled to do so. However, if Congress takes positive action to extend the termination dates, then the present high rates will continue.

Glasgow Gleanings

By CLIFF HANLEY

(This column appears once a month)

The city is gradually recuperating from Edinburgh's sixth International Festival of Music and Drama which closed two weeks ago. It finished in the customary blaze of glory with fireworks and pictures in light of the Royal Family on the ramparts of Edinburgh Castle, with 15,000 people jamming Edinburgh's Princes Street to see and hear the fun. Then the lights went out for another year.

Visitors still go for it, and they still come for it. They spent around 2,000,000 pounds in Edinburgh this year, much of it representing foreign currency which Britain needs, and they packed the city till it was bursting.

Outstanding successes of this year's show were the Hamburg Opera and the Old Vic Company, in which Claire Bloom scored a popular success as Juliet. "The River Line," adapted by distinguished novelist Charles Morgan from his own book, elicited at the box office but had reactions varying all the way from frantic enthusiasm to contempt, but almost entirely lacking in theatrical force.

UNOFFICIAL SHOWS RAKE COIN

As predicted here, the unofficial entertainments did good business, and none better than Tim Watson's kitchen comedy "Bachelors Are Bold" which on a twice-nightly basis at the Palladium played to more paying customers than any of the official shows. The Festival Committee, in fact, is beginning to feel perturbed at the ease with which independent impresarios are cashing in on Edinburgh's crush of visitors during the Festival. They look with particular envy at the London Theater Club Group's very big success in a late-night satirical revue, called "After the Show," which was put on in a little hall with office chairs instead of tip-ups, a tiny stage and one piano to (Continued on page 37)

Highlight Reviews

VOTE CHASERS—34

"Dick's Other Income," Tops of All Soapers, May Set New Politrend

By JOE CSIDA

It is with considerable regret that The Billboard is unable to deliver, in connection with Senator Richard Nixon's address Tuesday (23) 9:30 to 10 p.m. via the National Broadcasting Company's television network (plus Columbia Broadcasting System and Mutual Broadcasting System radio networks) the full production, direction, writing, staging and other credits. For if ever all hands concerned in the presentation of a video show deserved front and center bows this was it. The Republican vote chasers, in the person of the sincere young man they are running for vice-

president, plotted, wrote and presented a drama, which for adreance ballyhoo and delivering what the folks buy, has not often been surpassed in the annals of television. For four solid days and nights the newspapers had been front-paging the crucial question of whether the 18G's in the Nixon fund represented shameful payola, or legitimate politicking.

When, at a cost of 75C, the Republicans presented young Mr. Nixon, in person, to explain the affair, an incredibly vast audience of voters was anxiously awaiting his appearance. . . . as

no doubt the earliest ratings will testify. And Nixon disappointed no one excepting Republicans who still believe the way to get the American vote is to wage a dignified, factual, cold campaign, and countless Democrats. He proceeded to corral huge quantities of women voters by pointing out that the best thing he ever did in his life was to marry his handsome wife, Pat, who appeared briefly, glancing admiringly at her brave husband. He subtly pointed up his brotherhood with World War II veterans by maintaining that, shucks, he

(Continued on page 17)

TV-FILM

New 'Hoppy' Headin' for Round-Up; 52 Pix—All Sure Moppet-Stopppers

By LEE ZHITO

Most of the other TV cowpokes better hold fast to their saddles. Hopalong Cassidy is back on the tele scene. After continuous rerunning of his feature films, William Boyd now returns with a new 52-half-hour series produced especially for TV.

There are two important factors to be considered: What's the pulling power of the new series? How does the new series compare with the old Hoppy feature films? In the field of western legends, few can match the magnetism of the Cassidy character. Pre-sold to youngsters on the theater screen and for the past few years thru telecasting of his feature films,

his new telepic fare looks like a surefire bet to attract 'em in droves. There are more cowboys today vying for kid attention than a few years back when Hoppy took his first tele ride. The past few years have also seen the growing popularity of interplanetary adventures. But on the basis of what this reviewer has seen, it looks like Hoppy will come out among the pack leaders for kid following.

The natural temptation is to compare the new telefilms with the theatrical Hoppy features. This isn't a fair comparison but hard to resist. Bill Boyd was considerably younger when the fea-

tures were made. Production costs in those days were appreciably less. And to bring down the dollar comparison even more is the fact that a larger budget is available for feature film production than for telepic. From a story standpoint, the canvas is considerably broader in a feature than in a half-hour telefilm. Therefore, a story plot can be packed with more action.

New series has points in its favor that either balance or outweigh these factors. Films are new, offer a clearer picture and a better sound track. Pix were shot especially for the TV (Continued on page 17)

ARENAS

'Roller Vanities,' Delightful as Ever, Gets Added Fillip From Ole & Chic

By JIM McHUGH

SPRINGFIELD, Mass., Sept. 27.—Harold Steinman has hit upon a winning combination with the addition of the zany comics, Olsen and Johnson, to his "Skating Vanities." The beautiful roller skating numbers and the handsome personnel are all there as in the past, but the over-all production is now spiced by frequent injections of buffoonery.

The new combination provides a welcome change of pace, and the artistry of the athletes and the talent of the clowns were widely welcomed by audiences at the Eastern States Exposition here last week. The show packed the 6,000-seat Coliseum for

seven performances ending Sunday night (21). The wind-up of the run, the third in its current season, left little doubt that future presentations will also build happy audiences.

The opening production number, "Dude Ranch Round-Up," a heavily populated and colorful spectacle, points up the expertness of the roller kings and queens. The magnificence of the costuming, designed by Joan Personette, lulls the audience into rapt appreciation. Stylists Peggy Wallace, Lon Hall, Nancy Parker, Lothar Mueller, Caroline Buchanan and Tony Mirvill hypnotize the audience with their dar-

ing, the smooth, intricacies on wheels. Their stunts rival those of their better known ice skating counterparts.

Comics Wow 'Em

Having been cushioned by this enchanting spectacle, the audience is immediately roused by the noisy entrance of Ole Olsen and Chick Johnson, in a little number titled "Jerkbezerk." It may be that the funsters, who have worked the zipper on the same bag of tricks for many years, had at last found a new audience. Whether new or made up of a host of fans in good standing, the appreciation was there (Continued on page 30)

NIGHT CLUB

Riviera Brings in Ames Bros. and Baylos, All on Button, for Solid Bill

By BILL SMITH

BILL MILLER'S RIVIERA, FT. LEE, N. J.: The two new acts, the Ames Brothers and Gene Baylos probably aren't any great draws compared to the names the room has played before, but as solid entertainment the bill rates with the best Miller's had working for him.

The four Ames Brothers, who haven't worked a New York club in a long time, showed a tremendous improvement as personalities. The lads' voices, all bary, have always been good. It is now their stage mannerisms, their routines, props and bits of business that make them as the potential in the big time appearance field to match their

performance on the Decca label. Using short versions of their recorded hits, the boys went to work on melody rather than production to make for wonderful easy listening. Then came comedy, then change of pace, then a couple of solos, then some more comedy and then more infectious toe-ticking comedy. The boys worked beautifully and, despite the sparse house for the second show, did a real job as if the house were jammed.

Gene Baylos was never better than on this show. His pop-eyed fast ad lib quality came thru as it seldom did before. If he had a routine, he didn't stress it. Instead, he went to work on the

patrons, the waiters, the musicians—and proceeded to fracture them. Considering the fact that the room was only partially occupied and then mostly by squares, Baylos' results were remarkable. Baylos is that kind of comic. He's either superb or he's nowhere, on this show he was up there with the best.

The Sannys, Giselle and Francois, holdovers, did their job generally expected wonderful dancing to the usual appreciative applause. The productions were fast and eye-telling. The Walter Nye show backing was excellent, and Pupi Campo's informal fronting for the rumba outfit still has a lot of admirers.

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
Lawrence W. Gatto Secy.
Editors
Joseph C. Cilda, Editor in Chief, New York
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Main Advertising and Circulation Offices
2180 Patterson St., Cincinnati 22, Ohio
Phone: DUbbur 6450
Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Single copies, 25c. Changing change of address should give old as well as new address. Entered as second class matter June 4, 1935 at Post Office, Cincinnati, Ohio. Postmaster: Please send address changes to The Billboard, Cincinnati, Ohio.
March 5, 1952. Copyright 1952 by The Billboard Publishing Co., Inc. All rights reserved. Published weekly except the month of December when published bi-weekly. Second-class postage paid at Cincinnati, Ohio.
Vol. 64 No. 40

Review Index

Record Reviews34
Classical Reviews44
Legit Reviews18
Right Club Reviews18
Radio Reviews18
Television Reviews15
Vaudeville Reviews18

NBC Negotiating Giant Deal With Lever Bros. on 'Ivy' Seg

Web Is Buoyant at Sponsors' Response to Revised Rates

NEW YORK, Sept. 27.—The radio sales situation at the National Broadcasting Company is moving into high gear, propelled by the web's move to reorganize the discontiguous structure and offer clients a contiguous rate for buying a combination of a daytime strip and evening once-weekly stanza. On the heels of the \$2,000,000 Bob Hope deal, closed with General Foods this week, the web is known to be negotiating for a similar, and possibly bigger, deal with Lever Brothers.

The Lever deal reportedly involves the "Halls of Ivy" series, which features Mr. and Mrs. Ronald Colman and has been airing as a radio feature for Schlitz for several seasons. Lever is understood to be interested in bankrolling "Ivy" on AM as a 15-minute daytime strip, and also as a separate 30-minute evening alter. In addition, the sponsor also would turn it into a weekly TV show.

This activity, so soon after adoption of the new NBC rate formula, has vastly encouraged the network's AM personnel as a portent of happier days ahead. With other clients talking up other similar major deals, there has been an obvious revival of faith in the sound medium at the web this week. Radio execs at other webs now look for a business pickup universally when the

new rate formulae of the various webs has hit sponsors with full impact.

The General Foods deal, marking the big-time return to radio of the Jell-O division — another cause for optimism — calls for Hope to tape a strip of five 15-minute daytime commentary shows, to air 9:30-9:45 a.m. starting November 10. The evening show, following the typical Hope formula, bows in the 10 p.m. Wednesday slot on January 7. Young & Rubicam is the agency.

Jack Herbert, NBC's sales vice, marked the Hope sale by noting that it "represents a firm conviction on the part of a major advertiser that radio still offers the best buy, dollar for dollar, of any advertising medium."

Meanwhile, at the week-end, NBC said it had received acceptance of its radio rate formula from about 95 per cent of its affiliates, representing over 90 per cent of its total card rate. With the expected arrival of the okays of two big affiliates on Monday, the web will prepare to notify advertisers next week that the formula is officially in effect.

CBS Sets Eye Doris Day

NEW YORK, Sept. 27.—CBS-Columbia, the set division of the Columbia Broadcasting System, Inc., this week was considering the purchase of Doris Day on the CBS radio network. The singer has been on CBS as a summer replacement for Rexall on Sundays, but will be shifted to Thursday nights, 10:45-10:30.

Should CBS-Columbia buy her, she will be moved into still another time slot.

FCC Warns AM, TV Stations Against Delay

WASHINGTON, Sept. 27.—The Federal Communications Commission this week issued a reminder to AM and FM radio stations throughout the nation that license renewal applications will be seriously delayed unless the commission's rule is lived up to requiring stations to make certain performance measurements at yearly intervals with one set of measurements being made during the four-month period preceding the date of filing application for renewal of station license.

Also the measurements are not to be submitted to the commission, but are to be retained at the station, they must be available upon request to any authorized representative of the FCC, stations were reminded. The commission further has been concerned with the failure of licensees to answer to question in the renewal application as to whether the equipment performance measurements have been made. The FCC said because this measuring procedure affords the means of the "two for" and detecting defective equipment, "such measurements are necessary for the efficient and proper operation of the stations."

Old Gold Buys '2 For Money,' NBC Radio, TV

NEW YORK, Sept. 27.—P. Lorillard this week set its broadest effort for its Old Gold division for the latter part of 1952. Old Gold bought Tuesday 10-10:30 p.m. on the National Broadcasting Company's radio web for a taped version of the "Two for the Money" TV show which features Herb Shriner. Show begins October 7, one week after the TV stanza. Deal originally was for a simulcast, but the tele show's visual commercial necessitated a week's delay for editing the AM show.

Old Gold also dropped its option on Saturday night, 7:30 on the Columbia Broadcasting System's TV network because one key market it wanted couldn't be cleared. Sponsor was trying to clear time for "Chance of a Lifetime" which is now on the American Broadcasting System's TV web facilities. "Chance of a Lifetime" had been the first choice of Old Gold for this slot, but the client and the packager were too far apart on money.

"Chance of a Lifetime" now remains on ABC-TV for another 13 weeks for Old Gold. Lennen & Mitchell is the agency.

6-Month Study Cues WLW Block-Skeds

Survey Shows That Improperly Grouped Programs Destroy Mood of Audience

CINCINNATI, Sept. 27.—Six months of study in radio listening habits and patterns has led WLW to announce a new block-programming schedule for the fall, to go into effect Sunday night (28). Believing that improperly grouped programs show a lack of consideration for the audience's wish to maintain one mood, WLW execs in co-operation with NBC have arranged a new fall line-up with a definite type of program scheduled for each night. Thus, the schedule will offer drama on Sundays, music on Mondays; comedy, Tuesdays; adventure and mystery, Wednesdays; situation comedy, Thursdays and Fridays, and folk music, Saturdays.

Specific findings based upon examination of ratings, audience shares and listening patterns of the last five years were reported by Crosley's research department and A. C. Neilsen & Company. These findings disclosed that (1) scheduling programs of the same type in sequence attracts and holds larger audiences than mixing programs of different types; (2) the tuning habits are not fixed, attraction of listeners to programs of a type they prefer tends to increase the length of time they listen during a given period; (3) once people get in the mood for a certain type of program, a break in mood is indicated by a loss of audience.

To illustrate the above three points, Norm Cash, WLW's general sales manager, offered the findings of the research departments which presented an audience-comparison table. The tables showed the damage to ratings when a "foreign" program interrupts a definite program-type series.

Damage to Ratings
During the 9 to 10:30 p.m. period on NBC, the following ratings were given: 9 o'clock, McGee and Molly, 25.8; 9:30, Bob Hope, 22; 10, Red Skelton, 21.2. During this same period at a later date, NBC scheduled McGee and Molly, 23.4; Big Town, 15.5, and People Are Funny, 18.1. Cash noted that this demonstrated how the scheduling of Big Town, an adventure program, between the two comedy segs, definitely lowered the ratings of the comedy shows.

The same point is demonstrated, Cash claims, by CBS' 8 to 10 p.m. period, which was scheduled in this way: 8 o'clock, FBI, 38.9; 8:30, Mr. Keen, 41.2; 9, Dick Haymes (foreign program), 22.2; 9:30, Crime Photographer, 33.6. At the same period on a later date

Dick Haymes was taken out and replaced by a mystery-adventure show, which raised the ratings of all four programs, the 9 p.m. slot jumping to 37.4. It is not who or what but where and with whom that creates high program ratings, WLW execs point out.

Plan an Experiment
WLW's plan has been termed an experiment by both the network and the station. It is believed that when the results are checked next season, the statistical proof will permit NBC to schedule on a national basis its programming to comply with the findings of the new WLW test.

Such a move is termed likely since WLW, covering a tenth of the nation with 14 million people representing farming, industry and coal mining, is a good testing area. Ninety-eight per cent of the homes in the WLW area own radios and the region covers 39 trading areas and 330 counties, an ideal spot for block-programming experiment.

Advertisers and advertising agencies who have thus far viewed the plan have applauded not only the plan but the general concept that very definite and progressive moves are being made in connection with radio. WLW execs claim, the vertical-program plan is an attempt to check the descent of radio since the advent and progress of television, they say.

Billion Billings Ahead for Radio

MILWAUKEE, Sept. 27.—Kevin Sweeney, Broadcast Advertising Bureau vice, this week predicted that radio advertising will grow another \$250,000,000 and hit the billion dollar mark by 1957.

But, he said, the radio industry has been responsible for "seven deadly sins" that may keep it in "purgatory" for another two years. The sins, according to Sweeney, are doing business with too few advertisers; competitive selling within the industry; manufacturing and re-manufacturing the same type of programs; wet-nursing TV into a strong competitive position; expanding too quickly (tripling the number of stations in three years) and re-

CINCY CO-OP ON TALKATHON

CINCINNATI, Sept. 27.—A talkathon by Michael DiSalle, Democratic candidate for Ohio senator, will originate at WLW-TV here Tuesday (30) and be fed to other local outlets during the evening. The Crosley station will telecast DiSalle's answers to questions posed by a studio audience and viewers by telephone from 8:30 to 7:30 p.m. WLW-TV will feed to WCPO the candidates remarks from 7:30 to 8 and again at 9 to 9:30, and to WKRC-TV will pick up the telecast from WLW-TV from 8 to 9 p.m. Eight telephones will be installed to handle calls from viewers wishing to query DiSalle.

Pix Ops, ATT Meet in Wash. Over Cost Info

WASHINGTON, Sept. 27.—In an effort to iron out differences preparatory to the Federal Communications Commission's October 20 start of hearing on theater TV, movie and theater representatives will confer here Tuesday (30) with American Telephone & Telegraph Company officials. The Motion Picture Association of America, Inc., and the National Theater Exhibitors Theater Television Committee have been seeking for months to obtain information from AT&T on transmission rates. The movie-theater groups have complained repeatedly to the FCC that AT&T has failed to furnish the data which, the movie-theater groups contend, must be assembled preparatory to filing of technical testimony at the forthcoming theater TV hearings.

The conference, which will be staged at the MPA's national headquarters here, was arranged yesterday (26) after T. J. Slowie, FCC secretary, advised counsel for MPA and NETTC that the commission had received the theater-movie group's latest request to FCC to urge the AT&T to supply the cost information.

Early this week the AT&T advised the movie-theater group that the Bell System "has for many years co-operated with technical groups representing the motion picture industry in the development of scientific information needed to determine requirements for theater television." The letter, signed by AT&T General Attorney Ernest D. North, a copy of which was sent to FCC, protested against the movie-theater complaint that AT&T had been showing reluctance to give information, and North suggested an early meeting to provide an "opportunity to reach a mutual understanding."

North followed up by phoning Vincent B. Welch, of Welch, Mott & Morgan, and next week's confab was arranged. Welch's firm, together with the firm of Flyntsburk & Blume represents MPA, while NETTC represented by the firm of Cohn & Marks.

AIN'T DEAD

CPN Sales 36% Ahead Of Yr. Ago

HOLLYWOOD, Sept. 27.—Columbia Pacific Radio Net's billings this week were 36 per cent ahead of the same period last year. KNX radio sales alone show a 15 per cent boost over 1951. According to E. W. Buckalew, CPN assistant general sales manager, national spot sales on KNX also show a healthy upward surge. Sales increases were figured as of a six-week period ending September 13.

New sales and renewals for CPN radio during the six weeks include Bristol Myers Company for "Hollywood Barn Dance" starring Jimmy Wakely; Regent Cigarettes renewed Rebel Randall's "America Calling"; National Biscuit Company co-sponsoring Carroll Alcott's "World Today"; Hillis Bros. Coffee for Ruth Ashton's "News" on 39 stations, including mountain outposts; Regal Amber Brewing Company for "Tom Hanlon's Frns. Box"; Ranier Brewing Company for "Rocky Jordan," and Green Giant Company renewing "Edward R. Murrow."

Morris Buys 'Little Margie'

HOLLYWOOD, Sept. 27.—Philip Morris this week bought "My Little Margie" TV film series for next season. Biz was set thru the Blow Company. Series is co-produced by Roland Reed and Hal Roach Jr. It first went on last summer as a replacement for "I Love Lucy." Film series delivered yesterday (26) after T. J. Slowie, FCC secretary, advised counsel for MPA and NETTC that the commission had received the theater-movie group's latest request to FCC to urge the AT&T to supply the cost information.

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Mutual Chalks Up Time Sales

NEW YORK, Sept. 27.—The Mutual Broadcasting System this week chalked up a flock of new time sales. Beginning Saturday (27), the Barbasol Company will sponsor a five-minute Stan Lomax sportscast preceding and following every "Game of the Week" football broadcast this season; Chevrolet division of General Motors and the Chevrolet Dealers of America are picking up the tab for Mutual's entire election coverage November 4, and Camel cigarettes is buying and placing spots on all five shows of the MGM series, which return to Mutual next week.

Longines Buys Holiday Shows

NEW YORK, Sept. 27.—Longines this week purchased several time periods on the Columbia Broadcasting System's TV network for holiday shows on Thanksgiving and Christmas. The shows will be special holiday presentations of the Longines talent, the Choralliers and the Symphonette. Victor A. Bennett is the agency.

America's standout sports favorites are featured in Grantland Rice's famous "Sportlights," now available for television. See details of this and other audience-building TV jam offerings this week in the TV Film Market Place on another page of this section.

TV-Radio Morals Code Hearings Set for Nov.

WASHINGTON, Sept. 27.—Hearings on TV-radio program morals will be resumed some time after election day by a House Interstate and Foreign Commerce Subcommittee which this week heard a series of urgent appeals here and in New York against any move to impose government censorship over telecasts and broadcasts. Rep. Oren Harris (D., Ark.), subcommittee chairman, said final hearings will be staged "probably in late November and early December." The subcommittee will time the issuance of its report so that it will come to the immediate attention of the next Congress, even though the subcommittee's inquiry automatically will expire before the new Congress convenes. The report will be filed on the Hill next in late December almost on the eve of the new Congress.

A surprise ending to the current phase of the hearing came when the subcommittee failed to call Chairman Paul A. Walker, of the Federal Communications Commission. The FCC chairman, who had been invited to testify, was ready with some lengthy comments, but the subcommittee hearing was declared recessed subject to the call of the chairman yesterday (26) without Walker's being summoned to the Hill. Whether Walker will testify after election day when hearings resume is undetermined.

A highlight of the hearing here following a two-day stand in New York was testimony from Clinton Esther, Washington counsel for the United States Brewers

Foundation, who warned the subcommittee that Congress lacks constitutional power to legislate on beer and alcoholic ads on the airwaves. Esther said that this type of legislation is "a matter for the States, pure and simple." He said the due process clauses of the constitution would be violated by any federal legislation which dealt with beer ads or any other air commercials, including soap, cigarettes and cigars. Earlier the subcommittee heard an American Civil Liberties Union representative question the legality of the industry's TV code. Rep. Joseph P. O'Hara (R., Minn.), a member of the subcommittee, voiced belief that the industry has the right to police its own shows and he warned against Congress enacting "any type of thought control or censorship."

Compromise Seen Between NBC & Affils

NEW YORK, Sept. 27.—After several meetings over recent weeks, the move to readjust compensation of TV affiliates of the National Broadcasting Company may be settled at a meeting Monday (29). The NBC-TV affiliates Association is slated to meet with web execs, then to negotiate the compensation aspects. This involves a change suggested by affiliates in the number of free hours of web shows they would carry, with such hours decreasing as number of commercial network shows carried increases.

Previous sessions have found NBC execs expounding ideas of their own in answer to the affiliates' demand, but reacting favorably to the general idea. Expected result, therefore, is a compromise agreement.

Early Filling Of Jones Slot Sought By FCC

WASHINGTON, Sept. 27.—Bogged down with work, the Federal Communications Commission is hoping that President Truman won't delay filling the FCC vacancy left by last week's resignation of Commissioner Robert F. Jones (The Billboard, September 27). Chairman Paul A. Walker is reported to have put in a word of encouragement for a quick appointment, since he is anxious to bring the commission to full strength to cope with a heavy backlog of business. Some FCCers were voicing fear lest a President's dear friend be appointed until after his whistle-stop campaign, but word at the White House is that Truman would just as soon make an early choice.

President Truman's choice for the FCC spot is a toss-up. Early this week William P. Masling, assistant secretary of the FCC, was viewed as top prospect, but a number of other FCC staffers have been brought into the picture. These include Chief Accountant William J. Norflett, General Counsel Benedict Cottone and Hearing Examiner Fanny Litvin. Talk now is that the chances for Masling, the largest file ever handled to fill the vacancy may be canceled out because of the presence of so many candidates. Consequently, the names of non-FCCers are being mentioned with increased frequency and political insiders say that, because of the confusion, the "real choice" name has not yet been mentioned. In other words, the President may shun all the candidates and pick someone outside the field. Among non-FCCers who continue to be mentioned are Neville Miller, Philip Loucks and J. Leonard Reinsch. Uncertainty continues as to the availability of any of these latter because the appointment would only be for the balance of the year until Congress returns.

POLITICAL POWER

TV, Radio Prestige In Sharp Upswing

WASHINGTON, Sept. 27.—TV-radio's political prestige mounted to new peaks this week as Republicans and Democrats viewed with raised eyebrows the public response to Sen. Richard M. Nixon's nationwide simulcast explanation of his "California fund." Size of the response impressed both major political parties here, which already have contracted to the limit of their TV quotas out of their campaign funds (The Billboard, September 8). One GOP high official looking at a mountain of telegrams received at the national headquarters here since the simulcast, said: "A new medium of communication that can reach the people and get a response like that is something more powerful than we have ever known before." Even as this official talked, the telegrams continued to mount, with the badly swamped Western Union office estimating that the final count would be around 150,000, the largest file ever handled by Western Union in D. C. Meanwhile, thousands of letters poured in, in addition to more than 5,000 phone calls.

The response far exceeded the demonstration that followed Gen. Douglas MacArthur's historic simulcast address to Congress after President Truman fired him. In the MacArthur case too, television and radio were credited chiefly for the heavy response. In

the Nixon case, TV and radio took even greater credit. The extent to which showmanship is being emphasized in the political campaigns, was never more clearly pointed up than in the Nixon address.

Many professional politicians here regard the Nixon talk as a new turn in the electronics era, almost equal to the late President Franklin D. Roosevelt's still unprecedented impact when he introduced his famous fireside chats to the nation from his desk in the White House. Political presentations are now geared directly to television, production-wise as well as budget-wise. The criterion for political talks has become "how will this look on television?" as well as "how will it sound on radio?"

LONG LICENSE

Deadline Set Up By FCC in KOB-Coy Case

WASHINGTON, Sept. 27.—The Federal Communications Commission will issue its latest findings early next week in the celebrated case of Station KOB, Albuquerque, N. M., which is operating on "the longest temporary license" on record. The station, which is among interests purchased by former FCC Chairman Wayne Coy and Time, Inc., has been gaining in commission and court proceedings involving its frequency for more than 11 years. Assigned originally to 1180 kc. by the old Federal Radio Commission, forerunner of the FCC, Station KOB had to move in 1941 when the North American Regional Broadcasting agreement deleted 1180 for commercial broadcasting in the United States and the FCC proposed shifting the assignment to 1030 kc. Station WBZ, Boston, objected. FCC proposed a temporary assignment to 1030 with 10 kilowatts power, with the power to be upped later to 50 kilowatts, and WBZ withdrew its objection.

Later in 1941 KOB's frequency was shifted to 770 kc. as a temporary license. WJZ, New York, clear channel station, objected, and in 1944 KOB asked that 770 be assigned as a regular license. Station WJZ objected and the case went to court.

The court, in effect, ruled that the FCC can't grant temporary authorizations for an indefinite period and remanded the case to the commission. FCC since has faced the necessity to find a place in the spectrum for KOB. A deadline for next Wednesday (1) had been set. Former FCC Chairman Coy and Time, Inc., bought the station last May soon after Coy's resignation from the commission.

Premier: March of Time's new weekly series begins this week in 56 TV markets. For more information on this and other outstanding TV-film offerings see the TV Film Market Place elsewhere in this section.

ANTI-NET

WGN-TV Sets 3 Hours of Sports Segs

CHICAGO, Sept. 27.—To combat the strong network competition on Monday nights, WGN-TV has blocked a three-hour line-up of sports programs and is promoting Monday as sports night on the station.

The block will start with a half-hour of movies and commentary on the Chicago Bears football games, followed by 30 minutes on the Cardinals. From 8 to 8:45 there will be films of college football games. Films of best fights at Madison Square Gardens will run from 8:45 to 9, followed by a 45-minute pick-up of Eastern Parkway Arena boxing from Du Mont. A 15 minute sports commentary by Jack Brickhouse and Arch Ward, Tribune sports editor, will wind up the three hours.

The block has solid sponsorship for the three hours.

FBA Honors Justin Miller

WASHINGTON, Sept. 27.—The Federal Bar Association at its third national convention here this week honored Justin Miller, chairman of the board and general counsel of the National Association of Radio and Television Broadcasters, with an award for meritorious service to the interests of the Federal Bar Association and the legal profession. A little earlier, however, the bar association went on record in opposition to televising of legislative and judicial proceedings.

The FBA's opposition to legislative telecasts was taken on recommendation of Rep. Emmanuel Celler (O. N. Y.), chairman of the House Judiciary Committee. The FBA the following day singled out Judge Miller as the fourth person ever to receive the association's award for meritorious services. Miller, in addition to his NARTB activities, is head of the Salary Stabilization Board, was president of the FBA from 1935 to 1937 and he is presently an honorary member of the national council of the FBA. He also is chairman of a special committee on a permanent home for the association. Miller's presentation was witnessed by Chief Justice of the United States Supreme Court Fred M. Vinson and Attorney General General James P. McGranery.

No Policy Barring Pix From Tele, Paramount Tells FCC

WASHINGTON, Sept. 27.—Paramount Pictures Corporation in its final argument supporting the proposed merger of United Paramount Theaters, Inc., and American Broadcasting Company told the Federal Communications Commission this week that Paramount has no policy barring TV's use of its own product. Hearing Examiner Leo Resnick, of the FCC, is expected to require at least a month to prepare his findings in the case after the FCC Broadcast Bureau turns in its proposed findings at next Friday's (3) deadline. The Broadcast Bureau, headed by Curtis Plummer and with Frederick Ford as chief of its hearing division, is preparing a lengthy brief which may take up point by point the proposed findings turned in this week by Paramount Pictures Corporation, its subsidiaries, and UPT, ABC and Allen B. Du Mont Laboratories, Inc. The combined briefs ran more than 250 legal-sized pages.

Paramount Pictures Corporation in supporting the merger argued that there is no evidence in the record that any violations of the anti-trust laws in the fields covered by Sections 311 and 313 of the Communications Act were committed by Paramount or any of its officers or directors. "With respect to violation of the anti-trust laws by Paramount," the brief continued, "there is no evidence that any of its officers participated therein. As a matter of fact the only evidence in the record is to the contrary."

On the question of policy for use of film, talent and story rights, Paramount argued that it "has no policy prohibiting the utilization of its moving picture films by television broadcast stations. The television industry," said Paramount, "cannot afford to pay as much for recently produced feature film as can moving picture theaters."

"Paramount's current production of film, as well as its film library constitute some of the company's most valuable assets," the

brief continued, "Paramount declared that it is the duty of Paramount's officers as an obligation to the stockholders to protect the value of these assets and to see that this value is not depleted without the corporation receiving a reasonable return."

"When films are seen by television viewers for nothing," said Paramount, "their value to theaters is substantially diminished if not destroyed. Until the monetary return from rental of films for television broadcasting is comparable to that from theater exhibition, Paramount cannot afford to release its films for television. The return probably will not be comparable until television has more stations than it now has."

The average cost of production of the 29 or 30 feature films released by Paramount in the 1951-52 season was about \$1,400,000 each. Television can now pay a maximum of only \$35,000 to \$50,000 for the rights to telecast films. "The average cost of several runs of the film over each station. Even when a film is reissued to subsequent run theaters, the total income received ranges from \$125,000 to \$750,000. National television rights for the average film now sell for from \$100 to \$20,000. When television can bring a return comparable to that which theaters can produce, Paramount intends to make new and recently reissued motion picture film available for television purposes. Indeed, the company stands ready to produce films exclusively for television when television can produce an income approaching the cost of the picture."

"A number of Paramount's feature pictures—probably 10 per cent of the library—have already become available for televising. Paramount has indicated a willingness to sell other feature pictures provided the price is adequate."

Paramount reiterated testimony filed during hearings that it has never contemplated that programs would be bought exclusively for

'Roses Parade' Is Bought by 5 & 10

NEW YORK, Sept. 27.—Woolworth chain this week signed to bankroll the Tournament of Roses on New Year's Day for the second successive year. The parade will air via the full National Broadcasting Company TV web, 12:30-1:30 p.m., EST. Agency is Lynn Baker.

theater TV, although entertainment programs are produced at a cost beyond the range of TV station sponsors but within the range of theater TV, the program would probably, "as a matter of economics, go to theater television."

ABC and UPT advised the FCC that the proposed merger will have a beneficial effect on network competition. They pointed out that currently an "unbalanced competitive situation" exists among the TV webs, "resulting in part from the scarcity of station outlets occasioned by the television freeze." They warned that this occurs "at a crucial time in the development of the television industry and may have a serious and deleterious effect upon the long-range development of the art." They cited ABC's "unsuccessful attempts to obtain additional resources," and added: "Despite the handicap of limited physical and financial resources, ABC with its progressive and experienced management and competent and trained staff, has developed a dynamic broadcasting enterprise which has consistently maintained a high standard of public service."

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by ROBERT MEEKER ASSOCIATES

New York San Francisco

This On-

089U-WTB-GT8L

TV Freelance Scripters Set Pact; Win Subsidiary Rights, Re-Use \$\$

NEW YORK, Sept. 27.—Negotiations for a minimum basic agreement for TV writers were concluded this week between the National Television Committee of the Authors' League and the TV networks, agencies and packagers. The agreement will cover freelance video scripters for a period of five years, and includes provisions for reopening wage clauses every two years.

The present wage clauses call for payment of \$525 and \$375 for half-hour originals, the first fee to apply for commercial shows and the second for sustaining. Thirty-minute adaptations will pay \$400 for commercial programs and \$300 for sustaining. Hour originals are to pay \$800 per commercial and \$600 sustaining; hour adaptations \$600 commercial and \$425 sustaining. Minimum rate for five 15-minute programs (usually soaps) is to be \$600 commercial and \$425 sustaining.

Sketches, Lyrics

Pay for a commercial sketch is \$250 and a sustaining sketch \$175. Songs are to cost \$375 for a sponsored series and \$265 for a sustaining one; for use by a performer on a commercial stanza the same material will run \$500 and \$350 unsponsored. The charge for music and lyrics indi-

vidually is \$200 per commercial show and \$150 per sustaining.

Probably the most important and most precedential provisions of the pact are those concerning subsidiary and re-use rights. The writer has all rights except TV rights, and receives 100 per cent of the income from subsidiary uses of his material except in the following instances: unit series and one-time shows where the employers will receive 10 per cent if sold during original exclusivity period, 15 per cent if sold after one re-use, and 25 per cent if sold after two or more re-uses; episodic series where employer will get 25 per cent and 50 per cent under certain conditions; and serials which will bring 50 per cent to the owner of the show if disposition is made during exclusivity or five years thereafter.

Re-use, which means each use thereafter, will be compensated at the rate of 100 per cent for the first re-use, 100 per cent for the second re-use, 75 per cent for the third re-use, and 50 per cent for each subsequent re-use. The employer can acquire exclusivity by paying additional compensation to the writer. This exclusivity can apply for a period of 16 years by paying not less than 100 per cent of the minimum for a single use.

The contract also contains anti-discrimination provisions. Two other key clauses in the same paragraph expressly bar "political criteria" as basis for employment and ask that the industry co-operate to prevent injury to writers where charges that the individual is engaging in subversive activity are based on surmise or rumor.

POLITICAL ENTERTAINERS

Names Sought to Aid Presidential Campaigns

WASHINGTON, Sept. 27.—The two major political parties are planning to scintillate their presidential drives with a parade of big-name professional entertainers highlighting TV and radio programs in addition to making public declarations for their choice of candidate. At the same time, both parties are taking a more cautious attitude toward using this device than in previous presidential election campaigns. Chief reason for caution is that strategists want to determine first how their candidates would fare with this sort of programing.

Politicos mapping plans for the balance of the campaign are obviously impressed by big-name celebrity support and entertainment programing used during the late President Roosevelt's and President Truman's election drives. It appears likely that the Republican National Committee and the Democratic National Committee will enlist professional talent for at least one major show in the final week of the campaign. Both parties are talking in terms of simulcasts.

At least two telecasts are

planned for President Truman, who is unofficially booked for a 10-day cross-country tour starting October 1. The White House has not yet confirmed that Mr. Truman will take that trip, but it has been learned that at least one network already has been approached on openings for two broadcasts and telecasts.

Meanwhile the women's division of the Democratic National Committee announced this week that Faye Emerson, who supported Gen. Dwight Eisenhower before the nominating conventions, will work for the election of Gov. Adlai Stevenson.

'Vote' Drive Hefty

Continued from page 1

tion turnout in South Carolina; records broken in California, too, where TV and radio are staging a particularly heavy campaign to bring out the voters; Arkansas up 10 to 15 per cent over 1948; Minnesota up 35 per cent; Washington up 153,000 over 1950; Rhode Island 68,000 more voters on the rolls than ever before in history.

DISK FACILITY

Lawmakers Spend 186G for Diskings

WASHINGTON, Sept. 27.—In four years since the start of the joint Senate and House Recording Facility, more than 200 congressmen have spent \$186,000 there for recordings for distribution to radio stations in their home constituencies, a balance sheet disclosed this week. In addition, a recently launched TV filming set-up in the joint Senate-House Recording Facility has already attracted \$3,000 worth of business.

The joint Senate-House Recording Facility, directed since its start four years ago by Robert Coar, has proved its worth to the taxpayers as well as to the congressmen who use it. The facility, whose profits are returned to Congress' general fund, is \$100,000 in the black, despite the fact that it pays only \$20,000 a year in total salaries.

More than a thousand broadcasts a week have been prepared by the facility, with 32 senators and members of the House using it regularly to reach their constituents via radio.

The growing use of the joint Senate-House Recording Facility was demonstrated in this week's audit report prepared by Price Waterhouse & Company, of Los

Angeles, showing the use made of Sen. Richard Nixon's controversial contributions from Southern California businessmen. A major item in the audit was \$1,878.84 for radio presentations by the Senate-House Recording Facility, including shipping charges, (the latter charges are not handled by the recording facility). The audit showed an additional \$499.60 for recordings elsewhere for radio presentation. The audit covered a period from November 15, 1950, shortly after Nixon's election to the Senate to last August 20. Congressmen are charged \$3.50 a disk and \$1.50 a tape. Television charges are \$36.50 for the first minute and \$10 for each minute thereafter.

As of the close of the fiscal year last June 30, the recording facility had a bank balance of \$111,000. Accounts receivable totaled \$7,000. Total assets were \$132,000. Total over-all cash reserves including equipment, money in the bank and collectible bills totaled \$186,000 covering the four-year period.

Mitchell Set For WENR-TV Post in Chi

CHICAGO, Sept. 27.—John Mitchell, general manager of WBKB here, will become manager of WENR-TV when the merger of the American Broadcasting Company and United Paramount Theaters is approved by the FCC. Robert E. Kintner, president of ABC, revealed here this week.

Kintner stopped between trains to fill in ABC employees on progress of the merger. UPT owns WBKB and will sell the station to the Columbia Broadcasting System for \$6,000,000 when the merger is approved.

Mitchell's move to ABC was expected, but this was the first confirmation. Kintner also said that "someone from engineering and programming" at WBKB will come to WENR-TV with Mitchell. These will be Red Quinlan, program manager, and Bill Kussek, chief engineer.

The move would leave John H. Norton, vice-president of ABC, still the top man at the ABC operation here. The job of program manager, which Quinlan presumably would fill, has been handled by various of Norton's assistants since James Pollak resigned last June.

INGENUITY

WBBM Beats Competish on Bout Airing

CHICAGO, Sept. 27.—WBBM scooped its competition here with a blow-by-blow description of the Walcott-Marciano fight from a phone booth, which went on the air a couple of minutes after the 13th round knockout.

Announcer Chuck Wiley went to the telecast at the Tivoli Theater. He kept notes during the fight, and ran to a phone in the lobby as soon as it ended. The station interrupted a rebroadcast of "Hear It Now" to put Wiley on the air directly from the phone booth.

Near Agreement On TV Antennas

WASHINGTON, Sept. 27.—Government and industry experts are nearing agreement on a formula for TV antenna heights, so as to give plenty of leeway for necessary elevation of towers and at the same time to avoid creation of air hazards. Commissioner Edward M. Webster, of the Federal Communications Commission, will hold a conference with a government-industry working committee Monday (28).

The conferees are expected to come close to answering the question of limiting heights of TV transmitters in areas where traffic hazards would be present under the elevation rules established by the FCC's TV allocations plan. Among the conferees will be spokesmen from FCC, Civil Aeronautics Administration, National Association of Radio and Television Broadcasters and Radio Television Manufacturers Association.

NEWS CAPSULES—COAST TO COAST

Set Mfr. Offers Australia TV Plan; Must Amend Broadcast Law

SYDNEY, Australia, Sept. 27.—Australia could have TV within a year if it agrees to proposals put before it by Electronics Company Ltd. The set manufacturer's proposals are that work commence immediately on the erection of TV stations in Sydney, Melbourne, and Adelaide, and that production of sets priced at about \$250 start immediately.

Electronics Company is willing to sell the network that might be created at cost to the government, or to share costs with commercial broadcasting interests and picture theater magnates on a one-third basis. For the government to agree to these proposals, an amendment to the Broadcasting

Act is necessary. This act makes TV a government monopoly.

NBC JABBERWOCK WARNS OF LANOVOC

NEW YORK — The National Broadcasting Company's flagships WNBC and WNBT here are readying a big "get out the vote" push this week via a "LANOVOC" campaign. "LANOVOC," brainchild of WNBC's publicity chief, Phil Dean and former flack Barbara Walters, stands for "Lazy, Non-Voting Citizens." Prize gimmick of drive is a special "LANOVOC" character created by Lil Abner' cartoonist Al Capp.

MURRAY PARTY TO DO M. NOW

NEW YORK — "The Arthur Murray Party" will bow over the Du Mont Network here on Sunday, October 12, from 10 to 10:30 p.m. As yet no new time spot has been announced for "They Stand Accused," which is currently occupying that time slot. Mrs. Kathryn Murray will continue to handle the emcee chores.

Deal marks second sponsorship on Du Mont for the terp king, who at one time or another has aired his show over each of the four major networks, most recent of which was over CBS-TV this summer as sub for "Mama." Maxwell House Coffee footed time costs on that one, tho, and Murray shelling out for talent and production costs.

WOV SHOWS 31% INCREASE

NEW YORK—WOV, here, local indie which caters to a 3,000,000 metropolitan Italian-American

audience, chalked up a 31 per cent gain over last summer's take during July and August. An analysis of January thru June shows the station 14 per cent ahead of 1951, 43 per cent ahead of 1947, and 26 per cent ahead of the entire year's revenue in 1942, the year when exec vespee Ralph Weil took over management.

CBS-TV SIGNS 1ST UHF AFFIL

NEW YORK—The Columbia Broadcasting System this week signed its first affiliation contract with a commercial UHF station when WHUM-TV, Reading, agreed to join the video web. Known as the "nation's power station," WHUM-TV expects to be in operation with 260kw. power by mid-December. Humboldt J. Craig is president and general manager of the station, which is owned by Eastern Radio Corporation.

MORE OUTLETS FOR 'FREEDOM USA'

NEW YORK—"Freedom USA," the new Frederic W. Ziv transcribed package starring Tyrone Power, continues to rack up sales. Set to debut on more than 500 stations this week, the program's newest multi-market sponsor is the S. T. Jerrill Company which bought the program for Birmingham, Dothan, Tuscaloosa, Huntsville and Florence, Ala. and Jackson, Tenn. Husky Oil Company also bought the program for KOOK, Billings, Mont.; KPOW, Powell, Wyo., and an unnamed station in Helena, Mont. Another new client is the General American (Continued on page 13)

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

Hollywood stars in top TV feature films by Unity Television Corporation are among the excellent TV films offered by scores of leading suppliers this week in the TV Film Market Place shown on another page of this section.

WLW

1922 - 1952

30th

WWWJ

NBC AFFILIATE in DETROIT

Owned and Operated by THE DETROIT NEWS

National Representative THE GEORGE P. HOLLINGBERG COMPANY

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in TOLEDO

(197,000 TV Sets* Panel Size 700)

According to Videodex Reports

WSPD-TV... Steiner Broadcasting Co. ABC, CBS, Du Mont, NBC Videodex reports monthly on each of 20 major markets...

TED MACK'S "Original Amateur Hour" was top show in Toledo in August. "My Little Margie" was second...

Table of TV show ratings in Toledo. Columns include Rank, % of Total, Show Name, Network, Time, and % of Total. Rows are categorized by day: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY.

Share of Total Audience Radio vs. TV in RICHMOND

According to Pulse Reports July-August, 1952

Table showing share of total audience for radio vs TV in Richmond. Columns include Television, Radio, Total, and % of Total. Rows include 7 P.M. to Midnight, 6 A.M. to 6 P.M., and 6 A.M. to Midnight.

Top 10 TV Shows Each Day in MILWAUKEE

Table of TV show ratings in Milwaukee. Columns include Rank, % of Total, Show Name, Network, Time, and % of Total. Rows are categorized by day: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY.

FOR FULL INFORMATION about all radio and television shows... ratings, audience compositions and the many other factors...

Reed to Film Boxing Series HOLLYWOOD, Sept. 27.—Roland Reed intends to film a television series based on the "Johnny Boulder" prize-fight stories...

Top 5 Radio Shows Each Day of the Week in RICHMOND

(66,291 Radio Families*)

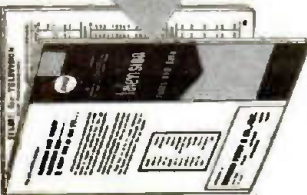
According to Pulse Reports

Table showing top 5 radio shows in Richmond. Columns include Station, % of Total, Show Name, and % of Total.

While evening radio ratings in Richmond generally run quite high, they, too, hit a slump over July and August, the Pulse chart shows...

Table of radio show ratings in Richmond. Columns include Rank, % of Total, Show Name, Network, Time, and % of Total. Rows are categorized by day: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY.

Table of radio show ratings in Richmond (continued). Columns include Rank, % of Total, Show Name, Network, Time, and % of Total. Rows are categorized by day: SUNDAY.



"films for television"

- television stations
- advertising agencies
- advertisers

...an added service for:

a two-way opportunity for film producers film distributors

a new section to appear every month in TELEVISION RATES AND DATA

starting in November

The increasing use of film in television has created a new need—the need for a comprehensive, organized source of information for film buyers.

STANDARD RATE now fills this need with "Films for Television" in TVRD, every month, with in-between bulletins as required. Here is a market place for TV films—where producers and distributors show their available and forthcoming film products—where buyers of film see what's being offered.

Films Produced for Television

ONE HOUR FILM PROGRAMS				QUARTER HOUR FILM PROGRAMS			
Title	Length	Color	Notes	Title	Length	Color	Notes
...

HALF HOUR FILM PROGRAMS				SHORTS: 1-10 MINUTE			
Title	Length	Color	Notes	Title	Length	Color	Notes
...

I—Producers of Film Programs for Television

- (Producers of Films Listed in Part I are marked with *)
- CALIFORNIA—Hollywood**
 Debut Productions
 5000 Santa Monica Blvd., Beverly Hills, Calif.
 Tel. G-1725 — Joe Ungermeyer
 - ILLINOIS—Oak Park**
 Lumsden Film Corp.
 1111 Sunset 1-1311 — Mr. Wm. Lumsden, Pres.
 5545 Sunset Blvd., Hollywood 24, Calif.
 *California office: 641 — Wm. F. Bandy
 140 N. Hollywood Way, Hollywood, Calif.

II—Distributors of Films Listed in Part I are marked with *

- CALIFORNIA—Hollywood**
 Associated TV Sales
 215 Madison Ave., N. Y. 2, N. Y.
 167, Murray Hill 1-7400 — A. Stewart
- ILLINOIS—Chicago**
 Jerry Stephens, Inc. (Chicago), 100 Hollywood
 121, Mid 2-5121

III—Distributors of Films Produced for Television

- (Distributors of Films Listed in Part I are marked with *)
- CALIFORNIA—Hollywood**
 Debut Film Department
 515 Madison Ave., N. Y. 2, N. Y.
 167, Murray Hill 1-7400 — A. Stewart
 - ILLINOIS—Chicago**
 Jerry Stephens, Inc. (Chicago), 100 Hollywood
 121, Mid 2-5121

IV—Distributors of Feature Films Available for Television

- (Produced for Theater, Education, Etc.)
- CALIFORNIA—Hollywood**
 Radio Distributors
 1000 N. Hollywood Blvd., Hollywood, Calif.
 Tel. BR 2-7028 — Mr. Morris De May
 - ILLINOIS—Chicago**
 Federal 24—Republic 2—Comedy 2—Adventure
 500 N. Dearborn, Chicago 10, Ill.
 Tel. BR 2-7028

V—Producers of TV Film Commercials, Showing Products and

- CALIFORNIA—Hollywood**
 4315 Sunset Blvd., Hollywood 24, Calif.
 Tel. HU 2-1101 — Jerry Fishback
- ILLINOIS—Chicago**
 Five Star Productions
 274, Sunset Blvd., Hollywood 24, Calif.
 Tel. BR 2-7028

Feature film distributors listed alphabetically by series and cities, including type and number of films available.

- CALIFORNIA—Hollywood**
 4315 Sunset Blvd., Hollywood 24, Calif.
 Tel. HU 2-1101 — Jerry Fishback
- ILLINOIS—Chicago**
 Five Star Productions
 274, Sunset Blvd., Hollywood 24, Calif.
 Tel. BR 2-7028

Feature film distributors listed alphabetically by series and cities, including type and number of films available.

- CALIFORNIA—Hollywood**
 4315 Sunset Blvd., Hollywood 24, Calif.
 Tel. HU 2-1101 — Jerry Fishback
- ILLINOIS—Chicago**
 Five Star Productions
 274, Sunset Blvd., Hollywood 24, Calif.
 Tel. BR 2-7028

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- ILLINOIS—Chicago**
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- ILLINOIS—Chicago**
 Five Star Productions
 274, Sunset Blvd., Hollywood 24, Calif.
 Tel. BR 2-7028

"Films for Television," as a part of TELEVISION RATES AND DATA, an SRDS publication, now brings valuable, wanted information to the one place where time buyers, film buyers, and advertisers have for years looked for rates, facilities, and technical requirements of TV stations. Those who produce films for television and those who distribute film programs and feature movie films released for television gain in two ways from this added service:

Free listing of your services . . . as illustrated on page opposite. Be sure to send necessary information AT ONCE to Standard Rate and Data Service, Inc., 1740 Ridge Ave., Evanston, Ill.

A good place to describe your service, your films, your available rates, your rates or terms. Advertising rates are the same as for the regular section of TELEVISION RATES AND DATA.

TO EQUIPMENT MANUFACTURERS—"Films for Television" provides the logical spot for description of cameras (accessories, sales, rentals), film laboratories, film servicing and editing. **TO OTHERS**—And for services such as talent agencies, music, costume rental, etc.

Important note—Closing date for listing data is the 12th of the month preceding publication for advertisers, the 17th of the month preceding publication. The subscription price, \$10.00 a year, entitles subscribers to between-issues Bulletin Service.

S R D S



STANDARD RATE & DATA SERVICE, INC.
 the national authority serving the media-buying function

Walter C. Bonhoeffer, Publisher
 1740 RIDGE AVENUE • EVANSTON, ILLINOIS
 SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES
 publishers of consumer magazines rates and data • business publication rates and data • national network, radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation and advertising rates and data • A. L. C. weekly newspaper rates and data • consumer markets, among the major trade journals feature

UNIONS AND TV FILMS—4

Skilled Group Demand Grows as Tele Refines

By ROY M. BREWER

International Representative, International Alliance of Theatrical Stage Employees

The development of television provides an expanded medium for the products of the skills of the men and women who have made the American Motion Picture Industry the greatest medium of mass communication in the history of the world. Our unions which represent these people are desirous of having these skills utilized to the fullest possible extent.

When the television industry first began to face the problem of an expanded program schedule and the resultant demand for good program material, the leaders of that industry rejected the motion picture industry as an impractical source of such supply. The fabulous wage and salary schedules, the complicated union structure with its resultant jurisdictional complications, with which they were only vaguely familiar, would destroy this infant industry, they firmly believed.

But the public soon grew tired of the makeshift type of program that characterized the early television programs. Quiz shows and guessing contests grew boring as the novelty of this new gadget wore off. The public began demanding better programs and they began to compare the scope, the quality and the perfection of television, which was, to them becoming a new kind of motion picture, with the same quality that had become standard on the screen of the American motion picture theater. It was at this point that television began looking seriously at motion pictures and began seriously to contemplate becoming a part of this industry.

As they began examining the industry they learned quite to their surprise that the motion picture industry was not the inefficient, "slip shod" type of operation that they had pictured it from information they had previously received from inadequate sources. True, it was expensive, but from a technical point of view, it was also most qualified. It seemed evident that it could be efficient if quality were given a full measure of consideration.

The unions in the motion picture industry have welcomed this new program of production. They have not saddled the industry with demands for residuals and extra compensation. They have asked only that they be paid for their skills in accordance with the rates which they have established thru years

of concerted organizational and individual effort.

While television production could dispense with some of the frills which a favorable economic period had brought about in motion picture production, the demands of the men and women who possess the basic skills needed for this new production, were more exacting than ever. Television was demanding and receiving more production in less time than Hollywood was accustomed to turning out.

We who speak for the unions of Hollywood, firmly believe that the skills of the technicians of the Hollywood motion picture industry will ultimately prove to be one of the greatest assets of the American television industry. We believe that it will give to our television industry the same superiority that it has given to our motion picture industry and help to establish for the future of a better world, the superiority of our American system and our American way of life.

Ford Buys Grid Reprise

DETROIT, Sept. 27.—A program of half-hour films giving highlights of each of the University of Michigan's football games has been sold to the Ford dealers of the Detroit area by WWJ-TV. Commentary will be voiced by Fritz Crisler, Michigan coach, and sportscaster Paul Williams.

Programs will be broadcast each Monday during the season, 6:30 to 7 p.m., covering the previous Saturday's game.

ABC-TV Gets Derby Foods

NEW YORK, Sept. 27.—Derby Foods this week bought the 11:30-noon time on alternate Saturdays on the full American Broadcasting Company TV web to air its "Sky King" Western films.

Show formerly aired via the National Broadcasting Company.

Quick Takes

New York

Paul McNamara was here this week peddling the three TV film series Jack Cheek Productions: "Private Secretary" with Ann Sothorn, "How to Get the Most Out of Life" with Dale Carnegie, and "Steve Donovan," a Western. . . . United World Films this week started work on a series of commercials for Dunhill Cigarettes (thru Blow) and General Tire and Rubber (thru D'Arcy). . . . Library Films is releasing to TV stations a one-reeler it produced in collaboration with UNESCO. Entitled "Born Equal," it is pegged for showing on United Nations Day, October 24. . . . Harry Roberts, sports editor of Telenev, will assist the filming of the World Series games. Coverage of the games will be included in the Telenev's daily releases and in "This Week in Sports." . . . J. Milton Salzburg, president of Pictorial Films, Inc., and Cornell Film Company, sails Tuesday (30) for a five-week tour of Europe. He plans to set up a production unit abroad. . . . George Shupert announces that Peerless Television Productions is releasing MGM's "Babes in Toyland" for television. Starring Laurel and Hardy, the picture now is entitled "March of the Wooden Soldiers." . . . Consolidated Television Sales this week added William Finkelday and Merion Brandes to its sales staff. Finkelday, formerly of Capitol Records, will cover up-State New York. Brandes, formerly with Ziv and Reuben Donnelly, will headquarter in Philadelphia. . . . Aaron Beckwith, sales head of

Screen Televideo Seen As RKO Tele Film Subsidiary

Trade Links Them Up After TV Pic Men Buy Into Coast Major

HOLLYWOOD, Sept. 27.—Screen Televideo Productions may emerge as the TV film subsidiary of RKO, according to some sources. Trade seers indicate strong association between backers of Screen Televideo and the Ralph Stolkin group which this week bought the Howard Hughes

controlling interest in the studio. Stolkin earlier in the week declared RKO would invade the TV film field.

However, it is held that since those who have a substantial interest in Screen Televideo are also associated with the RKO stock purchase, acquisition of the TV

film production firm as a subsidiary with the studio is a logical development.

Jacques Braunstein, who with Rudy Abel, is listed as Screen Televideo's co-producer, is reportedly closely associated with the Stolkin interests of Chicago. Sherrill Corwin who has a substantial financial interest in Screen Televideo, is part of the new RKO group.

If RKO does take Screen Televideo under its wing, the studio itself would not be in TV film production. Instead, it would be following in the same course of other motion picture studios who are active in the TV film field thru subsidiary companies.

2 26-Film Series on PSI-TV Sales Sked

NEW YORK, Sept. 27.—PSI-TV will soon begin pushing two new series of 26 films each, one of them starring Hedy Lamarr. The Hedy Lamarr show is now being shot in London by Victor Pahlin. It will go under the title of "Great Loves."

The other series, "Orient Express," is being produced by John Nash. Now being filmed in London and Paris, this program will show dramatic incidents pegged on the train that runs from Paris to Istanbul. Each segment of several thousand feet of film for Arthur Murray Studios. Covering tourist attractions, native scenes and night life, it is one of the most complete film jobs ever done on the island, and will be edited into an extensive series of short subjects, such as an hour-long presentation of native dances.

Films were produced by Donn Preston, co-owner of Telekon with a considerable portion of the material specially produced for video use. The footage will be used to promote the annual "Arthur Murray Dance Vacation" cruise.

Cuba Pix Shot For Murray

DETROIT, Sept. 27.—Telekon Films of Detroit has completed the shooting in Cuba of several thousand feet of film for Arthur Murray Studios. Covering tourist attractions, native scenes and night life, it is one of the most complete film jobs ever done on the island, and will be edited into an extensive series of short subjects, such as an hour-long presentation of native dances.

Films were produced by Donn Preston, co-owner of Telekon with a considerable portion of the material specially produced for video use. The footage will be used to promote the annual "Arthur Murray Dance Vacation" cruise.

ture series starring Dan Durvae, has now been sold in 12 markets. Falstaff Brewing Company will sponsor it in nine of those markets thru Dancer-Fitzgerald-Sample. Another sponsor is Sylvania Electric Products via RKO-TV, San Francisco. "China Smith" makes its bow next week.

BAILED OUT

Annie Oakley Film Rescues TV Promoter

HOLLYWOOD, Sept. 27.—Annie Oakley of the 1937 theatrical film, and Annie Oakley of the forthcoming TV film series will get together on a promotion tie-in on a heap of Annie Oakley merchandise for girls.

Aaron Rothenberg, merchandising director of Flying A Television Enterprises, originally set the deal with several manufacturers, and the merchandise had already been placed in some 300 stores throughout the country, when Flying A execs realized that production of the TV series would be delayed several months.

Then along came RKO with plans to re-release the 1937 movie starring Barbara Stanwyck and Preston Foster. So Rothenberg got together with RKO promotion and arranged to have them tie up with the Oakley commodities also.

CBS Saving Time Seg for 'Meet Millie'

NEW YORK, Sept. 27.—The Columbia Broadcasting System TV network continues to place its chips on situation-comedy in its battle for TV audiences. CBS-TV is holding open Saturday night, 9:30-10 this fall for "Meet Millie," which is being filmed in Hollywood.

Should the show meet the requirements of CBS-TV programming staff, it will be slotted against the second half hour of "Your Show of Shows." Elena Verdugo is playing Millie.

Official Has 3 New Shows

NEW YORK, Sept. 27.—Official Films, Inc., next week will begin distribution of three new quarter-hour shows. The first "News Features," is being produced by Keystone Pictures, the news photo agency. It is described as a weekly news magazine for TV.

The second, an inspirational-musical series, is produced by Youth Films, Hollywood. Entitled "TeleVespers," 13 stanzas are now available, with an additional 39 planned. The third is an outdoor show produced and narrated by Jack Van Covering, wildlife editor of The Detroit Free Press. Entitled "Adventures Out-of-Doors," the 13 films feature interviews and wildlife shots.

WOR, WFIL Combine on New TV Rate

NEW YORK, Sept. 27.—A deal to offer advertisers special combined rates has been set between WOR-TV here and WFIL-TV, Philadelphia. The move is interpreted in the trade as the first move in Tom O'Neil's overall plan for a "film network," which is expected to get underway within the next month with 16 stations.

Under the new combined sales set-up, salesmen at WOR-TV and WFIL will pitch time sales for both stations, offering advertisers two-for-one rate concessions. New tandem-sales operation will probably serve as initial experimental ground for a sales program for the new "web."

6 Outlets Buy 'Game of Wk.'

NEW YORK, Sept. 27.—Consolidated Television Sales this week racked up sales to six stations throughout the country, in addition to a purchase by the United States Army and Air Force, of its "All American Game of the Week."

Stations buying the property are KING-TV, Seattle; KPEL-TV, Denver; KOB-TV, Albuquerque; WCPO-TV, Cincinnati; KDYL-TV, Salt Lake City, and XELD-TV, Matamoros, Mexico. Other sales had been made to WNBT, WBEN-TV, Buffalo, and KECA-TV, Los Angeles.

Client Seeks Drama Films

NEW YORK, Sept. 27.—Block Drug this week, for its Am-ident division was looking for a filmed dramatic series for spot placement this fall on stations around the country. Am-ident had considered filming "Danger," the series it sponsors on the Columbia Broadcasting System's TV web, but changed its mind. Cecil & Presbrey is the agency.

TV FILM PURCHASES

United Television Programs has sold "Hollywood Offbeat" to National Bohemian Beer, replacing "Front Page Detective" on WMAR-TV, Baltimore, beginning October 23. This is one of the accounts that is switching from Owen-Chappell to Kenyon & Eckhardt with the dissolution of the former agency in November. . . . WGN-TV, Chicago, has bought "Time for Beany" from Paramount Television Productions. The station is carrying the kiddie show at 5 p.m. across the board on a participating basis. In addition, Paramount has sold "Wrestling from Hollywood" to WFAPA-TV, Dallas, and to Falstaff Beer for showing on KPRC-TV, Houston. Also, WBEN-TV, Buffalo, has taken Paramount's "Hollywood Reel" for 13 weeks, and has an appliance dealer sponsoring. . . . WWJ-TV, Detroit has gotten State Sample Furniture Company to sponsor "Hollywood Offbeat" on the strength of the show's Detroit ARB rating. As shown in the Billboard ARB last week, the Melvyn Douglas show had an 18.7 in Detroit. . . . The Streetman Baking Company will sponsor "Royal Playhouse," re-runs of the original "Fireside Theater" now being syndicated by UTP, on WTV-3, Richmond, beginning next week.

Advertisement for ZIV-TV featuring the text: 'The FIRST name in outstanding television production', 'ZIV TELEVISION PROGRAMS, INC.', '1329 Madison Road, Cincinnati 6, Ohio', 'New York Hollywood', 'Read about ZIV PROGRAMS in "Market Place" on Page 13', and a large graphic of '67,000 ACTIVE BUYERS'.



HOPALONG CASSIDY

A new look at the Old West with the most famous Western star of all. Now sold in 42 markets. In production are 26 new Hopalong Cassidy adventures this year, and 26 next year.

for local and regional advertisers

NBC-QUALITY FILMS FOR



DOUGLAS FAIRBANKS JR. PRESENTS

Original stories and established classics Drama, Comedy, Suspense in Paris, London, New York, and Hollywood — all filmed actually on location. Produced, directed and starring Douglas Fairbanks Jr.



LILLI PALMER SHOW

Wit and cultured charm with that great lady of theatre, screen and television, Lilli Palmer. Twenty-six 15 minute shows available now.

Now you can be sure of quality when you buy NBC-TV film programs on a market by market basis. NBC backs every one of its film program offerings with the industry's longest continuous experience in television and radio network programming. Each NBC film program gives you these exclusive network-caliber advantages:

- ... TV programs as fine as those produced for the national network advertiser
- ... Famous stars—like Hopalong Cassidy, Douglas Fairbanks, Jr., Lilli Palmer, Brian Donlevy
- ... Wide audience- and sponsor-appeal: mystery, drama, Western and sophistication
- ... *New* films produced expressly for television—new stories, new angles, new thrills, new pleasure
- ... Films that *sell* your product—films with proved, certified, documented sales records
- ... Complete advertising packages. NBC goes all the way to help you promote every film program locally—with exploitation assistance, on-the-air aids, press advertisements and merchandising.

And remember, every NBC-Quality film program is produced from a background of programming knowledge that creates and holds audiences from credit-titles to final fade-out. Most important, you can place these network quality productions where you want them, when you want them.

Like to know more about NBC-Quality TV Films?
Write, call, wire:

TELEVISION



DANGEROUS ASSIGNMENT

Brian Donlevy in a series of thrilling excitement-packed adventures. Already pulling big-time sales in 58 markets, a proved program.

NBC film programs

30 Rockefeller Plaza, New York 20, N.Y. Offices in: New York, Chicago, Los Angeles
A Service of the Nation's No. 1 Network

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 showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating, Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes sections for WESTERN (Cisco Kid, Gunsmoke, etc.) and The Gene Autry Show.

Additional TV Film Series and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues. None of these films are currently covered in any of the city reports issued by the American Research Bureau.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, Series Name, Length in Minutes, No. Repeats Available. Includes sections for WESTERN, MISCELLANEOUS, DOCUMENTARY, RELIGIOUS, and QUIZ.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Lists various series including WMAR-Boots and Saddles, Boston (2 stations), WAB-2, Sat., and others.

TV Station Film Buyers Pick

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

THEATRICAL

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating, Title, Genre, Length, Feature. Lists theatrical films like ADVENTURES OF DON QUIXOTE, BRIEF ECSTASY, CAPTAIN CAUTION, etc.

OTHER

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating, Title, Genre, Length, Feature. Lists other films like GOVERNMENT IS YOUR BUSINESS, JAPAN LOGISTICAL COMMAND, etc.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes The Range Rider, Hopalong Cassidy, and others.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes Crusade in the Pacific, The Moon and Believers, etc.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes Crusade in the Pacific, The Moon and Believers, etc.

WARNING • WARNING • WARNING Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes Clete Roberts, World Report, and others.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, ARB Rating. Includes QUIZ, Movie Quiz, and others.

Shopping for Sure-fire Shows! The Billboard TV Film Market Place—on the next page of this section—is an excellent easy-to-use source for all types of audience-building TV films and film services.

Table with columns: Series Name, English in Titles, No. Available, No. in Use, and ABC Rating. Lists various TV series like 'Opposition Show', 'WBC 6-10', etc.

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Clement Lowden, formerly with CBS, has joined the sales staff of WPAT, Paterson, N. J. ... Allen Wannamaker, manager of WGTM, Wilson, N. C., has been named general manager of WBIG, Greensboro, N. C., effective October 1.

NEWS CAPSULES

Set Manufacturer Has TV Plan for Aussies

can Life Insurance Company which bought the stanza for programming over KSD, St. Louis. WICC-TV, BRIDGEPORT STARTS CONSTRUCTION ... BRIDGEPORT — Construction of WICC-TV, this city's first TV station will begin next week.

Winners will receive \$1,000 as well as an engrossed citation. Nominations are to be sent to the curator of the foundation at Washington and Lee University here.

KTLA TIME SALES IN STEEP CLIMB

HOLLYWOOD — It looks like the gold will be pouring into KTLA's coffers this season, at least as far as Station KTLA is concerned. Paramount indie outlet claims biz is shaping up to promise it one of its biggest seasons. During the past 13 days, the outlet has sold 13 sponsors a total 7,040 minutes of time on 11 local shows. Paramount tele net has contracted for 91 weeks of "Time for Beany" in three markets, 104 weeks of "Wrestling in Hollywood" in five markets and 28 weeks of "Hollywood Reel" in two markets. "Beany" was bought for renewal in Washington (WTTG) for 39 weeks, Rock Island, Ill. (WHEF-TV), for a 13-week renewal and a 29-week sale in Chicago (WGN-TV). "Wrestling" was sold in Houston and Dallas, and renewed in Lancaster and Norfolk. "Reel" was peddled to Buffalo and Washington.

KGHL, BILLINGS, SOLD TO SCOTT OF CINCY

CINCINNATI — In a \$1,500,000 deal last week Walter Scott, Cincinnati industrialist, acquired three Montana properties, including Radio Station KGHL, Billings, a 5,000-watt in the National Broadcasting Company network. Involved in the transaction are a 26,000-acre stock ranch near Hagerman and the Northwestern Auto Supply Company, Billings, all acquired from C. O. Campbell of Billings. Associated with Schott in the purchase was Harrison A. Ash, former Cleveland industrialist, who is now located in Cincinnati.

SEEK EXPERIMENTAL TV OUTLET IN INDIA

WASHINGTON — The Ministry of Information and Broadcasting of India will soon ask the Indian government to establish an experimental TV station in that country. The Commerce Department reported this week. The Ministry is drafting proposed television standards for India, since there is no international TV code. Information helping the Ministry in readying its proposal for the TV station has been received from equipment manufacturers. The Commerce Department said. In 1951 the Scientific Advisory Committee of the Ministry recommended a pilot TV station for training personnel and introducing TV's possibilities to the people of India.

PLAMONDON ASSUMES RTMA PRESIDENCY

WASHINGTON — A. D. Plamondon Jr., who has been chairman of the Radio-Television Manufacturers' Association Board of Directors since his election at the June convention, will assume the additional duties of president of the association Wednesday (11) under a reorganization plan adopted last week by the Board of Directors of the Radio-Television Manufacturers' Association in New York. Upon recommendation of the special reorganization committee, headed by former Board Chairman Robert C. Sprague, the board of directors also elected Glen McDaniel, who had resigned as

RESTLESS PEOPLE AND THE REVOLVING DOOR

Hal Hough, most recently program director of WJZ-TV, is the new program director of WCBZ-TV, New York.

Tom Hicks is resigning as exec TV producer for Dancer-Fitzgerald-Sample to become program manager of WDSU, New Orleans.

Geyer Advertising, Inc., formerly known as Geyer, Newell and Ganger, has named six new vicepres. George Durrant, Walker Graham, Ralph Wolfe, Wesley Loveman, Henry Turnbull and Edward Zera.

Margaret Weiss, radio-TV scripter, has had her book, "The TV Writers' Guide," published by Pellegrini and Cudahy.

William Saroyan will narrate his six original TV plays on Ford Foundation's "Omniibus" series.

William Spier has joined Ford Foundation's TV-Radio Workshop as producer of the "Omniibus" series.

Prescott Bush, a director of the Columbia Broadcasting System, has been nominated for the U. S. Senate on the Republican ticket in Connecticut.

Robert Montgomery has been elected to the board of R. H. Macy's, Inc.,

Robert Monroe is a new central southern district sales rep for World Broadcasting System.

Charles Vascoll retires as treasurer of Kenyon & Eckhardt, and D. C. Stewart, general manager of the agency, has been elected to replace him.

Stephen Ritten, formerly a salesman for The Pittsburg Post Gazette, is now Southwestern Pennsylvania rep for the Frederic W. Ziv Company.

Robert Montgomery has been elected to the board of R. H. Macy's, Inc.,

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Advertisement for 'THE MARKET PLACE' featuring various services like Adventure, Drama, Feature Films, Adventure-Mystery, Film Processing, FAST TV SERVICE, TV SOUND OF BROADCASTING QUALITY, Miscellaneous, Children's, Commercials, and Western. Includes contact information for ZIV TELEVISION PROGRAMS, INC.

FOUNDATION TO STUDY RESEARCH

NEW YORK — The Advertising Research Foundation will soon undertake a close study of the methods of the several radio and TV audience research agencies and may even go out in the field to watch their surveys in action. This study will be handled by a special committee headed by Gordon Scowcroft of Campbell Soup. Another group under Max Ule, of Kenyon and Eckhardt, will endeavor to draw up a set of ideal standards for audience ratings. They will try to determine just what it takes to rate high and accomplish, and how well each of the techniques attains those ends.

ZUZULU WAILS FOR RADIO

NEW YORK — In a letter to The New York Post this week, Mutual Broadcasting System's publicity chief Frank Zuzulu protested the Post's full page headline "Channel 4: 8:30 Nixon" of Tuesday (22), noting that it accorded "single billing to TV on its front page" while "radio listeners, God bless 'em, must turn to page three to discover that Senator Nixon will also give 'The Answer' on MBS and CBS radio." Zuzulu also pointed out "the story which does mention the two radio networks does not list the call letters of the local stations that will carry the Nixon broadcast, but the TV channel number is listed in that front page screamer!" Only yesterday, lamented Zuzulu, "the Post editorially commented on the fact that both radio and TV helped get the original Nixon story out in the open after the major section of the nation's press had either ignored or buried the story for three days."

GILLETTE BUYS 'ORANGE BOWL'

NEW YORK — Gillette this week bought the radio and TV rights to the Orange Bowl for broadcasting over the Columbia Broadcasting System's radio and TV networks on July 1. Maxon is the agency.

DU PONT AWARD NOMINATIONS UP

LEXINGTON, Va. — The Alfred I. du Pont Awards Foundation will begin accepting nominations for their 10th annual awards next Monday (29). The public as well as members of the radio-TV industry are invited to send in nominations for news commentators, a station of over 5,000 watts and a station of 5,000 watts or less that performed outstanding public service in the past year.

ADVERTISING RATES section with tables for Regular Classified, Display Classified, and NBC Film Programs. Includes contact info for NBC Film Programs at 30 Rockefeller Center, N.Y.

Drive on to Swing Sponsor \$\$ From Spots to Net TV

Potent Bankrollers 'Converted,' Encouraging Optimism on Webs

NEW YORK, Sept. 27.—Network television executives this week were in a drive to swing sponsors out of spot buys and into the web fold. The number of recent and potential converts among sponsors making such a switch has the network toppers feeling that they are making good progress.

Among the bankrollers who have gone into net video this season, after stressing spots, are Leeming Brothers, Griffin Shoe Polish, Cat's Paw rubber heels and Clorets. Packard and the Electrical Companies Advertising Program also are hot to move into web video. Others, heavy users of both types of TV, have cut down spot expenditures to make room on their budgets for web bankrolling.

The Gruen buy of Walter Winchell via American Broadcasting Company was made largely from funds which had been devoted to spot previously. Leeming Brothers likewise now are plugging Baume Bengue via the Jackie Gleason show on the Columbia Broadcasting System. Similarly, Griffin Shoe Polish has bought into "Your Show of Shows" via the National Broadcasting Company. Clorets, also riding the Jackie Gleason bandwagon, had concentrated on spots in the past. And Cat's Paw rubber heels has shifted to sponsorship of "Quiz Kids" on CBS-TV alternate Sunday afternoons.

Packard Too
Packard, which placed its "Rebound" film series on a spot basis last season, now is stepping out a web slot for the current season. Electrical Companies Ad Program, long a web radio sponsor, aired some films on a TV spot basis last season, now is gandering network availabilities.

Colgate, which has been a heavy spender both via spot and network, has ditched the notion of its spot campaign in favor of picking up the "Mr. and Mrs. North" series via CBS-TV this fall. Dunhill cigarettes, which launched a heavy campaign via spot announcements recently, has unlimbered the coin for a network show, using the upcoming Robert Cummings "My Hero" film series on NBC-TV.

One unusual switch is that by O'Ceard, which has cut back on TV spot in favor of network, but its web activity is in the radio field. The sponsor has bought into the Don McNeill "Breakfast Club" morning strip on ABC radio.

The web execs see numerous reasons for this resurgence. One is that the old belief that it's easier to clear time on a spot rather than network basis is proving less true today, and station reps are hardly better equipped than the networks to arrange clearances. Along this line, theatrical films already are placing sponsors' film shows in certain otherwise unobtainable markets on a spot basis in addition to markets which are cleared on a regular network basis.

Rely on Webs
Another factor is a growing feeling of responsibility to the networks by affiliates, especially in one and two-station markets. The outlets, which hitherto have been having a field day, recognize that with the ending of the freeze, they will lean more on the webs as competition comes into their cities, and now are more co-operative about clearing time. They know the time is coming when they will be basic affiliates of a single network only in their city, and will rely more on the web involved.

Along this line, both CBS and NBC station relations execs are known to be developing long-range plans on dealing with affiliates who currently are subject to heavy pressure from station reps. Time periods allocated to spot are discussed with these affiliates with a view to regaining them for network use. Consequently, many spot advertisers now are beginning to feel insecure about their status. Some are therefore turning to the networks as a recourse for acquiring good permanent slots.

From a station point of view, the increased revenue obtainable from national spot as compared

with network has been a major factor. But even the webs now admit that, when a network really is determined to clear key markets for an important show, they will make a deal with stations not unfavorable to that which would be gained via station reps.

Some Reasons
As can be seen from the above list of sponsors, some have bought into network participation shows. This is especially true of bankrollers which could not afford a show of their own, and have been using station breaks widely. With decent adjacencies of this type tougher to get, some advertisers

have gone network.

Sponsors who follow ratings closely feel that it is possible to follow progress of a show more easily on network basis. Projection of a national rating for a spot show can never be accurate since factors such as opposition and time period vary from city to city. A co-ordinated publicity and promotion campaign, likewise can be developed more easily when a single time is being pushed.

Network execs point out that even film producers themselves are recognizing this turn in the situation and are showing greater interest than ever in getting a network outing.

FOREIGN PRODUCTION, SALES

American Video Market Views Europe as Major Film Source

The production of television films in Europe for the American video market has meant many things to many people. The cost-cutting promise offered by foreign film production hasn't always been fulfilled, but producers and distributors are still looking to the Continent as a major source of both theatrical and specially produced for television films. Looking far into the future, American brass also thinks of Europe as a market for its locally produced products.

From a round-up of TV film production in Europe as compiled by The Billboard correspondents in Paris, London, Rome and Copenhagen, it is evident that TV film has made some deep economic impressions on the various countries there. The smaller independent French film producers were given the long awaited chance to make some money. Italy sees TV film production as a major new industry. England has become heavily involved in the field, while the Scandinavian countries and other European nations are still in the early stages of investing time, money and effort. America still sees Europe as a major, untapped source of film product for TV use, but only a few large outfits have been willing to attempt any real tapping of the source.

TV film action in Western Europe ranges from actual full scale production to wild pipe dreams, and includes a batch of new firms, new studios, concrete plans and the usual wildcatting attending a new industry. Major activity in many nations has centered around the release of television theatrical films from large studios in England, France and Italy. The latter action has created a mild boom in the re-dubbing business. At the moment, for example, a batch of 52 French films are being negotiated for in this country, with Mariene Dietrich involved in the proposed transaction. As the major Hollywood studios continue to hold off releasing their films for TV, film buyers are being forced to deal more frequently with foreign firms.

An unusual switch in the film business, and one which may portend similar actions in the future, was the recent deal made by Sheldon Reynolds, "Foreign Intrigue" producer, who has re-released his TV films for theatrical distribution in Europe. A few weeks earlier, Italian video brass picked up telecasting rights to a large group of American products for use on Rome's TV outlet.

England, says Billboard correspondent, Leigh Vance, has been grinding away since 1947 on TV films. In the early days, American TV film producers operating out of England found it difficult to get suitable studio space and equipment. But those like John Carroll, who stuck it out, won their battle and found that they could turn out films for about half the price it would have cost in the United States. Back in

1949, John Nasht turned out a musical series starring Dolores Gray, and sold the film series to the British Broadcasting Corporation in addition to American film users. With Miss Gray having completed three years of starring in the London production of "Annie Get Your Gun," Nasht found a ready market there for his product. In most instances, tho, the producers have found that tastes of the American and British people vary too much to permit the average film series to be sold in both markets.

Of late, the largest TV film production outfit in England has been Douglas Fairbanks Jr. Productions, Ltd. Using all-British casts and production crews, Fairbanks has completed three pilot films which National Broadcasting Company is said to be ready to pick up for network use and syndication. The Fairbanks' pilots are "Foreign Legion," an adventure story, directed by Daniel Birt and written by Anthony Bartley; "The Accused," a semi-documentary thriller, from a screenplay by John and Gwen Bagnall with additional dialog by Robert West-erby and direction under Lawrence Huntington; and "Silent Man," a dramatic film directed by Clarence Fisher and written by Lewis Rossell. Herman Blazer was co-producer and Alan Gray music composer for all three films.

Fairbanks plans to produce the remaining films in each series whether NBC buys the pilots or not. If the web goes along, then he will be backed to the extent of \$2,240,000. If not, he will use his own money. In either case, the production program calls for one half-hour film each week. Other Fairbanks plans for TV film include the release of several of his father's theatrical films after some re-dubbing and editing.

Among the smaller producers of TV film now operating in England are Harry Alan Towers, who just six months ago said he had little or no interest in TV films. Real Films of Vienna is now tied up with a British film producer and is ready to dump \$350,000 in Austrian film funds into TV production. Recently, too, J. Arthur Rank shot a TV film series based on stories from the Bible.

And the most of the execs are happy with their present activities and future plans. British Actors' Equity is disturbed by these same plans. The union worries about its members being paid flat rates for work in TV films, and being unable to check the number of uses to be made of the films in America. They are concerned, too, over whether they are getting proper billing here in the United States. In all, well over \$1,500,000 has already been poured into the TV film production business in England. If only half of the firms who've announced plans to produce additional films in England actually come thru, then the figure will top \$5,000,000 within the next six months.

WOR-TV Axes Batch Of Segs in Shake-Up

NEW YORK, Sept. 27.—Altho WOR-TV execs here denied last week's report that they were dropping sports, news and special events telecasts (in anticipation of switching to a predominantly film schedule), story was partially confirmed this week.

In the wake of mass axings in WOR-TV sports, news and special events departments, Dave Driscoll, (supposedly the only one retained in his department) handed in his resignation Monday (22). At the same time it was learned that the station's midnight to dawn "All Night Show" (first live all-night program in TV) would suspend operations some time next week, probably Wednesday (1). However, in view of strong audience interest in series, an hour version of the show will be

programed in station's next-to-closing slot at 11 or 11:30 p.m., with emcee Fred Robbins and producer Hank Leeds still at the helm.

Chances are that the station will take another fling in the all-night field in a month or so with an all-film show.

In line with this, WNET here has gradually been working toward an all-night film show of its own by extending its late evening programming an hour at a time to test ratings and audience reaction. Station is currently running repeat performances of the "11th Hour" feature films.

WOR-TV execs are suspiciously vague about the scope of their future sports programming, with the exception of 1953 Dodgers telecasts, which are said to be a sure thing. However, newly appointed WOR-TV manager Warren Wade emphatically denied a report that the station will drop "Broadway TV Theater" at the end of its current cycle.

Re-organized WOR-TV personnel under Wade is as follows: Harvey Marlowe, producer in chief, takes over sports (including remote and studio shows) in addition to his present programming duties; newscaster John Wingate heads up news, and Milford Fenster assumes the manager of film operations title for WOR-TV. Latter exec has been functioning in spot for some time, but new title is just another indication that station expects to place its main programming emphasis on film from now on.

More than a year ago The Billboard quoted Fenster to the effect that he was readying a plan for WOR-TV to syndicate films to stations across the country, and it is possible that any film programming plan established on WOR-TV now will eventually be extended to cover Tom O'Neill's forthcoming syndicated film "network."

technical and artistic help are certain to call for quick action in Italy.

One of the first firms to go into actual production in Italy was Geoffrey Jones' American firm headed by Robert Edwards. In a tie-in with Settimana Incom, Italy's top newsreel and short subject studio the outfit will produce several different half-hour series. In July, the Edwards unit was at Capri shooting the first film, "The Man from Capri" starring Swedish film star, Signe Hasso. Script for the film is by Keith Winter, who handled the writing for "Red Shoes," the English theatrical film. The Edwards group will shoot both in Rome and Capri.

Another American group with big plans is the combination of vet producers Elian Thompson and Frank Chapman who, in conjunction with Italy's Thetis Films, plan to turn out 26 half-hour musicals starring Dorothy Kirsten, Gladys Swarthout, Cesare Siepi and Ramon Vinay. The firm, however, admits that actual shooting has been postponed because of a financial setback. Original backers for the outfit were to come from Hollywood department store heiress, Margaret S. Bullock, who planned to invest \$500,000 in the operation. A few months ago, Miss Bullock died and a Los Angeles court froze disbursement of her \$3 million estate indefinitely on the basis of Thompson think they still go ahead, and they intend to start work shortly on a series starring Jill Kraft and Eugene Bossart.

Another large American group preparing to produce TV films in Rome, in association with the Ponti-DeLaurentis Studios, is the firm headed by Ralph Serpe. Said to have heavy financial backing from American TV network brass and talent agencies, the outfit plans to turn out 78 half-hour films in both monochrome and color. Subjects will be famous trials in history, biographical films and stories of historical events.

D. M. Grattan company only a few weeks ago announced the setting up of a production unit in Rome to shoot operatic films for TV use here, while additional plans have been put forth

(Continued on page 50)

Club 500, New York
(Thursday, September 25)

Capacity, 320. Price policy, \$3-\$4 minimum. Shows at 9, 12 and 2:30. Operator, Gene Lowy. Booking, non-exclusive. Publicity, Joe Moore. Estimated talent budget, \$2,500.

An all-Negro show inaugurated the opening of the club on the site of the old Havana-Madrid. The green brought out a big mob, even tho' the show was apparently far from ready. The chief obstacle was the failure of the arranger to come up with the music for the middle production, which was planned as the key-stone to the show. Yet, despite the foul-up, "Heat Wave of 1953" showed a mad enthusiasm that was sufficiently contagious in its informality to give signs that the new policy may work off with proper handling and promotion.

The set show, produced and acted in by the Fontaine Brothers, began with stylized warbling by pint-sized Tiny Brown. Then came a swiftly-paced production with 10 very attractive girls in surprisingly good-looking costumes. The Fontaine lads, bounced on for a fast tempo bit followed by Johnny Huggins, the comic on the show. Huggins' panto drew gales of laughter. His planted stooges throught the house (plus the enthusiastic co-operation of customers who also got into the act) made it like an enthusiastic house party.

Bailey's Comedy

Bill Bailey, headliner, even tho' he uses his chatter for breathers between dances, has become quite a comedian. His affable grin as he throws out lines drew good featured responses all the way.

The rest of the opening night's proceedings were taken over by the voluntary efforts of Sugar Ray Robinson, plus the jobs done by various performers who came up for short bits.

Claude Hopkins band cut what show there was with commendable skill. Lou Donn's Trio furnished the Latin beats, which are still a major staple in this room.

The set show is geared for three major productions, each with costumes that are not only beautiful but actually look expensive. Given enough time to jell, the new policy could give the room a fresh start.

Bill Smith.

Cafe Society, New York
(Tuesday, September 23)

Capacity, 210. Price policy, \$2.50-\$3.50 minimum. Three shows nightly, 10, 12 and 2:30. Operator, Cafe Society Inc. Booking, non-exclusive. Publicity, Frances E. Kaye and Cig Rosenfeld. Estimated talent budget this show \$600.

Bob Savage, making his first local night club appearance in this downtown spot, looks and listens to have what it takes for future featured billings in New York bistros. Lad is modest and easy on the floor and projects ingenious personality. He boasts a solid, true baritone and the ability to reduce its evident power practically to a whisper for excellent effect, and a he-man delivery that should bid for prime popularity with both male and fem customers.

Currently, he has a slight leaning toward over-dramatizing his numbers. But it must be admitted that this tendency makes for an individualistic style, and unless allowed to run riot, can be racked up most of the time as an asset. He has evidently given much thought to his arrangements which are exceedingly tricky and tailored to his own special approach. The only serious flaw in his work is an apparent addiction to heavy romantic ballads and torches. This reporter would like to be nipped-up with an occasional change of pace. Savage certainly shows the humor for lighter items, and a couple of such certainly would inject sparkle into a presently one-way program.

Of seven numbers, best was Savage's own arrangement and chanting of "Old Devil Moon," and an excellent treatment of "Tenderly" added a fine opportunity to show off his canny flair for vocal modulation. His own composition "Jungle," with Luther Henderson beating out its savage accompaniment at the piano, provided a really smash dramatic finish.

Sharing the bill is Betty Lou Barto, youngest daughter of comic Dewey Barto. The young lady has a small but pleasant

**Ramona Room,
Hotel Last Frontier,
Las Vegas, Nev.**
(Friday, September 19)

Capacity, 350. Price policy, no admission, cover or minimum. Shows nightly at 8:30 and 11:30. Saturday, 1:30 a.m. Operator, Jacob Kosloff. Publicity, Eddie Fox. Booking policy, non-exclusive. Estimated budget this show 68,500 to \$12,000.

The first cafe date in Edward Arnold's long career was a so-so thing as the "Diamond Jim Brady Revue" opened to big houses. Arnold seemed to be out of his element behind a mike as emcee of his show, altho the over-all entertainment appeal of the show was great and the audience was his from the moment he walked on. His main contribution, however, was the use of his name.

The show opened slowly with Arnold introducing Tulara Lee, ex-Virginia Lee, acrobatic-comedienne whose singing attempt did nothing, but working with her husband, as a stooge, recruited from ringside, closed well with a fine mit. Their balancing act with the frightened stooge scored heavily with the audience.

Two Disappointments

Two things were evident during the intro of Miss Joy Lane, the second act on the bill. First, that anyone expecting a Gay Nineties type show was doomed to disappointment, and second, that Arnold can't ad lib.

Miss Lane's first number seemed slightly contrived, giving the impression that here was a big girl with a little voice. Her second number opened things up. Utilizing the tape technique, she indulged in a little patter with her own voice, echo chambered, posing as her conscience, then worked it into a duet on "When You and I Were Young Maggie Blues." Her pace was good thru-out, and she bowed well with "Good Morning, Mr. Echo." The act was well produced all the way.

Arnold, in the next spot, worked with Sid Marion, whose dialect act is well known. By the time they closed everyone was well aware that Arnold was the star of a weekly radio show, "Mr. President." He did a dramatic bit from the motion picture "The Devil and Daniel Webster," which seemed a bit awkward and too flag-waver for a nitery act. Perhaps utilization of some of his old radio series of five-minute stories would put this dramatic effort more in place for a supper club.

Buddy Lester, as the closer, worked well. He fractured the band and the crowd. Lester used two different routines for the first and second show, and did big both times.

Why "Brady"

The answer to why the show was called the "Diamond Jim Brady Revue" was unfolded with a take-off on the "Wintergreen for President" sequence from "Of Thee I Sing." The chorus and all the acts paraded thru the house encouraging the candidacy of Diamond Jim, played by Edward (Mr. President) Arnold. Why he needed the nomination since he already seemed to be President was never explained. Arnold filled out his Diamond Jim role sporting a 23 carat diamond stud and 12 carat diamond ring valued at \$50,000 which were used as part of \$2,000,000 dollar diamond promotion display by Hotel Last Frontier for this show.

Garwood Van and his orchestra backed the show in its usual fine manner, and the Jean Devlyn lovelies exhibited their talent and grace for those interested, in the opening and finale. Audience reaction was good. Advance show appeal was good, but if Arnold wants to work up a cafe act, he'll have to get material and writers. The current format isn't it.

Bob Baker.

voice and is an adroit charm saleswoman. Perhaps this is because flashes of the family sense of humor keep popping out in her projection. Her numbers, "Get Myself a Man," "Nice to Have a Man Around the House," "Ought to Know More About You" and "Do It Again" are given good production, but the intermediate material is pretty much from hunger. Her song intros definitely need a fast face-lifting.

Another highly satisfactory addition to the proceedings is some ingratiating, pianoforting and vocalizing by Erskine Butterfield. George James and his ork back-ground the show competently.

Bob Francis.

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FOREIGN FLASH ACTS CLEAN UP

Risley, Adagio, Other Novelties
Are Big Stuff in Cafes, Fairs, TV

By BILL SMITH

NEW YORK, Sept. 27.—If the foreign comics have failed to make it here, the foreign novelty acts have proved to be solid performers. In fact, the demand for the imports in the novelty field is so big that the supply can't keep up with it.

Practically every Risley, adagio or dance act that comes into the United States starts off with about twice as much dough as they received in their native countries. The demand isn't the entire reason for the increase. Living costs here are usually twice as high as they are abroad, so no agent who does the importing would consider bringing such acts in without a commensurate increase in salary.

The rise of the foreign acts is only about three years old. Primarily responsible for their popularity in this country are Lew and Leslie Grade. English performers who opened an American branch just about three years ago. The success of these flash acts can best be judged by the fact that, in practically each instance, their money has gone up in some cases as much as 100 per cent.

Up to 5-G

The outstanding example is the team of Darvas and Julia, current at the Latin Quarter, an acrobance act with some of the most sensational tricks in the business. Team started here for about \$1,800. It now has bookings ahead for as much as \$5,500. Oddly enough Darvas and Julia are one of the few acts that have refused to do any TV shots except at a figure that makes them almost prohibitive. Their reason is that, if they do their act on TV, they'd give away much of the surprise value in subsequent personal appearances.

Other novelty acts are less hesitant about TV shots, they have all made plenty of additional loot from that medium in addition to their going salaries in cafes, theaters and fairs. The Amin Brothers, now with the Sonja Henie Ice, get around \$10,000. The Ashton gets \$2,500 for a single TV shot and around \$1,250 in clubs plus r.t. fares for 12 people. The Two Myrons, now with Pollack, started around \$400 and now get around \$700. Their Pollack deal calls for a 30-week guarantee. The Bollano Ivanoks started here for around \$700. Current salary is around \$1,250. The D'Andrea Trio who started off for around \$650 are now getting \$1,500. The Two Maxwells are

Extra Added

New York

Tony Martin canceled out of the Los Angeles Ambassador Hotel date due to start October 28. Martin has a four-week out clause and pie commitment came in ahead. Jackie Miles, opening at the Hollywood Mocombo, in his first Coast date in seven years. Henny Youngman will do the Las Vegas Thunderbird on the Ray Bolger show. Connie Russell now readying an act with three boys. Will use choreography.

Julia (Darvas and Julia) is taking vocal lessons to add to team's terp routines. Ray Steels, production singer at the Copa, being eyed for record contracts and just signed with MCA. Pfc. Eddie Fisher, now in Korea, has been heard by more than 100,000 troops in his 45-day tour of the area. Kid got the VIP treatment, even being taken aloft in a helicopter by Brig. Gen. P. D. Ginder, assistant division commander, on a personal tour of 45th Inf. Division positions. The general is married to Jean Dalrymple, legit; producer.

Chicago

The Continentals will headline the next show at the Marine Dining Room in the Edgewater Beach Hotel starting October 8, with

(Continued on page 31)

LIGHTNING DOES STRIKE TWICE

NEW YORK, Sept. 27.—Paul Filippi, operator of the Celebrity Club, Providence, R. I., was caught in a jackpot that cost him heavy loot. He spent over \$5,000 in advertising Pearl Bailey; hired additional help and music, when she canceled out because of her injuries sustained in the slugging she received from drunks. So Filippi grabbed Billy Daniels to jump in.

Spot spent more dough advertising Daniels when suddenly Daniels canceled out on his doctor's orders. Pearl Bailey will play the week for Filippi, and will then go abroad. But with all the breaks Filippi's had, he's got his fingers crossed. Both Miss Bailey and Daniels are handled by the William Morris office, and both are managed by Chauncey Olman.

RAY LAYS EGG

Grosses 40G vs. 100,000 Potential BO

DETROIT, Sept. 27.—Three-day stand by Johnnie Ray at the Fox Theater over the week-end (19-21) grossed a disappointing \$40,000 at \$1.50 including tax, against an expected \$60,000 and a house potential of \$100,000 for the three days.

Show opened to 400 people in the 5,500 seat house—with the Friday total hitting \$8,000. Ray did five shows on Friday and Sunday and six on Saturday with Sunday proving the best day of the stand. Credit for the good Sunday business was given to Illinois Jaquet by manager David M. Idzal, as indicated by the inquiries received at the house regarding the show.

A number of Johnnie Ray ties with local merchants had been arranged, but the turnout at these appearances proved disappointing. Contact of a member of Ray's troupe in dealing with the Sheraton Cadillac hotel staff drew a "hatchet" paragraph from John Carlisle, columnist of The Detroit News.

September average (\$74,000) did \$70,000 for its first week with the Mills Brothers, Jean Carroll, Tommy Reynolds and "Big Jim McLean.

Palace (1,650 seats; September average \$23,000) slipped off to \$21,000 for "Holiday for Sinners" plus its eight acts against \$24,000 the previous week.

Combo Houses Hold Their Own

NEW YORK, Sept. 27.—Combo houses takes held up fairly well despite the easing off of grosses in the earlier part of the week. A sharp dip in week-end trade was chiefly responsible.

Radio City Music Hall (5,954 seats; September average \$142,000) wound up its eight-weeker with "Ivanhoe" plus its stage show with \$123,000. This, added to the previous weeks' takes, made it more than \$1,250,000 for the run, a record for the house.

New show has Will Mahoney plus "Because You're Mine."

Roxy (5,886 seats; September average \$76,000) finished a five-day week with \$50,000 for "Money Business" plus George De Witt and Kyle MacDonnell after preem frame of \$70,800. New show under the new management has Mary Small, Al Bernie and "Somebody Loves Me."

Paramount (3,064 seats; Sep-

EMA Auditions Give 1,500 Acts Chance at Club Field

By BILL SMITH

NEW YORK, Sept. 27.—More than 1,500 acts get a chance to break into the New York club date field annually thru monthly auditions held here by the Entertainment Managers Association. The successful participants get immediate dates. Many also get TV cafe and theater dates out of these auditions.

At the last audition held at the Astor Hotel, Monday (22) at least one act, a magic novelty, got 17 jobs with more in the offing.

The mass audition idea, which incidentally is the only one in the entire United States in existence today, was conceived and set up by Nat Abramson, president of EMA when he took office of that org about 13 years ago. The members of EMA consist of about 100 club date bookers and producers who do 80 per cent of the dates in and around New York. Each member must attend a monthly audition. His dues include his pro-rata share of hiring a hall, musicians, light men and electricians.

The plan is set up as follows: Each EMA member registers unknown acts with Fred Watson, association secretary facts may register themselves if they have no agent). Abramson then appoints a different booker each month to line up a show taken from the registry list. His job is to pick acts with an eye to classification and pacing; e.g. no singers or comics back to back.

A list is then mimeographed with each actor's name, type of act, the name of the agent the act is signed to and blank spaces for comments. Each member gets a copy. The auditions are preceded by a business meeting that starts at 5 p.m., followed by a dinner, and at 8 p.m. the auditions start. The chairman of the session who sets the show then takes over.

No outsiders are permitted at the auditions. They're open only to members of EMA and their staff. Any agent, not a member of EMA, who comes in with his act, is required to leave right after his act goes on. EMA

Four Controversial Issues Face AGVA Directors' Fall Meet

Matters Anent Agents, Insurance, Deejays & 6-Day Week on Agenda

NEW YORK, Sept. 27.—The 45 members of the American Guild of Variety Artists national board are now arriving in town for their semi-annual meeting, and will be faced with at least four controversial problems.

After the installation of Bob Hope as AGVA's new president, the board will take up the questions arising out of its divorce decree from agents' association, ordering a possible six-day week for all performers; the accident insurance question, and a possible easing of the rule forbidding members to appear gratis on disk jockey shows originating from restaurants and cafes.

The major battle, and one with the greatest implications, is the subject of agency control under which AGVA is disassociating itself from agency associations. Under an agreement reached two weeks ago, AGVA's deadline to refuse to issue franchises to association members except on individual application has been extended to October 15, with small committees meeting regularly to iron out the differences. The New York agents of Artists Representatives Association have been meeting in a spirit of co-operation with AGVA reps when it was learned that ARA's Midwestern branch had sent a letter to its members asking them to report any difficulties with AGVA and under no circumstances to apply direct to AGVA for their franchise. Letter also implied that

AGVA was trying to put the agents out of business.

AGVA toppers were infuriated by what they call a curve, tho ARA New York heads say they had nothing to do with the letter. AGVA is now questioning ARA's spirit of good will as a result of this letter the board may decide to cut off all talks with ARA and put its edict into effect, insiders indicated.

ARA officials will probably ask to appear before the board to explain its position, but with the Chicago letter in circulation, it is doubtful if the board will show any enthusiasm for such a meeting.

The six-day week has long been a talking point in AGVA circles. There is some feeling that the six-day week now applying to chorus girls should be applied equally to featured acts and headliners.

The accident insurance plan, still in effect, has at least three

(Continued on page 31)

Advance Sale 30G for Kaye

NEW YORK, Sept. 27.—The announcement that Dunny Kaye would play a return date at the Curran Theater, San Francisco, a two-weeker starting October 6, has already brought an advance sale of \$30,000. Kaye just wound up at the same theater Sunday (21) drawing over \$110,000 for 21 performances.

The Kaye deal for the Palace, reported here a month ago, will probably be finalized before the end of next week. If the deal falls, Kaye will come into the Palace around January 1, and will stay about four months.

Prior to the Kaye arrival, the Palace will continue with its eight-act policy. After the Kaye date, house will revert again to the eight-act plus picture format.

Darvas & Julia Form Own Unit

NEW YORK, Sept. 27.—Darvas and Julia, current at the Latin Quarter, will head their own unit next winter in a 10-week tour starting at the Desert Inn, Las Vegas.

Unit to be tentatively tagged "Supper Time in Monte Carlo," will carry three-four acts and will be jointly owned by Darvas and Julia and Frank Sennes. The William Morris office is now arranging dates.

After the Vegas job, the package will work Reno and Elko, Nev. with a few weeks yet to be set. After the 10-weeker is over, the dance team is due back at the Latin Quarter.

Boston LQ Will Reopen

NEW YORK, Sept. 27.—The long-shuttered Latin Quarter, Boston, will re-open October 16 with a new group, headed by Rocky Palladino, in charge. Palladino now runs the Sugar Hill in Boston.

New LQ policy will call for a 16-girl line, possibly a Dora-Arden group, plus two acts and a headliner. The booking of the headliner is now the chief problem the spot has. Palladino is now in town trying to make a buy. In the event no headliner of importance is available, spot will tee off with a bill of solid acts plus a line.

Illness Splits Grace & Nicco

CHICAGO, Sept. 27.—Current Chez Paree show, starring Jack Carter and Betty Reilly, was reshuffled following the initial show Sunday (21), when Grace of Grace and Nicco, dance team, collapsed and was rushed to the hospital suffering from a heart ailment. Dave Salper, Chez topper, said The bill would continue without a replacement, with the Adorables getting an additional production number to fill in the time lost by the act's withdrawal.

Fern tepper has been ordered to quit showbiz following the breakdown, and is returning to her home in California. Nicco is shopping around for a new partner, with a promise of a return date at the Chez when the act is ready.

MUSIC

FESTIVAL OF WAX

Hartford Kicks Off Ballyhoo for Disks

NEW YORK, Sept. 27.—The eyes of the record industry will be focused this week on Hartford, Conn. (a long-established guinea pig market) where the Greater Hartford Record Festival kicks off on Tuesday (30). The week-long program, which features well-known recording artists in all fields of music, is the opening experimental gun in the Record Industry Association of America's Program to promote music on disks.

Heavy promotion in the Hartford area hyping the event has been going on for several weeks, and is being peaked to coincide with the opening night program.

Impressive Talent List

The over-all program includes five separate events, four musical shows and an educators' seminar. All musical events will be held in the 3,300-seat capacity Bushnell Memorial Auditorium. An impressive list of talent is scheduled to participate. The opener is devoted to classical music and will feature the RCA Victor duo-pianists Whittmore and Lowe, Jane Froman (Capitol) and the 70-man Hartford Symphony orchestra under the batons of Andre Kostelanetz (Columbia) and Leroy Anderson (Decca).

The following night (Wednesday, October 1) will feature hillbilly and polka music with such artists as Pee Wee King and his band with the featured singer Redd Stewart (RCA Victor), Neal Burris (Columbia), Carson Robison (MGM) and Walt Jaworski's polka band (RCA Victor). There is a strong possibility that Eddie Fisher will also be on hand.

Thursday night has been set aside as an open date because

Hartford stores are open that night, but the program picks up again Friday evening with the pop show. The following artists are set to appear: Toni Arden (Columbia), Eileen Barton (Corall), Tony Davaar (Victor), Percy Faith (Columbia), Stan Freeman (Columbia), Benny Goodman Quintet (Columbia), Bill Hayes (Continued on page 19)

Axel & June Talk Cap Pact

HOLLYWOOD, Sept. 27.—Axel Stordahl, long one of the prominent musical arrangers in the business, and his wife, June Hutton, are currently huddling with Alan Livingston, Capitol's A&R pundit, regarding a forthcoming Capitol waxing pact. Livingston implied that the pact may be inked within the next 10 days.

The Stordahl long has been a wax artist thru his musical conductor arrangement with Frank Sinatra, for whom he did Columbia wax dates. The Capitol wax pact would be the first for the ex-Tommy Dorsey arranger as a fully-billed artist. Stordahl, when contacted, said he does not plan to leave Hollywood and will not work with Sinatra this fall and winter when The Voice makes a lengthy personal appearance tour. Miss Hutton is currently under consideration by several studios for a possible Hecker pact. Early negotiation was carried on by Carlos Castel, who handles both Miss Hutton and Stordahl.

Ritter Dates On Continent

HOLLYWOOD, Sept. 27.—Tex Ritter, currently riding on his best-selling Capitol version of "High Noon," has concluded nine weeks at the Harrington Arena, London, where he headed up a package of American rodeo acts. It was the first rodeo to work the British Isles in years and did capacity business the first six weeks of the stand.

Due to the terrific European response to Ritter's dishing of "High Noon," which is currently the second hottest tune in the Isles, MCA's London office is setting English and Continental locations for the cowboy film star. MCA intends to book Ritter as a single.

Local 47 Vote Set on Merger

HOLLYWOOD, Sept. 27.—The projected merger of Local 787, Negro branch of the AFM here, and Local 47, white segment of the looters' union, will get a final and determining airing December 15, when the proposal of Local 787 for merger shall be placed on the ballot of a general election to be held by Local 47. The Local 47 board this week announced that negotiations between committees of the two locals had collapsed and that a group of Local 47 members, calling themselves "Musicians for Amalgamation" had sought such a provision on the ballot.

The balloting of Local 47 members will eliminate an almost two-year attempt by Local 787 to merge with Local 47. The attempt came into the open last January when a committee of Local 787 members was drafted to push the wedding.

Merc Switches Disk Numbers

CHICAGO, Sept. 27.—Mercury Records this week changed its numbering system for releases and effective immediately will start a 70,000 series which will cover pop, rhythm and blues and country and Western songs. Formerly Mercury used a 5,000 series for its pop, 6,000 for country, and 8,000 for r.&b.

Art Talmadge, firm's president, said the reason for the change was that so many of the country and Western tunes are now practically in the pop class, and the decision was reached to cover all classifications under one system. Thus, when a dealer studies the new releases he will find them all lumped together, making it possible for him to see every new side produced by the firm without missing one which could easily jump from one of the other classifications into a pop hit.

Initial release under the new numbering system will be a r.&b. side to be issued within a week.

SONGS WRITTEN FOR "FAT BOYS"

NEW YORK, Sept. 27.—Elmer Wheeler, who has built a fat bankroll teaching people how to reduce, has turned clefter to help further his anti-caloric campaign. He's written two tunes with Jim Leisy which have been waxed by Carnival Records. The ditties, "Fat Boy's Lament" and "Fat Boy's Bounce," will be published by Mills Music.

Hill & Range Consummates Three Deals

NEW YORK, Sept. 27.—In the past week, Hill and Range has successfully completed negotiations on three levels—publisher, tune and artist. In the first area, the outright purchase of the Ark-La-Tex publishing firm was consummated. The Shreveport, La., company specialized in the country field. The catalog contains several hundred hillbilly tunes.

Tunewise, Hill and Range has acquired the song rights to "Johnny With the Bandy Legs," a composition by Josef Maral. Several other publishers were bidding for the song. The tune has already been recorded by Vic Damone.

On the artist level, Webb Pierce, Decca country star, has been signed to an exclusive writer's contract, joining a number of other important song-writing country artists under contract to the firm.

MGM Debuts Low Price LP Devoted to Danceable Pops

NEW YORK, Sept. 27.—The downward trend in album-length record prices has been given another push by MGM's introduction of a new low price LP disk label in the pop field. Dubbed the Lion label, the new line will be issued on 33 1/2 r.p.m. only and will retail for \$1.69 plus federal tax.

In announcing the new label to its distributors, MGM has indicated that the Lion label will be devoted to pop tunes with the accent on danceability. In keeping with this policy, the first release in this new series is an LP entitled "Designed for Dancing," which includes eight current hit tunes by the Tormé Tucker ork. The Lion label will be handled by the present MGM distributors,

Singers Take Lead In Package Dates

Guy Mitchell-Dick Pierce Band Up for GAC Experiment; Disk Jockeys Co-Op

HOLLYWOOD, Sept. 27.—The vocalist-headed packages, which have spasmodically played dates thru the Midwest, East and here, may become standard practice if current plans of local agencies pan out. GAC, which has most of the disk names under contract, is making its first experiment, pairing Guy Mitchell with Dick Pierce's band for a series of dates from Las Vegas into the Palladium here, where he opens early in November.

Van Tonkina, the promoter, has bought several of these dates and is seeking more. He says that d.j.'s are giving him more cooperation on Mitchell than on bands, for they report that singers get more requests from listeners than traveling hands. Johnny Ray will play Mission Beach Ballroom, San Diego, and Balboa's Rendezvous Ballroom before opening at Ciro's October 3. He may play one-nighters for 11 days, following.

Weiser Moves To Down Beat

CHICAGO, Sept. 27.—Norman Weiser, who has been covering the music field for The Billboard in Chicago, has resigned to become publisher of Down Beat magazine, with headquarters here.

Weiser will leave The Billboard October 3 after five and a half years, assuming his new post October 6.

ing the Ciro's date. GAC may work out many other such throat-or tours, for the office has the following disk vocal attractions going into Ciro's: The Four Lads, October 17; Delores Hawkins, October 31; the Mills Brothers, January 30, and Al Martino, February 3.

Clyde Baltschun is currently building his first vocal band package for ballrooms, which will be headed by Bonny Baker, who will play a series of one-nighters around Christmas. Baltschun is trying to work out a four-act supporting bill with Miss Baker and a small band, which could be submitted either to ballrooms or private dates or auditoriums and areas. He intends to put Ish Kabibble at the top of another such package later.

Pat Robbins, veteran member of the William Morris office here who was a one-night booker with the office before the agency dropped its band department five years ago, is again preparing to submit vocalists to ballroom ops. Robbins, when contacted, said he may work out a deal with another major to supply the orks, but will make his first submissions on the vocalist only, with the op to supply either a local or a territory band.

Savoy Sues Merc for 100G Over Walker

NEW YORK, Sept. 27.—Savoy Records filed suit in U. S. District Court at Newark, N. J., yesterday against Mercury Records, charging that the latter knowingly cut sides with an artist under exclusive contract to the r.&b. label. In its complaint, Savoy asks compensatory and punitive damages totaling \$100,000.

Artist involved in the hassle is Mel Walker, signed to a two-year pact by Savoy on March 23, 1951. The company charges that it informed Mercury in August that Walker was on its exclusive roster, but Mercury continued disk-ing activities with the chanter. Savoy asked the court for an order enjoining Mercury from further exploitation of the Walker etchings, in addition to damages. Walker is a co-defendant in the action.

Alho Mercury had not yet received a copy of the complaint yesterday, an exec indicated the line that may be argued by the defense. The spokesman said the diskery signed Walker only after the chanter had been discharged from bankruptcy proceedings. This, in effect, voided any contracts entered into by Walker prior to his bankruptcy, it is claimed.

Col Shipping New EP Disks

NEW YORK, Sept. 27.—Columbia Records will start shipping single "extended play" disks to distributors next week. These single EP platters, which can play up to eight minutes of music per side, will total about 50 waxings in all and will include classical, semi-classical, pop, hillbilly and kiddie records. The disks will sell for \$1.47 for the pop EP singles, and \$1.58 for classical works.

Among the selections to be re-released on EP by Columbia are the Lily Pons waxing of "Bell Song," Tchaikovsky waltzes played by Andre Kostelanetz, Cole Porter favorites, and George Garwin tunes. Pop items include songs by Frankie Laine, Louis Armstrong and the Art Lowry ork, and some of the kiddie items are "Goldilocks" and "Gene Autry at the Rodeo."

Columbia Records and RCA Victor are now both issuing pop EP albums as well as single EP's in various categories.

ASCAP Passes Milestone With Pubs' Distrib Plan

Starts in October; "Cushion" Lessens Impact; Details Outlined

• Continued from page 1

that for the first three quarters of operation under the new system, their income from the availability and seniority funds will not fall below 80 per cent of their average quarterly income from these funds during 1951. This, of course, is predicated on the proviso that the Society's income during 1952 does not fall below the earnings of 1951.

In the following year (the four quarters following the aforementioned three), ASCAP guarantees that the publisher members will receive 70 per cent of what they averaged in 1951. One year later, the guarantee drops to 60 per cent. After that, the plan is on its own, with no cushion to ease the impact.

The new plan is a milestone in the development of the Society. It was designed to obviate classification complaints by publishers, and the only way this could be done was to try to arrive at a mathematical yardstick for some of the more intangible aspects of

the traditional classification method. The necessity finally to achieve a new method was heightened by the Southern Music availability case which, taking advantage of arbitration proceedings outlined in the revision of the Consent Decree, threw the old publisher classification system into an illogical light.

The Future?

It cannot be foretold how well the new plan will work. It is admitted that several large standard publishing firms, such as Carl Fischer and G. Schirmer, stand to lose by the new distribution system. A spokesman for the publishers of serious music late this week stated that members of a committee representing chief standard publishers were already at work trying to devise, with ASCAP, some method of softening the blow. These men seek modification of the plan. A spokesman took issue with the ASCAP contention that the old

and dealers will receive the same discount rate, return privileges, and co-operative advertising allowances as on the regular MGM label. A regular release schedule is planned.

The move by MGM with the Lion label follows the recent Victor introduction of the Extended Play 45 r.p.m. disk which enables the label to market its pop albums at a greatly reduced price. Columbia has followed suit. Victor also has recently reactivated the Bluebird label as a low-price classical LP line. These shifts indicate an increasingly competitive album-length disk market, and point up the large companies' intent to compete more directly with independent low-price lines.

Propos the smaller serious music houses, it was stated that some will benefit by the change. (Continued on page 26)

Ballroom Ops Cite Need for Band Stimulus

Must Revive Interest In Dancing, Hyp Promotion, Ops Say

Continued from page 1

operate with better publicity programs, which could be used to promote appearances by their attractions in a given area, and ork frontiers could do considerably more than they now do to help push their dates by making appearances with local disk jockeys.

Promotion Costs

Practically all ops are actively engaged in advertising their locations and attractions. Whereas a year ago practically the entire budget was given over to newspapers, a trend toward diversification has been noted this year, with radio getting the lion's share of that money diverted from the papers.

Direct mail, which varies in use from heavy volume to nothing, now runs well behind newspapers and radios in the industry-wide picture. However, some of those operators who reported the use of direct mail were enthusiastic, placing this method of advertising and promotion behind newspaper advertising in importance.

1952 Grosses Vary

In those sections of the country where such factors as weather, public health and general prosperity were evident thru most of the recently concluded season, operators reported increased grosses over their 1951 figures, with the average increase running about 20 per cent.

Some operators, especially those in portions of the Midwest, were hard hit during the summer by fluctuating weather which found the thermometers soaring well over the 90-degree mark for days on end, and by one of the most severe polio epidemics in years. In these areas the average gross plunged about 25 per cent as compared with the previous year.

Strikes were an important factor in the over-all gross picture, with areas where steel mills were closed, shipping and building trades were shut down and local labor difficulties were noted, causing serious crimps in the box office.

Ops Speak

The opinions expressed by many operators on the subject of the bands they use, as well as the orks offered by the agencies, were similar to that of Pat Franco, Hunts Starlight Ballroom, Wildwood, N. J.

"Band leaders must realize that they are not just musicians, but that they must also learn to be salesmen. He should be able to find out what type of music his audience likes or dislikes."

Franco said only a handful of leaders had ever come to him to find out what they could do to help promote a date, and that it was his experience that the bigger the name, the easier it was to get co-operation.

The important role radio can play in helping to revive the dance business was stressed by Lloyd Meyers, Aragon Ballroom, Cleveland. "I would like to see the disk jockeys play more band records like they used to do," he said.

Promoter vs. Operator

That there is a growing tension between promoters and operators in many sections of the country, as well as in Canada, was strongly brought out in the poll.

This feeling has moved as far north as Ontario, where Albert Marck, Stork Club, called the sale of bands to "promoters" by agencies a "vicious event," with the promoter renting a location for one night, and thereby coming in for either a quick profit or loss. The operator, on the other hand, says Marck, has a stake in the business day in and day out, and will see to it that proper advertising and promotion is carried out to give the public constant service.

It is this same feeling which is now causing a number of operators to look more closely into promotion of events in their ballrooms or local clubs or arenas, thereby giving them an added source of potential revenue, as well as a definite series of attractions for their patrons.

Show the Disk

Operators who last year expressed the feeling that bands and

(Continued on page 48)

THE WINNERS

The Billboard's Second Annual Band Buyers' Survey

What Are Your Favorite Sweet Bands?

(Name three; 3 points for first; 2 for second; 1 for third. Bands which received less than five points are not listed.)

Band	Points
Guy Lombardo	43
Sammy Kaye	19
Jan Garber	17
Freddy Martin	14
Eddy Howard	12
Ray Anthony	11
Ralph Flanagan	10
Ruse Morgan	10
Dick Jurgens	8
Lawrence Welk	7
Tiny Hill	6
Chuck Foster	5
Blue Barron	5

★ ★ ★

What Are Your Favorite Swing Bands?

(Name three; 3 points for first; 2 for second; 1 for third. Bands which received less than five points are not listed.)

Band	Points
Ralph Flanagan	36
Ray Anthony	28
Billy May	25
Les Brown	19
Stan Kenton	17
Harry James	11
Woody Herman	8
Jimmy Dorsey	5

★ ★ ★

Which Do You Consider the Most Promising Sweet Bands?

(Name three; 3 points for first; 2 for second; 1 for third. Bands which received less than five points are not listed.)

Band	Points
Jimmy Palmer	17
Buddy Morrow	9
Paul Neighbors	7
Billy May	7
Ralph Marterie	5

Which Do You Consider the Most Promising Swing Bands?

(Name three; 3 points for first; 2 for second; 1 for third. Bands which received less than five points are not listed.)

Band	Points
Billy May	26
Buddy Morrow	17
Woody Herman	8
Neal Hefti	7
Sauter-Finnegan	6
Ralph Marterie	5

★ ★ ★

Who Is Your Favorite Band Vocalist?

(All vocalists who received less than five votes are not listed.)

Vocalist (Band)	Points
Eddy Howard	11
Lucy Ann Polk (Les Brown)	10
Tommy Mercer (Ray Anthony)	9
Merv Griffin (Freddy Martin)	6
Roy Cordell (Jan Garber)	5

★ ★ ★

What Band Agency Services You Best in Booking Its Band Attractions?

Band Agency	Points
General Artists' Corporation	77
Music Corporation of America	71
Associated Booking Corp.	50
McConkey Artists' Corp.	24

★ ★ ★

What Band Agency Services You Best in Supplying Proper Publicity?

Band Agency	Points
Music Corporation of America	71
General Artists' Corp.	64
Associated Booking Corp.	41
McConkey Artists' Corp.	28

★ ★ ★

On What Basis Do You Book Your Band?

Basis	Points
Popularity With Your Dancers	32
Popularity on Phonograph Records	25
Your Own Personal Like for the Leader	7
Radio-TV Popularity	3

Lombardo, Kaye 1, 2 Sweet Orks; Flanagan Swings

Palmer, May Most Promising—Howard, Polk Top Vocalists

CHICAGO, Sept. 27.—For the second year in a row, ballroom operators, major buyers of bands throught the country, have voted on their preferences among the orks and sinners who annually play the terperly circuit, and have come up with some interesting facts regarding their relationship with the agencies which sell them the properties that either make money or play less profitable dates in their locations.

Guy Lombardo again headed the list of sweet bands in popularity with the ballroom execs, with Sammy Kaye retaining his No. 2 spot for the second successive year. Freddy Martin, who ran third last year, ahead of Jan Garber, exchanged places with the latter in the current voting, while Eddy Howard, altho inactive a part of the year, moved into fifth position from his 1951 rating of eighth.

Ralph Flanagan, who tied Les Brown for the swing band leadership in 1951, took a commanding lead this year, while Brown dropped to fourth position. Ray Anthony moved into second position this year, with Billy May, one of the fastest-rising orks in the country today, taking over the third position.

Promising New Orks

Jimmy Palmer, who has been building a healthy following, was selected by the buyers as their most promising new sweet band, and Buddy Morrow moved into second place in this classification.

Billy May, who a year ago was an unknown on the national scene, handily walked off with honors as the most promising new swing band, with Buddy Morrow again landing the No. 2 spot in this classification.

Eddy Howard proved a repeat as the most popular vocalist, with Lucy Ann Polk, who failed to place last year, running a close second.

Agency Pic

Operators apparently found relations with the top band booking agencies much improved this year. General Artists' Corporation moved ahead of Music Corporation of America as the agency giving the best service, but the positions were reversed in the category covering servicing via proper publicity. Associated Booking Corp. showed a very increase in the voting this year as compared to last, moving into third position, with substantial votes in both categories. Also showing marked increases in the voting was McConkey Artists Corporation, holding down fourth place.

A band's popularity with a ballroom's customers again was given as the major basis for booking a band, with record popularity running second. A newcomer to this list this year was radio-TV popularity, which could well portend a trend for the coming year.

Smith to Cut Eight Sides For Mercury

CHICAGO, Sept. 27.—Art Talmadge, vice-president of Mercury Record, this week signed Leonard B. Smith, noted bandmaster, to cut eight sides which will be made up of selections from the forthcoming 20th Century-Fox motion picture, "Stars and Stripes Forever," the life story of John Philip Sousa.

Smith, using a band of more than 30 men, will record the sides in Detroit. They will be released in album form in all three speeds, and also as singles, at approximately the same time as the picture is given its world premiere December 20.

Smith, who is also a well-known cornetist, has been featured in a number of concerts throught the country.

COMPETITION ON
IN CLASSIC FIELD

Major Labels Race to Issue First
Waxings of Important Works

NEW YORK, Sept. 27.—The race to be the first to record and release a seeming hot repertoire item (or cover rapidly), long the pattern in the pop field, is more and more becoming the custom in the longhair segment of the disk industry. This is taking on a more acute form as record labels seek to skim the cream of the classic market with what they are prone to plug as the first definitive waxings of important works, both from the artistic and technical points of view.

Shaw Corp. to
Open Pubbery

NEW YORK, Sept. 27.—Shaw Artists Corporation is preparing to set up a BMI publishing firm. The booking agency, one of the largest purveyors of r.&b. talent, expects to have the music firm, which will be called Marshall Music, in operation in about a month. The publishing company will handle all types of music, tho the majority of tunes handled will be aimed at the r.&b. field.

Current example on which promotion is now waxing hot and heavy involves the Beethoven Ninth Symphony. RCA Victor has announced the release of a reading by Toscanini and the NBC ork, and the Robert Shaw Chorus, plus an imposing list of soloists. Westminster, which has been readying a reading of the same work by an ork and chorus under Hermann Scherchen, has stepped up its release date. The Westminster version was not due for release until later this year.

Meanwhile, Columbia, in a bid with what promises to be a hot competition to its own pressings of the Beethoven Ninth, has hyped promotion of its cuttings. A consumer drive by Columbia will inform prospective buyers that the company has three versions to offer. They can have readings by Walter, Ormandy or Weingartner, the diskery will state.

Key members of Shaw Artists will own stock in the music company, including Jack Archer, Milt Gray, Bob Aster, Lrv Siders, and Billy Shaw. The agency will soon appoint a music exec to direct the new music firm.

Shaw Artists this week appointed Jack Walker as publicity director for the agency. Walker also handles publicity for Atlantic Records.

Costs Worry
Print Trades

NEW YORK, Sept. 27.—National Music Printers and Allied Trades held a meeting Thursday (26) to consider, among other things, the problems of increasing labor and material costs. Gil Ciappia, executive secretary, stated that "alho the printers have borne four separate increases in labor costs during the past year, they would hold the line on printing prices for the present, pending outcome of strikes now going on at several paper mills."

Aronson Addition
Builds MCA Office

HOLLYWOOD, Sept. 27.—MCA here is strengthening its band location and act department, bringing in Cliff Aronson, young booker who has been with the Milt Deutsch agency since January 1.

Before that, Aronson spent three years with the Associated Booking Company office here. Aronson, according to Hal Howard, will be in charge of a number of Coast and Southwest hotels and locations, supplying both bands and acts.

Monac's Widow
Sues B'way Corp.

NEW YORK, Sept. 27.—The widow of songwriter "Immy Monaco, Virginia Helvoigt, is suing Broadway Music Corporation for \$20,000 royalties on songs Monaco wrote with Joe McCarthy in 1913-14. The defendant has claimed that Monaco sold his rights to the songs before they were set up for renewal. But, in her complaint, Mrs. Helvoigt claims that when Broadway obtained the renewal rights to the songs from McCarthy in 1942, Monaco's rights were reinstated. Mrs. Helvoigt says the royalties were paid from 1942 to 1950 and then ceased.

The suit, which is in Federal Court here, came to light when the plaintiff this week moved for the examination of the president of Broadway Music before trial.

Specialty Tunes Draw
Big Pubbers' Interest

NEW YORK, Sept. 27.—The attention now being paid by the old-line publishing firms to specialized music fields for new sources of song material (The Billboard, September 6) is becoming increasingly strong. Booking agencies, personal managers and diskeries handling r.&b. and folk artists are receiving feelers from large music publishing firms seeking material.

Cleffers who have shown any promise in these specialty fields are being sought by these publishing houses. A recent instance is the signing of Jesse Mae Robson, writer of the smash "I Went To Your Wedding," by Shapiro-Bernstein.

As an indication of the importance of the r.&b. and c.&w. fields to the present pop music industry, four of the 10 tunes on The Billboard "Honor Roll of Hits" this week were penned by country or r.&b. writers, and three of these were hits in the specialized markets before hitting in the pop field. Tunes penned by specialty field writers are the aforementioned "I Went to Your Wedding," "Jambalaya" by Hank Williams, "Half as Much" by Curley Williams, and "You Belong to Me" by Pee Wee King. Reid Stewart and C. Price.

Okeh Distribution Shifted
To Indies in Two Markets

Columbia Switch in Cleve., Cincy
Of Interest to All Majors in R&B

By BOB ROLONTZ and NEV GEHMAN
NEW YORK, Sept. 27.—Columbia Records will hand over the distribution of its Okeh label in the Cleveland and Cincinnati areas to independent distributors. In these two cities the firm's r.&b. label was formerly handled by the company-owned distributing branches.

The companies that will sell the Okeh line to dealers in these cities are Benart Distributing Company in Cleveland and A. & I. Record Distributors in Cincinnati, both established distributors of r.&b. wax. This marks the first time that the Okeh line has been handled by outside distributors and indicates a big shift in thinking of a major label on r.&b. distribution.

The reason given by the firm for letting the line be handled independently in the two cities is that, with the increasing sales of Columbia pops and classical LP

items, the r.&b. label cannot be given the attention it merits. According to Columbia, the salesmen for the two company-owned distributors have enough to concentrate on with the regular line, and Columbia believes that the indie distributors will be able to do a stronger job with Okeh in these territories. Columbia did not indicate whether this important move presaged any change in distribution of the Okeh label in other areas.

This step by Columbia Records points up the problems that have been experienced by major diskeries in attempting to merchandise their r.&b. platters. Tho the majors have slowly built up their r.&b. sales over the last two years, in this specialized field, they have not been very successful as compared to the sales racked up in the r.&b. field by independent firms.

The Billboard r.&b. charts have been dominated by the indies for

the past five years and it is rare that a major label such as Columbia, Decca or RCA Victor makes The Billboard charts in this specialty field.

Reasons for this are many, but the most important are as follows:

- 1) Major label distributors, since they handle pop, hillbilly, kiddie and classical platters, all with a wider sales market than r.&b. disks, normally concentrate on these large selling items.
- 2) Since the war, a large number of r.&b. labels have sprung up and these diskeries have developed many of the new, hot r.&b. artists.
- 3) The very general method of promoting r.&b. disks is by means of the decay, and the payola has become standard operating procedure with a number of indies who regard this payment as advertising. Major labels have been reluctant to engage in this type of large scale promotion with the jocks, and thus have not been getting the play of many smaller labels.
- 4) Stores that handle r.&b. disks, many of which do not carry other types of platters, are not given the attention by major distributors that the indies give them.

ELLINGTON CELEBRATION

Mills Plans Big Jubilee
Promotion on the Duke

NEW YORK, Sept. 27.—Mills Music is scheduling a Silver Jubilee celebration for Duke Ellington during the two weeks starting October 24. It is just about 25 years since Ellington opened at the Cotton Club in New York. Diskeries are co-operating. The career of the great maestro and composer has been closely associated with Mills Music. The publishing firm holds the great Ellington copyrights, such as "Satin Doll," "Mood Indigo" and "Solitude" and Mills guided Ellington managerially thru the greater part of his career.

ready set special programs to be aired on the Skitch Henderson show on the National Broadcasting Company, Bobby Sherwood, American Broadcasting Company; Breakfast Club, ABC, and the Dave Garroway show, NBC. Special Ellington programs will also be carried by Irving Fields on WOR, New York; Marion McPartland, WOR; Art Ford, WNEW, New York; Phil Napoleon, WOR, etc.

Sidney Mills, publishing exec, is now lining up a flock of Ellington programs over network and local stations. He has been very successful at this type of promotion, having set the pattern not many months ago via the Leroy Anderson salutes. Mills has al-

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Beethoven's Original
9th Goes on Exhibit

NEW YORK, Sept. 27.—The original manuscript of Beethoven's Ninth Symphony will be exhibited for the first time in this country at the New York Public Library, beginning Wednesday (1). The manuscript, which is on loan from the British Royal Philharmonic Society, is insured for \$30,000 while in this country. Beethoven composed the work for the Society in 1824 for an advance payment of 50 pounds, now equivalent to \$140.

'Curtain Call'
Sells 500,000

NEW YORK, Sept. 27.—Sales of Decca's "Curtain Call" this week topped a cumulative total of 500,000. The series, bowed last month on all three speeds, comprises eight disk reissues of some of the top properties in the diskery's pop catalog.

Artists featured are Ted Lewis, Eddie Cantor, Jimmy Durante, Sophie Tucker, Bing Crosby, Andrews Sisters, Ink Spots and the Mills Brothers.

CORRECTION:
IT WAS AUG. 1

NEW YORK, Sept. 27.—Note To All Dealers: When Columbia Records cut the price of its standard 45 r.p.m. pop sets a few weeks ago, the rebate to dealers was made retroactive to August 1, not July 1, as incorrectly stated in the September 20 issue of The Billboard. We hope that Columbia distributors and the dealers they visit will now become friends again.

NEW TREND

Philly Spots
Go Big for
Organ Beat

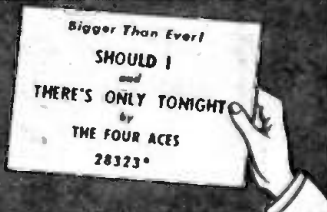
PHILADELPHIA, Sept. 27.—The small jump band set-up, that usually brought together a tenor sax with three or four rhythm instruments to make for the "rocking" music at the Harlem spots around town, is finding its position being compromised. Beginning to take a prominent lead as the lead instrument—at least in this territory—is the organ. What was once a novelty when the late Fats Waller or Count Basie was at the pumps is now becoming the favored thing among the sippers and snackers patronizing the many musical spots all over town.

Either in solo or with trios, Bill Doggett, Harry (Doc) Bagby, Solomon (King Solomon) Jenkins and Howard Whaley, who is featured with drummer Lindy Ewell's trio, are among the local musicians who have switched to the organ. Other pioneers who started even earlier include Austin (Michelle) Mitchell, Ice (Don Raphael) Reid, Dayton Selby and Pete Martin. Not only are the boys finding the culls plentiful when they are tagged as organists, but club owners are even willing to import units with an organ in the bunch in order to cater and cash in on the new-found local interest. This week alone finds three major music spots putting the spotlight on the organ—Milt Buckner in this week with his organ trio at the Showboat; Kenneth Billings and his swing organ trio at the Powlerton Cafe, and Harry (Doc) Bagby and his trio at the Carver Bar in the Glenn Hotel.



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

MY ISLE OF GOLDEN DREAMS 28294*	PUPPY LOVE 28421*	THEN YOU'VE NEVER BEEN BLUE 28396*	SETTIN' THE WOODS ON FIRE 28424*
NALANI Andrews Sisters and Alfred Apaka	IF'N Dorothy Collins and Raymond Scott	FALL INTO SOMEBODY'S ARMS Martha Lee Hays	OUR LOVE ISN'T LEGAL Marvin Shiner and Grady Martin
STROLLING IN LOVER'S LANE 28422*	T T BOOGIE 28397*	SAMBA QUE EU QUERO VER 28396*	
DREAM BABY Russ Morgan	BEFORE YOU SAY I DO Charley Adams	FUNNY FELLOW (Bicharado) Djalmis Ferreiros	

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

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST

COUNTRY

2	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369*	Webb Pierce
15	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I Don't Want Your Money, I Want Your Time	28232*	Kitty Wells
7	FORTUNES IN MEMORIES SO MANY TIMES	28310*	Ernest Tubbs
21	THAT HEART BELONGS TO ME So Used To Loving You	28091*	Webb Pierce
4	WHY TALK TO MY HEART DON'T SEND NO MORE ROSES	28355*	Goldie Hill
67	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
25	WILD SIDE OF LIFE It's So Long and Good-bye To You	29055*	Burl Ives and Grady Martin
3	GOODBYE LITTLE DARLIN' No. 2 (Just Mel No. 3) HONKY TONK SWEETHEART	28363*	Lonzo and Oscar
7	TRYING Sweet Jennie Lee	28322*	Grady Martin
3	A MIGHTY PRETTY WALTZ PIKE COUNTY BREAKDOWN	28356*	Bill Monroe
**	COUNTING MY TEARDROPS HONEYMOON WALTZ	28345*	Al Dexter

RHYTHM AND BLUES

6	DING-OONG BOOGIE PREVIEW	28371*	Ella Fitzgerald with Sy Oliver Ella Fitzgerald
7	ALL OF ME THERE GOES MY HEART	28355*	Louis Jordan
21	There'll Be Peace in the Valley For Me NEAR THE CROSS	28279*	Sister Rosetta Tharpe with Anita Kerr Singers
10	ONCE IN A WHILE CONFESSION (That I Love You)	28306*	Louis Armstrong
10	THE LAST MILE OF THE WAY IN THE GARDEN	28282*	Sister Rosetta Tharpe with Anita Kerr Singers

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

NEW DECCA Gold Label 4000 SERIES 3rd RELEASE

DUKAY: The Sorcerer's Apprentice, Berlioz; Roman Carnival Overture, The Lamoureux Orchestra, Ferenc Fricsay, Conductor. 10-inch Long Play Record. DL 4027

MUSSORGSKY: A Night on Bald Mountain, Borodin; In the Steppes of Central Asia, RIAS Symphony Orch., Ferenc Fricsay, Conductor. 10-inch Long Play Record. DL 4022

SUPPE OVERTURES, Vol. 1. Poet and Peasant, Light Cavalry, Bavarian Symphony Orchestra, Kurt Graunke, Conductor. 10-inch Long Play Record. DL 4020

SUPPE OVERTURES, Vol. 2. The Beautiful Galatea, Jolly Robbers, Bavarian Symphony Orchestra, Kurt Graunke, Conductor. 10-inch Long Play Record. DL 4021

VERDI: Auld Chorus from Il Trovatore, B-flat; Nocturne (Micaela's Aria) from Carmen—Verdi; Brindisi from La Traviata—St. Mi Chiamano Mimi from La Bohème, Played by Camarata and His Orchestra. (Instrumental) 10-inch Long Play Record. DL 4028

LILY PONS SINGS: Dellbees: Arias from Lakmé: Bell Song—Pourquoi dans les grand bois?—Dama le toré près de nous With Symphony Orchestra directed by Gabriel Cloes. 10-inch Long Play Record. DL 4024

WEBER: Invitation to the Dance, Paschallé; Dance of the Hours from "La Gioconda," A Sadler's Wells Ballet Presentation Royal Opera House, Covent Garden, Hugo Rignold, Conductor. 10-inch Long Play Record. DL 4019

MENDELSSOHN: A Midsummer Night's Dream: Wedding March—Scherzo—Nocturne, The Berlin Philharmonic Orchestra, Ferenc Fricsay, Conductor. 10-inch Long Play Record. DL 4025

GRIEG: Triumphal March from Sigurd Jorsalfar, Wedding Day at Troldhaugen, Bavarian Symphony Orch., Kurt Graunke, Conductor. 10-inch Long Play Record. DL 4023

BOUSSIF: String Quartet in D Major, Op. 45, The Loewenguth Quartet. 10-inch Long Play Record. DL 4026

All Records in 4000 Series: \$2.50 (Fed. Exc. Tax Incl.)

BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST	DECCA NO.
1.	I LAUGHED AT LOVE TAKES TWO TO TANGO	Louis Armstrong	28394*
2.	YOU BELONG TO ME I WENT TO YOUR WEDDING	Grady Martin	28388*
3.	COMMON FOLKS I WAS THE LAST ONE TO KNOW	Roberta Lee	28362*
4.	SOMEWHERE ALONG THE WAY I WENT TO YOUR WEDDING	Guy Lombardo	28411*
5.	IT'S SNOWY TIME VELVET MOON	Liberace	28279*
6.	SILVER DEW ON THE BLUE GRASS TONIGHT IT'S BEEN SO LONG, DARLING	Don Cherry	28368*
7.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS TENNESSEE WARDLER	Jane Turzy	28374*
8.	I'M NEVER SATISFIED SOME FOLKS DO AND SOME FOLKS DON'T	Trudy Richards	28389*
9.	ROCKIN' RHYTHM POLEA OKLAHOMA WALTZ	Bernie Roberts	28331*
10.	MADMOISELLE JAMBALAYA (On The Bayou)	Music by Camarata	28367*
11.	OH, BRAVE OLD ARMY TEAM ANCHORS AWAY	Jerry Gray	28383*
12.	THAT'S THE LAST TEAR TINSEL AND GOLD	Dick Haymes with Perry Botkin's String Band and The Cass County Boys	28361*
13.	VERADERO BRIEF INTERLUDE	Music by Camarata	28376*
14.	WHERE THERE'S SMOKE THERE'S FIRE MY LITTLE NEST OF HEAVENLY BLUE	Cannon Boswell and Artie Shaw	28377*
15.	MY LOVE AND DEVOTION JUST SAY THE WORD	Gordon Jenkins	28364*

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

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST

POPULAR

2	THE GLOW-WORM AFTER ALL	28364*	Mills Brothers and Hal McIntyre
10	ZING A LITTLE ZONG The Maiden of Guadalupe	28235*	Big Crosby and Jane Wyman Jane Wyman
56	BLUE TANGO Bole Of The Ball	27875*	Leroy Anderson
13	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271*	Guy Lombardo
2	TRYING MY BONNIE LIES OVER THE OCEAN	28375*	Ella Fitzgerald Ella Fitzgerald with Bobby Orton's Toots-Accs
9	SHOULD I THERE'S ONLY TONIGHT	28323*	The Four Aces
3	CARMEN'S BOOGIE ADIOS	28342*	Andrew Sisters
7	WISH YOU WERE HERE HONKY TONK SWEETHEART	28308*	Guy Lombardo
3	BABY, IT'S COLD OUTSIDE THAT'S MY DESIRE	28372*	Louis Armstrong and Velma Middleton and The All Stars
2	DON'T BELIEVE EVERYTHING YOU HEAR I GOTTA HAVE YOU	28343*	Red Foley and Roberta Lee
6	TWO-FACED CLOCK JAMBALAYA (On The Bayou)	28341*	Box Allen with the Nashville Dixielanders
8	A TRUMPETER'S LULLABY FIDDLE-FADDLE	28300*	Leroy Anderson
5	WALKIN' TO MISSOURI ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)	28351*	Russ Morgan
3	MEET MISTER CALLAGHAN Bunnin' Wild Boogie	28373*	Carmen Cavallaro
4	YOU LIKE? SUNSHOWNERS	28352*	Guy Lombardo

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

A GREAT NEW DECCA DOUBLE

PEGGY LEE and GORDON JENKINS
RIVER RIVER
and
SANS SOUCI



Decca 28395 (78 RPM) and 9-28395 (45 RPM)



A Jewel... by

NAT 'KING' COLE

COLE

Singing

THE



RUBY

AND THE



PEARL

(From the Paramount Picture)

THUNDER IN THE EAST

CAPITOL
2230



ASCAP Passes Milestone

Continued from page 21

such as the gospel-hymn publishers. But in general the large serious music firms are unhappy. The ramifications are many. It was learned on unimpeachable authority that a number of noted serious composers, now members of ASCAP, are considering switching to Broadcast Music, Inc. Several deals are close to fruition. Some of these composers are published by such noted firms as Schirmer's and other ASCAP houses. The question being bruited about is whether some of these old line but somewhat disaffected ASCAP firms might not set up BMI firms in order to hold on to such composers as might be considering a switch to the rival licensing agency.

It was stated, however, that

altho the standard firms were not too happy with the new distribution method, they were convinced that ASCAP was making an honest effort to work out inequities. As one man expressed it, however, "There is only so much money in the pot. You must rob Paul to pay Peter. It is difficult to keep everybody satisfied." A pop ASCAP publisher, voicing the philosophy of many Tin Pan Alley firms, stated, "The new system will be better for me. We must encourage American composers of the type of Leroy Anderson, the late George Gershwin, etc., but to hell with those longhairs who write compositions for the oboe... that is another kind of business; their income comes from sources other than ours." This philosophy, however, is not ASCAP's.

No Vote Needed

The ASCAP membership is not required to vote upon the adoption of the new distribution plan. Approval of the classification committee and action by the board is deemed sufficient. This has already been accomplished. The Society now, on both the writer and publisher levels, is on a performance pay-off basis primarily. This virtually negates the old machinery of appeals boards and arbitration panels. Should the plan prove workable in its essentials, it will be considered a notable accomplishment—for altho it streamlines the pay-off plan, it nevertheless, clings to philosophies which the Society has considered very essential—availability and seniority. These have been modified so as to fit into a performance framework. Most ASCAP publishers, at this stage, feel the accomplishment has been a tremendous one, with the Society motivated by instincts of fairness and benevolence.

Dominoes Set For BE Tour

HOLLYWOOD, Sept. 27.—Brisk Enterprises, the block-booking outfit here which has been pioneering by buying entire Coastal one-night tours with leading r.&b. artists, this week inked its fourth deal, with Billy Ward's Dominoes set to head up their own package starting November 11 for at least three weeks of one-nighters. In addition to their own one-night skedding, Brisk, composed of Frank Padrone, Lester Sill, Red Baldwin, Ralph Bass and Jack Levy, has worked out a deal with Joe Morris, op of the Club Alabam here, whereby Morris will work the Dominoes' show and subsequent shows at his local nitery for two weeks either before or after the Brisk tour, thus assuring the act of at least five weeks' work on the Coast. Amos Milburn and the Swallows will probably come in around Christmas for the operation.

Brisk reports that Roscoe Gordon and the Clovers have gone into percentage on every one of their first 20 dates, outside of the second of two nights in Seattle, while the Charley Brown package has been doing fair. The Lionel Hampton package has been doing good business, with the best dates yet to come, they said.

Marian Anderson Packs Norse Halls

COPENHAGEN, Denmark, Sept. 27.—Marian Anderson arrived here on Monday (22) from Stockholm, Sweden, where her concert on Tuesday (16), at the Concert House, drew such an overflow turnout that a repeat performance was arranged for Saturday (20).

Not only was Miss Anderson's concert here, at Odd Fellows Palace on Tuesday (23), sold out in advance but two additional concerts set for Friday (26) and Thursday (2) were all sold out.

Yehudi Menuhin, the American violinist, will also be heard here in a concert at the Odd Fellows Palace on Monday (29).

Jukemen Build

Continued from page 24

York Metropolitan area. Young declared he has reason to believe operator associations elsewhere will co-operate in similar fashion.

To supplement the aid to be given the disk by juke operators, Young is prepping a strong deejay promotion in an attempt to put over the Froba platter. He will distribute 1,000 disks to radio stations. Young will also plug for live performances on the air.

Young, whose Life Music has had an enviable record of live air performances, despite few diskings, is conceded to have developed an effective technique for securing such performances.

Close support of the NIBMI program by AMOA, and the expected backing by other juke associations, is seen as an indication that operators fear new efforts to push thru juke royalty legislation may well meet with success. Said one juke association exec: "We are laying the foundation for a battle with the American Society of Composers, Authors and Publishers, or any other performing rights organization that will attempt to exact royalty fees from operators."

Okeh Shifts

Continued from page 23

age-wise the r.&b. departments are among the leading profit makers of various record categories in the major firms.

Okeh Records hit the 80,000-mark with the Red Saunders' waxing of "Hambone," and one of The Tremiers' recent platters hit the 60,000 figure. The Okeh label was not taken over in Cleveland and Cincinnati because the Columbia-owned distributors were doing poorly, but because the firm believes the indie jobbers will do better due to the unusual selling conditions and specialized concentration of the r.&b. market.

Victor's Research

Three years ago RCA Victor had an independent research organization survey the r.&b. field for them, and one of the recommendations was that RCA Victor should re-activate the Bluebird line for r.&b. waxings, and that the new line be handled by independent distributors where the RCA Victor jobbers had shown an inability to crack the market. The RCA Victor mullied this recommendation, it was finally decided to continue as before.

Whether Columbia's important step with the Okeh line in Cincinnati and Cleveland will lead to other changes, is of course, speculative. However, it is reasonable to assume that the firm will be watching the sales figures of the independent Okeh distributors rather closely. The other majors will also be quite interested in this new development.

Decca Records created a completely independent line in the pop, country and classical fields when it started Coral Records label which is distributed by independent distributors.

Whether independent distribution of r.&b. platters turned out by the majors is the answer to their problem in this field is yet to be determined.

Specialty Tunes

Continued from page 23

hit songs in the field are penned by the recording artists.

The moves by the old line publishers to garner material from the specialty fields indicates a desire by the ASCAP firms to work to secure real representation in these fields and to have additional sources of supply for possible pop items. It is certainly true that the large houses are no longer stand-offish about any type of musical material.

the Nations Favorite...

Eddy Arnold



SINGING

'OLDER AND BOLDER'

I'LL TRADE ALL MY TOMORROWS

(FOR JUST ONE YESTERDAY)

Exclusive Management
THOMAS A. PARKER
Box 417
Madison, Tennessee

RCA VICTOR RECORDS
20-4954 • 47-4954



RCA VICTOR RECORDS

CLIMBING UP MADEMOISELLE

BY

EDDY HOWARD



THE BILLBOARD

● **Records Most Played by Disc Jockeys**

1 — 20. MADEMOISELLE E. Howard
Mercury (78) 5898; (45) 5898X45—ASCAP

● **The Operators Pick**

3. MADEMOISELLE Eddy Howard Mercury 5898

FLASH FROM MILWAUKEE... DETROIT

MERCURY'S NEWEST VOCAL FIND

SHOWING SIGNS OF BREAKING BIG

RAY SHAW

"THAT'S WHAT A SONG CAN DO"

MERCURY 5905 · 5905X45

DEE JAYS... DEALERS... OPS
GIVE IT ANOTHER LISTEN!



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

Music Publishers'

- **Sides in**
- **Current Release**

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

Week Ending September 27

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

PUBLISHER	TUNE	ARTIST AND LABEL
ACUFF-ROSE GROUP	J. Am's Got Time	Simone Skinner, Cap (7)
—ACUFF-ROSE	I Saw Your Face in the Crowd	Brenda Skinner, Cap (7)
	Are You Missing Me	Jim & Jesse, Cap (7)
	I Lost the Only Love I Know	Ray Price, Cap (7)
	The Life That You're Lead	Ray Price, Cap (7)
	If We Could Be the Same Without You	Lily Ann Carol, RCA (6)
	Settle the Woods on Fire	Mervin Shiner-Grady Martin, De (6)
	Settle the Woods on Fire	Fran Warren, MGM (6)
	Eyes	Four Knights, Cap (6)
	Nation	Andrew Sisters-Alfred Azouk, De (6)
	I'll Get Along Somehow	Larry Darnell, Cap (6)
	There's Cancer in Your Eye, Charlie	Ship Warrle, MGM (6)
	Why Don't You Believe Me	Bill James, MGM (6)
	Stay Where You Are	Bliss Barron, MGM (6)
	The Key is in the Door	Delores Hawkins, Cap (7)
	I'll Wash Your Love From My Heart	Jim & Jesse, Cap (7)
	Monkey Tomlin' All the Time	Jess Willard, Cap (7)
CHAPPELL GROUP	Sheppie My Baby Back Home	Mickey Katz, Cap (6)
—DE SYLVA, BROWN & HENDERSON	I Don't Want to Set the World on Fire	Four Tunes, RCA (6)
CHERIO	PPH	Dorothy Collins, De (6)
DISNEY	Singin' My Blues	Larry Darnell, Cap (6)
DAVE DREYER GROUP	Dream Baby	Bess Morgan, De (6)
—RALEIGH	I Laughed at Love	Bill Farrell, MGM (6)
REDD EVANS		
FAIRWAY GROUP		
—MALASAR	Evilish Woman in Town	Rock Heart Johnson, RCA (6)
	Rock Heart's Blues	Rock Heart Johnson, RCA (6)
FAMOUS	The Ruby and the Pearl	Bill James, MGM (6)
JACK FEIN	My Favorite Song	Lily Ann Carol, RCA (6)
FOUR STAR	Don't Let the Stars Get in Your Eyes	Ray Price, Cap (6)
GALE & CAYLES		
GROUP		
—JUSTED	My Lady Loves to Dance	Percy Faith, RCA (6)
JALK GOLD	My Favorite Song	Georgia Gibbs, Mer (6)
GREENTREE	Blue Tears	Rusty Draper, Mer (6)
GUILD	Still Waters	Jack Warr, MGM (6)
	Knock Out the Lights	Jack Warr, MGM (6)
HILL & RANGE GROUP		
—HILL & RANGE	Woman	Billy McGem, RCA (6)
	I've Come With My Baby a Letter	Billy McGem, RCA (6)
	Gettin' High in the Low Over You	Oklahoma Wonders, RCA (6)
	Strollin' in Lover's Lane	Bess Morgan, De (6)
	Strollin' in Lover's Lane	Bliss Barron, MGM (6)
	Ridin' the Flop Eared Mule	Coy McDermott, MGM (6)
	Forgotten	Coy McDermott, MGM (6)
	Path Can Move Mountains	Nat "Wing" Col, Cap (6)
HOLLIS GROUP		
—CROWWELL	Amorosa	Percy Faith, Cap (6)
—DARTMOUTH	Time of Love	Mindy Carson-Guy Mitchell, Cap (6)
—ESSEX	Family Fellow	Percy Faith, Cap (6)
—HOLLIS	Patcha Me	Mickey Katz, Cap (6)
HUB	River, River	Peggy Lee-Gordon Jenkins, De (6)
	Puppy Love	Dorothy Collins, De (6)
JOHNSTONE MONTEI GROUP		
—VANGUARD	Goona Take That Fast Train	Jess Willard, Cap (7)
KEELY STOOD GROUP		
—SIMP	Sans Souci	Peggy Lee-Gordon Jenkins, De (6)
LEEDS	Let's Give Love Another Chance	Four Tunes, RCA (6)
MELLIN GROUP		
—ALGOUQUIN	Early Every Evening	Delores Hawkins, Cap (6)
	I Feel So Right Tonight	Annie Laurie, Cap (6)
	Marianne	Richard Hayman, Mer (6)
	Shipping Along	Richard Hayman, Mer (6)
	Stolen Love	Leon McCalliste, Cap (7)
	Purple Shades	Sam Jones, MGM (6)
	Little Henry Bee	Lee Peep, MGM (6)
MIDWAY		
E. H. MORRIS GROUP		
—MAYFAIR	After You've Gone	Ben Light, Cap (6)
—MELROSE	Amory	Rusty Draper, Mer (6)
MUSIC PUB. HOLDING GROUP		
—KENICK	My Isle of Golden Dreams	Andrew Sisters, De (6)
	The You've Never Been Done	Martha Lou Harp, De (6)
	Carolina in the Morning	Danny Winchell, MGM (6)
	Fall into Somebody's Arms	Martha Lou Harp, De (6)
	Shiner or Sam	Georgia Gibbs, Mer (6)
	I T' Boogie	Charlie Adams, De (6)
	Before You Say I Do	Charlie Adams, De (6)
	Here Me Now	Leon McCalliste, Cap (7)
	Our Love Isn't Legal	Mervin Shiner-Grady Martin, De (6)
RECENT GROUP		
—NARMAN	Takes Two to Tango	Fran Warren, MGM (6)
RIDGEWAY	You Belong to Me	Annie Laurie, Cap (6)
ROBBINS GROUP		
—FEIST	There Goes My Heart	Danny Winchell, MGM (6)
—MILLER	Row, Row	Skib Martin, MGM (6)
—NOLAN	To Know You	Percy Compo-Fansone Sisters, RCA (6)
RUGBY	Wish All My Heart	Lee Peep, MGM (6)
RUSH	No Time at All	Larry Darnell, Cap (6)
SANTLY-JOY	That's A-Wh-Wh	Mindy Carson-Guy Mitchell, Cap (6)
	China, China-Ling	Mike Di Napoli, MGM (6)
	From on Fifth Avenue	Mike Di Napoli, MGM (6)
SHAPIRO-BERNSTEIN	Sweet Sam, Just You	Ben Light, Cap (6)
SHELDON	Walkin' By the River	Bill Farrell, MGM (6)
SIMON HOUSE GROUP		
—BRADSHAW	One Way Kisses	Four Knights, Cap (6)
TIN PAN ALLEY	I'd Like to	Ben Martin, Mer (6)

ROSANNE
You'll Never Get Away
The Agnes Waltz
ABC MUSIC CORP.
BOURNE, INC.
799 Tth Ave., N. Y. 17, N. Y.

"HOMINY GRITS"
DEAN MARTIN
CAPITOL
AMERICAN MUSIC, INC.
1524-Bppg N. Y. * 9109 Sunset Blvd. Hollyw-2
CO 5-7130 CR P-3218

SOMEWHERE IN THE WORLD...
There's a buyer for your talents—services— or merchandise.
Changes are you'll find the biggest list of 47,000 who need THE BILLBOARD classified column every week. And finding him this week, may cost you less than \$5 — 1

Record Scoreboard

• Total Sides for Week Released by Each Label

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

Week Ending September 27

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	6	—
COLUMBIA	4	4	7
DECCA	10	2	2
MERCURY	6	2	—
MGM	6	4	—
RCA	6	3	2

• 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	433	144	—
COLUMBIA	245	161	94
DECCA	492	124	62
MERCURY	236	65	64
MGM	299	103	10
RCA	268	158	11

Music as Written

MAYFAIR MUSIC WINS ON DEFAULT

Mayfair Music this week won a default judgment against Leo Fleischer, hotel operator in Parkville, N. Y., in the Catskills for the latter's alleged infringement of the rights to "Til Walk Alone." Mayfair charged that the tune was played at public performance at the hotel on July 3 without the proper rights being granted. Fleischer did not appear for trial and so the court awarded Mayfair \$250 for the infringement, \$100 attorney's fee and \$59 costs.

LESLIE OPENS HARTFORD BRANCH

Leslie Distributors, New York one-stop, opens a branch next week in Hartford, Conn., to service juke operators and dealers in

the New England area. The branch will be managed by Dave Brattler, to be transferred from the New York outlet.

MOM-2AL FOTOS BALLY TUNE

Dick Todd's waxing of "You're More Like Your Mommy Every Day" on Decca is coming in for extra attention in the Boston area as a result of a contest set by publisher Lew Talent and Boston deejay Fred Cole. Gimmick is for listeners to send in mother-and-daughter photos. A prize will be awarded the snapshot showing the closest resemblance.

QUEEN BETH GETS LANZA

The Mario Lanza film, "Because You're Mine," was selected for the royal film show in London last week. It was the first time a musical flicker had been chosen for the occasion.

HAYES TAKES OVER COLUMBIA KIDISKS

George Hayes, general merchandising manager for Columbia Records, will handle the merchandising of fall kidisks for the firm starting next week. James Sparling, who formerly handled kidisk merchandising for the diskery, will take over the newly created Columbia phonograph department.

LEIPZIG JOINS MILLS MUSIC

Jay Leipzig has joined Mills Music as advertising and publicity manager. Other personnel additions at the publishing firm include Maurice Peress, new assistant to Norman Warebud, production manager; and Edward T. Milkey, educational department staffer.

SET FELLER FOR FROMAN SHOW

Sid Feller, of the Capitol Record & Rec. department, will handle the arranging for the forthcoming Jane Froman TV show, which starts on CBS Tuesday, October 14. Feller has been handling Miss Froman's Capitol record sessions.

A SUMMER SMASH AND NO MAYBE ABOUT IT!



ROBBINS MUSIC CORPORATION

2 Great Novelties

"FEET UP"
(Pat. Pending)

"WALKIN' TO MISSOURI"

HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

PUNKY PUNKIN

Recorded by
ROSEMARY CLOONEY

COLUMBIA

GEORGE PAXTON INC.
1619 Broadway New York 19, N. Y.

Watch for . . .

"SMOKEY THE BEAR"

HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.



SINGS A TENDER BEAUTIFUL BALLAD

"NINA" (NEVER KNEW)

COUPLED WITH A FAST MOVING FLIP

"JOHNNY WITH THE BANDY LEGS"

MERCURY 5907 · 5907X45



FROM BILLBOARD RECORD REVIEW

RALPH MALTERIE
AND HIS ORCHESTRA

LOLA AMECHE
VOCAL

OL' MAN MOSE.....85
MERCURY 5903 — Lola Ameche, helped by a gang vocal and a driving accompaniment from the Ralph Marterie crew, comes thru with a solid rendition of the wild, novelty oldie, socking over the lyrics for all they're worth. Platter could be a big one on the jukes, and should grab much foot.

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



RALPH FLANAGAN

"I Should Care"

NOW

NUMBER

7

BILLBOARD

Records Most Played by Disc Jockeys Chart
SEPT. 27

AFTER ONLY

2

WEEKS ON CHART
(4 WEEKS AT STATIONS)

FLANAGAN

"I Should Care"

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



RCA VICTOR Records

20-4885 • 47-4885

THE BILLBOARD Music Popularity Charts

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

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 million buyers of each song's popularity as measured by survey features of The Billboard's Popularity Chart, based on reports received September 28, 29, 30.

Last Week | This Week

1. 1. You Belong to Me

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

RECORDS AVAILABLE: G. Auld, Coral; H. Foster and Pomeroy, Republic 7819; J. Conroy, Cap 2198; Roy Kallin, Cal 39859; T. Hawk, V 20-4949; Janis James, MGM 11295; E. McVie's Camp T-2, Jubilee-Sony; D. Martin, Cap 21851; P. Martin, V 20-4893; C. Martin, Dec 28308; P. Page, Mercury 1690; J. Stafford-Weston, Cal 39811; S. Thompson, Mercury 6467.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Harry Jerome, Lamp-Worth; Earl Shelton, Associated.

2. 2. I Went to Your Wedding

By Joe E. Moe Reelinen—Published by St. Louis (BMI)

RECORDS AVAILABLE: H. Bass, Coral 42847; J. Bone-H. Carter, Cal 21087; H. Brooks, Okeh 4918; S. Gibson and Red Caps, V 20-4815; S. Kaye, Cal 39856; Little Spina, Jubilee 5083; G. Lombardo, Dec 28411; G. Martin, Dec 28308; P. Page, Mercury 5999; J. Slyph, Mercury; W. Snow, V 20-4966; J. Wavely, Cap 2231; F. Wynn, Savoy 840.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Earl Shelton, Associated.

3. 3. Wish You Were Here

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE: J. Cashley, V 24-8017; E. Fisher-H. Waterhater, V 20-4810; S. Froman, Cap 2154; Harmon-Katz, Mercury 5900; G. Lombardo, Dec 28308; F. Wynn, MGM 11276.

ELECTRICAL TRANSCRIPTION LIBRARIES: Levey Norman, Lamp-Worth; Earl Shelton, Associated.

4. 4. Auf Wiederseh'n Sweetheart

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

RECORDS AVAILABLE: Amos Brothers, Coral 46775; L. Ballard, Groveton 805; L. Baurer, Cap 2143; Champ Butler-P. Faith, Cal 39774; DeMarco Sisters, MGM 11279; Ken Griffin, Cal; E. Howard, Mercury 5872; G. Lombardo, Dec 28273; V. Lynn, London 1227; Sherry & Dale, Cap; B. Shepard-H. Waterhater, V 20-4722; Slubby and the Westcoasters, Rondo 399.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Julian Cowie, Lamp-Worth; George Sirova, Associated.

6. 5. Jambalaya

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

RECORDS AVAILABLE: B. Allen, Dec 28342; Comata Oub S. Larson, Dec 28367; H. Harlow-Wayne, Coral 40816; Mervyn Mulligan, King 1164; J. Slyph, Mercury; J. Stafford, Cal 39810; T. Turner, Okeh 6907; Hank Williams, MGM 11280.

ELECTRICAL TRANSCRIPTION LIBRARIES: Levee Payne, Lamp-Worth; Dave Terry, Associated.

5. 6. Half as Much

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

RECORDS AVAILABLE: L. Ballard, Groveton 804; H. Cloney, Cal 39710; H. Griffin, Cal 39809; G. Lombardo, Dec 28271; H. Marvin, Mercury 6966; B. Washington, Mercury 8294; C. Williams, Cal 20879; H. Williams, MGM 11292.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Cowie, Lamp-Worth; Levee Payne, Lamp-Worth; Earl Shelton, Associated.

8. 7. Meet Mr. Callaghan

By EFM Scott—Published by Levee (ASCAP)

RECORDS AVAILABLE: C. Arling, V 20-4894; C. Cavillano, Dec 28275; H. Grove 1916, London 1248; Harmon-Katz, Mercury 5900; Metachrome Strings, V 20-4892; L. Paul-H. Ford, Cap 2193; P. Todd, MGM 30640; L. Wrix, Coral 60828.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

7. 8. High Noon

By Danny Tomin—Published by Felt (ASCAP)

RECORDS AVAILABLE: B. Hayes, MGM 11260; B. Keith, King 15104; P. Lane, Mercury 3970; Top Rites, Cap 2120; L. Ruz, London 1232.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theatrical; Glenn Osler, Associated.

9. 9. Somewhere Along the Way

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

RECORDS AVAILABLE: G. Aronson, Dec 28222; T. Bryant, Cal 39695; Max (King) Katz, Cap 2267; J. Gray, Dec 28181; J. Jarrett, Mercury 69603; G. Lombardo, Dec 28411; H. Waterhater, V 20-4691.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guido and Sileo, Lamp-Worth; Vincent Lopez, Theatrical; Glenn Osler, Associated.

10. Botch-A-Me

By Eddie Y. Stanley, R. Morrell, L. Ascare—Published by Melits (BMI)

RECORDS AVAILABLE: H. Cloney, Cal 39787; H. Katz, Cap 2229.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

Capitol Buyboard

TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME..... L. Paul M. Ford	2193
2. COMES A LONG A LOVE THREE LETTERS..... K. Starr	2213
3. BECAUSE YOU'RE MINE I'M NEVER SATISFIED..... M. Cole	2212
4. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE..... M. Cole	2069
5. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS..... M. Cole	2230
6. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
7. YOU BELONG TO ME MOMMY GRITS..... D. Martin	2165
8. WALKIN' MY BABY BACK HOME FUNNY..... M. Cole	2130
9. ADIOS DARLIN', YOU CAN'T LOVE TWO..... G. MacKenzie	2156
10. TUZEDO JUNCTION IT'S A BLUE WORLD..... Four Freshmen	2152
11. FAREWELL STAR EYES..... H. O'Connell	2090
12. FAT MAN MAMBO ORCHIDS IN THE MOONLIGHT..... B. May	2227
13. STARDUST BEEHIVE..... S. Kenton	2214
14. OUTSIDE OF HEAVEN ALONG TOGETHER..... M. Whiting	2217
15. WILD HONEY MOONLIGHT BRINGS MEMORIES..... J. Arcesi	2206

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman	309
2. BIG BAND BASH!..... Billy May	329
3. ROMANCE IN THE AIR..... Voices of Walter Schumann	347
4. THE JUST JAZZ ALL STARS..... Louis Bellson	348
5. A BAND IS BORN..... Billy May	349
6. MOODS FOR TWILIGHT..... Francis Scott	331
7. PENTHOUSE SERENADE..... Nat (King) Cole	332
8. THE MERRY WIDOW..... Gordon MacRae & Lucille Norman	335
9. YOGI YORGESSON'S FAMILY ALBUM..... Yogi Yorgesson	336
10. BENNY GOODMAN TRIO..... Benny Goodman	343
11. LEGEND OF THE SUN VIRGIN..... Yma Sumac	299
12. VIRGIN OF THE SUN GOD..... Yma Sumac	244
13. CHRISTMAS IN THE AIR!..... Voices of Walter Schumann	9106

TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. I'M HOG-TIED OVER YOU FALSE HEARTED GIRL..... T. Ernie & E. M. Morse	2215
2. HIGH NOON GO ON! GET OUT!..... T. Ritter	2120
3. BLACKBERRY BOOGIE TENNESSEE LOCAL..... E. Ernie	2170
4. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
5. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942
6. HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE..... H. Thompson	2169
7. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson	2063
8. SATISFIED HIDE ME ROCK OF AGES..... M. Carson	1900
9. TENNESSEE TALKIN' DOLL YOU'RE GONNA BE SORRY..... B. O'Du'n	2210
10. I WENT TO YOUR WEDDING PALE MOON..... J. Wakely	2221

LATEST CAPITOL RELEASES No. 338

	Record No.
TABOO LONESOME TRAIL..... S. Kenton	2250
BUNNY HOP BLOW, MAN, BLOW!..... R. Anthony	2251
CRYIN' HOLY UNTO THE LORD FEAR NOT..... M. Carson	2252
FUNNY BOON COME A LITTLE BIT CLOSER..... M. Henson	2253
JERSEY BOUNCE OLD LOVE OF YESTERDAY..... O. Rasmussen	2254
THE RAINBOW WALTZ NORTH COUNTRY..... Voices of W. Schumann	2255

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY Cap(78)DBX-3133; (45)CBXF-3133
2. ROBIN HOOD Cap(78)DBX-3138; (45)CBXF-3138
3. TWEET, TWEET, TWEET Cap(78)CAS-3118; (45)CAS-3108
4. THE NOISY EATER Cap(78)CAS-3120; (45)CAS-3120
5. HOPALONG CASHY AND THE TWO-LEGGED WOLF Cap(78)CAS-3109; (45)CAS-3109
6. SPARKY'S MAGIC ECHO Cap(78)CAS-3134; (45)CAS-3134
7. DAVID AND GOLIATH Cap(78)CAS-3123; (45)CAS-3123
8. WOODY WOODPECKER AND THE SCARECROW Cap(78)CAS-3140; (45)CAS-3140
9. BUGS BUNNY AND THE GROW-SMALL JUICE Cap(78)CAS-3119; (45)CAS-3119
10. I'M A LITTLE TEA POT THE TEDDY BEARS' PICNIC Cap(78)CAS-3083; (45)CAS-3083
11. TWEETY PIE Cap(78)CAS-3074; (45)CAS-3074
12. NOAH AND THE ARK Cap(78)CAS-3130; (45)CAS-3130
13. BOZO'S SONG HONKETY HANK Cap(78)CAS-3126; (45)CAS-3126
14. COUNTRY COUNTRY Cap(78)CAS-3135; (45)CAS-3135
15. HENERY HAWK'S CHICKEN HUNT Cap(78)CAS-3137; (45)CAS-3137
16. BOZO AT THE CIRCUS Cap(78)DBX-114; (45)CBXF-3030
17. BONGO THE CIRCUS BEAR Cap(78)CAS-3132; (45)CAS-3132
18. LITTLE TOOT Cap(78)CAS-80; (45)CAS-3001

The zaniest record of the year!

The only authentic version...The record your customers expect when they ask for

IT'S IN THE BOOK

Part 1 of 2

by JOHNNY STANDLEY

Capitol Record No. 2206



A "Honey" of a Record!

JOHN ARCESI

sings

"Wild Honey"

and

"Moonlight Brings Memories"

Record No. 2206



COLUMBIA COUNTER-POINTS



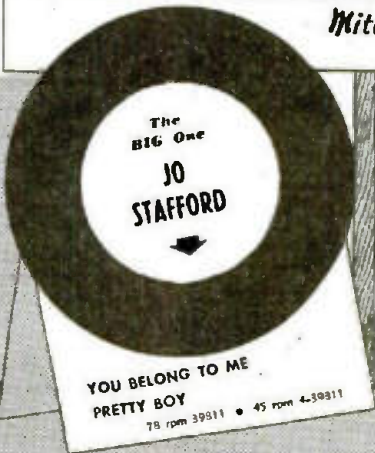
The Pitch From Mitch

SO, ALL RIGHT, I was caught with my baton down. In last week's pitch I gave Hank Williams credit for "Settin' the Woods on Fire," which is burning up the sales charts with Frankie Laine and Jo Stafford. Sometimes you just get carried away. Anyhow, it was written by a couple of top-notchers called Fred Rose and Ed Nelson, it's a knockout song, and everyone has a ball on the side.

Now, then. This week we welcome a handsome new chirp to the label, a girl named Mindy Carson who's done some fine work on records and is set to do even better. For her debut, we teamed her up with Guy Mitchell (you saw the spread on Guy in "Life," of course) and a nameless bearded marvel on a pair of highly promising new numbers. First off Mindy and Guy do "Cause I Love You, That's A-Why," created by Bob Merrill who has handed Guy a handful of hits. It's light and rollicking, tailor-made for the singers. Overside, there's a new one by Joan Whitney, Alex Kramer and Hy Zaret, a stellar song-writing group, called "Train of Love," and it's another thoroughly likable side. We're counting on both of them, and you might give them a close listen.

Getting back to Mindy for a minute, as you all know, she's done mighty well in television, on the radio, in theaters and in night clubs, and her work on records has made her one of the biggest names around. She has style and personality, plus very tasty looks, and we have big things planned for her. Latch on to this new one and see what I mean.

Mitch



The BIG ONE
JO
STAFFORD

YOU BELONG TO ME
PRETTY BOY
78 rpm 39811 • 45 rpm 4-39811

New Folk Releases

- LEON McAULIFFE and his Western Swing Band
STOLEN LOVE
HEAR ME NOW
78 rpm 21029 • 45 rpm 4-21029
- RAY PRICE with string band acc.
DON'T LET THE STARS GET IN YOUR EYES
I LOST THE ONLY LOVE I KNEW
78 rpm 21025 • 45 rpm 4-21025

New Okeh Releases

- LARRY DARNELL
I'LL GET ALONG SOMEHOW
(Reclination in two parts)
78 rpm 6919 • 45 rpm 4-6919
- SINGIN' MY BLUES**
NO TIME AT ALL
78 rpm 6916 • 45 rpm 4-6916
- DOLORES HAWKINS
with orchestral acc.
EARLY EVERY MORNING
THE KEY IS IN THE DOOR
78 rpm 6917 • 45 rpm 4-6917
- ANNIE LAURIE
with orchestral acc.
YOU BELONG TO ME
I FEEL SO RIGHT TONIGHT
78 rpm 6913 • 45 rpm 4-6913
- JACKSON GOSPEL SINGERS
I KNOW THE LORD (Won't Turn Me Down)
LORD TAKE CARE OF ME
78 rpm 6918 • 45 rpm 4-6918

New Popular Releases

- MINDY CARSON and GUY MITCHELL
Orchestra under the direction of Mitch Miller
Cause I Love You THAT'S A-WHY
TRAIN OF LOVE
78 rpm 39839 • 45 rpm 4-39839
- PERCY FAITH and his Orchestra
FUNNY FELLOW (Bicharado)
AMORADA (Brasileirinha)
78 rpm 39874 • 45 rpm 4-39874

Coming Along Fast!

- TONY BENNETT
STAY WHERE YOU ARE
EVERYWHERE I WANDER
from "Hans Christian Andersen"
78 rpm 39866 • 45 rpm 4-39866

Extra-Special on Columbia Masterworks!

- WILL ROGERS SAYS
The pointed comments of Will Rogers on taxes, government, Russia and many other subjects. Commentary by Will Rogers, Jr. • Produced by Arnold Marquis • Musical Direction—Albert Harris.
"Lp" ML 4604

Fabulous New MASTERWORKS Releases

- STARDUST
Stardust • Wait Till You See Her • One Morning in May • Intermezzo • Autumn in New York • I'll Remember April • The Boy Next Door • Love • These Foolish Things
- ANDRE KOSTELANETZ and his Orchestra
"Lp" ML 4597 • 45 Set A-1029 • 78 Set MM-1029
- MOVIE TIME
Easy to Love • I Dream Too Much • In the Still of the Night • It Might as Well Be Spring • They Can't Take That Away From Me • Let's Face the Music and Dance • The Piccolino • Long Ago
- MORTON GOULD and his Orchestra
"Lp" ML 4595 • 45 Set A-1028

- Sigmund Romberg's THE STUDENT PRINCE
Lyrics by Dorothy Donnelly • Produced by Goddard Lieberson.

- To the Inn We're Marching • Drinking Song • Heidelberg, Beloved Vision • Deep in My Heart, Dear • Finale, Act I (including Serenade) • Cantata Number Student Life • Finale, Act II • Just We Two • Finale, Act III • Finale, Act IV

- DOROTHY KIRSTEN and ROBERT ROUNSEVILLE
With Genevieve Warner, Clifford Harnutt, Wesley Dalton, Frank Rogers, Brenda Miller, Jan Gayons, Robert Cass, Robert Holland and Robert Eckles, with Chorus and Orchestra conducted by Lehman Engel
"Lp" ML 4592 • 45 Set A-1032

Best Sellers

Based on actual sales reports for week ending September 27

- | | | |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
78 rpm 39811 • 45 rpm 4-39811 | FRANKIE LAINE
THE MERMAID
THE RUBY AND THE PEARL
78 rpm 39812 • 45 rpm 4-39812 | SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE WONDER
78 rpm 39769 • 45 rpm 4-39769 |
| JO STAFFORD
JAMBALAYA
EARLY AUTUMN
78 rpm 39838 • 45 rpm 4-39838 | ROSEMARY CLOONEY
BLUES IN THE NIGHT
WHO KISSED ME LAST NIGHT?
78 rpm 39813 • 45 rpm 4-39813 | CARL SMITH
OUR HONEYMOON
SING HER A LOVE SONG
78 rpm 21004 • 45 rpm 4-21003 |
| FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
78 rpm 39970 • 45 rpm 4-39970 | JOHNNIE RAY
FAITH CAN MOVE
MOUNTAINS LOVE ME
78 rpm 39837 • 45 rpm 4-39837 | ROSEMARY CLOONEY
BOTCH A-ME
ON THE FIRST WARM DAY
78 rpm 39767 • 45 rpm 4-39767 |
| FRANKIE LAINE and JO STAFFORD
PIECE A-PUDDIN'
SETTIN' THE WOODS ON FIRE
78 rpm 39827 • 45 rpm 4-39827 | THE FOUR LADS
SOMEBODY LOVES ME
THANKS TO YOU
78 rpm 39865 • 45 rpm 4-39865 | DORIS DAY and FRANKIE LAINE
SUGARBUSH
HOW LOVELY COOKS THE MEAT
78 rpm 39693 • 45 rpm 4-39693 |

COLUMBIA RECORDS

Columbia, Masterworks, Okeh, and 45 rpm labels Reg. U. S. Pat. Off. Muzak Reg. U.S. Pat. Off.

THE BILLBOARD Music Popularity Charts

For Revenues 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. 24, 25 and 26

Records listed are those selling best in the nation's top volume retail record stores...

Table of Best Selling Pop Singles with columns for Position, Title, Artist, and Record Label.

Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

Table of Best Selling Classical Albums (33 1/3 R.P.M.) with columns for Weeks, Title, and Artist.

Best Selling 45 R.P.M.

Table of Best Selling Classical Albums (45 R.P.M.) with columns for Weeks, Title, and Artist.

DEALER DOINGS

Beefs and Boosts

Turntable, Columbus, O., is delighted with its first shipment of EP's on RCA 45's...

Sales Hypo

Sherman Clay & Company, Fresno, Calif., reports amazing sales results via display of a red-blinker R. R. crossing signal...

Billboard Takes a Bow

John Gale Barker, Barker Music Center, Tucson, Ariz., forwards a gratifying pean of praise: "On every glorious Arizona morning I rise and face the sunrise and thank The Billboard's staff of experts..."

Best Selling Children's Records

Based on reports received Sept. 24, 25 and 26

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

Table of Best Selling Children's Records with columns for Position, Title, Artist, and Record Label.

Best Selling Pop Albums

Based on reports received Sept. 24, 25 and 26

Because all labels are not listed on all weeks it is difficult to conduct a pop album survey that is statistically accurate...

Best Selling 33 1/3 R.P.M.

Table of Best Selling Pop Albums (33 1/3 R.P.M.) with columns for Weeks, Title, Artist, and Record Label.

Best Selling 45 R.P.M.

Table of Best Selling Pop Albums (45 R.P.M.) with columns for Weeks, Title, Artist, and Record Label.

Classical Reviews

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

ALBUM REVIEW - CLASSICAL - Rating 78 GILBERT AND SULLIVAN OVERTURES - 78

Gilbert and Sullivan fans will have a ball with this new set. It contains overtures from the G.S. operetta, scintillatingly performed by the Boston Pops...

ROMANTIC REVERIES - Vinyl, Fox, Organ, Wagner, Tchaikovsky, Huggins, McAmis, Glegg, Godeaux, Mendelssohn (3-17) 72

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write The Billboard 2340 Pasternak Street Cincinnati 22, Ohio.



A New Star is Born...

YOU COULD MAKE ME SMILE AGAIN

TOSSIN' AND TURNIN'

20-4901
47-4901

This week's

New Releases
... on **RCA Victor**

Release 02-10

Ships Coast to Coast October 5

POPULAR

PERRY COMO

To Know You (Is To Love You)
My Lady Loves To Dance 20-4959—(47-4959)*

LILY ANN CAROL

My Favorite Beat
It Wouldn't Be the Same Without You 20-4965—(47-4965)*

THE FOUR TUNES

Let's Give Love Another Chance
I Don't Want To Set the World on Fire 20-4968—(47-4968)*

FRANK HERMANEK AND HIS MELODYMAN POLKA BAND

Southern Sun (Tini Stacco)
Music, Music (Musky, Musky) 20-4966—(47-4966)*

COUNTRY — WESTERN

BILLY McGHEE

Humors
I'm Gonna Write My Baby a Letter 20-4964—(47-4964)*

THE OKLAHOMA WRANGLERS

Green Bark Dolls
Gettin' High Feelin' Low Over You 20-4963—(47-4963)*

SPIRITUAL

YOUNG GOSPEL SINGERS

I Am Sending My Timber Up to Heaven
Nothing Between 20-4908—(47-4908)*

RHYTHM-BLUES

ROCK HEART JOHNSON

Ernest Woman in Town
Rock Heart's Blues 20-4907—(47-4907)*

*45 rpm cat. num.

Going Strong...

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

- ⑤ **Lady of Spain/Outside of Heaven**
Eddie Fisher 20-4953—(47-4953)*
- ⑤ **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- ⑤ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow 20-4909—(47-4909)*
- ⑤ **I've Gone and Done It Again/Two Timing Blues**
Johanne & Jack 20-4949—(47-4949)*
- ⑤ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)*
- ⑤ **April in Paris/Moonlight on the Ganges**
Sauter-Finegan Orch. 20-4927—(47-4927)*
- ⑤ **Because You're Mine/The Song Angels Sing**
Mario Lanza 10-3914—(49-3914)*
- ⑤ **Tossin' and Turnin'/You Could Make Me Smile Again**
Sunny Gale 20-4901—(47-4901)*
- ⑤ **Blues in Advance/Bella Musica**
Dinah Shore 20-4926—(47-4926)*
- ⑤ **Got You on My Mind/One Mint Julep**
Buddy Morrow 20-4868—(47-4868)*
- ⑤ **I'm Yours**
Eddie Fisher 20-4680—(47-4680)*
- ⑤ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)*
- ⑤ **I'm Never Satisfied/Little White Rosebush**
Henri Rene 20-4945—(47-4945)*
- ⑤ **I Laughed at Love/Father Time**
Sunny Gale 20-4789—(47-4945)*
- ⑤ **A Full Time Job/Shepherd of My Heart**
Eddy Arnold 20-4787—(47-4787)*

Coming Up...

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

- ★ **LADY OF SPAIN**
Eddie Fisher-Hugo Winterhalter Ork. 20-4953—(47-4953)*
Disk Jockeys Pick, Billboard, September 27th.
- ★ **MOONLIGHT ON THE GANGES**
Sauter-Finegan Orchestra 20-4927—(47-4927)*
Retailers Pick, Billboard, September 27th.

TIPS

**TO KNOW YOU (IS TO LOVE YOU)
MY LADY LOVES TO DANCE**
Perry Como 20-4959—(47-4959)*

**SWIMMING POOL
MIRACLE**

The original cast album of the Broadway hit, WISH YOU WERE HERE, is making quite a sales splash. We have to admit that a couple of us at RCA Victor were a bit worried when the Broadway musical with the swimming pool registered only mild approval from the New York critics. But since its opening, WISH YOU WERE HERE has been re-vamped considerably and is now playing to packed houses. This belated box-office bonanza may be attributed to the valiant efforts of such talented gentlemen as Josh Logan and Leland Hayward, who produced the show. But we also think the show and the RCA Victor album have benefited from the fact that the title tune is now one of the biggest hits of the year as recorded by Eddie Fisher.

The ever effective Edward has been performing one miracle after another these days. Currently to be heard over several million radios, thanks to the kindness of discerning disc jockeys, he has just zoomed in from a muddy and rewarding tour of Korea, and is due to depart for Europe in the near future. His latest sides, LADY OF SPAIN and OUTSIDE OF HEAVEN, are already going over big with the public.

As of right now, however, the Eddie Fisher disk of WISH YOU WERE HERE, helped by the brilliant orchestral support of Hugo Winterhalter, is making the most friends for Eddie—and, we think, for the WISH YOU WERE HERE original cast RCA Victor album.

Incidentally, WISH YOU WERE HERE is a play that renders a humorous tribute to a summer resort in the "borscht circuit," which is where Eddie got his first big break. So you might say that any aid Eddie gives the play, WISH YOU WERE HERE, is a part payment on an old debt. And that isn't borscht they're collecting at the box office.

The stars who make the hits
are on

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RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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THE BILLBOARD Music Popularity Charts

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

• Best Selling 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 500 dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

1. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—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. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
7. JAMBALAYA—J. Stafford—Columbia
8. HIGH NOON—F. Laime—Columbia
9. INDIAN LOVE CALL—S. Whitman—Imperial
10. I LAUGHED AT LOVE—S. Cole—Victor

CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. MEET MR. CALLAGHAN—L. Paul—Capitol
4. TRYIN'—Hilltoppers—Dot
5. JAMBALAYA—J. Stafford—Columbia
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. HIGH NOON—F. Laime—Columbia
8. HIGH NOON—T. Ritter—Capitol
9. HALF AS MUCH—R. Clooney—Columbia
10. AUF WIEDERSEHN SWEETHEART—V. Lynn—London

LOS ANGELES

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
4. HIGH NOON—F. Laime—Columbia
5. YOU BELONG TO ME—J. Stafford—Columbia
6. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
7. HALF AS MUCH—R. Clooney—Columbia
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. HIGH NOON—T. Ritter—Capitol
10. COMES A LONG A-LOVE—R. Starr—Capitol

PHILADELPHIA

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

DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. GLOW WORM—Mills Brothers—Decca
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. HIGH NOON—F. Laime—Columbia
7. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
8. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
9. RUBY AND THE PEARL—Nat (King) Cole—Capitol

CINCINNATI

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. HALF AS MUCH—R. Clooney—Columbia
4. HIGH NOON—F. Laime—Columbia
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. MEET MR. CALLAGHAN—H. Grove Trio—London
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. TRYIN'—Hilltoppers—Dot
9. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
10. CINCINNATI DING DONG—A. Lund—Coral

PITTSBURGH

1. INDIAN LOVE CALL—S. Whitman—Imperial
2. YOU BELONG TO ME—J. Stafford—Columbia
3. TRYIN'—Hilltoppers—Dot
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. GLOW WORM—Mills Brothers—Decca
6. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
7. VELVET MOON—Liberace—Columbia

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. Winterhalter—Victor
5. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. TRYIN'—Hilltoppers—Dot
8. FAITH CAN MOVE MOUNTAINS—J. Roy—Columbia
9. COME A LONG A-LOVE—R. Starr—Capitol
10. GLOW WORM—Mills Brothers—Decca

WASHINGTON, D. C.

1. JAMBALAYA—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. YOU BELONG TO ME—J. Stafford—Columbia
4. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
5. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
6. MEET MR. CALLAGHAN—L. Paul—Capitol
7. TAKES TWO TO TANGO—P. Bailey—Coral

SEATTLE

1. MEET MR. CALLAGHAN—L. Paul—Capitol
2. MEET MR. CALLAGHAN—E. Cavallaro—Decca
3. YOU BELONG TO ME—J. Stafford—Columbia
4. YOU BELONG TO ME—D. Martin—Capitol
5. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. HIGH NOON—F. Laime—Columbia
8. JAMBALAYA—J. Stafford—Columbia
9. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
10. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. JAMBALAYA—Hank Williams—MGM
6. LADY OF SPAIN—E. Fisher—H. Winterhalter—Victor
7. HIGH NOON—F. Laime—Columbia
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol

ATLANTA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. HIGH NOON—T. Ritter—Capitol
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. MEET MR. CALLAGHAN—L. Paul—Capitol
9. HIGH NOON—T. Ritter—Capitol

DALLAS-FORT WORTH

1. IT'S IN THE BOON—J. Stanley—Capitol
2. WISH YOU WERE HERE—E. Fisher—H. Winterhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. YOU BELONG TO ME—P. Page—Mercury
6. HALF AS MUCH—R. Clooney—Columbia
7. HIGH NOON—T. Ritter—Capitol
8. JAMBALAYA—J. Stafford—Columbia
9. BECAUSE YOU'RE MINE—Nat (King) Cole—Capitol
10. GLOW WORM—Mills Brothers—Decca

DENVER

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

BOSTON

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

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AGAIN"**

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MGM 11326-78 RPM
K 11326-45 RPM



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WARREN**

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the WOODS
on FIRE"**

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MOONEY**

**"WINDOW
SHOPPING"**

coupled with
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MGM 11330-78 RPM • K 11330-45 RPM



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THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received Sept. 17, 18 and 19

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,538 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	WEEKS IN LIST	TITLE	ARTIST	RECORDING COMPANY	CATALOG NUMBER	POPULARITY CHART
6	1	1. I WENT TO YOUR WEDDING, P. Page	Mercury	7815899	(45)899245—BMI	
8	2	2. YOU BELONG TO ME J. Stafford	Col	(78)39811	(45)4-39811—BMI	
9	4	3. WISH YOU WERE HERE E. Fisher-M. Winterhalter	V	(78)20-4830	(45)47-4830—ASCAP	
6	3	4. JAMBALAYA J. Stafford	Col	(78)39834	(45)4-39834—BMI	
19	5	5. HALF AS MUCH R. Clooney	Col	(78)39710	(45)4-39710—BMI	
15	6	6. AUF WIEDERSEH'N, SWEETHEART V. Lynn	London	(78)1227	(45)45-1227—BMI	
4	8	7. MEET MR. CALLAGHAN L. Paul	Cap	(78)2193	(45)F-2193—ASCAP	
4	9	8. YOU BELONG TO ME P. Page	Mercury	(78)15899	(45)899245—BMI	
13	7	9. BOTCH-A-ME R. Clooney	Col	(78)39767	(45)4-39767—BMI	
7	9	10. INDIAN LOVE CALL Slim Whitman	Imperial	7818156	(45)45-8156—ASCAP (R. Merrill-R. Peters, Victor 10-3786; L. Armstrong-G. Jenkins Ork, Decca 28076)	
6	13	11. HIGH NOON F. Laing	Col	(78)39770	(45)4-39770—ASCAP	
6	11	12. WALKIN' TO MISSOURI S. Kaye	Col	(78)39769	(45)4-39769—ASCAP (Russ Morgan Ork. Decca 28351; K. Griffin, Columbia 39837)	
6	13	13. TRYING Pinetoppers	Don	7815018	(45)45-15018—ASCAP (Ella Fitzgerald-Bobby Orrin's Ten Aces, Decca 28375; Johnny Desmond, Coral 60823 Todd Rhodes Ork, King 4556)	
7	17	14. SHOULD I Four Aces	Doc	(78)28323	(45)F-28323—ASCAP (G. Hormel, MacGregor 1031)	
4	22	15. TAKE ME IN YOUR ARMS AND HOLD ME L. Paul-M. Ford	Cap	(78)2193	(45)F-2193—BMI (D. Day-P. Falks Ork. Columbia 39786)	
1	—	16. COMES A-LONG A-LOVE K. Storr	Cap	(78)2213	(45)F-2213—ASCAP	
19	12	17. WALKIN' MY BABY BACK HOME J. Ray	Col	(78)39750	(45)4-39750—ASCAP (Nat (King) Cole & B. May Ork, Capitol 2130; G. Lombardo, Decca 28277; D. Martin, Apollo 1088; F. Norman's Ork. Top-Ten 78-135; C. Spivak, London 1091; J. Stafford, Capitol P-999)	
7	15	18. FOOL, FOOL, FOOL K. Storr	Cap	(78)2151	(45)F-2151—BMI	
5	25	19. TRING ALONG Ames Brothers	Coral	(78)60804	(45)F-60804—BMI	
13	16	20. AUF WIEDERSEH'N, SWEETHEART E. Howard	Mercury	(78)15871	(45)8991245—BMI	
9	19	20. SOMEWHERE ALONG THE WAY Nat (King) Cole	Cap	(78)2009	(45)F-2009—ASCAP	
2	25	20. YOU BELONG TO ME D. Martin	Cap	(78)2165	(45)F-2165—BMI	
17	18	23. MAYBE P. Camo-E. Fisher	V	(78)20-4744	(45)47-4744—ASCAP	
6	21	24. HALF AS MUCH G. Lombardo	Doc	(78)28271	(45)F-28271—BMI	
14	22	24. SUGARBUSH Doris Day-F. Laing	Col	(78)39893	(45)4-39893—ASCAP (J. Marlin & Miranda, Decca 28287)	
8	22	24. AUF WIEDERSEH'N, SWEETHEART G. Lombardo	Doc	(78)28271	(45)F-28271—BMI	
3	25	24. BECAUSE YOU'RE MINE M. Lanza	V	(78)10-3914	(45)49-3914—ASCAP (B. Wayne, Mercury 5897; J. Ballt, Decca 28337; Nat Cole, Capitol 2212; B. Eckstein, MGM 11301)	
2	28	24. TRYING E. Fitzgerald	Doc	(78)28375	(45)F-28375—ASCAP	
3	—	24. I LAUGHED AT LOVE S. Gale	V	(78)20-4789	(45)47-4789—ASCAP (L. Armstrong, Decca 28394; B. Parcell, MGM 11343)	
1	19	30. AUF WIEDERSEH'N, SWEETHEART Ames Brothers	Coral	(78)60773	(45)F-60773—BMI	
7	—	30. ALL OF ME J. Ray	Col	(78)39788	(45)4-39788—ASCAP (L. Jordan, Decca 28335; F. Laing, Mercury 5892)	

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who kissed me last night?



a magnificent singer . . .

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a superb accompaniment . . .

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THE BILLBOARD

Music Popularity Charts

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

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FOLK TALENT AND TUNES

B. JOHNNY SIPPEN

Artists' Activities Gleen London, professional manager of Hill & Range, reports that the Carlises (Mercury) are joining the "Louisiana Hayride," KWKK, Shreveport. Ted Cramer, manager of Merl Lindsay (Mercury), reports that the Oklahoma Night Riders have undergone a major personnel change. Glynn Duncan, brother of Tommy, has departed. Jimmy Young, the vocalist, remains. The band will do a half-hour show over WKY.

Oklahoma City, following the "Grand Ole Opry" on Saturday night. . . . Tilmann Franks, ex-record retailer and former personal manager of Webb Pierce, has taken over the new KWKK, Shreveport, Artists' Bureau Service. He has also inked Billy Walker (Columbia) to a management pact. He reports that Hank Williams has returned to KWKK, Shreveport, as was earlier rumored.

Art Young and Donna Lee with the Cactus Kid are doing a daily one-hour live show over WWOV, Buffalo. They are still putting out records on their own Frontier label. . . . Doc Williams, the veteran WWVA, Wheeling, W. Va., star, has been touring thru Newfoundland. He is working the St. John's sector and reports that Wilf Carter is working the west side of the island. Williams and his Border Riders are heard on WOCM, St. John's, Newfoundland. He reports that the one-nighting is rough, for there is no road completely across the island. He had to have his car shipped in. Williams reports his troupe includes Marion Martin, blind accordion man; Cy Williams, fiddler; Jimmy Martin, ex-Charlie Monroe comedian, and Chickie Williams, gal singer and bass.

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

C&W Records to Watch In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records recorded this week: 'I'D TRADE ALL OF MY TOMORROW' Eddy Arnold, RCA Victor 20-4954 TWO TIMING BLUES Jeanette and Jack, RCA Victor 20-4949

Disc Jockey Doings Red Sparks is the new d.j. at WFOM, Marietta, Ga. . . . Slim Lay, the WFMH, Cullman, Ala., spinner, together with the Borden Brothers, who feature Leon Wilcutt, just completed a 17-day tour over Alabama and Florida. . . . Cousin Eric Dehlin, WCIV, Charlotte, N. C., is now doing a hymn show with organist Charlie Friar. . . . Bill Harvey, KIDO, Boise, Idaho, calls all hospitals for births daily. He gives silver spoons to infants and twins get a free dryer-washer from his sponsors. . . . Bill Mack, KWFT, Wichita Falls, Tex., reports that Hoot and Curley, KWKK, Shreveport, have inked with Imperial. Hoot Rains is guitarist with Slim Whitman. . . . Don Owens, WEAM, Arlington, Va., is doing a Friday night show from Turners Arena, Washington, with Jack Clement and his Tennessee Trouper. They are looking for traveling artists for the show.

Best Selling Retail Folk (Country & Western) Records

Based on reports received Sept. 24, 25 and 26

Table with 3 columns: Position, Record Title, Artist. 1. JAMBALAYA - Hank Williams. 2. IT WASN'T GOD WHO MADE HONKY TONK ANGELS - K. Wells. 3. INDIAN LOVE CALL - Slim Whitman. 4. FULL TIME JOB - E. Arnold. 5. WILD SIDE OF LIFE - Hank Thompson. 6. I WENT TO YOUR WEDDING - Hank Snow. 7. FOREVER - Lefty Frisell. 8. WAITING IN THE LOBBY OF YOUR HEART - Hank Thompson. 9. BLACKBERRY BOOGIE - Tennessee Ernie. 9. BACK STREET AFFAIR - W. Pierce.

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received Sept. 24, 25 and 26

Table with 3 columns: Position, Record Title, Artist. 1. JAMBALAYA - Hank Williams. 2. FULL TIME JOB - E. Arnold. 3. IT WASN'T GOD WHO MADE HONKY TONK ANGELS - K. Wells. 4. INDIAN LOVE CALL - Slim Whitman. 5. THAT HEART BELONGS TO ME - W. Pierce. 6. BACK STREET AFFAIR - W. Pierce. 7. ARE YOU TEASING ME - Carl Smith. 8. FORTUNES IN MEMORIES - E. Tubb. 9. BLACKBERRY BOOGIE - Tennessee Ernie. 10. DON'T LET THE STARS GET IN YOUR EYES - S. Willet. 10. I WENT TO YOUR WEDDING - Hank Snow.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received Sept. 24, 25 and 26

Table with 3 columns: Position, Record Title, Artist. 1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS - K. Wells. 2. JAMBALAYA - H. Williams. 3. INDIAN LOVE CALL - Slim Whitman. 4. I WENT TO YOUR WEDDING - Hank Snow. 5. WAITING IN THE LOBBY OF YOUR HEART - Hank Thompson. 6. FULL TIME JOB - E. Arnold. 7. WILD SIDE OF LIFE - Hank Thompson. 8. BLACKBERRY BOOGIE - Tennessee Ernie. 8. BACK STREET AFFAIR - W. Pierce. 10. FORTUNES IN MEMORIES - E. Tubb.

The WESTERN BOY with a Golden Voice and a Winning Smile EDDIE CLETRO and his ROUND-UP BOYS watch for: "My Side of the Story" b/w "Where There's Smoke There's Always Fire" #1201 Latest Release: "FLYING SAUCER BOOGIE" b/w "SECOND HAND WOMAN" #1202 Recording Exclusively for LARIAT RECORDS 6631 Sunset Blvd., Hollywood, Calif.



THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

Based on reports received Sept. 24, 25 and 26

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

POSITION

Weeks Last This to date/Weeks/Weeks

1	1	1. MY SONG	J. Ace	Duke 102—B.M.I.
2	6	2. JUKE	Little Walter	Checker 758—B.M.I.
4	3	3. YOU KNOW I LOVE YOU	B. B. King	RPM 163—B.M.I.
5	9	3. DADDY, DADDY	Ruth Brown	Atlantic 973—B.M.I.
17	2	5. LAWDY MISS CLAWDY	Lloyd Price	Specialty 428—B.M.I.
11	4	6. TING A LING	Cleavers	Atlantic 969—B.M.I.
20	4	7. HAVE MERCY, BABY	Dominos	Federal 78113064: (45)45-1206R
1	—	7. FIVE LONG YEARS	Eddie Boyd	Job 1007—B.M.I.
12	8	9. MARY JO	Fear Brothers	United 114—B.M.I.
2	—	10. BELLS ARE RINGING	Smiley Lewis	Imperial 5194—B.M.I.

• Most Played Juke Box Rhythm & Blues Records

Based on reports received Sept. 24, 25 and 26

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

POSITION

Weeks Last This to date/Weeks/Weeks

5	1	1. JUKE	Little Walter	Checker 758—B.M.I.
3	2	2. MY SONG	J. Ace	Duke 102—B.M.I.
12	7	3. MARY JO	Fear Brothers	United 114—B.M.I.
4	—	4. YOU KNOW I LOVE YOU	B. B. King	RPM 163—B.M.I.
3	5	5. NIGHT AND DAY	R. Milton	Specialty 436—B.M.I.
5	4	4. DADDY, DADDY	Ruth Brown	Atlantic 973—B.M.I.
1	—	7. I'M GONNA PLAY THE HONKY TONKS	M. Adams	Peacock 1583—B.M.I.
21	5	8. LAWDY MISS CLAWDY	Lloyd Price	Specialty 428—B.M.I.
11	2	9. TING A LING	Cleavers	Atlantic 969—B.M.I.
3	8	10. BBSIDE YOU	Swallows	King 7814525: (45)45-4525—B.M.I.
1	—	10. POOR, POOR ME	Fats Domino	Imperial 5197—B.M.I.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

A new singer, Loria, has been paced by Shaw Artists for personal appearances. The thrush is set to record for Norman Granz on the Mercury label with George Williams Ray Anthony arranging, conducting the string ork. Shaw Artists also paced Little Walter this week to a long term contract. Little Walter's Checker dishing of "Juke" has been riding high on The Billboard r.&b. charts for the past few weeks. Walter is now at the Hollywood Rendezvous Club in Chicago, fronting a group consisting of Freddy Bellows, drums, and Louis Miles and David Miles on guitar.

A new unit, with Arthur Prysock, Varetta Dillard, Peppermint Harris, Joan Shaw and the Bill Hitchens ork, starts a one-nighter tour for the Gale Agency on October 3. The package will tour the South thru November 9. Eddie Heywood starts at the Rossolan Lounge, Denver, on October 8 for one week, then into San Francisco's Blackhawk for four weeks. Illinois Jacquet will be at the Trocadero Club in Columbus, O., for a week, beginning September 29.

Gene Ammons plays a week at the Ebony Club, Cleveland, from September 29 to October 5. Austin Powell and the James Quintet will be at Wally's Paradise in Boston for a week starting September 29. The new Ink Spots, with Deak Watson, Charlie Fugua, Jimmy Holmes and Harold Jackson, will be booked with the Cootie Williams ork on a one-

nighter tour starting next month. Buddy Johnson's ork is off on a one-nighter tour thru the West Coast starting October 2.

Willie Mae Thornton of Peacock Records is now on a one-nighter tour. Bells of Joy are playing in churches and auditoriums along the Eastern Shore, and teaming up with The Nightingales for many of their concerts. Gate-mouth Brown will tour next month with the Al Grey ork. Grey played trombone with Lionel Hampton for many years. The Five Crowns, Rainbow Records artists, start a one-nighter tour next month.

R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the rhythm and blues records released this week:

MY NIGHTS ARE LONG AND SLEEPLESS
Willie Mae Thornton.....Peacock 1603

Jimmy Tyler will be at Philadelphia's Earle Theater the first week in November when Larry Steel brings in his Club Harlem revue from Atlantic City, where both shared the stage and stand. The Orioles, due at the Earle for the October 10 week with Erskine Hawkins, are set to return to Philadelphia October 27 for a pitch at Pep's Musical Bar. The new house manager at the Earle, succeeding William Israel, is Herold Conroy, veteran manager for the Warner Brothers chain.

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U-129

"WALK THIS BOOGIE"



A smash follow-up to their poll-winning 'MARY JO'

"STOP BOOGIE"

U-127

"PLEASE SEND HER BACK TO ME"

Picked as an "Award of the Week" and by The Billboard as the R&B Record to Watch



For Hit #1, see page 49



5052 Cottage Grove

Chicago

THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. A 5 indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song catalog, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (upward only)—promotion firm, legit and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

CARL SMITH

OUR HONEYMOON 85
COLUMBIA 21008—A gentle bounce features the cheerful, romantic duet, sung with great charm by Smith. Good material delivered in top fashion should insure the success of this entry.

SING HER A LOVE SONG 15
If you can't express it any other way, sing of your love, advises Carl Smith in this fine waltz. He's got an effort here that's among his best and his warm delivery should earn it plenty of action. Could be another big one for the artist.

FRED KIRBY

LOST 61
COLUMBIA 21009—Kirby has an unusual piece of material here and he invests it with lots of charm for a side that has sheer potential.

OUT OF MY MIND 78
Kirby shows himself a writer of no mean ability in this fresh-sounding country weeper. A good side that could go places if exposed.

MARLENE & WESLEY TUTTLE

DON'T BREAK THE SIXTH COMMANDMENT 78
CAPITOL 2242—Marital fidelity is urged upon the listener and the musical message is easy to take in this tuneful musical peachment. The duo registers effectively for a good waltz.

OUR LOVE ISN'T LEGAL 77
Sometimes love can't wait, the duo warbles as it counters the warning on the flip side. Another fine cutting that should win a measure of action.

STUART HAMBLEEN

OUR LOVE AFFAIR 74
COLUMBIA 21013—An appealing, melodic new tune penned by Hambleen is handed a pleasant reading by the

warbler. This is a good disk and should receive a lot of spins by country jocks.

I GET LONESOME 75
Another strong, attractive item, about a lonesome wanderer, receives an effective rendition from the singer. This side, too, could receive action from the jocks.

BOB WILLIS

A RED HOT NEEDLE 75
MGM 11322—Grouping opus has a good rhythm and the boys in the orchestra in a driving performance. Side will please the dancers. Might do okay in the coin boxes in the West.

TROUBLE, TROUBLE BLUES 69
Willis sings this mournful duet about more trouble than should be the lot of a single individual in okay style. There's a solid beat in the string orchestra backing.

TABBY WEST

OUR LOVE ISN'T LEGAL 74
CORAL 64140—Tabby West turns in a good cover waltz of the country ballad. Backing by the string orchestra is appropriate.

BACK STREET AFFAIR 70
The tune that's riding high via a Webb Pierce cakewalk is here given a good rendition, in weeper style, by the thrush. Effort might win some attention.

RED SOVINE

ONEY DOKES 74
MGM 11323—Sovine has penned a cute country duet about his humorous aversion to the title phrase. It's done to a brisk bounce for a good side. Decisions should spin.

TILL TODAY

Dirty has an appealing tune and the chanter reads the weeper lyrics with conviction. Rural areas should find the side attractive.

JIMMY SELPH

I WENT TO YOUR WEDDING 73
ROSEMAY 1001—New label bower with a good version of the big old hit by country singer Johnny Selph. With the Hank Snow version catching on this disk could maybe cut a little of the foot.

JANBALAYA 73
Selph does another effective job on this strong country opus. Here again, the strength of the Hank Williams disk and other C&W platters will make it tough for this disk to garner much coin.

KEN MARVIN

THE LIFE THAT YOU'VE LED 73
MERCURY 6419—Ken Marvin pours his heart into this doleful weeper for good effect. An appealing disk by the singer.

I'D LIKE TO 69
Marvin is effective on this slight, bouncy semi-weeper, with a good beat.

STUART HAMBLEEN

OKLAHOMA BILL 75
COLUMBIA 21014—Oklahoma Bill is the name of a dog. In this musical reading, which tells the story of how "Bill" helped the soldiers in the war, by carrying a message thru enemy lines, Hambleen tells the opus well, and his fans will enjoy it.

GRASSHOPPER MAC CLAIN 69
Stuart Hambleen dramatically tells the story of a happy, freckle-faced youngster named "Grasshopper MacClain," over a musical backing composed of Irish melodies. Story doesn't end happily, but disk may catch plays in rural areas.

BLAINE SMITH

BIG BLUE EYES 68
DOME 1019—Clever ditty is sung pleasantly by the warbler with the band setting a bouncy rhythm pattern.

THERE STANDS THE GLASS 65
Smith sings dolefully of drowning his sorrow in drink. Willing steel guitar adds to mournfulness.

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Amos Milburn's "GREYHOUND"

AL 3150

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45x5202

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"STREET WALKING WOMAN"

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Hollywood 28, Calif.

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"THEM THERE EYES"

By Varetta Dillard

Savoy #859

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"Don't Cry, Baby"

5093—LITTLE SYLVIA
"I Went to Your Wedding"
"Drive, Daddy, Drive"

5094—BUDDY LUCAS
"Egg Belong to Me"
"Big Bertha"

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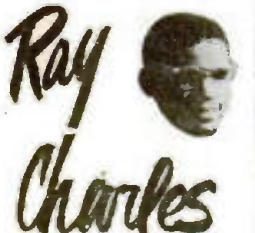
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"HEY, MISS FANNIE!"
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"ESTRELLITA"
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and his Orchestra and the Norman Luboff Choir

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THE BILLBOARD

Music Popularity Charts

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

Record Reviews

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

How Ratings Are Determined Each rating is on the basis of five categories. Each category is assigned an equal 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 five categories considered: Song quality, 15; Interpretation, 15; Arrangement, 15; Vocal value, 15; Record quality (mastering, etc.), 5; Music publisher's or performer's personnel, 10; Evaluation (recording-production firm, agent and other "plug" aids, 10; Manufacturer's distribution power, 10; Manufacturer's efficiency, 5.

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

POPULAR

GEORGIA GIBBS - 88
MY FAVORITE SONG - 88
MERCURY 5912 - This is the best platter issued by the Decca label, sounds as if it was penned with "Her Nibs" in mind.

THE DE MARCO SISTERS - 80
I'M NEVER SATISFIED - 80
CORAL 6084 - This is a studied arrangement of the De Marco Sisters in a long, long time.

THE BELL SISTERS - 87
THERE'S A SHIP COMIN' IN - 87
V 20-4961 - Clever, novelty duet is backed up by the sisters with their best-novelty style.

THE GIRL FRIENDS-GAIL GIBARD - 79
IF I DIDN'T LOVE YOU - 79
MGM 1134 - Gail Gibard's first attempt to duplicate the folk spirit.

VIC DAMONE - 83
NINA NEVER KNEW - 83
MERCURY 5907 - An appealing, tender new ballad receives a warm, intimate reading from Damone.

ART LOEY ORK - 77
DARDANELLA - 77
COLUMBIA 39668 - The best of the duo-billed band continues in the pattern set in the initial release.

PEGGY LEE-GORDON JENNINS ORK - 81
NEVER RIVER - 81
DECCA 28395 - A moody ballad that evokes a nostalgic feeling is sung beautifully by Peggy Lee.

JOHNNY MERCER - 78
THE GLOW WORM - 78
CAPITOL 2248 - Here's the original of the Mercer re-write of the evergreen.

JAN PERCIE - 81
HUGO WINTERHALTER'S ORK - 81
MARIA, MY OWN - 81
V 20-4960 - Percie loosens his operatic tenor for an excellent rendition of this ballad.

LORRY RAINE - 77
IT'S BETTER TO HAVE LOVED A LITTLE - 77
UNIVERSAL 1004 - Lorry Raine does a fine job with the melodious Hank Thompson duet, setting it with tenderness and warmth.

SARAH VAUGHAN - 80
SINNER DR SAINT - 80
COLUMBIA 39673 - The thrush gives to this evergreen a very warm reading.

RICHARD HAYES - 74
FORGIVE AND FORGET - 74
MERCURY 5910 - The slow waltz-ditty is awarded a warm reading by the chanter.

MARIO LANZA - 79
LEE-AN-LOO - 79
V 10-3961 - Tune from tenor's "Because You're Mine" has the singer projecting his rich vocal effectively.

BILL PARRILL - 78
I LAUGHED AT LOVE - 78
MGM 1134 - Bill Parrill turns in a fairly good reading of the happy-swinging item.

Best Sellers King AND Federal RECORDS

POPULAR King STEVE LAWRENCE SUDDEN FEAR ALWAYS LOVE ME

TEDDY PHILLIPS PELANDINO HOPI'N 15201, 45-15201

FOLK King MOON MULLICAN JAMBALAYA A MIGHTY PRETTY WALTZ

JIMMIE OSBORNE AUTOMOBILE BABY MAMA WON'T AGREE 1117, 45-1117

DELMORE BROS. HOW YOU CONNA GET YOUR LOVIN' DONE I SAID GOODNIGHT, MY DARLING 1111, 45-1111

ROB NEWMAN CRESTINGS TONIGHT'S THE NIGHT 1108, 45-1108

RHYTHM King SONNY THOMPSON I'LL DOWN IN MY YEARS CLANC-CLANC-CLANC 4517, 45-4517

SONNY THOMPSON LET'S CALL IT A DAY BLUES MAMBO 4541, 45-4541

THE SWALLOWS BESIDE YOU YOU LEFT ME 4525, 45-4525

THE CHECKERS OH, OH, OH, BABY FLAME IN MY HEART 4558, 45-4558

Federal THE DOMINOES HAVE MERCY, BABY DEEP SEA BLUES 12068, 45-12068

THE ROYALS MOONRISE FIFTH STREET BLUES 12088, 45-12088

Federal THE ROYALS A LOVE IN MY HEART I'LL NEVER LET HER GO 12098, 45-12098

LIL GREENWOOD GRANDPA CAN BOOGIE, TOO NEVER AGAIN 12093, 45-12093

RECORDS INC. 1940 BERWATER AVE. CINCINNATI 14, OHIO

GEORGE AULD - 77
YOU BELONG TO ME - 77
CORAL 6084 - The high-pitched fem voices of Jodi Conlon's Rhythmatice accompany Auld as the tenor saxist

THE FOUR HORSEMEN - 77
BY THE WATERS OF THE WINNETONKA - 77
MGM 1134 - This recording of the oldie was inspired by the Slim Whitman version of the tune on Imperial.

MEMORIES - 72
THIS version of the oldie features the musical saw sounds, modeling effects, etc. of the film, and a vocal by Frances Faye.

FRANCIS FAYE - 77
NIGHT AND DAY - 77
CAPITOL 2234 - Night club star Frances Faye debuts on Capitol with an exciting version of the Cole Porter evergreen.

TWEET, TWEET, TWEETHEART - 71
THE oldie is handed its cure rendition by Miss Faye while the combo backs her with a strong beat.

LORRY RAINE - 77
I WISH I WERE SOMEBODY ELSE - 78
UNIVERSAL 1004 - Lorry Raine turns in a very attractive reading of this smooth ballad.

FICKLE AND FALSE - 73
New waltz item with bright lyrics is handed a good vocal by the thrush over a country style ork arrangement.

EDNA MCGRIFF - 75
MY FAVORITE SONG - 75
JUBILEE 6019 - Edna McGriff, of "Havenly Fish" fame, delivers a pop artist with a good wailing of the appealing new ballad.

DICK JURGENS - 73
JINGLE, JANGLE, JINGLE - 73
MERCURY 5908 - Bright, new arrangement of the jingly oldie by Jurgen's ork features a good vocal by warbler Al Galante and the chorus.

JOHNNY STANDLEY - 73
HORACE HEIDT ORK - 73
CAPITOL 2249 - Numerous monologues based on "Little Bo Peep" in done in hilarious style by Standley to the accompaniment of crowd noises and laughter on the top side of this novelty platter.

RAY MCKINSTRY - 74
DINAH - 74
UNIVERSAL 1218 - The multitalented McKinstry hands the evergreen a re-sounding reading that really jumps before the platter cuts off.

HIRSH STACCATO - 71
MORE of the same one-man virtuosity is displayed in a speedy version of the Roumanian zypsy import.

FREDDY MENDELSON'S ORK - 70
THE PEST (I Want the Water) - 70
STANDARD 134 - Novelty outfit chanted okay by Bernie Kree to gag backing.

MIRAGE - 65
Frenzied item in the oriental mood, but with a Latin beat, it gives a perfunctory run-through by the group assembled here.

WOODY HERMAN ORK - 73
BLUES IN ADVANCE - 73
MARS 180 - Haunting blues wailing is played skillfully by the Third Herd. The Herman ork opens on a quiet theme and then members to a driving beat.

JACK SMITH - 69
THERE ARE TWO IN THREE - 69
CORAL 6081 - Hokes arrangement of the novelty is done mostly as a group-ang effort.

RAY SHAW - 69
THAT'S WHAT A SONG CAN DO - 69
MERCURY 5905 - Shaw puts his all into this dramatic new tune receiving solid support from the large chorus and ork. Tune is a better TV production number than a disk item.

RAY ARNOLD ORK - 69
THAT DIOITIA METCHACHA FROM SPAIN - 69
LORAY 588 - Novelty outfit has a few cute moments, as Kevin Stewart sings it in rhythmic ork backing.

UNCLE JOE - 69
The novelty ditty bears a mess of musical sadism upon the title uncle (Shatin). Pat O'Connor is the adequate vocalist.

BEN POLACK ORK - 69
BEER BARREL POLKA - 69
SAVOY 364 - The Polack group brings away at the oldie in pleasant Dixieland style.

THE SWANFRUD SEXTET - 69
HOW HIGH THE MOON - 69
SAVOY 945 - The evergreen receives an effective, interesting and slightly boppy reading, as La June Christie, from Bill Johnson, over an exciting backing by the sextet, with piano, guitar and clarinet standing out.

TOBY D'SUZIE - 73
The Swanfrud Sextet turns in a bright instrumental dishing of an infectious effort, backed by the leader. Piano and clarinet work are good.

OSCAR PETERSON - 74
HOW HIGH THE MOON - 74
MERCURY 8943 - Peterson rips thru a highly interesting keyboard interpretation of the old fade with rhythmic accompaniment. His fans will like.

HARRY BABASON TRIO - 70
NIGHT AND DAY - 70
DISCOVERY 163 - Piano, bass and vibraphone combine nicely for a pleasant reading of the evergreen.

ART PEPPER QUARTET - 68
HOLIDAY FLIGHT - 68
DISCOVERY 158 - Quartet consists of piano, alto sax, bass and drums. Together they give the tune a ride.

VALTARD MUSETTE ORK - 69
GAY TIME POLKA - 69
STANDARD 175 - The Musette ork does a good job with this spirited polka item, performing it in lively fashion, with one of some short vocal phrases from the ork men.

HAPPY DREAMER'S WALTZ - 70
A happy, fast-tempo waltz is played brightly by the ork. Disk should have a strong appeal for dancers.

THE MERRY MAKERS ORK - 75
STEEL MILL POLKA - 75
STANDARD 172 - The Merrymakers sing with bounce and energy in a good instrumental reading.

PARKER, MY DEAR WALTZ - 67
THE oldie is given a good reading in the new sound in this easy cutting of a useful waltz.

THE VILLAGE BRASS BAND
STREET BAND POLKA 74
 STANDARD 178—The Village Brass Band turns in an exuberant reading of a new march played in polka tempo. Okay was for brass band fanciers.
THE BIG TENT POLKA 70
 More of the same.

LAWRENCE DUCHOW
RED BAVEN ORE
TULIP SERenade 74
 V 20-1825 — Warbler contributes a warm reading of a waltz with plenty of that old-country feeling. A good side.
DUTCH GARDEN 70
 Ore hands the schottisch a buoyant reading. An instrumental piece that should meet with favor in the right areas.

HARRY HARDEN ORE
CAPTAIN JIM 73
 V 20-1903—Bouncy little square-dance type item, played in up tempo, should appeal in country areas. Disk does not contain any calls, but dancers can enjoy their own.
BLACK HAWK WALTZ 72
 The Hardens ore turns up a smooth reading of a melodic waltz tune, making a listenable and danceable wax item.

COUSIN FUZZY-INK DOUGHOYS
SNOWFLAKE WALTZ 99
POLKALAND 208—A rather familiar waltz ditty receives an interesting and lively performance from the polka ore.
I CAN'T CHANGE IT 65
 Cousin Fuzzy turns in an okay vocal on this light novelty item. Fair wax for some Midwest areas.

WALT JAWORSKI ORE
ZNAK MILOSCI 80
 V 23-9361—One of the label's top polka bands cuts loose with rapid fire instrumental. Translated as "Kings and Queens," it's a very jammable item.
POD MOSTEM 78
 "Under the Bridge" is another first-class polka effort by the Jaworski crew, this time with Edmund Skinner adding a vocal. Tricky arrangement a little around a strain from "London Bridge Is Falling Down."

LATIN AMERICAN
PEDRO VARGAS
NO MECAITO 83
 V 23-5827—Lovely bolero is given a sensitive reading by Vargas while the Argentine ore backs quietly but effectively. Should be a big one for the singer.
NOVIA DEL MAR 80
 Another ballad steps off the excellent voice of Vargas' voice. This too is a strong side.

CARLOS VALADEZ-LOS AGUILILLAS
MI YEGUA COLORADA 80
 V 23-5831—Valadez and the ore have a bright, folksy ranchera here and they perform it with charm and spirit. Valadez turns in a good vocal and Los Aguilillas whoop it up in the background.
ME VOY PARA NO VOLVER 75
 A beautiful ranchera is sung with feeling by the warbler with some very effective help from the chorus. A listenable disc.

SEPTEMBER 27, 1952

The Billboard Picks

MY FAVORITE SONG.....Georgia Gibbs.....Mercury 5912

A lovely, melodic new ballad with a lighthearted air receives a very persuasive performance from Georgia Gibbs.

Album and LP Reviews

JUST FOR YOU — Billy Crosby, Jane Bryan, Andrews Sisters (1-13) 80
 Decca 1331 DL 5421
 With the little ricker still to repeat and run what promises to be a long course, this album of duets featured in the film figures to do right well over the counter. Crosby and Miss Bryan, of course, star in the pic. While the Andrews Sisters do not appear in the movie, their efforts on this disk add plus values. The bright Harry Warren-Leg Robin tunes heard on the platter include Crosby singing on the title item, the Graham dueting with Sam Leary in the novelty duet, "On the 1010 From Ten-Ten-Tennessee," and with actress Bryan in Upper Mid-west "Ting a Little Zang." He also duets warmly with the Andrews Sisters in fine rendition of "It's So So Ya So Bunk!" and "The Love Due True." Miss Bryan's solos are "He's Just Crazy For Me," "The Maiden of Guendoline" and "Chim Chim My Heart," all delivered in the girl's fresh, intimate style. Crosby carries a synopsis of the film and fairly detailed biographies of the artists featured on the disk.

EIGHT TOP POPS—Nat (King) Cole 77
 Ella Mae Morse, Johnny Mercer, Stan Kenton, Ray Starr (1-10)
 Capitol 1330 H 9100
 Usually all sets of top pops are released after the minimum platters have made his best-seller charts. This new Capitol release, however, contains new hits not released by the firm on '78 and 45 album platters. Best sides in the set are the Nat Cole's "I'm Never Satisfied" and "Because You're Mine," Ella Mae Morse and Tennessee Ernie Ford's "I'm Hogged Out Ya," and the Johnny Mercer-Billy May "Hello Out There, Hello" and "Memphis to Jones," plus a Ray Starr and two Stan Kenton waxes. Disk should be a fast-mover among pop fans.

SONGS BY SYLVIA SYMS 68
 (1-10)
 Atlantic 132
 Down in the Duetts (On the 40th Floor): Love Walked In; There's Something About an Old Love; Lonesome Cowboy; Carl's You Just Picked Me; What Is There to Say; Impassioned; Mountain Gingers; Sylvia Syms, who has played many of New York's smart night spots, is only known to a small circle

90-100 TOPS
 80-89 EXCELLENT
 70-79 GOOD
 60-69 SATISFACTORY
 0-59 POOR

is just devoted. This new waxing should bring her the attention of a much wider audience, for it has captured the sincerity, charm, poignancy and ardor of the blues. The songs Miss Syms sings are sharp and sophisticated, and she sings them with much feeling and words of meaning. Accompanied by the very capable Barbara Carroll Trio, the three does a top-flight job on all the tunes, especially "Lonely Woman," written for her by Brony Carter, "Down in the Duetts" and "There's Something About an Old Love." A good set that would build into a steady seller.

TOP TUNES BY TOP ARTISTS—Louis Armstrong, Ella Fitzgerald, Mills Brothers, Sp. Oliver Ore, Teddy Richards, Peggy Anderson, Peggy Lee, Gordon Jenkins Ore, Four Aces, Leroy Anderson Ore (1-10) 68
 Decca 1330 DL 5421
 Headlining this new package is Leroy Anderson's "Blue Tango" which has been on the best-seller charts for more than half a year. "My Blue Companion" was a Mills Brothers hit of earlier this year with Armstrong's "Bird of Fire" of more recent vintage. The remaining five are cover efforts of some of this year's hits by recording artists. It would seem that in taping out such packages a label would attempt to stay more current than several of these tunes are, particularly when the songs were established by competing artists. "Black and White Blues" and "I Gotta Be a Guy" both fall into this latter category.

JOHN LAURENZ SINGS 67
 Mercury 1331 MG 25145
 Nat King Cole's "You Call It Madness; Serenade; My Blue Boy; Deep Night; Once in Love With Amy; My Sorilla"
 Ore is very familiar with the easy and pleasant vocal style of John Laurence should welcome this platter. It displays his talents to good advantage. With the exception of "My Sorilla," all are recorded duets with Laurence's voice with simple chorus or unobtrusive backing making much use of strings in "My Sorilla" the charter is assisted by a male chorus and a Latin rhythm section. The "My Sorilla" is well pointed out, is the older, more reminiscent to the current hit is purely titular.

MY FAVORITE SONG
GEORGIA GIBBS
MY FAVORITE SONG
GEORGIA GIBBS
MY FAVORITE SONG
GEORGIA GIBBS
MY FAVORITE SONG
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MY FAVORITE SONG
GEORGIA GIBBS



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522—Two Little Fishes & Five Loaves of Bread In the Garden "Fesside Gospel Singers"	527—Dyna Flow Near My Story "Jack Cooley"
523—New Jerusalem What Manner of Man Is This "The Skylarks"	529—Isabel Im' Goin' Thru "Flying Cloud Quintette"
524—Come On In This Aft My Lord Is Coming Back "Swanee Quintette"	530—Lord, You Know My Mind In This World Today "Bliss Gospel Singers"
525—Walk Through the Valley When We Bow in the Evening "Silverstone Singers of Cinn."	531—I Want To Walk With Jesus Come Over Here "The Skylarks"

Consistent promotion over WLAC (50,000 watts)
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 Some Territories Open for Distributorship

FROM BILLBOARD RECORD REVIEW

RUSTY DRAPER

I GOTTA HAVE MY BABY BACK
 MERCURY 3894—This is one of Draper's strongest waxings to date. The warbler hands the Floyd Tillman ditty a mighty powerful performance, pouring his heart into the song, with solid support from the ore. This platter could bust out if exposed.

SING, BABY, SING
 The warbler puts a lot of spirit into the rhythmic oldie of many years ago, that could catch some action in the boxes.




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

NEW STARS!

HENRY JEROME
 & His Orchestra
I LOVE YOU SO
 and
I'LL SI-SI YA IN BAHIA
 MCM 11264 78 rpm
 K11264 45 rpm

NEW HITS!

ACQUAVIVA
 & His Orchestra
MY LOVE-MY LOVE
 and
CURTAIN TIME
 MCM 10668
 K30668



JONI JAMES
WHY DON'T YOU BELIEVE ME
 and
PURPLE SHADES
 MCM 11333 78 rpm
 K11333 45 rpm

HERB KENNY
MY SONG
 and
YOU NEVER HEARD A WORD I SAID
 MCM 11332 78 rpm
 K11332 45 rpm

RICKY VALLO
AS SURE AS THERE'S A HEAVEN
 and
FORGIVE AND FORGET
 MCM 11315 78 rpm
 K11315 45 rpm

THE FOUR HORSEMEN
INDIAN LOVE CALL
 and
SAN ANTONIO ROSE
 MCM 11300 78 rpm
 K11300 45 rpm

BIG! BIG! BIG!

Barbara Ruick
 Carleton Carpenter
NO TWO PEOPLE
 and
WHEN YOU'RE WALKING IN THE RAIN
 MCM 11314 78 rpm
 K11314 45 rpm

Billy Eckstine
EARLY AUTUMN
 and
BECAUSE YOU'RE MINE
 MCM 11301 78 rpm
 K11301 45 rpm

Fran Warren
SETTIN' THE WOODS ON FIRE
 and
TAKES TWO TO TANGO
 MCM 11334 78 rpm
 K11334 45 rpm

Hank Williams
SETTIN' THE WOODS ON FIRE
 and
YOU WIN AGAIN
 MCM 11318 78 rpm
 K11318 45 rpm

Frank Petty Trio
ST. LOUIS BLUES
 and
CONGRATULATE ME
 MCM 11305 78 rpm
 K11305 45 rpm

Bill Farrell
WALKIN' BY THE RIVER
 and
I LAUGHED AT LOVE
 MCM 11343 78 rpm
 K11343 45 rpm

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THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

RIVER, RIVER Peggy Lee.
 Gordon Jenkins Ork....
Decca 28395

A warm new tone, with a lovely flavor, receives a smooth, listenable treatment from the shrill, over an ear-arresting and backing by the Jewell's crew. This should be a healthy item for Miss Lee.

NINA NEVER NEW Vic Damone
Mercury 5987

Vic Damone hands this melodic ballad an expressive and appealing reading, backed tastefully by the Joe Bonomo ork. Johnny Desmond's version on the Coral label is another strong wailing of the tune.

• 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. OUTSIDE OF HEAVEN Eddie Fisher-Hugo Winterhalter Ork....
Victor 20-4953
2. NO TWO PEOPLE Doris Day-Donald O'Connor, Columbia 39063
3. TAKES TWO TO TANGO Louis Armstrong,Decca 28394
4. PIECE-A-PUDDIN' Jo Stafford-Frankie Laine, Columbia 39067
5. BLUES IN ADVANCE Dinah Shore,Victor 20-4926

• 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. THREE LETTERS Ray Starr,Capital 2213
2. FAITH CAN MOVE MOUNTAINS Johnny Ray,Columbia 39037
3. BLUES IN ADVANCE Dinah Shore,Victor 20-4926
4. TRYING Ella Fitzgerald,Decca 28375
5. THE RUBY AND THE PEARL Frankie Laine,Columbia 39062

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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Address

City Zone State

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OUTSIDE OF HEAVEN" "LADY OF SPAIN"

20-4953 * 47-4953

20-4953 * 47-4953

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National Distributors wanted for our I.O.A. Records. Austin and Hope Publishing Co., Winterset, Iowa.

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

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Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/3 RPM. New releases every 5 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

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Top independent line in U.S.A. as rated in The Billboard's Annual Retail Survey.
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Spanish Records, assorted, \$15 per 100. Jefferson Music, 230 East 14th St., N.Y.C. GR 5-3616.

Hartford Kicks Off Ballyhoo

Continued from page 21

(M.G.M.), Bill Kenny (Decca), Gladys Lord (MGM), Mitch Miller (Columbia), Les Paul-Mary Ford (Capitol), Fran Warren (MGM) and Hugo Winterhalter (Victor). Eighteen musicians from Local 40 of the musicians' union will serve as the ork.

Saturday morning, a seminar about the use of disks in the school will be held to which 340 Connecticut music educators and secondary school principals have been invited. Elmer Hintz, director of music education for the Hartford public school system, will serve as panel member with

Bon Deutschman (Children's Record Guild), Dr. Warren Freeman, Heely Krasno (Columbia) and Frank Luther (Decca). Following this the festival will be concluded with a special children's program starring the following kiddie disk artists; Bill and Cora Baird and their puppets (Golden Records), Bozo the clown (Capitol), Tom Glazer (Young People's Records) and Frank Luther (Decca). Capitol has also agreed to show its half-hour Bozo Technicolor film.

Strong Promotion

All facets of the music business as well as other organizations in the Hartford area are co-operating in focusing strong promotion on the festival. All Hartford radio stations (WONS, WTHT, WDRC, WTIC, WCCC) plus WNBC (New Haven) and WKNB (New Britain) are promoting the event via spot announcements and special programs. The Connecticut Coin Machine Operators' Association, under the leadership of Jimmy Tolisano, has placed stickers on juke boxes thruout the State, and spotted records of the visiting talent in the boxes.

The Victor display of Caruso memorabilia is being featured in the Main Street window of Sage-Allen Department store, and its competitor G. Fox will have the Capitol "How to Make a Record" display. Local record dealers and distributors are also hyping the event in many ways, and civic recognition will come from the city's office and the citizen's committee of which Lt. Gov. Edward Allen is honorary chairman.

Ticket Sales Satisfactory
Advance ticket sales for the three evening events are reported to be satisfactory by Joe Martin, RIAA promotion exec, with the sales for the classical evening particularly strong. The scale for this concert runs from \$1 to a \$3.50 top.

As an added inducement for the Wednesday night show, the seven record distributors have agreed to underwrite half of the cost of the first thousand tickets sold. Each distributor is also providing 500 records so that every one attend-

Ballroom Ops

Continued from page 22

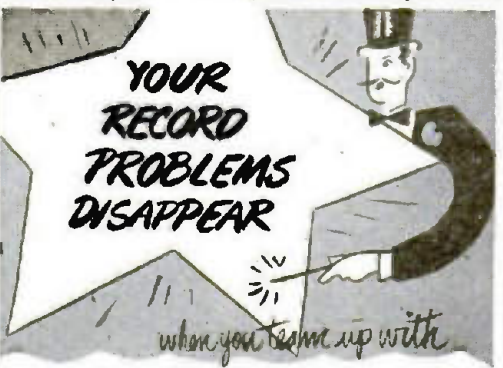
their agencies should help the operator by sharing in the risk of a dance promotion thru lower guarantees and percentages, and who also voiced the opinion that where the operator is known to be a responsible party agencies should not demand deposits, are still on that kick, but again not as vociferously as last year.

A number of operators are under the impression that agencies have not kept abreast of the bands they are selling or of changes which might have been made in the orks.

"Band agencies should know more about the bands they sell," said Albert Toletine, Wallied Lake Casino. "If a band is not known by the agent, it should be withdrawn from sale until changes are made."

Optimistic Note
That the future of the ballrooms is far from a dreary one was clear in most of the responses from operators. A sample of the optimism displayed by a number of the respondents is the one from Robert E. Freed, Lagoop Ballroom, Salt Lake City:

"Lagoop had its best year in its 56 years as far as the dance end was concerned. This was due to the pull of name bands, especially a record-breaking July 4 weekend engagement of Harry James. "Our established promotion of free admission and free dancing on Monday nights also was most successful this year."



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★ 6 1/2" and 7" children's records
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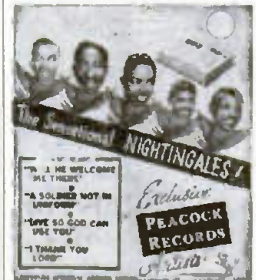
RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL

ing the hillbilly show will receive a free disk.

Execs of the RIAA and disker-ies will watch the progress of the festival very closely. Based on a study of the results, the decision will be made whether to plan similar future projects in other sections of the country.

Teddy Wilson to Tour Scandinavian Countries

NEW YORK, Sept. 27.—Teddy Wilson leaves this month for another European tour, which will take him thru the Scandinavian countries. Wilson will make the first appearance of the concert tour in Sweden the first week of October. The trip will also include appearances in Norway and Denmark. The pianist's trip is being handled by Shaw Artists and Nells Hielstrom of Sweden.



Watch for New Releases on the
DIXIE HUMMING BIRDS
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b/w
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NEWEST RECORD RELEASE

"I'm in Love With Jesus" **G-409**
"Meeting in the Air" **G-410**
BULLET RECORDING CO., Nashville, Tenn.

Many Attend Spitzer Rites

NEW YORK, Sept. 27.—The funeral of publisher Henry Spitzer who took his life last week was held at the Riverside Memorial Chapel on Wednesday (24) with a large portion of the music fraternity present to pay their last respects. He was 54. Spitzer had long been associated with the music business, having served as general professional manager of the Witmark catalog in the early 20's. He later was general manager of Chappell Music, after which he moved to E. H. Morris as general professional manager.

In 1948 Spitzer opened his own firm. He had two firms with the American Society of Composers, Authors and Publishers, Henry Spitzer Music and Vogue Music. In addition Spitzer Songs was affiliated with Broadcast Music, Inc. He also was the selling agent for a number of publishers. Elmore White has served as professional manager of the firm. In recent months Spitzer was in poor health.

He is survived by his widow, two sons and an adopted daughter.

MIKE PETTISON

QUARTET
On
20th CENTURY
TC 5006

Mtd. by Gotham Record Corp.

"I'LL ALWAYS
LOVE YOU SOME"
"MY HEART IS
BREAKING"

Lawrence DUCHOW



The VAGABOND
"SWISS BOY" WALTZ KING
and his RCA VICTOR
RECORDING ORCHESTRA
FEATURING
THE RED RAVENS

FORMER RELEASES

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DUTCH GARDEN SCHOTTISCHE
RCA 20-4825
THREE YANKS
BARBARA
RCA 20-4690
WISCONSIN WALTZ
HA HA—HO HO
RCA 20-4563

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on One Record!

RCA VICTOR'S SWISS BOY'S VERSION OF

"I LOVE TO POLKA"

b/w

"THE SKI WALTZ"

RCA 20-4940; (45 rpm) 47-4940

"The Ski Waltz" published by Spin Music, New York City

"I Love To Polka" published by Vitak-Etanic Co., 4815 S. Ashland Ave., Chicago, Ill.

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If you want a FREE Sample of this record, while they last, send your letterhead to

RED RAVEN ENTERPRISES

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COLUMBIA presents 2 great records...

CHAMP BUTLER

"YOU WIN AGAIN"

b/w
"Cross My Heart, Madame"
Columbia 39868

JO STAFFORD FRANKIE LAINE

With Paul Weston and his Orch.

"SETTIN' the WOODS on FIRE"

COLUMBIA RECORDS

Trade Mark "Columbia," "Masterworks," "GM"
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b/w
"Piece A-Puddin'"
Columbia 39867

UNITED'S GREAT FALL OFFENSIVE

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HIT #1...

From the horn that started a new trend in ballad interpretation

TAB SMITH

bringing you a complete new version of

"AUF WIEDERSEHN"

U-131

"YOU BELONG TO ME"

For Hits #2 and 3, see page 41



5052 Cottage Grove
RECORD

COMPANY

Chicago

Skate-Dancing At Park Circle

BROOKLYN, Sept. 27.—Weekly skate-dance contests, a business builder the last two seasons at Park Circle Roller-drome here, got under way Sunday night (21). The only major change over past competitions is that this year's event is limited to RSROA amateurs who are eligible to participate in novice divisions of any of the association's bona fide State meets. Rink operators Padula and Harrison made the switch in rules because the two preceding series soon became dominated by top talent and lessened the interest of the average skate-dancer.

Rosdahl Inked As Pallomar Pro, Set Party

MILWAUKEE, Sept. 27.—Phil Hays, operator of Pallomar Roller Rink here, announced this week that he had signed young Ted Rosdahl as his new pro. Leaving the slimon pure ranks after 10 years of honor winning amateur competition, Rosdahl is the nation's only holder of all gold test medals available in figure, free style and dance.

Originally from Chicago, Rosdahl, in his first pro job gave a demonstration of his rink ability during the gala fall opening night which attracted a large turnout of skaters on September 18. Plans call for Rosdahl to handle all the teaching duties for the highly popular series of classes for teen-agers from 4 to 5 in the afternoon, as well as the adult classes during evening hours.

Looking ahead, Hays is laying the groundwork for his annual Halloween masquerade carnival. Last year's shindig pulled a record turnout, and Hays is planning a host of games, gimmicks and advertising stunts in an effort to outpull last year's peak results. Many of the ideas that Hays is planning to use this fall and winter were garnered, he says, from his six-week trip out West this past summer, observing rink operations wherever he traveled.

'Night of Champs' At Arena Gardens Honoring Martin

DETROIT, Sept. 27.—A special "night of champions" has been scheduled by Fred A. Martin, partner and manager of Arena Gardens Roller Rink here, for Wednesday (8). The active start of the fall skating season, the occasion will be marked by the presence of a number of American skating champions in a tribute to the recognition given Martin, who is now president of the Roller Skating Rink Operators' Association, after serving for many years as its secretary-treasurer, a post in which he has been succeeded by his son, Robert.

Toppi's Alhambra Debuts in Philly

PHILADELPHIA, Sept. 27.—Jimmy Toppi who operates the Met Roller Rink in what was once the Metropolitan Opera House, opened his second rink this week, the Alhambra, housed in what was once the Alhambra Theater. Toppi purchased the property located in South Philadelphia, last year. His Met is in North Philadelphia.

West Farnum In Good Start; Classes Big

OMAHA, Sept. 27.—West Farnum Roller Palace here has no time to spare right since its reopening following a week's shutdown for remodeling and renovations, reports professional Jack L. Brown. The rink operates nightly except Mondays. Class work conducted by Brown has started off with a bang, with members showing unusual enthusiasm for the work. An unusual aspect, said Brown, is the fact that this year the boys outnumber girls in the classes held each night the rink operates. To date there are 120 class registrants. Brown gives private lessons during daytime hours. Bill McCoy has returned to rink as organizer.

Plans are now being mapped for a prize Halloween costume party. The management also intends to hold parties in connection with polio, Community Chest, Red Cross and cancer fun campaigns.

Brett Reopens in Det.

DETROIT, Sept. 27.—Dearborn Rollorama West Side rink, has reopened for the fall season under the management of George Brett, with a continuation of last season's private club operating policy. Isabel Rook is organizing, with virtually the same professional and operating staff.

Roadshow Rep

THE Toby, Ora and Bill Slout show closed its 1952 season in Mascoutah, Ill., September 27. Opening in Michigan and playing spots in Ohio, Indiana, Illinois and Missouri, the show racked up the best season it has had in four years. At the wind-up stand the cast included Bill Slout, Walter Lukas, Don Scope, Monte (Box) Montrose, Klink Lemmon, Jimmie Wear, L. Verne Slout, Gordon Wilson, Jerric Dexter, Donnie Forsitt, Jean Wear, Francis Lemmon and Ora Slout. Equipment will be stored in Waterloo, Ill., where the company will debut the 1953 season. Most of the members left the show at the final stand for other jobs. Walter Lukas and Jerric Dexter joined the Tilton show on circle stock. Monte Montrose left for the Dor and Jess Sun show, which also is on circle. Don Scope will play night spots in and around St. Louis. Jimmie and Jean Wear go into schools for the Sorenson Agency in Cleveland. Klink and Francis Lemmon will join Brunk's Comedians in New Mexico. The Slouts will resume promotion of their antique shows and have five of them under way at this writing. Bill Slout will help his dad on the Flint, Mich. show and then go into New York. Ora Slout starts with the Terre Haute, Ind., show. The Slouts also have shows in Oklahoma City, Fort Worth and El Paso, Tex.; Lansing, Mich., and the Dearborn (Mich.)

Inn. Recent visitors on the show included Charles Underwood, of King Bros.; Christiani Circus; Art Miller, Kelly-Miller circus; Eastman and Goldie Gray and Clarence Balleras. The Slouts' permanent winter quarters are at Vermonville, Mich.

GERALD TIBBETS has had a hot but fairly good summer's business with his platform show, he advises from Ardmore, Okla. "I met no tents but did encounter many strollers and platform workers," Tibbets writes. "At Lawton, Okla., I met Fred Hering and we had plenty of gab about the old days and especially the season we were with Johnnie Ray, of a 'Hot Old Time' note. Hering told me that Ray took up amateur driving of trotting horses when he quit the one-night business and made his headquarters at North Randall, O. Hering has a fine puppet show and he and his wife do some music. Plan to move into West Texas soon to promote some amateur shows along with my work in eating places and tonska." Carl J. Griffin recently concluded a tour of Northern New York resort spots with his small outdoor unit to only fair business. He says that his merchandising kept him in the black. "I met few persons whom I formerly knew during the season," Griffin pens. "At Glens Falls I used to chat with Walter Leonard, who has gone, and Doc Jones always was worth an evening of chatter, but he's gone too. I met Doc often at Ticonderoga in the old days. The Jesse Saulettes, of 10-20-30 note, are forgotten or at least they were among those with whom I talked. I will work indoors in Canada this winter and may tie up with local picture shows with a spook show." Carter's Show, a family unit, moves westward from St. Petersburg, Fla., soon. Unit will present a tabloid version of E. F. Hannan's 'Jesse Sob' and will be geared to play club and dinner dates as well as sponsored engagements. . . L. L. Frank has been doing okay around Carson City, Nev., with an outdoor busking type show. He plans to move indoors soon and expects a good winter in that territory.

Drivin' 'Round the Drive-Ins

JERRY TOWLES has been transferred from the Mansfield Drive-In Theater, Fort Worth, to assistant manager and treasurer of the Palace Theater there. . . . Amos Page has opened the 125-car capacity Derby Drive-In Theater at McLean, Tex. . . . Melvin Kelly has been named manager of the Arlington Drive-In, Arlington, Tex. He replaces Jerry Connel. . . . The Reagan Drive-In, Big Lake, Tex., has been converted into a twin drive-in. It now has a total of 415 speakers, 265 for the south screen and 150 for the north screen. A new projection booth was built to serve both screens. . . . Gary Rypel, manager of the South Loop 13 Drive-In Theater, San Antonio, puts on a one-man comedy show

before the screen program and at intermission. Sometimes the show is tape recorded, and sometimes Rypel appears in person. Rypel's bit has increased patronage to such an extent the Siamese Drive-In Theaters has asked Rypel to take an extra program for the Mission Drive-In where it will also be presented nightly.

DAISY AND VIOLET HILTON, the Siamese Twins, made a personal appearance at the Sandusky, O., Drive-In Theater September 15-18 along with their movie, "Chained for Life." Although attendance figures were not available, theater officials said more people were on hand to see them than is normal at this time of year. Lacking a stage on which to appear, the twins mounted to the top of the projection and concession building. They were booked thru Ted Spiegler, of Roadshows, Inc., Cleveland, while the film came from Classic Pictures, Inc. A rather unique promotional stunt was used for the film, "Pat and Mike," by F. J. Cahalan, manager, Concord Drive-In Theater, Concord, N. H. Signs he displayed in his town read: "New Parking Laws: For next three days change your parking places from street corners, lawn chairs, parlor chairs and other places to Concord Drive-In. There to park in comfort in your own car and enjoy a swell comedy show."

DRIVE-IN THEATRE AND AMUSEMENT PARK FOR RENT Together or separate. Please do not write—come look it over. Lake Moraine Beach Amusement Park Hawthorn, N. Y.

OPEN A DRIVE-IN THEATRE AT LOW COST New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Live, good location, and number of cars. SPECIAL OFFER! Temporary MARQUEE • MARQUEE LETTERS • 375 • 50' X 10' • 50' X 20' • 100' X 100' SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

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GLOBE-UNION INC. new offers complete line of high quality rink wheels and all other standard rink equipment parts. RINKMASTERS Popular brown rims, 2 1/2" dia. tested under actual rink conditions. Superior performance. . . . will not peel or crack. . . . thousands of sets used and hundreds of buildings for extra long wear. This set standard ball-bearing rink wheel. Guaranteed. THE DANCEMASTER. 100% quality wheel of selected white oak maple. . . . will not loosen or pull out. Maximum run-out of .001" on pulley and side track. REPLACEMENT PARTS. Globe-Union Inc. offers a full line of replacement parts, including skates, cones, ball bearings, etc. Inexpensive delivery. Write for literature and prices. GLOBE-UNION INC. 1056 Main St., Milwaukee 1, Wis.

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GLAMOROUS SUE Best skating release in ages. Mel Klaus—Electric Organ. Sample Prepaid \$1.00. K & K RECORDS Shelton, Nabr.

CURVECREST RINK-COTE The skating surface for wood and mosaic floors. The ultimate in cleanliness and traction. PERRY B. GILES, Pres. Curvecrest, Inc., Michigan, Michigan. We invite you to bring your skaters to Curvecrest and see for yourself.

FOR SALE Portable Rink, 40x100; operating, fully equipped, good condition. Highest offer. FORD CUMMINGS General Delivery Cameron, Texas

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The Final Curtain

ADAMS—Clinton E., 86, in McKinney Hospital, Denton, Tex., September 19. He was founder and president of Liberty Film Lines Inc., and vice-president of Film Transfer Company, both of Dallas. Survived by his widow, two sons and a sister.

AGOSTINI—Nicholas, 61, music copyist for Radio Station WLW, Cincinnati, for more than 20 years and a French horn player formerly connected with Cincinnati's Sillitoe's Band and the Old Teddy Bath theater orchestra. September 22 in Good Samaritan Hospital, Cincinnati. Augustin first came to this country in 1905 for a three-year tour with the Hungarian Boy Band, later returning to his native Hungary. During World War I he was a member of the Austrian-Hungarian Army Band and was captured by the Russians. After seven years in a Siberian prison camp he came to the U.S. and became a citizen. Regular high mass September 28 at Church of the Little Flower, Cincinnati, and burial in White Oak. O. Survived by his widow, two daughters and a brother.

AYVE—Nat, 65, composer of over 1,500 songs among them "If You Were the Only Girl in the World" September 18 in Bath, England. (See Music Department for details.)

FILIMORF—Roy, Charles W., 82, retired minister who wrote a number of gospel songs, September 18 in an Indianapolis nursing home.

FRENCH—Carl T., 76, president of J. Fisher & Brother, music-publishing house, September 21 in

New York. The publishing firm was one of the nation's largest in educational and Catholic church music. Family included the Carl Fischer, Inc., music stores. His widow, a daughter, three sons and six grandchildren survive.

FREDERICK—Joseph J. Sr., 73, father of Joseph J. Frederick, Jr., owner of the Motor State Schools, Springfield, Mo., and a citizen. Regular high mass September 28 at Church of the Holy Cross, Grand Junction, and a son who is connected with an Eastern carnival.

GOOD—Joseph A., veteran carnival man, September 18 in Grand Junction, Colo., of cancer. He spent 61 years in show business and at various times had trouped with the Doc Stewart, McClellan, Broadway, Frederick, John T. Wortham, Sixstrand and Happy Day shows. Survived by a daughter, Mrs. Vera Cross, Grand Junction, and a son who is connected with an Eastern carnival.

GRANAM—Joanis Lenez, actress, September 21 in New York. She had appeared on Broadway in "The Barker, "Sun Up," "The Shame Women" and "The Broadway Melodrama." Her last assignment was a panel member on "The Late Show" at 88. Two stepdaughters survive.

HAY—Jan, 70, British novelist and playwright known in private life as John Hay Beth, September 22 near Pyrfield, Hampshire, England. His humorous sketches on life in the Army in World War I won him instantaneous success, and he lectured in the U. S. and Britain. After he was he wrote a light comedy, "Tilly at Bloomsbury," a success. An author of countless books he continued his theater work in collaboration with such authors as Sir Esmor Hicks, P. G. Woodhouse and A. W. Mason, the most recent play being produced last year in England. For 16 years Hay was chairman of the Society of Authors.

JOHNSON—Margaret P., 78, dancer, recently at her home in Ocean City, Md. after a brief illness. She was a dance recluse since winning an Ocean City beauty contest 16 years ago and for the past 25 years presided a dance and dramatic school at the resort. Two brothers and a sister survive.

KANE—James W., veteran outdoor showman, recently in Dedham, Mass., following a heart attack. Survivors are his widow, Evelyn, four brothers and two sisters.

LUFTOW—Frank, 37, veteran auto race driver, September 21 during a race meet at Atlanta. (Details in Outdoor Section.)

MONAGHY—Mrs. Richard, 47, concert violinist and librettist, in New York September 24. Born in Vienna, she had played in concert in Germany, Russia, Poland, Austria and China. As Theo Fels she wrote the libretto for her husband's comic opera, "The Town Musicians of Bremen." They came to this country, being the Nazis, in 1939. Recently Mrs. Monaghy had completed the libretto of a

strand opera, "Mortini" which her husband wrote. She is survived by her husband and mother, Mrs. Julia Gottlieb.

MONSOUB—Theresa, 41, father of Joe Monsoour, who until recently was a long-time executive of Louisiana State Fair, Shreveport, September 23 in Shreveport. Other survivors are her widow, four other sons and a daughter.

MORLATTIS—Timoo, 78, leading Orpheo playwright and journalist, September 21 in Athens, Greece.

MORLAND—Walter Hal, veteran of 50 years on the stage, recently in Buffalo. At one time he was the leading man of Eugene O'Neill's "Madame X" and for many years had been associated with Cohan and Harris shows. He also had served as a director and had been connected with such dramatic stock companies as the Mainbridge Players, Minneapolis; Glass Stock Company, San Antonio; Bringer, Buffalo; Jack Hall, Wheeling, W. Va., and the State Chicago. In recent years he had directed school and college productions in Buffalo. Survived by his widow, Margaret, who does radio work in Buffalo; a daughter, Mrs. Raymond O. Hershberger, and two sons, Walter J. and Lawrence L. Services September 23 in Buffalo, Greece.

RANICHE—Rudy B., 53, newspaper and radio advertising exec., September 19 in Waukegan, Ill. Besides many newspapers he had been associated with Station WGBD, Warsaw, Ill., from 1931 to 1942.

SCHINDLER—William, 63, one-legged veteran racing car driver known as Wild Bill Schindler, killed instantly September 26 at the Allentown (Pa.) Fair race track when his car plunged out of control and smashed 30 feet down an embankment. He had

been racing both middle and big cars for 22 years and made his home in Freeport, Pa.

SPITZBERG—Henry W., 66, music publisher, September 22 in New York. Spitzberg had been in the music publishing business for the last 36 years, having worked for such firms as Witmark, Chappell and E. H. Morris in top executive capacities. Since 1948 he had operated his own firm. Among his 150 scores was "Crucial Down the River." (See news story in Music Section.)

STEVENSON—William E. Jr., 65, who helped in the development of the first talking machine cabinet for the old Victor Talking Machine Company, September 20 in Burlington County Hospital, Moorestown, N. J. He retired last April as consultant for the styling department of RCA Victor after being associated with the recording operations of the company for 43 years. Surviving are his widow, Emma M.; a daughter and a son. Services September 23 in Moorestown, with burial in Trinity Episcopal Church Cemetery there.

TRIEB—Ruth, 67, in New York September 26. He was the former board chairman and president of Playbill Inc., publishers of "The Playbill," the program issued in all New York legitimate theaters and the Metropolitan Opera House. Trieb joined The Playbill as a bookkeeper in 1929, when it was known as the New York Theater Program Corporation. He became secretary in 1930 and served as president from 1931-32. He was board chairman until his retirement three years ago. He is a former treasurer of the Lambs Club and a director of the Advertising Club of New York. He is survived by his widow.

TUOHY—Oscar Bernice, 52, at St. Mary's Hospital, Milwaukee, September 18, of cerebral hemorrhage. He came from New Orleans in 1924 where he had played trumpet and led the Creole Orchestra. Had his own combo in Milwaukee for many years. He was a member of the board of directors of the Milwaukee Musicians' Union Local 697, American Federation of Musicians. Survived by his widow, Mary, a son, Capt. John Young, stationed in Germany, and mother and stepfather, both of New Orleans.

Births

ALBERTO—A daughter to Mr. and Mrs. Al Alberto September 18 in Philadelphia. Father is a musician in that city, and mother is the former band vocalist known as Lee Morgan.

JONES—A son, Milo Lynnwood, to Mr. and Mrs. Edward Miles Jones September 23 in Bloomington, Ill. Father is a sway pole performer.

LANG—A son, James Ellis, September 18 in St. Elizabeth Hospital, Covington, Ky., to Mr. and Mrs. James G. Lang, operators of radio station WNOP, Covington.

PARKINBURY—A son, Ronald William, to Mr. and Mrs. Pearce Parkinbury in Sparrow Hospital, Lansing, Mich., September 3. Father is manager of Lansing Drive-In Theater.

PINE—A son, David Jay, to Mr. and Mrs. Arthur Pine September 22 at Horace Harding Hospital, Long Island, N. Y. The mother is the former fashion model, Harriette Scheiner. The father is head of the publicity-public relations agency, Arthur Pine Associates.

London Dispatch

Continued from page 2

pages of space before, on, and after arrival—most of it lyrical. . . . On September 29, Betty Hut-ton starts a three-week season at the Palladium. With her ends Parnell's 1952 season of variety. On October 21 she will present his fall revue "Wonderful Time." . . . Starting Max Bygraves, Billy Cotton and his band, the Bernard Brothers and Joy Nichols. At the end of their eight-week run he will put on the Palladium's fifth "pantomime" since the war, "Dick Whittington" with Frankie Howard, Sonnie Hale and Richard Heane.

TONY BRENT IS NEW DISK HIT

Watch out for Tony Brent, a young British singer being hailed over here as Britain's answer to Johnnie Ray. His first disc, "It Isn't Easy," waxed here for Columbia in August, sold 10,000 in its first two weeks—a big sale for a newcomer in this country. It should be out in New York shortly. Cuts of his next, appearing here in October, sound even better. Currently the only British criticism is that he sounds something like (a) Johnnie Ray, (b) Frank Sinatra, (c) Frankie Laine, and (d) Guy Mitchell, according to which critic you read.

Paris Peek

Continued from page 2

Unheard," and will introduce legendary and mythological animals weekly, to determine if they are content with the stories built around them, and if not, how would they prefer to change them. The other animal program is by Camille Ducray, titled "Animals, Have They a Soul?" and will draw on the stories of famous writers to prove the affirmative. More and more shows will be diffused from theaters, and the "Sunday Gala" program originating from the stage of the Alhambra music hall has hired a regular stage director, Maurice Jaquemont, since the shows will contain dance, lighting and regular stage direction for the audience attending them. Jean Nohain, by the way, who has been No. 1 producer holding down the choice Sunday night, bowed out to let Jean Grunbaum take over the program.

Marriages

EDWARDSON-MacFARQUHAR—William T. Edwardson, chief announcer at WLAB, Bridgeport, Conn., and Nancy MacFarquhar, Fairfield, Conn., in Bridgeport September 15.

GARRIS-VON—Sid Garriss, disk jockey known as Symphony Sid on CKLW, Detroit, and Joan Von, dancer in the "Ragels and You" company, in Boston September 19.

SHOLEY-GRADY—Henry L. Sholey, correspondent for The Billboard in Wilmington, Del., and Elizabeth E. Grady, manager of the Rialto Theater there, September 23 in North-east, Md.

SMITH-SULLIVAN—Charles B. Smith, candy pitchman, and Eula Sullivan, dancer on Paris After Dark on Assessment Company of America, in Des Moines recently.

LEVY-SNELL—Sam J. Levy, sales rep of Barnes-Carruthers Theatrical Agency, Chicago, and Dolores Snell, member of White Horse Troupe, September 19 in Fannin, Ga. Levy was president of the Barnes-Carruthers organization.

Glasgow Gleanings

Continued from page 3

provide all the music. This show, after two mild evenings, suddenly found itself turning away scores of customers every night. The material varied, but the general impression was fast, witty, and brilliantly contemptuous of Festival snobbery.

Now the Festival Committee is planning to run its own late revue next year. They can scarcely fail to make money from it, but it ventures to predict an artistic flop if they expect to take the mickney out of their own achievements as the London Group have done so neatly. But in the past few weeks Edinburgh has been settling back, show-wise, with Stanley Baxter in the popular revue entertainment "Half-Past Eight," which has already made big money during its Glasgow run. The version of "Half-Past Eight" which has already appeared in Edinburgh, starring established kilted comic Harry Gordon, transferred to Glasgow. Baxter, incidentally, in this first major vaudeville job, has pleased theater magnates Howard & Wyndham so much that he has been contracted to star in one of Glasgow's biggest pantomimes during the Christmas season.



In Memory of My Beloved Husband
J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 4, 1943
MARIE SIMPSON

**IN MEMORY OF
"LEE"
GORDON**
Died October 2, 1948
Vona & Tommy Arger

**IN MEMORY OF
"LEE"
GORDON**
Died October 2, 1948
Helen and Harry Julius

Memorial to Tex
Died Oct. 3, 1947
Your Buddy,
BILLY LONDON
Jesse E. (Tex) Putegnal
NOTICE: All "Whisky" Hunt, all in forgotten, contact me, please, c/o Hodge Midway, Tri-County Fairgrounds, Norfolk, Va.

*When Stories of the Past Are Told
No Sweeter Memories Do We Hold*

In Loring Memory of

MARGIE CETLIN

Left the Partnership
October 5, 1947

Jack—WILSON—Sadie

*Though I Be Burdened Down With Grief
Sweet Memories Always Bring Relief*

In Memory of

MARGIE CETLIN

My Beloved Sister
October 5, 1947

ISSY CETLIN

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

OUTDOOR

Memphis Fair Gate, With 2 Days to Go, Surpasses '51 High

May Top Record by 100,000; Rodeo Biz Soars 25%; Space Sales in Rise

MEMPHIS, Sept. 27.—Mid-South fair here is the biggest in its history, with an all-time attendance record tucked safely in the bag as early as Thursday night (25), at which point two days of the 10-day run remained.

Attendance thru Thursday was 203,217 or 30,024 more than the peak '51 year when the fair's total gate count was 283,193.

Weather for the first eight days was ideal, and continued good weather was promised for the closing two days, suggesting that the fair could top the previous record gate by a total of close to 100,000.

Sports Show Clicks

Practically every department of the fair enjoyed thumping business. The rodeo, a Wild Bill Elliott presentation, doing two-a-day was up 25 per cent over last year's rodeo up to Thursday's (25) night show. To that point, it had played to 58,508 persons in 13 performances in the outdoor arena.

Meanwhile, the Monte Blue Sports Show registered good business indoors, giving either three or four performances daily, with admission priced at \$1.

Huge Midway Spread

On the midway the biggest line-up of attractions to play here in years was in action. The Blue Grass Shows, owned and managed by C. C. (Specks) Groscurth provide the rides and the concessions, with Ray Marsh Brydon presenting shows booked in by him.

A total of 20 shows, headed by one starring Sally Rand, represent by far the largest array of shows ever to work the fair.

Gotham Bans Bingo Games

NEW YORK, Sept. 27.—Bingo was banned quietly in this city last week. Without fanfare, policemen visited churches, clubs and other places where the game has been in progress for years and told operators to close down.

Pastors of some churches called the ban "stupid," saying that the games were operated by church members as a means of financing church improvements.

Police Commissioner George P. Monaghan refused to discuss the matter, except to say, "It's a violation of the law."

ARMISTICE SIGNED

Dallas, Fort Worth Expos Launch Mutual Aid Policy

DALLAS, Sept. 27.—A new "helping hand" policy has been inaugurated by the State Fair of Texas here and the Southwestern Exposition and Fat Stock Show, Fort Worth.

For the first time in years the Dallas expo will have a Fort Worth Day on Saturday, October 18. To reciprocate, the Fat Stock Show will have a Dallas Day during the expo in January.

The Fort Worth school system will distribute State fair literature and approximately 60,000 free gate admission passes to Fort Worth school kids. Fat stock show will give the same courtesy to Dallas kids.

The plan was developed with the active co-operation of Chambers of Commerce of both cities. It made news in both towns because in previous years the two cities—only 30 miles apart—have

been big rivals, in show business and other things. When Texas Centennial Exposition was held in Dallas in 1936, Fort Worth countered with Billy Rose's Frontier Days celebration, running in competition.

Officials of the fair and stock show believe the new policy will prove beneficial to both. They agreed the two events were non-competitive and laid plans for further co-operation in the future.

The plan was first suggested by Fair President R. L. Thornton in a letter to the Fat Stock Show and Chamber of Commerce officials. Berl Godfrey, president of the Fort Worth chamber, and chairman of newly organized Dallas-Fort Worth Area Development Council, helped to get things organized in Fort Worth. Ben Wooten, proxy of the Dallas Chamber, is vice-chairman of the area council.

SLA Benefits From Wagner Jamboree Show

NASHVILLE, Sept. 27.—The Showmen's League of America treasury was the beneficiary of a jamboree on Al Wagner's Cavalcade of Amusements here Friday night (19).

Owner Wagner spoke briefly before the show as did Frank J. Lee, org's press agent, and Joe Streibich SLA secretary. Judge Beverly Briley, chairman of the board of the Tennessee State Fair, was introduced and paid tribute to the show club.

Talent in the show, which was held in the gal show top, included the 3 Dancing Dots, Helen Forster, Dan Blunt, Katherine Clarissa and Annetta; Art and Margi Bassett, M. d. e. n. e. l. e. s. Gene Johnson, Betty Barbados, Ann (The Rave) Gross, Gaby DeLys, Anthony Zarlegno, Tex Conroy and Bill Valentino.

Pat Valdesai emceed the show and Jimmy McLeary's ork provided the music.

According to Wagner, another jamboree is skedded for the near future.

Memphis Jamboree Nets 2G for Clubs

Miami, Chicago Orgs to Share Proceeds; Sally Rand Leads Large Array of Shows

MEMPHIS, Sept. 27.—Jamboree for the joint benefit of the Showmen's League of America and the Miami Showmen's Association, held Thursday night (25), on the midway of the Mid-South Fair here, yielded about \$2,000, the largest sum netted by like benefit on any show this year.

C. C. (Specks) Groscurth, owner-manager of the Blue Grass Shows, was in charge of arrangements. Hit of the show was Sally Rand, headliner of the biggest money-getter on the midway. The fan dancer served both as emcee and auctioneer during the jamboree, which was held in her show top before an estimated 1,000 persons.

Show, following the usual pattern for such jamborees, started after the close of the midway, and this caused it to run beyond the closing time prescribed locally for the average runs of the show. Police attempted to halt the show, but Sally defied them and the police yielded.

Talent in the show came from the Rand unit and also from Aneon Gates' Minaret Show, which was one of the 29 shows in the midway-line. The number of shows on the midway here was lifted to 29 Sunday (21), fourth day of the fair, with the arrival of eight shows which had

closed the previous day at other fairs.

Line-up of shows is by far the largest ever spotted on the fairgrounds here. It was Sally Rand, however, who dominated the situation. She crashed the Memphis dates with strong publicity scores, five of the fair's first six days and in addition squeezed in a substantial number of radio and TV appearances. As a result, on a few days she grossed more than all of the other 28 shows combined.

Proportionately the line-up of concessions is even larger than the line-up of shows. The number of concessions is so large that it is doubtful if more than a few make money in the fair's close tonight.

Rides in the Groscurth lay-out were reported as doing fair business. Units brought in for the fair, backed the permanent ride installations operated thruout the season on the grounds.

ROY ROGERS FEATURED

Good Reception Marks Gotham Rodeo Preem

● Continued from page 2

all familiar to his flicker-radio-video fans, for his second appearance. They all take turns vocalizing, after which Roy and Dale ride around the rim of the arena on their famous horses, Trigger and Buttermilk, shaking the hands of as many moppets as they can reach.

Rogers' vocalizing is liberally sprinkled with gospel renditions. One number is delivered in a darkened arena, with a white cross of light projected on the floor. A pitch to youngsters on attending Sunday school is included. While the subject is a good one, it adds up to an oddity in a Garden rodeo setting.

Jay Sisler and his Australian Shepherd Dogs, a new act in these parts, holds plenty of promise. The two canines romp thru two dozen tricks with a minimum of cueing and misses. Better routineing will make it an excellent act for all show business media.

Ken Boen and the Old Grey Mare, a standard rodeo adjunct seen here before, is excellent as always. Bud Carrell and Rose, a bull whip and boomerang presentation, is run-of-the-mill, replete with gestures and time consuming business.

Pomona Beats '51 Despite Rain, Heat

Attendance Up 10,000 for First 13 Days; Pari-Mutuel Handle Climbs \$800,000

POMONA, Calif., Sept. 27.—The Silver Jubilee run of the Los Angeles County Fair, at the end of its 13th day surpassed its 1951 attendance mark, despite falling behind on four days because of bad weather. Pari-mutuel handle continued to gain with the first 11 racing days beating 1951 by nearly \$800,000.

The 13-day attendance for the event, which closes tomorrow (28) was 837,433 compared with 827,258. Friday (19) crowd was cut by rain during the morning. On that day the decrease was only a couple of thousand, being 52,626 against 54,810 in 1951. Attendance fell behind last year on Sunday, Tuesday and Wednesday, when the figures were respectively, 122,357 compared with 133,696; 43,557 against 48,400, and 45,745 to 50,760.

Friday's rain did not, evidently, affect Saturday's crowds. Sunday was muggy with the mercury hitting in the 90's. Tuesday and Wednesday were similarly blistering while Thursday was overcast.

With rainy weather being problematical for the first time in 13 years, the fair had to shift several of its events. For the first time, the horses ran on muddy tracks. Liberace, who closed a 9-day run at the event Saturday (20), was shifted from the grandstand platform to the Radio-TV Building stage.

"Fair Follies," a Barnes-Carruthers production, opened in front of the grandstand Sunday night for eight days. Presented under the direction of Fred H. Kressmann, Preston Lambert is emcee; Marcille Edwardes, prima donna; Jack Cervone, musical director, and Joe Lynch, stage director. Choreography is by Dorothy Hild and Ainslee Lambert. Lighting is by Ralph

Frank Luptow Dies in Crash

ATLANTA, Sept. 27.—Frank Luptow, 37, veteran auto race driver, was killed here Sunday (21) during the running of the AAA 100-mile stock car race. Luptow was killed on the 44th lap of the race when the axle of his car broke and he was thrown from the car.

Prior to turning to AAA races this year, Luptow had been IMCA big car champion for three consecutive years.

Boilender with Bertha Hogan in charge of the wardrobe.

Four Productions

"Follies" has four production numbers, "Rendezvous at Four," "Rhythm of the Jungle," "Fantasy in Silks and Satins," and "Tulip Time in Holland." Acts include the Dorothy Hild Dancers (20), Ainslee Trio, and Five Melodiers, vocal group; Johnnie Mack, Nita and Peppi, Four Marions, Martel-Mignon Foursome, Seven Marvels, Elsa and Waldo, the Shyrettos, and Adrianna and Charly.

Acts appearing before the grandstand during races included Lopez Trio, The Adaros, Fny Kirkwood and Crown Jewell, and Les Kimris. They were booked by Barnes-Carruthers.

Pat Treanor & Son, veteran novelty dealers, have the merchandise contract fence-to-fence. This is the first time in years that such a contract has been issued. In previous years Treanor had the incidental midway with the novelties on the carnival lot being handled by the dealer on the show. Treanor has been at the fair since it started in 1922.

ACA Conclave Program Set

ROCHESTER, N. Y., Sept. 27.—Plans for the 19th annual Chicago convention of the American Carnivals Association, December 1-4, have been completed. Max Cohen, general counsel and secretary-treasurer of the organization, announced.

The conclave, as usual, will run concurrently with the International Association of Fairs and Expositions, and the program will parallel that of recent years. The association's councils will meet the first day, with the general membership meeting opening on Tuesday afternoon (2). If needed, additional sessions will be held on Wednesday and Thursday.

Sam J. Levy Jr., Dolores Snell Wed

CHICAGO, Sept. 27.—Sam J. Levy Jr., sales representative for the Barnes-Carruthers Theatrical Enterprises, this city, and Dolores Snell, member of the White Horse Troupe, were married September 26 in Hannibal, Mo. The groom's father is Sam J. Levy Sr., president of the Barnes-Carruthers organization.

A wedding reception was held in honor of the couple by the senior Levys this week at the Edgewater Boat Motel, after which the newlyweds returned to the road. They plan to make their home here at the close of the outdoor season.

Australian Books Side Show Acts

LOS ANGELES, Sept. 27.—William J. Allan, Australian showman, is readying a Side Show to tour Australia and New Zealand for the next five to 12 months. Some of the acts will be sent directly overseas upon booking while others will await the sailing or flying pool.

Allan arrived in this country last June and has been studying American show business. He worked on concessions at the San Diego County Fair in Del Mar for Cecchini & Levaggi, game concessionaires.

San Antonio Festival Set for Oct. 28-Nov. 2

SAN ANTONIO, Sept. 27.—Southwest Festival and Sports Show will be held here October 28-November 2, according to Thomas (Tommy) Stevens, who will manage the expo. The event, which is sponsored by Sam Houston Post 76, VFW, will include exhibits of sporting goods, boats and trailers. Dancing contests and rides will provide the entertainment.

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Out in the Open

Mrs. Bille Burke, who for 15 years was secretary to Fred Tennant Sr. and Jr., at the Dallas Fair, is currently handling Ray Marsh Brydon's office at Memphis.

Earl Newberry and Leo Overland, Midwest operators of the Jole Chitwood Auto Daredevil, have moved their Chicago offices to 159 North Dearborn Street.

COMING EVENTS

- Alabama: Mobile-Memphis Show, Oct. 1-4, George Calours, 870 Jr. Chamber of Commerce.
California: Los Angeles-Los Angeles Intl. Horse Show, Oct. 17-28, Allen Ross, Studio City, Calif.

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: Slocumb, Ala.; Clayton 8-11, Alamo Expo, (Fair) Marshall, Tex. (Fair) Oct. 1-11.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Southern Valley (Fair) DeRidder, La.; (Fair) Winnaboo 6-11, Star Am. Co., Erie, Ark.

3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These are complete with Calling Numbers, Tally Cards, 20 cards, \$3.95. Wood Car set, 75 cards, 20 cards, \$5.50. All cards from 100 to 3000 in \$5 per 100. Fibre

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3000 Small, Thin "Bromine" Bingo Sheets, 2 colors, loose only, 100 per 1000. \$1.50. 3000 Jack Pot Bingo Sheets (strip of 7 numbers), Per 1000. \$1.25. Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Yellow Cards, postal card shipment. Can be returned or discarded. 1,000 \$1 per 100. Calling Markers \$2 extra. 75

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- Beatty, Clyde, Yuma, Ariz., 29, Indio, Calif., 39, San Bernardino, Oct. 1-2; season ends.
Coffin, Walter, Stutter, Ark., 1, Cole, A., Walters, Miami, Tex., 3, Hamd-Morton (Maple Leaf Gardens) Toronto, Ont., Can., 29-Oct. 4, Hollywood Circus Corp. (City Auditorium) Pueblo, Colo., 3, (Forbes Field) Greeley, Colo., 3, (Auditorium) Boulder, 4, (Auditorium) Beatrice, Neb., 7, (Airport) Grand Island 8, (Auditorium) Hastings, 9, (Fairgrounds) Kearney, Lincoln, 10, (Fair) Fortral, Council Bluffs, Ia., 11, Jacobs, Terrell, Charlotte, N. C., 30-Oct. 4, Kelly-Miller, Carrollton, Mo., 4, Kelly-Morris, Griffin, Ga., 1, Barnardville 2, Stanton 3, Madison 4, Washington 5, Elberton 6, Commerce 8, Mills Bros., Media, Pa., 30; Upper Darby Oct. 1; Conshohocken 2, Ardmore 3, Harboro 4, Corywold Heights 5, Bethlehem 7, Allentown 8, Quakertown 9, (Overbrook Philadelphia) 10, Piquetteville 11, Polack Bros. (Eastern) (Ladd Stadium) Mobile, Ala., 29-Oct. 1; Fort Benning, Ga., 1-4; (Park) Amistad, Ala., 6-7, Husterville 8-9, Polack Bros. (Western) (Municipal Auditorium) Denver, Colo., 29-Oct. 3; (City Auditorium) Ft. Collins, 4-9, Ringling Bros. and Barnum & Bailey, Wash. Ter., 29, Austin 30; Ft. Collins 31; Corpus Christi 3; Houston 3-8; Beaumont 6; Lake Charles, La., 7; Alexandria 8; Baton Rouge 9; New Orleans 10-11, Rogers Bros., Ft. Walton, Fla., 20; Panama City 1; Marianna 2; Cairo, Ga., 3; Lake City, Fla., 4; Ocala 5; 6; Wallace Bros., Enid, Okla., 29; Outbire

DOG SHOWS

- Alabama: Mobile-Oct. 28 Ciel Diddy, Biola, Miss.
California: Modesto-Oct. 12 R. Jackson, Box 428, Turlock, Calif.
Chicago-Oct. 25 Edith Beach, 2427 N. Orchard St.
Indiana: Evansville-Oct. 10 Mrs. J. Wade, 915 Lombard Ave.
Evansville-Oct. 13 Ouseell Auburn, Ind.
Kokomo-Oct. 19 Mrs. O. Small, Logansport, Ind.
Iowa: Des Moines-Oct. 12, R. Vogel, 1720 54th St. (Continued on page 57)

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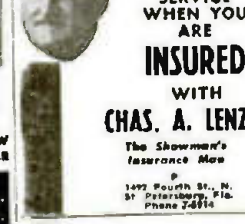
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Big Havana Funspot Opens Winter Season

HAVANA, Sept. 27.—Fall and winter season at Havana's big Coney Island Park will get underway Friday (3) with a line-up of added attractions and exhibits...

A \$150,000 Roller Coaster from Philadelphia Toboggan Company; Skooter, 16 U-Drive-It boats, Cuddle-Up, Bubble Bounce, Moon Rocket, Tilt-a-Whirl, Caterpillar, Octopus, Merry-Go-Round, Ferris Wheel, Looper, Flying Skooter, Lindy Loop, and a Miniatur Train with tracks running around the park and from the parking area to the midway. Parking lot handles 2,000 cars.

There are 12 kiddie rides, five automatic pitching machines, Glass House, Fun House, African Dip, 300-seat Bingo and miniature golf. The park operates its own police force and first aid office. Several free acts from the United States have been used and Miss

185,000 Armed Forces Personnel Visited Rockaway

NEW YORK, Sept. 27.—Nearly 185,000 members of the United States and United Nations armed forces have visited Rockaway's Playland since the beginning of the year, according to A. Joseph Geist, president of the Queens funspot. This attendance, he pointed out, surpassed all World War II records for the park.

A discount of 50 per cent on all rides and attractions, extended to servicemen by the management, follows a practice established in 1940, following the first draft call.

Gauvreau Heads Belmont Company

MONTREAL, Sept. 27.—Belmont Park Company, Ltd., here is headed by Lt. Col. J. Romeo Gauvreau, president, with Hector Racine and Ernest Beaupre, vice-presidents. Louis St. Arnaud and Jacques Murphy also are directors, and Rex D. Billings is managing director. It was erroneously reported last week that the spot was owned by J. W. Conklin.

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HAVE OPENING For one Major Ride. Will buy ride or lease space to Concessionaire. CRAIG BEACH PARK Lake Milton, Ohio

Luxem, high act, opens Friday (3) for several weeks. Staff includes Vemanelo Nadarse, president; Eugene Beecher, vice-president and general manager; Carlos Suarez, director of activities; and Jose Martinez, representative in the United States.

Rockaway Has Banner Year

NEW YORK, Sept. 27.—Overall business this year for Rockaway's Playland was much better than in 1951, considering the dismal rains and then the torrid heat spell which left the city limp this summer, said A. Joseph Geist, park president, in a report issued this week.

Publicity also hit a new high, Geist said, with choice articles and photo stories appearing in many magazines as well as in major dailies. A breakdown of this press coverage indicated that the park received 2,089 photo plugs and 3,117 stories.

Rockaway's highly ballyhooed Mardi Gras, a week-long celebration which annually signals the close of the season, was termed a huge success. Geist said that promotion and publicity attracted nearly 3,500,000 persons to the event, and that business which ensued was excellent.

Coming Events

Continued from page 56

Louisiana Baton Rouge—Home Show, Oct. 18-23. George Courtois, 676 Jr. Chamber of Commerce. Crowley—Eiffel Rice Festival, Oct. 22-23. Paul Jackson, City Hall. Wauhillon—La Forest Festival, first week in Oct. J. D. Holmes, Box 411.

Michigan Pontiac—Fall Stock Show, Oct. 21-30. Louis Webb, Courthouse. Missouri Kennett—Fall Festival, Second week in Oct. George Billberg. Lebanon—Fall Festival, Sept. 28-Oct. 4. Fire Dept. Kiwanis Club.

New York New York—World Champ. Rodeo, Madison Square Garden, Sept. 28-Oct. 18. New York—National Business Show, Grand Central Palace, Oct. 20-23.

Ohio Bradford—Pumpkin Show, Oct. 18-19. F. C. Bree. Circleville—Pumpkin Show, Oct. 22-23. Ned H. Dresbach. Leavelle—Fall Festival, Sept. 29-Oct. 4. Fred Noth, Mozabala, Box 2, Leavelle. Ripley—Kiwanis Fall Festival, Oct. 8-11. Fred Blatter, and Campbell. Utica—Home-Combs, Oct. 2-4. Stewart Anderson, London, O.

Pennsylvania Columbia—Community Fair, Sept. 29-Oct. 4. James E. Shilling. Oil City—Venus Co. Fair Show, Oct. 22-24. Charles E. Fisher. Scranton—Food & Home Show in Waters Armory, Oct. 15-19.

South Dakota Sioux Falls—Viking Days, Oct. 18-22. Yankton—Pancake Days, Oct. 2-6.

Tennessee Knoxville—Home Show, Oct. 21-26. Paul Waters, 317 N. Gay St.

Texas Houston—Shrine Circus, Oct. 28-Nov. 11. San Antonio—Festival & Sports Show, Oct. 27-Nov. 2. Tommy Stevens, 315 Houston Blvd.

Virginia Abingdon—Tobacco & Farm Show, Oct. 18-19. J. E. Collins. Charlottesville—Apple Harvest Festival, Oct. 8-11. Ross E. Mobney. Lynchburg—Home Show, Oct. 21-25. Jack T. Craig, Box 1181, Roanoke, Va. Portsmouth—Bi-Centennial Celebration, Sept. 28-Oct. 5. Paul Haeger, 519 Dinwiddie St.

Velares Build New Additions For Dark Ride

LONG BEACH, Calif., Sept. 27.—New stunts for the recently debuted Whispering River dark ride on the Nu-Pike here are being readied for fall installation, Elmer Velare of Velare Bros. operators, said.

Velare reported a successful season for the ride, which augments others, including the Sky Wheel in the Long Beach Amusement Company's operation. Velare declared that Whispering River had received much favorable comment with the front, designed by Jack Gray, bringing praise.

The stunts now being prepared in the Velare Bros. shop are expected to be installed around January 1 with other interior changes at the dark ride to be made before Decoration Day.

Dog Shows

Continued from page 56

Kentucky Lexington—Oct. 26 W. Bader, 3400 Dixie Highway. Louisville—Oct. 24. Mrs. C. Brewer, Buchel, Ky.

Louisiana New Orleans—Oct. 31 A. Long, 7014 St. Claude Ave. Shreveport—Oct. 12. Mrs. B. Rothschild Jr., 818 Crescent Road.

Maryland Annapolis—Oct. 18. Foley, 2009 Ranstead St., Philadelphia. Pikesville—Oct. 10. Foley, 7000 Ranstead St., Philadelphia.

Massachusetts Boston—Oct. 2 & 3. Pusifer, 382 W. Main St., Avon, Mass.

Mississippi Jackson—Oct. 23. C. D. Diddy, Biloxi, Miss.

Missouri Kansas City—Oct. 26—Georgia Pipkin, 4021 Holmes St. St. Louis—Oct. 2. Eleanor Patrick, Webster Groves, Mo.

New Jersey Trenton—Oct. 26. Ellis Case, Box 328, Berlin, N. J. Vineland—Oct. 18. Foley, 2009 Ranstead St., Philadelphia.

New York Ithaca—Oct. 11. Foley, 2009 Ranstead St., Philadelphia. Rochester—Oct. 12. Foley, 2009 Ranstead St., Philadelphia.

Ohio Cleveland—Oct. 8. Mrs. F. Ray, 3303 E. 93d St.

Oregon Portland—Oct. 24. Doris Lewis, Newberg, Ore.

Pennsylvania Down—Oct. 4. Foley, 2009 Ranstead St., Philadelphia. Norristown—Oct. 5. Mrs. A. Rosenberg, Brantton—Oct. 25. Foley, 2009 Ranstead St., Philadelphia.

Texas Odessa—Oct. 5. C. D. Diddy, Biloxi, Miss.

You have to keep the Pressure up or it will go Flat. your NOTE is the pressure this Country needs to run right. Use it NOV. 4. Image of a tire and a pump.

Nu-Pike Firm Buys Neighboring Spot

Long Beach Amusement Co. Plans 500G Program for Virginia Park

LONG BEACH, Calif., Sept. 27.—Approximately \$500,000 will be spent by the Long Beach Amusement Company to improve the newly acquired Virginia Park here, Mason E. Kight, LBAC President said. The four-acre fun zone was bought from the Pacific Mutual Insurance Company for a sum in excess of \$500,000.

Long Beach Amusement Company operates the 10-acre Nu-Pike. With the acquisition of the area, the firm will have a total of nearly 15 acres. However, Virginia Park is located about 400 feet west of Nu-Pike and is separated by what is known as the "city block" of individually owned concessions and games.

The deal for the Pacific Mutual property is now in escrow and expected to be released by December 1. During the interim, plans will be made for the improvements. It was also revealed that present tenants at Virginia Park have leases that can be canceled on 60 days' notice in event of a sale. The insurance company is expected to serve this notice on the new owners, making their own leases.

Murphy to Manage Virginia Park is located on the site of the old Virginia Hotel and was originally owned by the Seaside Land & Water Company. This concern, one of the pioneer developers of the city, became

New England Park Directors Meet

BOSTON, Sept. 27.—The annual meeting of directors of the New England Association of Amusement Parks and Beaches took place at the Parker House here Thursday (18).

According to Fred L. Markey, secretary, directors voted to hold the 1953 meeting at the same hotel, but in April instead of March. This change was made, Markey said, to accommodate those members who annually spend the month of March in Florida.

Officers of the association are John J. Dincean, president; Lawrence Stone, first vice-president; Howard A. Duffy, second vice-president; Wallace St. C. Jones, treasurer, and Markey.

The executive committee is made up of John Collins, Joseph L. Carrolo, Paul S. Haney, Jesse M. Hutchinson, Russell G. Jones, Allan E. MacNicol, and J. Victor Shayeb.

The Long Beach Amusement Company in 1908. Actually, it is a case of the offspring taking over the parent.

The Virginia Park fun zone was built by J. Ed Brown and later managed by H. A. (Pop) Ludwig. A couple of years ago, he was succeeded by Dave Bradley, who operates a prominent kiddie park at Beverly Boulevard and La Cienega, Los Angeles.

L. P. (Pat) Murphy, general manager of the Nu-Pike, will operate the newly acquired property.

Along with the park went an oceanside parking area for 500 cars. This property is under lease from the city with the Pacific Mutual Insurance Company already taking steps to turn it over to the new owners. The property is under a 10-year lease with over nine years to run. The park's interest in oil wells was included in the deal as were other mineral rights.

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Tobacco Belt Pops For King-Cristiani

Show Registers Steady Stream Of Strong Houses in S. C., Ga.

STATESBORO, Ga., Sept. 27.—King Bros. & Cristiani Combined Circus scored a steady run of good business this week, with full and near-full houses the rule. In Statesboro Tuesday (23) the show had a three-quarter matinee and straw night house.

Despite rain all morning, Savannah, Ga., the Monday (22) stand, gave close to capacity in the afternoon and a full house at night. The show's parade was

the first in Savannah in 20 years and was credited locally for boosting attendance. Knights of Columbus auspices said it would net about \$1,000.

Charleston, S. C., on Saturday (20), had a full house for the matinee, but rain and cold weather held the night business to three-quarters of capacity. Conway, S. C. (18), had a three-quarter matinee and overflow at night, with the show's date timed to coincide with a big tobacco harvest. Joint police and Jaycee auspices was used.

Fresh Towns

The show also arrived at the peak of the tobacco season in Marion, S. C. (18), and won three-quarter and straw houses. The town was several years fresh. Laurens, S. C., recently gave half and three-quarter houses.

In Statesboro King-Cristiani day-and-dated the opening of a run by "The Greatest Show on Earth" movie. In Savannah, Mel and Guy Dodson, former owners of Dodson's Worlds Fair Shows, were visitors.

In spots like Statesboro and Conway, local sources hailed the show's arrival with recollections that Floyd King has been bringing his aggregations here for two decades. One editor recalled that among the shows King had brought there were Gentry, Main, Harris Bros. and Rice Bros.

BEATTY SETS TREK'S END; WQ IN CALIF.

Season to Wind Up With two-Day Stand At San Bernardino

SAN BERNARDINO, Calif., Sept. 27.—Clyd Beatty Circus will end its season with a two-day stand here Wednesday and Thursday (1-3). The show will make a home run to the Los Angeles area, where it will winter. Arrangements for quarters reportedly have been made at Santa Ana.

Meanwhile, the show had some more good business in Texas. At Plainview on Wednesday (17), the show had two near-capacity houses. Snyder, Tex., the next stand, gave a near-full matinee and a full night house. Free tickets for children under 12 were distributed. The matinee at Snyder was about two hours late.

Mills Scores At N. J. Town.

LAMBERTVILLE, N. J., Sept. 27.—A near-capacity matinee was scored by Mills Bros.' Circus here Monday, with schools in a 20-mile radius dismissing children for the occasion. Night show was three-quarters filled. Kiwanis Club was the auspices.

At Dover, N. J., Friday (19), the Mills show had a near-capacity night house but a weak matinee. Genevieve Tharp was slightly injured while working in the elephant number and was treated at a Dover hospital.

Liberal Business

LIBERAL, Kan., Sept. 27.—Howard Suesz' Hagen Bros.' Circus played to a near-capacity matinee and a three-quarter night house here Thursday (18) under Lions auspices. Children holding circus tickets were dismissed from school.

8 Seat Wagons Built For Motorized Outfit

LAMBERTVILLE, N. J., Sept. 27.—Eight portable seat wagons for use with a motorized show have been built for the St. John Terrell Motor Music Circus. While Terrell's performances will consist of musicals and operettas instead of circus acts, transportation of his new unit will correspond to that of circuses and the seat wagons will be the first of their type put into operation on a truck show.

Max Eisen of Terrell's staff said each seat wagon has a metal floor with holes into which chairs are fitted. Each wagon has 162 seats, giving the show 1,296. An additional 465 ringside chairs will bring capacity up to 1,761, he said. The seats were built in Memphis under a pending patent. Several motorized circus operators are known to have considered

building seat wagons and sample models have been started, but none has been put into use by a truck show. Ringling-Barnum's seat wagons have proved successful in rail show operation.

The Motor Music Circus will move on the eight seat wagons; one combination ticket, office and generator truck, and a personnel bus. It will use a two-pole umbrella-type tent.

The Motor Music Circus will open at the State Fair of Texas, Dallas, with "Showboat." Eisen said plans call for it to play fairs and suburban communities. Four shows will be given daily at Dallas. Terrell has operated stationary theaters-in-the-round in Lambertville and elsewhere since 1949.

Cole Equipment Moved; Orman Returns to WG

Nelson to WOM; Possibility of Winter Business Reported

CHICAGO, Sept. 27.—Cole Bros.' equipment is being moved from the airport near Peru, Ind., where it has been stored since the show moved to Peru. Bill Horstman, Cole executive, said here.

He announced the need for the airport storage space was reduced when Cole sold its train last winter. Wagons have constituted most of the property stored there recently. Horstman said the wagons were not being destroyed but he did not explain what was being done with them.

Frank Orman, who managed the Cole organization's Barnes Bros. unit on the World of Mirth Shows most of this season, has returned to Peru, where he is in charge of the winter quarters. Horstman said Orman also is handling some other activities for the outfit. Paul Nelson now is managing the WOM unit. He was manager of the Midwestern unit of Barnes Bros., which returned to Peru recently.

Horstman also stated that the Cole-Barnes organization "expected to do some business" this winter, but declined to elaborate on the plans at this time.

Wallace Bulls Hurt 2 As Lion Claws Singh

NEWKIRK, Okla., Sept. 27.—Arumi Singh, wild animal trainer with Wallace Bros.' Circus, was seriously injured during the night performance here Thursday (25) when one of three lions in the act clawed him.

Singh, a protegee of Ben Davenport, was rushed to a hospital at Arkansas City, where physicians worked four hours to close the wounds in his back. The animal had clawed him from the shoulders to the knees.

When the cat knocked Singh down, attendants pushed it from the trainer with an iron pipe. The ring curb was raised and the lion was pulled from the arena. Some spectators rushed from the tent, fearing that the cat would get loose. The other lions were removed and the show proceeded.

The accident was the third to strike personnel of the show in recent days. Kenneth Conner, show mechanic, was mangled by an elephant in McPherson, Kan., Monday (22). His right arm was pulled out of its socket and broken in two places. Delmar Teel was attacked by an elephant in Cherokee, Ia., and is hospitalized at Clarinda, Ia.

Plans for closing the show's season at Yoakum, Tex., October 18 were announced. The circus then will return to its Gonzales, Tex., winter quarters. Business has been fair, with most matinees about half filled and night houses generally drawing three-quarters.

Polack Ends Coast Tour With Six Banner Stands

KLAMATH FALLS, Ore., Sept. 27.—A three-day stand here ending Monday (22), wound up the West Coast tour of Polack Bros.' Western unit. The show laid off six days and opens Monday (29) at Denver after a 1,350-mile jump.

Excellent business and lucky breaks in the weather marked the six dates, following the show's record-breaking 11 days at the Pacific National Exhibition at Vancouver, B. C. in Klamath Falls, all six performances were sellouts or turnaways. This was the show's fourth annual appearance under Shrine auspices.

At Medford, Ore., big matinees and overflows at night prevailed during the two days (17-18) for the Shrine. Medford was a new spot for the show and the final outdoor stand of the season.

Business at Roseburg (14-15) topped last year by 25 per cent, establishing this town, in its second season, as one of Polack's best two-day stands. Show made an overnight jump from Eugene for a Sunday opening, which packed the 7,000-seat grandstand of the Douglas County Fairgrounds. Roseburg attendance exceeded the town's population.

Returns to Eugene
Indoors at Eugene, the show had the University of Oregon's McArthur Court well filled for three out of the four performances. Eugene and Bend, Ore., were back in the route after a lapse of several years.

Bend (9-10) proved a winner, despite the limited capacity of the municipal baseball park and threatening weather. The three-

Winners Pile Up For Ringling-Barnum

Oklahoma, Texas Turnaways Keep Aggregation's Dollar Drive in High

LUBBOCK, Tex., Sept. 27.—Texans turned out in force this week for Ringling Bros. and Barnum & Bailey Circus, continuing the show's winning business of the past month. Oklahoma towns were equally strong.

At Oklahoma City Wednesday (17), the big show turned away the equivalent of another half house at the night performance. This was followed by a three-quarter matinee and near-capacity night at Enid on Thursday (18). Lawton on Friday (19) produced a three-quarter matinee and a turnaway at night.

Amarillo, Tex., gave two big houses on Monday (22). Lubbock followed with a three-quarter matinee and a turnaway Tuesday (23) night. Roland Butler, press chief, said the night house at Lubbock was heavily strawed, giving the show its best single

crowd of the season, topping the Quincy, Ill., score.

No sponsors were used for the show's appearances at Enid. Lawton and Lubbock. Polack Bros. will play Enid October 8-9. At the Lubbock matinee, neither the Rody Brothers nor the Flying Concellos worked because of a broken cable on center ring rigging. The flying acts worked at their act. Albert Rix and his bears did not work at the night show here. Lights in the backstage failed just before show time and caused some omissions.

St. Louis Police Contract Goes To Frank Wirth

ST. LOUIS, Sept. 27.—The Frank Wirth Booking Agency of New York was awarded the contract for supplying acts to the St. Louis Police Circus. The annual will be at the St. Louis Arena April 23-May 3.

Wirth last had the contract in 1950. Last year the Gus Sun office had the show and in 1951 it was handled by the Vorhees-Fleekles office of Chicago.

George Rixner represented Wirth at the meeting held here Wednesday (24) at which the presentations were made. Maj. Raymond Dowling is chairman of the circus committee and Adolph F. Pfeiffer is secretary-treasurer.

Gainesville's Wind-Up Lists Gil Gray Acts

ARDMORE, Okla., Sept. 27.—Gainesville Community Circus closed its season with two performances here recently. Several acts from the Gil Gray Circus also took part in the Ardmore engagement. A Morton Smith, of the Gainesville show, said the Kiwanis Club auspices made about \$1,000.

Gil Gray personnel making the date included Dolly Jacobs' elephants and dogs; Hazel King, Liberty horses; George King, elephants and camels and llama; Ed Martin's pony drill; Portis Sims, dogs and ponies; Tiny Gallagher, head balancing traps, and clowns Billy Burke, Ernie Burch, Dick Doud and Chick Dale.

The Gray show will spend about nine days in Gainesville preparing for its 18-day engagements at the State Fair of Texas, Dallas.

The Gainesville Community Circus played eight engagements this year.

Kelly-Morris Closes Oct. 16

PUNTA GORDA, Fla., Sept. 27.—Kelly-Morris Circus will end its season October 16 and return to winter quarters here. The show reportedly has had a good season. Co-owner Bill Morris was expected to return to Havana, Ill. the show's permanent address this fall. Ayres Davies continues as superintendent. Ken Murray, general agent, has completed his season and returned to Illinois.

Rogers Wins in Rain

SWAINSBORO, Ga., Sept. 27.—Rogers Bros.' Circus drew a three-quarter matinee despite rain and a near-capacity night house in clear weather here Monday (22). Exchange Club was the auspices.

Kelly-Miller Draws Business At Most Ill., Mo. Stands

MEMPHIS, Mo., Sept. 27.—Capacity houses turned up regularly in the Al G. Kelly & Miller Bros.' Circus top this week as the show moved thru Illinois and Missouri.

At Beardstown, Ill., Thursday (18), K-M had a near-capacity matinee and the night house was full. The next day at Pittsfield, Ill., the matinee was three-quarters filled while the evening show drew near-capacity business. Early appearance of the hippo in the top at Pittsfield

frightened a horse and its rider was thrown.

Moving to Missouri, Kelly-Miller had cold, wet weather at Louisiana on Saturday (20) but the matinee had a full house and the evening show was three-quarters filled.

Tuesday (23) at Edina, Mo., brought a full house at the matinee and near-capacity at night. The town hadn't had a show for 27 years. In Memphis, Mo., on Wednesday (24), Kelly-Miller played to a near-full matinee but in cool weather the night business dropped to a half house.

Trenton May Set Attendance Mark; 75,000 Opening Day

Night Grandstand Goes Over for First Time; Ice Show Scores

TRENTON, N. J., Sept. 27.—The all-time attendance record of 400,000 for New Jersey State Fair, set last year, stands a good chance of being broken tomorrow when the eight-day event winds up.

With daily crowds running about 5,000 ahead of 1951 totals, the 300,000th person to attend the 1952 fair passed thru the turnstiles Friday night (26), and crowds of about 50,000 each are anticipated today and Sunday (28). An unofficial day-by-day attendance total for the first six days follows:

Sunday	75,000
Monday	50,000
Tuesday	30,000
Wednesday	47,000
Thursday	40,000
Friday	58,000
Total	300,000

Opening Day Mark

A new opening day mark was set Sunday (21), topping last year's record by 5,000. Tuesday (23), normally a poor day, showed a respectable 30,000 at the gate.

However, the healthiest sign was the gross for the evening grandstand shows Trenton has been traditionally a daytime event, with business sagging after dark. But this year the crowds stayed with the grandstand show

registering average paid admissions of between 3,500 and 4,000, or about double 1951 totals.

Fair President George A. Hamid booked his "Ice Follies of 1952" for his evening revue. This marked the first time that an ice revue ever played the fair.

Admission to the grounds was 75 cents days and 60 cents nights, with children admitted for 50 cents and 25 cents. Grandstand seats ranged from 80c to \$2.10, with club house admissions from \$1.25 to \$2.70. The \$1.70 seats were the biggest sellers. Jack Kochman's Hell Drivers provided the thrill show Sunday and Monday (21-22), and played to good crowds. Harness racing ran Tuesday thru Friday (23-26) and did well at the gate.

Thursday (25) saw the Republican candidates for State office put in an appearance, while the Democratic candidates had their day Friday (26). Irish Horan's Hell Drivers are set to appear today, with big car AAA races slated for closing Sunday (28).

Concessionaires said this was one of the best fair dates in recent years, and the World of Myth was reported doing a big business on the midway.

Oklahoma City Hits Record Attendance Pace First 6 Days

Receipts, Up 22% as Annual Benefits From Removal of Federal Gate Tax

OKLAHOMA CITY, Sept. 27.—The Oklahoma State Fair, which last year registered its peak attendance of 388,977, was on its way to setting a new high gate mark here Friday (26), the next-to-the-last day of its eight-day run.

Official tabulation thru Thursday (25) at 6 p. m. put the gate 10,000 ahead of the same point last year, and unofficial estimates as of Friday morning gave the fair the same lead over its record run of last year.

Night Grandstand Off

Good weather prevailed but one of the first six days. Drizzles occurred intermittently Sunday (21), but the gate count nevertheless topped 63,000 and was barely 1,000 under the total for the corresponding day last year.

The rain cut sharply into Sunday night's grandstand attendance and this loss was not offset in the next four night grandstand performances. Night grandstand hit Sunday thru Friday was a Barnes-Carruthers revue, plus fireworks by Theatre-Duffield Fireworks Company, Chicago.

Opening night grandstand

offering was an All-Indian variety show, with talent representing 37 Oklahoma tribes. The Indian talent show, staged for the second year, was pulled out of the '51 presentation.

Day grandstand attractions all drew higher business up to or surpassing '51. Aut Swenson's Thrillcade was in for the first two afternoons and big car races, staged by Frank Winkley, were in for the next two matinees, with (Continued on page 74)

EXTRA DAY GIVES ESE NEW RECORD

Earnings Set Mark as 430,734 Attend Springfield, Mass., Event

SPRINGFIELD, Mass., Sept. 27.—An added day—the second Sunday of an eight-day run—made it possible for Eastern States Exposition to rack up a new attendance record of 430,734. Had the event ended on Saturday, as in the past, attendance would have been off 29,000 from last year's record 423,000.

Jack Reynolds, serving his first year as general manager of the biggest annual in New England, called the shot Saturday (26) when he said that Sunday's gate would send the total over the top. On Sunday (21) 37,355 showed up to erase losses registered Thursday (18), when heavy rains hit, and provided the margin for a new record.

While the new mark is still

some 70,000 under the goal of 500,000 that Reynolds had set his sights on, the manager and his aids have cause to be pleased. Daily marks were smashed on Thursday of the eight days, with Thursday out of the competition because of the weather.

Bigger Profits

Even more important, the fair this year will add up a bigger profit, principally because of elimination of the 20 per cent federal excise tax. Another big contributor to the dollar pyramid was Harold Steinman's Skating Vanities, featuring Olsen and Johnson, which put in a seven-day (eight performance) run here with nearly all performances sold out. Sale of commercial exhibit and concession space is also believed to have hit record proportions.

The midway area was expanded, utilizing ride equipment operated by the King Reid Shows. It is unlikely, however, that a full fun zone, including shows and concessions, will be added at any time in the near future.

An initial stab this year at building up night business proved only fairly successful. While the 8,000-seat Coliseum was jammed nightly, the program of George (Continued on page 73)

AGVA, Tooters Seeks \$\$ from Baker & Kowan

POMONA, Calif., Sept. 27.—American Guild of Variety Artists is seeking to collect \$1,015.23 and the Musicians Protective Association, Local 767, approximately \$700 from the Baker & Kowan production, "Stars of Harlem," which closed at the Los Angeles County Fair here Friday (19). The fair association also pushed a deputy sheriff to prevent removal of property while a cashier and a talker sought relief for wages thru the Labor Commission.

James Kelly, Hollywood AGVA representative, said that the producers, Lisle Baker and Joseph Kowan, had paid the acts for their first week's work. However, the union is asking that \$1,015.23 be (Continued on page 74)

Rochester Tabs Good Run

ROCHESTER, N. H., Sept. 27.—The 77th annual Rochester Fair closed here Saturday (26) after an eight-day run that produced good crowds. One of the biggest turnouts was Sunday (14) when the Irish Horan thrill show, a New England Council horse show, and a Little League All-Star Baseball game were featured.

Despite rain on Monday (15), an estimated 9,000 school kids turned out to take advantage of a free front gate and reduced ride prices on the midway. Attractions on closing Saturday included quarter horse racing.

Acts featured in the George Hanud revue included the Gay Foster Roxxyettes, Captain Roland Theobor's seals, Three Ivanos, Reg Kehoe and his marimba band, Gaudschmidt Bros., Shanghai Twins, Murphy Sisters, Allan and Company, and Linda and Constant.

Vinton, Ia., Event Hits Record Profit

VINTON, Ia., Sept. 27.—The '52 run of the Benton County Fair here was the most profitable on record, according to David Hibbs, president. Total receipts amounted to \$13,947, expenses were \$12,916, and profit was \$2,231. The '53 fair will be held later than usual, August 10-13, in order to avoid conflict with other annuals, he said.

Richmond Eyes Large Gross Tho Rains Hurt

RICHMOND, Va., Sept. 27.—An all-day rain Friday (19) got the Atlantic Rural Exposition off to a soggy start with only about 2,000 persons, most of them kids, entering the grounds. Gate admissions were 50 cents for adults, children under 12 being admitted free. Last year the event had a free gate on opening day.

The rains halted late Friday night and the weather cleared, attendance steadily increasing with the change. Monday (22), however, it rained again, cutting crowds sharply. Friday (26) an estimated 80,000 came thru the gates, and the Saturday closer (27) was expected to ring up \$9,000 more, bringing total attendance to

nearly 315,000, about half of which will represent paid admissions. J. A. Mitchell, exposition secretary, estimates this year's attendance will show an increase of about 10 per cent over 1951, and that total gross will hit approximately \$200,000. A comparison of daily attendance with that of last year follows:

	1952	1951
Saturday	56,292	47,787
Sunday	30,126	31,464
Monday	2,440	26,915
Tuesday	38,214	30,782
Wednesday	35,534	33,470
Thursday	31,847	28,280

Cettin & Wilson Shows, said Mitchell, were doing fine business. (Continued on page 74)

Many Changes On Grounds at Winston-Salem

WINSTON-SALEM, N. C., Sept. 27.—Now completing extensive alterations of the grounds, officials of Winston-Salem Fair look to a highly successful run, says Thomas S. Blum, manager. The event is scheduled for October 7-11.

Major changes include the grassing of the entire grounds; greater space allotments for concessions and exhibits; construction of another cattle barn which will house some 350 head; a new swine shed, and erection of permanent refreshment stands thru (Continued on page 73)

YORK A WINNER—GATE TOPS 100G

Blistering Heat Spells No Problem as Five-Day Event Gets Some 250,000 Paid

YORK, Pa., Sept. 27.—Altho it didn't top last year's event simply because it played one day less, 1952 York Interstate Fair did come up to, and in some cases exceeded, all advance expectations. Even the unseasonable heat spell which arrived as the fair opened did little to undermine the success of the annual.

According to Samuel Lewis, fair director, total paid admissions for the five-day fair were over \$101,000, this sum contributed by nearly 300,000 people. Grandstand shows garnered more than \$120,000, while concessionaires rang up approximately \$107,000. All in all, said Lewis, grosses were just about the same as reached last year, give or take a thousand or two.

The James E. Strates Shows, too, registered a good week, with business almost identical with that of 1951.

Stellar name attractions had the grandstand patrons literally standing in the aisles at every performance. Leading off with the Mummer's String Band, the attractions that followed were Fred Waring and his orchestra and chorus, the Ink Spots, Andrews

Sisters and Jole Chitwood's auto daredevils. The Frank Wirth Revue, featuring Will Mahoney and many other top acts, also played to a r.o.

Grandstand prices were scaled from 90 cents to \$2.40, with box seats going for \$3.50 apiece. General gate admissions were 60 cents for adults and 30 cents for children.

Gate and Mutuel Marks Smashed at Barrington

GREAT BARRINGTON, Mass., Sept. 27.—The 11th annual Barrington Fair, which closed its seven-day run Saturday (13), broke records for both attendance and pari-mutuel betting as admissions hit more than 135,000 and \$1,743,824 was wagered on the horses.

Totals for 1951 had admissions at 118,591, and a pari-mutuel handle of \$1,350,398. The weather also set some sort of record, as

Salt Lake Gate Hits 217,000; Spending Up

Holiday on Ice Grosses \$130,000; Midway, Races Click

SALT LAKE CITY, Sept. 27.—Aided by perfect weather during its nine-day run, the Utah State Fair drew the curtain on its '52 edition here Sunday (21), after playing to an estimated 217,000 outside gate customers. This was sharply ahead of last year, when attendance totaled 180,000. J. A. Theobald, secretary, said.

In addition to the front gate, attractions shared in the big upsurge in business. "Holiday on Ice" enjoyed thumping business at its nine performances in the Coliseum, racking up a new all-time gross record of \$130,000. This figure was well ahead of last year's \$87,000 and set a new high (Continued on page 74)

Wirth's Revue Bulges Coffers At Hagerstown

HAGERSTOWN, Md., Sept. 27.—Directors of Hagerstown Fair, which closed a short time ago, report that the event was a banner one, with Frank Wirth's "Broadway Bandwagon" revue a big money-getter. Officials were so pleased that they tendered a banquet to the performers.

The revue featured a line of 16 girls; Junony Woods, emcee; Morgan and May, dance team; a male chorus, and Sandra Devlin, prima ballerina. Among acts appearing in the show were the Five Antleaks, Ben Doves, Capt. Heyer with Starless Night, Johnson and Owen, comedy bar act; Ira Watkins' chimpanzees; Billy Bartow's aerial cloud swing, and Mickey Sullivan's band. Aida Lady in the Moon, was also (Continued on page 74)

mid-summer temperatures prevailed day and night thruout the fair.

Closing day's business was the heaviest, with concessionaires running out of stock before closing, and all parking space occupied within a mile of the fairgrounds.

Kiddies' Day

Still another record was set on Kiddies' Day when 4,000 young- (Continued on page 73)

Bloomsburg Nears Attendance Record

Good Weather Brings in Crowds After Slow Start; Hamid Grandstand Show Up

By AARON STERNFELD

BLOOMSBURG, Pa., Sept. 27.—Starting off slowly, but gathering momentum each day, the 98th annual Bloomsburg Fair, which ends its six-day run today, is running well ahead of 1951 and stands a fair chance of topping the all-time attendance mark set in 1948.

Following are day-by-day comparative totals for the first four days:

Table with 3 columns: Day, 1951, 1952. Rows: Monday, Tuesday, Wednesday, Thursday, Totals.

Monday Poor

Monday (22) was poor as late evening weather held the crowd to 5,164, some 700 less than the 1951 attendance.

Tuesday (23) the sun came out and stayed out thru Friday, with bright skies predicted for today.

George A. Hamid's night show, "Grandstand Follies of 1952," and the afternoon grandstand acts played to hefty crowds. The com-

parative day-by-day totals for the first four days tell the story.

Table with 3 columns: Day, 1951, 1952. Rows: Monday, Tuesday, Wednesday, Thursday, Totals.

List of Acts

Grandstand acts included Paul Remos and his Toy Boys, Vic Hyde, (Continued on page 73)

Florence, Ala., Gate, Midway Top '51 Pace

FLORENCE, Ala., Sept. 27.—Attendance at the North Alabama State Fair, which closed its six-day run here Saturday (20), was up 6 per cent.

The Gooding Amusement Company, which provided the midway attractions, rang up good business all week, winding up with a 23 per cent increase over '51.

Grandstand show, produced by E. R. Braley Enterprises, was well received and attended. Acts included Princess Whitecloud at the Hammond organ, Irvin Romig and his family, the George Hanford family, Orions, Phil and Bonnie Bonta, and Irma and Rio.

Griffin Gate Sets Record First 3 Days

GRIFFIN, Ga., Sept. 27.—Overcoming the effects of six straight days of rain which halted just prior to opening day, Monday (15), the sixth annual Griffin and Spalding County Fair saw prospects of shattering the all-time high set in 1950.

Attendance for the first three days was ahead of that record year by nearly 25 per cent, and the Johnny T. Tinsley Shows, on the midway, reported grosses almost 30 per cent over those recorded two years ago.

On the agricultural side, the fair had two new buildings constructed this year, and still there was not enough room for the hundreds of exhibits.

Special events included three days for school kids, a beauty pageant, the appearance of Gov. Herman Talmadge, and presentation of a Studebaker as a gate prize.

DISPLAY FIREWORKS of Distinction. Continental Fireworks advertisement.

WANTED ACTS OF EVERY DESCRIPTION FOR FAIRS, TELEVISION AND PICTURES. John H. Billsbury advertisement.

PROMOTERS Get on our Mailing List. Each week The Billboard receives inquiries...

Tenn. State Pulls 200,000; Record Income

Wagner Midway Take Up 30 Per Cent; Races Pack 'Em

NASHVILLE, Sept. 27.—Tennessee State Fair closed its six-day run here Saturday (20) after setting a new record for receipts and almost breaking its all-time 1946 attendance mark.

Receipts, while not officially reported, topped all other years. The 20 per cent increase from the tax-free gate, combined with a paid night grandstand show for the first time, were leading factors in the larger grosses.

A new one-day attendance mark was chalked up on the final day, Saturday, when officials estimated that close to 70,000 people came onto the grounds.

The night grandstand show, booked thru Ernie Young Agency, (Continued on page 73)

HUTCHINSON DRAWS WHOPPING 375,000

Kansas State Fair Up in Every Dept., Ice Vogues Play to Capacity Crowds

HUTCHINSON, Kan., Sept. 27.—Kansas State Fair closed one of the most successful runs in its history here Friday night (19), with total attendance estimated at 375,000 an increase of about 55,000 over last year.

Grandstand Big

Every money producing department of the fair was up. The grandstand in particular enjoyed sock business. A new feature this year, "Ice Vogues of 1952," staged outdoors inside a bleacher enclosure seating 2,850, was a big success.

years here, yielded one excellent grandstand crowd, the other was a good turnout.

Brodbeck and Schrader provided the midway and they reported a gross in excess of that of 1951. An added midway attraction was the Velma Sky Wheels, which in its first time here carried good loads.

Prevue Is Strong

Grandstand prevue Saturday night (13) produced a crowd that was twice the turnout for that of last year. Sunday's throng was so big (officials estimated it at 100,000) that it became necessary to throw the outside gates open, without any admission charge, for an hour and a half in order to clear the city streets.

Fair Dates

- List of fair dates: Jacksonville-North East Fla. State Fair, Quincy-Gadsden Co. Tobacco Festival & Fair, Louisiana, Maryland, North Carolina, South Carolina, Tennessee.

Leaksville, N. C., Pulls Good Crowds

LEAKSVILLE, N. C., Sept. 27.—Tri-County Agricultural Fair, wound up its six-day run here Saturday (20) after pulling good crowds all week.

Viwonas Brothers provided the fun zone attractions with Mike Telesco, sway pole, as a free act.

Tyler, Tex., Event Pulls Longer Run

TYLER, Tex., Sept. 27.—East Texas Fair, which pulled a record 120,000 to its September 8-13 run, may be lengthened next year to include two week ends, C. R. (Cy) Heston, manager, announced.

Attendance Matches 1951, Spending Off at Spencer, Ia.

SPENCER, Ia., Sept. 27.—Clay County Fair closed its six-day run here Saturday (13) after matching '51 attendance despite hot weather and some polio in the area.

Spending particularly during the daytime, was off, according to Bill Woods, secretary. A ut Swenson's Thrillade, which opened the fair, was off about \$1,000 from last year and Frank Winkley's big car auto race program the next day showed a decline of \$2,000.

performed each evening in front of the big stand.

Fair officials who visited here included almost the entire board of Iowa State Fair; Stan Muckle, Steele County Fair, Owatonna, Minn.; Harry Frost, Minnesota State Fair, and Pete Holand, Mower County Fair, Austin, Minn.

Elberton Gets Healthy Week

ELBERTON, Ga., Sept. 27.—The Nine County Fair, held here September 8-13, enjoyed one of its best years in spite of threatening weather Thursday and Friday (11-12), according to L. V. Hulme, manager.

Johnny T. Tinsley Shows were on the midway, and chalked up the biggest gross ever recorded at the event. The Great Wilno, human cannonball shot over two Ferris Wheels, was the free attraction and drew good crowds.

Kennedy, Sask., Sets 1-Day Event

KENNEDY, Sask., Sept. 27.—Thirtieth annual fair of the Kennedy Agricultural Society will be a fall show in the Kennedy Rink October 22. Event will substitute for the regular fair, usually held in July, which was canceled because of hoof and mouth disease restrictions.

This year's fall fair will not include livestock or poultry. Officials of the agricultural org are: President, C. E. Cowan; vice-presidents, Godfrey Smith, Mrs. Clark, secretary-treasurer, T. C. Wilhelm.

Norfolk, Va., Space Sold Out

NORFOLK, Va., Sept. 27.—Norfolk Tri-County Fair, which opens its 11-day run here Wednesday (1) will have one of its largest exhibits of farm machinery and also of house trailers.

All space has been sold in the merchants and manufacturers division and the automobile exhibit, sponsored by the Automobile Dealers Association, was also a complete sellout.

IT COSTS NO MORE TO GET THE BEST HETZER'S Theatrical Agency advertisement.

Miss BeBe Says... FAIR OPERATORS SECRETARIES CONCESSIONERS NEEDS THE BILLBOARD EVERY WEEK! Advertisement for The Billboard magazine.

CARNIVALS

NSA SETS PLAN TO BUY HOME IN TIMES SQUARE

Former NVA Clubhouse to Cost \$245,000 With \$57,000 Down

TRENTON, N. J., Sept. 27.—Final negotiations for purchase of the former National Variety Artists' clubhouse, now a hotel, by the National Showmen's Association are expected to begin early next week. The decision to go ahead with purchase of the \$245,000 structure, located on 46th Street just off Broadway in New York, was reached here Thursday (25) in discussions attended by members of the new home committee, directors and trustees.

Announcing approval of the purchase plan by the trustees, Bernard (Bucky) Allen, president, and George A. Hamid, president emeritus, said that an option on the property must be picked up at this time. Failing to do this would leave no alternative but to return the money invested by the present bondholders and, possibly, to abandon the whole plan to purchase a home for the club.

It was pointed out that a large number of buildings had been inspected before deciding on the 46th Street structure. The contemplated home is a seven-story structure of excellent construction and is assessed at \$350,000, it was reported. Offices and meeting facilities will be available immediately with necessary changes or refurbishing principally a matter of dividing the available space, Hamid said.

TV Threat Is Minimized By Carl Sedlmayr

RAS Owner Lists More Leisure, Poy As Outdoor Aids

NEW YORK, Sept. 27.—In an answer to those who charge that television is hurting and will continue to hurt outdoor show business, Carl J. Sedlmayr, owner of the Royal American Shows, this week pointed out that "No single branch of the amusement business is ever going to bottle up and monopolize patronage, and even the television dishes out its entertainment for free, amusement seekers throughout the country are still going to see shows and pay their money."

Citing the fact that RAS midway attractions have sold more than 12,000,000 tickets this year, Sedlmayr added that, "This year, I've tapped every segment of ticket buyers in large and small towns against all types of opposition, and my shows have played to more people this year than in any year."

Sedlmayr listed the greater leisure time and increased pay of the working classes as the prime reasons for his increased business.

Lou King Weds Canadian Girl

ALLENTOWN, Pa., Sept. 27.—Lou King, concession secretary for Bergen-Allen concessions of the World of Mirth Shows, and Jean L. Naylor, of Ottawa, were married here Thursday (18) while WOM was playing the Allentown Fair.

The couple met during the WOM stay at Ottawa in 1951. The bride is employed by the Department of the Navy of Canada.

WOM winds up its fair season November 12 at Savannah, Ga. Then the Kings will go on an extended tour and will return to Tampa.

King is a member of the board of governors of the National Showmen's Association, which for the past two years has been headed by his boss, Bucky Allen.

While the club is now short some \$25,000 in funds that can be used in making up the down payment of \$57,000, several of the members attending the conference here expressed the opinion that there would be no difficulty in raising the money. They said that many of the pledges had not been redeemed, but that the money would be forthcoming immediately as soon as members realized that purchase of a home was to become a fact.

Broker's reports show a minimum net profit on the building of \$4,000 a year. In addition, the association would benefit thru free rent. Increased building revenue can be counted on, according to real estate experts. The present fixed revenue of the building is \$29,718 annually and this can possibly be increased to \$35,000, or more, it was said.

While the \$245,000 purchase price represents a hefty sum, the majority of members present did

not regard it as too big a burden for the membership. Most felt that the only hurdle was to raise the down payment, with interest and amortization payments to follow well within the means of the organization.

See Full Backing
Since the majority of trustees have already approved the purchase plan, there is actually no place for arguing the soundness of the move. There are a number of members against the undertaking because of the large sum involved. However, if the sale is completed, Allen and Hamid said they felt that they could count on the full backing of the membership.

Also 17 members of the association were present and the conference was scheduled for the express purpose of setting in motion the machinery to purchase the new home, use of the word "meeting" was avoided. By-laws provided. (Continued on page 63)

Business Booms for Reid at Bloomsburg

24 Shows, 21 Rides in Operation; 10 Light Towers Added to Midway

BLOOMSBURG, Pa., Sept. 27.—The King Reid Shows, ending its six-day run at the Bloomsburg Fair here today, rings down the curtain on the 1952 season. After a slow start Monday (22), Reid did a hefty business Tuesday (23) and rang up strong grosses the last four days.

The unit began setting up here Tuesday (16), and didn't swing into operation until six days later. That week Reid had to split his unit between Eastern States Exposition, Springfield, Mass., and the fair here. Some 10 rides were operating at Springfield, and Reid commuted by plane between the fairs. When five rides came in from Springfield Monday (22), it brought to 21 the total at Bloomsburg.

Some 24 shows were in operation here, with the five girl shows doing particularly well. Heaviest grosses were reported by Diana Ross and her monkey and by Charlie Hodges' French Casino.

Top Pullers
Top puller among rides was the Roll-a-Wheel, while Bill Bodreau's

Penn Premier Southern Biz Up Sharply

DURHAM, N. C., Sept. 27.—Business for Penn Premier Shows has picked up substantially since the org moved into its Southern route and indications are that much of the earlier losses will be recovered. Lloyd D. Serfass, owner, announced.

First big increase was at Emporia, Va., where grosses were 21 per cent ahead of last year, he said. Business last week at Roanoke Rapids, N. C. also bolstered the season's takes. Wednesday and Saturday were particularly big days at the latter fair with long lines in front of both rides and shows.

In addition, the sale of independent concession space at Roanoke Rapids hit a new high and both eat stands and games did a winning trade.

Moving to Roanoke Rapids from Emporia, the truck carrying the show's front gate, driven by Chuck Drew, was forced off the highway and plunged over a 20-foot embankment. Drew suffered face and head lacerations, while the vehicle, gate and sound equipment were a total loss. A new gate is being built by Ted Comfort's crew.

Motor Maniacs drew strong crowds.

Last year the shows pulled well here, but the principal objection was lack of light on the midway with only two light towers in operation. This year 12 towers were set up, with a 100-kilowatt generator for floodlighting.

Bingo games were among the top money makers, and food and drink concessions were running well ahead of 1951.

ESE Midway Format Remains Unchanged

SPRINGFIELD, Mass., Sept. 27.—A new midway layout was presented at Eastern States Exposition this year and it is possible that this component of the largest fair in New England might be expanded in the future.

No radical changes are anticipated, however. This year's presentation, sticking to a long established format, featured only rides. A look into the crystal ball, personified in this instance by Jack Reynolds, new exposition manager, showed only a hazy picture of the future and the blurred images did not include shows and concessions.

The midway this year was presented by the King Reid Shows; a first time endeavor on the part of the Vermont showman. Major units included a Chalupane, Caterpillar, Spiffire, two Ferris Wheels, Merry-Go-Round, Olopus, Roll-o-Whirl and Tilt-a-Whirl Kiddie

Thomas Makes Up Bum Still Dates at Fairs

MORGANTOWN, W. Va., Sept. 27.—Business here, a still date, was only fair for Thomas Joyland Shows, a situation that has existed at many of these dates this year. On the other hand, business at fairs has been good, and with three weeks yet to go there is every indication that the show will go to the barn a winner.

Considerable bad weather, coal and steel strikes are blamed for the poor business at many stands.

Okla. City Midway Record Bettered By Royal American

Front End Shares Increases as Fair's Gate Climbs—Patrons Spend Freely

OKLAHOMA CITY, Sept. 27.—Royal American Shows were notching up another record midway gross at the Oklahoma State Fair, which closes its eight-day run here tonight.

Even the most optimistic of fair and show execs had not believed that the midway gross would top that of last year, the biggest for the midway in the long history of the fair. As of Friday morning (26), with two days of the eight day run still to go, the RAS was holding a lead of between 5 and 10 per cent over

the take in the corresponding point in '51.

The weather was with the midway on all but one day—Sunday (26)—when light showers fell intermittently. The fair's gate on this day was off about 1,000 from the 64,000 count in '51 but those that thronged out, gave little heed to the drizzles and spent much time and money in the fun zone.

Spending Up
The fair's attendance for the first six days was up, and, just as important, the patrons showed slightly greater disposition to spend than last year. The front end, as well as the back end, shared in the increased business. Leon Claxton's "Harlem in Havam," Leon Miller's "Moulin Rouge" and the Lorow brothers' Side Show were the top money-getters among the back-end units. Bill Hasson's Linda, posing show, (Continued on page 63)

Olney a Blank For Gold Medal

OLNEY, Ill., Sept. 27.—"Worst date of the season," was the comment of Johnny Denton, whose Gold Medal Shows played Richard County Fair here, August 28-September 1.

Despite a lot of good afternoon horse racing and good attractions for the night grandstand show, the people failed to come out, according to the show's Phil H. Hyde. At no time during the fair, said Hyde, were there more than 300 people on the lot and in the grandstand.

Denton brought in 15 rides, 7 shows and 35 concessions for the date. The Sunday before Labor Day, legal adjuster Dave Fineman left to join John H. Marks Shows in the same capacity. Morris Lipsky had the concessions. Slim Wells is manager and Red Hicks is lot man.

Portemont Biz Up 15 Per Cent

HUNTINGDON, Tenn., Sept. 27.—Johnny's United Shows, with some six weeks yet to go this season, are running about 15 per cent ahead of last year, despite a series of ups and downs due to the weather.

Org is playing the Carroll County Fair here this week for the fourth consecutive year and will follow with Athens and Southeast, Ala., and then go into Southern Alabama for a four week jaunt. Fair here is now managed by J. F. Walters, who has been in the business for a 40-year span.

Midway here includes 11 rides, 6 shows and close to 50 concessions, including Jack Vincent with Bingo. The show line-up includes a mineral unit, managed by Clarence anaels; George Usher with snakes and Zoma, the amazing girl; Doc Dixon's Side Show, and two gal shows with their own fronts and equipment. Ed Diebert and his wife, Maybelle, have their Monkey Show. The Dieberts are new arrivals in the back-end show business after operating concessions for a number of years. Jackie Vincent, high performer is due to join the show at Athens, Ala., as a free attraction.

Staff includes Johnny Portemont Sr. and Jr., co-owners; Jim Bush, general agent; Kathleen Bush and Maryann Portemont, office staff.

Rides, Shows Get Okay \$\$ At Pomona

Concession Ops Report Increased Week-End Business

POMONA, Calif., Sept. 27.—Business on rides and at concessions on the newly created permanent midway at the Los Angeles County Fair was reported satisfactory. Concessionaires reported good week-end trade with the reduction in the number of stores from 164 in 1951 to less than 50 this year helping.

Harry A. Illions, director of the midway, has the permanent rides with the portable ones from the Frank W. Babcock United Shows augmenting the park-like set-up. Among the Illions rides is the Sky Ride, formerly the Phoenix Wheel operated in one of his Eastern parks. Business on this device has been particularly brisk at 35 cents per head. To accommodate the second of the three week-end crowds, Illions installed a second platform as an exit for riders.

Spending Holds Up
Rudy Jacobi, operator of the Rudy Bros' Circus, said that his attendance was holding up. On Saturday (20) he gave 19 shows. Performers cut their routines, giving half in one show and half in the other.

The Baker & Kowan show "Stars of Hollywood" closed Thursday (18) night. Louis Cecchini of Cecchini & (Continued on page 65)

Nichols Succeeds Monroe Eisenman At Oceanside Spot

LOS ANGELES, Sept. 27.—Monroe (Moe) Eisenman has resigned as manager of the Beach Amusement Company in Oceanside, Calif., and will devote full time to promotions. His next event is the Navy Los Alamitos Welfare Fund carnival to be staged at that air base for three days, starting October 31.

Eisenman was succeeded in his post in Oceanside by Milt Nichols. The area is operated by Harry Gordon.

Prior to taking the post in Oceanside, Eisenman was agent with several West Coast carnivals including the Imperial Exposition and West Coast Shows. He also acted as civilian consultant for the Camp Pendleton Navy Belief Carnival staged near Oceanside.

Midway Confab

Mrs. Lillian Eisenman recently returned to Los Angeles from a visit with her mother in Calgary, Alta. Percy Turner of La Jolla, Calif. is in Los Angeles doing research work on carnivals. He visited the Hollywood office of The Billboard to check thru the files. Turner is primarily interested in the C. A. Wortham Shows... Al Weisman, veteran concessionaire, moves on to the Fresno District Fair in Fresno, and the Arizona State Fair in Phoenix. He recently closed at the Los Angeles County Fair in Pomona... Phil Becker, who had the Phiz Kap stand at the Los Angeles County Fair, moved on to Portland... Isabel Cohn visited her husband, Al (Red) Cohn when he was at the Los Angeles County Fair. Mrs. Cohn was on the grounds only week-ends, staying at their home in Los Angeles during school days. Stephen Cohn also was a visitor to the grounds... Children of Mr. and Mrs. Louis Cecchini, of Cecchini & Levaggi, were week-end visitors to the Los Angeles Fair, where their parents had concessions. The children were unable to make earlier or more visits because of school.

A jamboree for the benefit of the Showmen's League of America is skedded in the gal show top of the Amusement Company of America at Birmingham, Thursday (2)... Bill Miller, of Miller Creations, Chicago, info's that he has fully recovered from injuries suffered in an auto crash last month in Iowa... Raymond C. Dixey Chicago ride operator, recently purchased a home and warehouse in Gary, Ind.

Buddy Gentry, cycle driver with the Motordrome on the Cavalcade of Amusements, is currently performing his daily chores with his right leg in a cast. The member was broken at the Tennessee State Fair, Nashville. Joe Farris, also of the troupe, is still riding despite a cut in his head that took 12 stitches to close.

Bob Winkler, manager of the Coney Island Burlesque show on the Cavalcade of Amusements, info's he will stay with the org for the balance of its Southern tour... Tom Carmela and Bill Horner, who had Sam Greco's iron lung at the Nashville fair, closed their season there and headed for their Chicago home. Greco's other lung will remain on the road for the Southern trek.

Ken Garman, top man in Sunset Amusement Company, info's that in the report on the Cape Girardeau, Mo. fair, it was inadvertently stated that carnival grosses were off. It should have read that midway business was up 20 per cent compared with a year ago.

Ray Kimlen, who was with Motor State Shows the past season, was married to Linda Sue Orla, Tuesday (2) in Chicago. The couple will make their home in the Windy City this winter.

Married only a week, Louis (Dada) King is sporting a hat-sized bandage on the back of his head, but the genial World's of Mirth Shows concession secretary reports the injury resulted from a fall. What's more, his friends back him up. The WOM was well populated with visitors while showing the Trenton (N. J.) State

Fair, because of its proximity to New York. Clem Schmitz, insurance broker; Ethel Weinsberg, secretary National Showmen's Association; Bernie Mandelston, and Arthur E. Campfield, tent makers, and Phil Laxer, who has already put his shows in the barn, were among the visitors.

Phil Cook, executive secretary, Miami Showmen's Association, is earning a reputation as the little guy with the seven-league boots. Phil has been virtually all over the East visiting shows. At Morgantown, W. Va., last week, he visited the Thomas Joyland Shows and picked up \$350 for the association. He met L. I. Thomas, owner; Mrs. Sydney Thomas, secretary-treasurer; Ross E. Reed, Sam Generallo, James Chickrell, Martin R. Ross, Harry McCauley, Edward C. Marks Jr., Al Hubbard, Sol Rosenfeld, Orville K. Wolfe, Clyde Hendrick, Frank S. Oldfield and Don Ricardo. Phil also caught the Cettin & Wilson Shows at Richmond, the Model Shows at Hagerstown, Md., and the Blue Grass Shows at Memphis.

Mr. and Mrs. Babe Enawiller left the United Exposition Shows recently and moved to Houston where Enawiller entered Herman Hospital. He expects to be there two weeks and would like to hear from friends... J. Raymond Morris, former billposter with the Ringling circus and the Cavalcade of Amusements and World of Mirth Shows, was scheduled to undergo an operation September 29 in City Hospital, Cambridge, Mass., and would like to hear from friends. His address is P. O. Box 363, Cambridge 39.

Prof. W. L. J. Bernard reports he is contemplating a trip south with a six-legged cat. En route he will play stores. He is now completing New England fair dates... After an absence of three weeks, Pat W. Paxton is back with Irvin C. Miller's Brownskin Revue on Gooding Amusement Company No. 6. He is talking on the front and handling end on the inside and reports business good in the South.

Jimmy Howard, former concessionaire and now in the Navy, spent 10 days with his parents, Jack and Virginia Barnes, on the Bob Hammond Shows. Jimmy is a recent graduate of the Navy Air School at Jacksonville, Fla., and was en route to a new school at El Centro, Calif... Jimmy Pepper, annex attraction on Charles Hodges' Side Show, chalked up the best week of the season thus far at the Centennial Exposition in Allegan, Mich., recently.

Cleo Renee and Jesse L. Tanner have returned to the Palm Lake Trailer Court, 7600 N. W. 27th Avenue, Miami, and would like to hear from friends. En route there they visited with Jack Korie, Sandra Lee and Kitty Kelly... Martin Zorn reports he joined Charles Hodges' Side Show recently at Bloomsburg, Pa., renewing acquaintances with Billy Lodgeson, feature of the show.

J. E. Davidson, legal adjuster, closed a successful season recently with the Morris Hannum Shows with the Morris Hannum Shows at North Hampton, Pa., and joined the Carl D. Ferris Shows in the same capacity for the remainder of the season. En route south with her husband to join the Ferris unit Mrs. Davidson stepped off in Baltimore to visit with her sons, Johnny and Billy Calveris... Homer (Paul) Sharar closed with Buddy Spala's cookhouse on the Alamogordo Shows to make Nebraska State Fair, Lincoln, with Dorothy Parker's cookhouse, later joining Bill Chalkis on the Don Franklin Shows for the fair at Texarkana, Tex. He will winter in San Antonio.

Raven and her bubble bath, featured at Coney Island, New York all summer, headlines the midway with the C. C. Buck Shows at the Danbury (Conn.) Fair, September 27-October 5. Raven's package show includes Lonnie Young, Madge Carmyle, Shelley Wayne, Denise Martin, Caron Lee, Laura, Eva Gaylor, Carrie Adams and Sally Evans. Scottie and Ernie Mack, talkers. (Continued on page 64)

LAST CALL - LAST CALL

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------------------------------------------------------	-----------------------------------------------------------------------	----------------------------------------------------

Nash County Harvest Festival, Nashville, N. C., Oct. 27-Nov. 1 (Armistice Cel. follows)

CONCESSIONS	Can place Short Range Gallery, Glass Pitches, Nuts, Cigarette Gallery, Coke Bottle, French Fries, Eats, Drinks and any Legitimate Concessions not conflicting.
SHOWS	Can place Man with Girls, Wardrobe and Sound to manage Girl Show. Can also place Fat Show, Arcade, Wild Life, Picked Pank and any Shows not conflicting.
RIDES	Can place Little Dipper, Fly-O-Plane, Spinrite or any Ride not conflicting.
HELP	Can always use good sober Rides Help who drive semi's only.

Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS
Socford, N. C. this week; Henderson, N. C. next. All phone calls to Fair Grounds, Socford, N. C.

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WILSON COUNTY FAIR, WILSON, N. C., WEEK OF OCT. 6

THE LARGEST TOBACCO MARKET IN THE COUNTRY

Followed by Greenwood, S. C. Fair, Monroe, N. C. Fair, and all fairs until the middle of November.

CONCESSIONS: Legitimate Merchandise. Concessions of all kinds, Eats, Drinks, etc. No exclusives.
SHOWS: Will place any worthwhile money getting Grind Shows not conflicting.
RIDES: Will book Tilt-a-Whirl or any other Ride not conflicting. With own transportation. Can always use reliable Ride Help. Need experienced man to handle light towers. All replies to MARKS SHOWS, this week Fayetteville, N. C.; next week Wilson, N. C.



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JASPER, ALABAMA

Week of October 6th—Followed by

WASHINGTON COUNTY FAIR

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Week of October 13th—And a Continuous Route of Fairs until Armistice Week.
LEGITIMATE CONCESSIONS and Hunky Pank of all kinds. **COOKHOUSE** to cater to Show People—Open balance of season. **NOVELTIES** open on exclusive basis.
HELP—Experienced Operator for Cotton Candy and experienced Help on all Rides; must be licensed semi drivers. All address C. C. GROSCURTH, at Carruthersville, Mo., all this week.

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your vote is the
Power that makes
Democracy Burn
Steady and Bright

Use it
NOV. 4

NSA Sets Plans to Buy Home

hibit the holding of meetings apart from "the principal offices of the association." Prior to gathering here an opinion was sought from Max Hoffman, club attorney. He was quoted as saying that a meeting here would be legal because of an existing emergency. The latter presumably had to do with the report that the option held on the building would expire at the end of the month.

Stanley W. Wathon, the largest bondholder, was credited with much of the preliminary work leading to the decision to buy the 46th Street building. Wathon pointed out that other groups are interested in purchasing in the structure, and emphasized the need for immediate action before the option expires.

Pomona Pans Big

Levaggi, concessionaires, reported per capita spending down. However, the fair at the end of the first 13 of the 17-day run was up some 10,000 people over 1951. The partners have all of the permanent stands with 268 feet on the west side and 298 on the east side. The stores are brilliantly lighted with west side operation using 66 units of 8-foot 4-tube lamps. Robert E. Olson formerly operated the stands on the west side. His interest was bought by C. & L.

Pat Treanor & Son have the novelties on the midway. This marks the first time in years that his firm has had such an operation. In former years when the fair booked carnivals, the lot was handled by the novelty man on the show.

Deal Is Likely

If the deal goes thru, and it appears that it will, it is likely that a deposit will be made immediately, with arrangements made at that time to pay the balance of the down payment.

Hamid is strongly in favor of purchasing the home, which he describes as a "dream," and this is seen by many members as an indication of success for the venture. The ladies' auxiliary will be invited to aid in the plan.

Present at the conference, which was held in Hamid's office at New Jersey State Fair, were Allen, Joseph H. Hughes, Phil Isser, Ben Weiss, Johnny Kline, Jack McCormick, Arthur E. Campfield, Max Kassow, Stanley W. Wathon, Louis (Dada) King, John Wiseman, David Brown, Irving Sherman, Morris Brown, Emmanuel Silber and Jim McHugh.

Those not already members were added to the building committee by Allen.

ESE Midway

Units scattered thruout the rather cramped quarters. Special light powers were added to heighten interest at night, but the after-dark play at this fair represents only a small portion of the day's business.

With gate attendance for the eight-day event exceeding 430,000 there was money around, of course, but conjecture and scattered reports indicated that grosses were not in keeping with the size of the crowds. Biggest single day probably was the second Saturday when all units were turning at capacity in mid-afternoon.

There is no doubt that having once seen it, Reynolds will have some ideas on future midway operations. Space allotted the midway is not the best and could conceivably become somewhat messy after a heavy shower.

Novel Show

A novel attraction doing a land-office business was Al Randall's S. S. Spellbound, a 45-foot boat replica containing a marine museum. Built in August, this was reportedly the first stop.

Kaplan & Bloom's novelty concessions and Bush & Laube's eating stands, both long-time fixtures here, had an excellent run.

Also popular this year were sightseeing units operated by S. E. Barragan, Casino Arcade Park, Wildwood, N. J. Units included tram cars and a landraiser, a bus-like vehicle without any top or sides.

Reld's shows and concessions were shipped to the Bloomsburg (Pa.) Fair for an early opening at that event.

RAS Sets Mark

(Continued from page 62)

the latter new to the midway, registered hefty takes.

Kids' Day Monday was there on record here. There were long lines of moppets in front of the rides constantly thruout the day. Back-end units which scored heavily with the youngsters were the Lorow Side Show, Bill Kemp's Motordrome, Lou Hamilton's Midget Circus, Bob Hermines' midgets, and Leo Carroll's Monkey circus. Commenting on the day's business, Carroll observed that he could "very likely have used a top twice the capacity of the regular top."

Members of the Royal American Shrine Club took time out Wednesday (24) to host about 150 children from the Oklahoma Crippled Children's Home, providing them with rides and goodies.

Publicity Strong

Show's publicity here was exceptionally strong, with both dailies giving the midway a good play, including feature articles on Bob Lohmer, RAS general agent, and Rita Cortes, top performer in "Moulin Rouge."

Visitors here included Clarence Lester, manager of the Tulsa (Okla.) State Fair; Al Carsky, field rep for the Anheuser-Busch brewery.

Wallace Cobb, RAS trainmaster, visited Little Rock during the show's stand here to check the new railroad spur and crossing that has been installed on the grounds of the Arkansas Livestock Show.

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AHOSKIE, N. C., OCT. 13-18
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SHOWS—Will book Wild Life, Crime, Slide Show, Motordrome, Minstrel or any Show not conflicting, with own equipment. Want flashy Colored Girl Shows for Ahoskie.

RIDES—Will book two flashy Kiddie Rides. Liberal percentage.

HELP—Working Men in all departments. Especially want Octopus and Wheel Foremen. Second Men, Top salaries. Hardy Brady wants two capable Agents. Want three Girl Show Dancers, office-paid.

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CONCESSIONS: Eat-Drink Strands, Hanky Panks, Penny Pitches, Age, Scales and Novelties.

RIDES: Kid Rides that don't conflict. Ride Help, drivers preferred.

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Want for the Kilmarnock Colored Fair (Seven-County Fair), Broadview, Va., Oct. 8 thru 11.

Bingo, Six Crt. Ball Game, Dart Ballroom, Cable, Duck Pond, etc. and all Hanky Panks not mentioned. Games, Popcorn, Apples, Floss, Custard. All replies to J. STANLEY
Le Plat, Ind., Sept. 29 to Oct. 3, following week Kilmarnock, Va.

WANTED

Colored Girls for Girl Show. Sure, good salary and accommodations. Also want Menialid, Tattooer and Acts for Side Show.

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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 Agents/Advertiser Department, The Billboard, 136 W. Randolph St., Chicago 1, Ill.

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Will book Bingo. Want Hanky Panks of all kinds. Can use one good Side Show. Will book Chairlaine. Want for cash—Late model Tilt.

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Caroway, Ark. this week; Turrell, Ark. next week.



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Want Concessions of all kinds that work for stock. Fish Pond, Ball Games, Pitch-Tilt-U-Win, etc. Will sell exclusive on Cookhouse.

SHOWS—Motordromes, Mechanical City, Illusion, Glass House, Wild Life, Snake and Monkey.

WORLD OF PLEASURE SHOWS Youngstown, Ohio, this week, and then P. S.—Have for sale. 7-Car Tilt-a-Whirl. Royal Oak, Mich.

INTERSTATE Shows

WANT CONCESSIONS, RIDES, SHOWS FOR THE FOLLOWING FAIRS:

Lawrence County Fair, Moulton, Ala.; Marshall County Fair, Besse, Ala.; Haywood County Colored Fair, Brownville, Tenn.; Deaton County Fair, Ballsbridge, Ga.; Coffee County Fair, Elba, Ala.; Dale County Fair, Ozark, Ala.; Monroe County Fair, Monroeville, Ala.

CONCESSIONS: OPEN MIDWAY. ALL CONCESSIONS OPEN. Hot Outfit, Gadgets, Water Games, Photos, Balloon Darts, Long Range Gallery, Short Range Gallery, String Game, Popcorn, Candy Apples, Floss, Frozen Custard, French Fries. All legitimate Merchandising Concessions. Eating and Drinking Stands of all kinds.

RIDES: Due to wreck, will book Merry-Go-Round for balance of season at liberal percentage. Also want to book Softfire, Octopus, Caterpillar, Fly-o-plane or any Ride not conflicting.

SHOWS: Will place any Grand Show not conflicting. Wild Life, Mechanical, Fun House, Glass House, Midget, Penny Arcade, Motordromes and Unborn. Want Side Show with or without own equipment.

HELP: Foremen on Twin Wheels, Chair-o-Plane and Kiddie Rides. Second Man on all Rides. Counter Men for up-to-date Deluxe Bingo. Agents for Razzes, Skillos, Clothes Pin and Sea Cat Shows. Lot Man capable of handling 10-Ride Show (one that knows how to put show on lot and take show off lot).

All replies to H. B. ROSEN, Mgr., Lawrence County Fair, Moulton, Ala., this week.

WANTED

SIDE SHOW ATTRACTIONS

For Australia and New Zealand tour. All types needed—experience paid. Contact WILLIAM J. ALLAN
c/o The Billboard
6666 Sunset Blvd., Hollywood 28, Calif.

\$100.00 REWARD

For information as to present whereabouts of Claude W. Bailey and wife, Mildred. Were last known to have been with carnival playing in vicinity of Hopkinsville, Ky., and Clarksville, Tenn., early in June, 1952. Important.

Notify **BILL NEEDLER**, P. O. Box 365, Evansville, Ind., or phone 5-6155 collect, Evansville.

LADY AGENT

For Photo Gallery. Must be reliable and willing to work. Experience unnecessary. Ready year round proposition. Rush full description and references to
DON RICARDO
c/o Thomas Jewland Shows, EBKLN, W. Va. this week; Richmond, W. Va., next week; then c/o Billboard, Cincinnati 25, Ohio.

DAN-LOUIS SHOWS

WANT FOR HART COUNTY FAIR, MUMFORDSVILLE, KY., OCTOBER 6-11.

All kinds of legitimate Concessions. We have no flukes on this Show. We are taking all our rides to this Fair because it is a dandy—you can't lose getting money if you want to work. Mumfordsville is on 31W, south of Ft. Knox, Ky. Don't write or wire—come on in.

LOUIS T. RILEY, GEN. MGR.

ATTENTION—SHOOTING GALLERY OPERATORS!



IF YOU NEED GALLERIES ACT NOW!

Due to unmet conditions and present contracts we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do—secure your future with Evans—the Gallery field is fast!

Complete details in our **FREE CATALOG** Parts and Targets also available

Write Today

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "A"—18 ft. high, 18 ft. wide. One of the best small units. Good, prominent built-in, moving and stationary targets, pointers, with or without motor and bell.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORHOMES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Undertaker's Approved Flame Resistant Materials Available.
5 DAYS SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

PEPPERS ALL STATES SHOWS

6-FLORIDA FAIRS-6

Chisley, Sept. 27-Oct. 4; Crowfoot, Oct. 4-11; Apalachicola, Oct. 11-18; Samson, Ala. (biggest celebration on the street), Oct. 20-25; Fort Walton (15,000 Air Force personnel), Oct. 27-Nov. 1; Bonita, Nov. 3-8; De Funiak Springs (Armistice Day Celebration included in this fair date, Over 20,000 people last Armistice Day), Nov. 10-15.
TENT SHOWS: You can't go wrong on any of these Fairs. Mechanical, Side Shows, Wrestling, Monkey, Girl Revues, Fun House, Snake Show or any Show that is worth while. Everette Daniels, get in touch immediately. Also John Berg, R. B. Royals, Don Tranger and Bill Dimsdale, contact.

CONCESSIONS: Can place all kinds that work for stock. Sorry, no flats or gyroses. Can use a few more Men on Rides, only experienced and sober need apply. All replies to **FRANK W. PEPPERS, Peppers All States Shows**
CHIPLEY, FLORIDA

JOE WILLIAMS WANTS AGENTS

FOR FINEST FALL ROUTE IN TEXAS

Nacogdoches this week, then Bryan, Caldwell, Giddings, Waco, San Antonio, Pharr, Brownsville and then the big one, Harlingen Fall Celebration.
Need Bingo Countermen. Have good proposition for Bellel Collier. Also want Agents for Coke Bonties, Six Cots, Ball Game, Glass Pitch and other Hoaky Ponks. **OUT ALL FALL.**
Address: c/o AMERICAN MIDWAY SHOWS, P.O. Route Above.

WANT

Dipper Foreman. Second Men who drive semis. for Wheels. Tilt. Looper, Fly-O-Plane and Dipper. Five (5) weeks of Fairs to go.
DON FRANKLIN SHOWS
ROSENBERG, TEXAS

BROOKNEAL, VIRGINIA, FIREMEN'S FAIR

Oct. 6 thru 11, space available for Legitimate Concessions and Shows. One of the biggest events in the South. Write or wire
STEVE DECKER
Boam's Attractions, Fairgrounds, Amherst, Virginia.

KIDDIE TRAIN and FLY-O-PLANE FOR SALE

1938 Hubbert Kiddie Train, Hoop type, gas. two motor driven, complete with engine, tender, 4 coaches, 600 ft. track. Excellent condition. Will sell with or without transportation. Or will take smaller Train or Pony. Arcade sold with or without transportation. **B. R. TREADWELL**
c/o DON FRANKLIN SHOWS, Rosenberg, Texas, this week; then per route.

ALABAMA SHOWS

Want for American Legion Fair, Heart of Town, Clayton, Ala., next week. Five Fairs to follow. Want Concessions of all kinds. Need Bingo, good territory. Will sell exclusive on Mitt Camp. Want one Girl Show. No Rides needed. 800 Avens, answer. Slomb, Ala., this week.
M. J. HILLSAP, Mgr.

GEORGIA AMUSEMENT CO.

Fair Time In Dixie
Will book Concessions of all kinds that work strictly week. Sell EA on Bingo, \$5,000; Cars and Apples, \$3,000; Snow and Pops, \$3,000; Front Pops and Fresh Fries, \$3,000; Age and Jokes, \$3,000. Shows—Will book you if you have something to offer. No Girl Shows. Mr. Orr has the Snake Show. Book Fly-O-Plane or Tilt.
Effingham County Fair, Sartinfield, Ga., new; Butts County Fair, Jackson, Ga., next week.

LEE AMUSEMENT CO.

PAIRS PAIRS PAIRS PAIRS
Lancet, Alabama, this week. Close North Florida Fair, Tallahassee, Florida, November 1st. Will book Fly-O-Plane, Octopus or any Rides not conflicting. Will book Motor Drive or Globe of Death. Need few in One, side show, Circus Show or any worthwhile Game Show. No Concessionaries. All replies to **N. L. PRISON**
Athens, Alabama, October 6th to 11th; Quincy, Florida, October 12th to 18th.

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago
CHICAGO, Sept. 27.—Preparations are being made for the first meeting of the winter season Thursday (2). The nominating committee will make its report at one of the following meetings:
Secretary Joe Strelbich was on hand for the League benefit on Al Wagner's Cavalcade of Amusements at the Nashville fair Thursday night (18). Neil Webb, Canadian secretary, writes that a total of \$1,097 has been raised on J. P. (Jimmy) Sullivan's show this season. Of the total, \$750 came from a ward book sale, \$237 from a wishing well, and \$100 from a special show.

Lou Leonard reports he is improving and plans to attend the Birmingham fair. Jack Benjamin underwent surgery again at Grant Hospital. Oliver Barnes reports he is on the mend. No late report on Frank Ehlenz. Harry (Bing) Bernstein reportedly suffered a recent heart attack at Meridian, Miss.
Secretary Strelbich is urging that members send in their correct addresses due to the large amount of returned mail. Recent clubroom visitors included Lefty Block, A. V. Ackley, Solie Wasserman, Mel Harris, Jack Kaplan, Hy Neillich, William Heitlich, Walter F. Driver, Andre Dumont, Max Brantman, William Meyers, Nieman Eisman, S. T. Jessop and Henry S. Polk.

Jack Levine passed out cigars recently upon the addition of a daughter to the family.

Ladies' Auxiliary

Hotel Sherman, Chicago
President Hattie Wagner phoned long distance to say she has an Afghan for the bazaar. Mae Taylor is back at her Jerome florist shop after a long vacation.

Ida Chase is at 1411 West Monroe, Chicago, recuperating from an injured back. Grace Goss infos she is on the mend after a recent illness.

Eta Henderson is back home in Paris, Tex. Marie Brown and Louise Rollo are still out with concessions. Lillian Glick was a recent Chicago visitor but left after a short stay. Nan Rankins has her sister, Lillian Woods, visiting her in Chicago. Bertha Dutcher, who operates an apartment house in Hot Springs, has had a number of show folk visitors this summer. Lottie Mayer Warfield has been a visitor in Wisconsin.

First meeting of the fall season is scheduled for October 2, at 8 p.m.

Caravans, Inc

P. O. Box 1802, Chicago
CHICAGO, Sept. 27.—First meeting of the fall season will be held Tuesday (30). President Claire Sopenar, announced. A nominating committee will be selected at the October 7 meeting.

Midge Cohen, New York City, Elsie Aldrich, San Antonio, and Edna Stenson were recent guests of Pearl McGlynn. Sophia Gleason is visiting her daughter in Wisconsin and plans to remain there until the annual round-up. Mr. and Mrs. Chester Barker are expected back here after being out all summer with their popcorn and candy floss concessions. Jimmy Campbell and Mollie Foster were at the recent Hopston, Ill., sweet corn celebration. Mabel Davis is convalescing after her second operation. Members were saddened by the death of Marge Fries.

Canadian Showmen's Association

1157 St. Catherine St., East Montreal
MONTREAL, Sept. 21.—Clubrooms are being renovated and everything is expected to be ready for the first general meeting to be held October 9 at 8 p.m.
The sixth annual banquet and convention will be held in the Spanish Hall, Queen's Hotel, November 5. Tickets are \$5. Tables are priced at \$40. Mail orders to R. Genest at club headquarters.

Miami Showmen's Association

236 W. Flagler St., Miami
MIAMI, Sept. 27.—The following applications for membership were received: Dave Adams, proposed by Lawrence S. Osborne; Alex Lassaw, proposed by Max Sharp; Thomas E. Keefe and Ralph W. Jacobs, proposed by R. Shep Blumberg; Philip Manteo, Nathan Froom, Casey Allen, proposed by Louis (Dada) King; David Graver, Louis Beiben, proposed by Harry Madele; D. M. Wright, C. J. Ely, John Kennedy, Benjamin H. Stone, Gerald Gordon and Phillip E. Rubin, proposed by Claude Sechrest; Edward C. Marks Jr., Al Hubbard, Sol Rosenfeld, Orvil K. Wolfe, Clyde Hendricks, Frank S. Oldfield and Don Ricardo, proposed by L. I. Thomas.

Nicholas Anniello, Anthony Waver, James Cassidy, W. Edgar Riley, David B. Dunn, Clarence E. Devine, Frederick Hoyt, Jack Woods, Ben B. Berfield, Patrick T. Shilley, William Bouchas, Ralph Lipsky, Frank Joering, Don W. Coulston, Glenn H. Porter, Lee Thomas, Lawrence Glouse Jr., W. L. Owens, Thomas Spowe, Albert John Sproul, Philip Messina, Charles H. Terry, Roy Ellis Armann, Eddie H. Sudan, Sam Greco, Joseph John Iacavella, Eldon Legan, Nello Pacini, Billy L. Sickle, proposed by Ep Glosser; Albert E. Moody, Paul E. Richardson, Nathan Hyman, George P. Sohlenberger, W. Howard Ramsey, Ben Hoff, Morris Brown, Frank Fay, proposed by Phil Cook. In the race for gold life membership cards, Egg Glosser now has 47 new members to his credit, Claude Sechrest 41 and Patty Finnerly 26.

Cliff Wilson, chairman of the building committee, reports that negotiations for the purchase of a home are continuing. President Leo Bistany has set the first meeting for Tuesday, November 4.

Ben (Strings) Cohn reports that he has fully recovered from a recent operation and is back on the road. Jack Rose forwards thanks for letters and cards received while he continues as a patient at the Veteran's Hospital, Coral Gables.

Secretary Phil Cook will be back in his office on November 3. Dues are payable now.

National Showmen's Association

1564 Broadway, New York
NEW YORK, Sept. 27.—Officers and members of the board of governors of the National Showmen's Association met with President Bernard (Bucky) Allen at Trenton, N. J., Thursday (25) to discuss the proposed purchase of a new building. The meeting was held in the office of George A. Hamid, president emeritus.

Irving Yerkes, when sending in his check for his dues, also donated a check for the shut-ins. Other recent contributors to the fund were Mr. and Mrs. Jack Stern and, of course, the card players who donated regularly.

Membership applications were received from Sam Sperber, sponsored by Emanuel Silver; Max Packman, sponsored by Jack Greenspoon; Louis Schock, sponsored by L. Gary Garninell, and Steve Weston, sponsored by Jeff Harris.

Bernie Mendelson and Lou King were each married recently. Recent visitors to the club included Frank Capell, Sol Alpert, Arthur J. Merrill, Sam Bibring, Charles Zucker, Morris Sommers, Louis Elias, Morris J. Rector, Irving Pearlstone, William G. Lish, Ben Merson, Irving Merson, James Peterson, Maurice Elk, Sam Stillman, Harry Krasnow, T. Jay Quincy and Victor Link. The first regular meeting of the season will be held October 8.

FOR SALE AT ONCE

Mezz-Go-Round, \$3 Wheel, 7-Tub Tilt, lot wagon with 75 kw. transformer, cable, junction boxes, 6 trucks, all in A-1 shape. Everything in good condition. Will sell all for cash only for \$15,000. Terms to right party.
B. V. NESSLER
Winer, Ark., this week; then per route.

HANKY-PANK

AGENTS WANTED

Ball Games, Dart Games, etc. Best locations for Shreveport Fair, October 18-26.

CONTACT

Hank Shelby

Washington-Youree Hotel, Shreveport, La.

JOLLYTIME SHOWS

CHESTERFIELD, S. C., FAIR
SEPT. 29-OCT. 4
Then Faceded S. C., ten more weeks to follow. CONCESSIONS—Pick Tilt, You-Win, Fish Pond, Swingers, Six Cots, Peach Pick, Age and Weight, Custard, Short and Long Range, small Cookhouse. SHOWS—Colored Girl, any Shows with own equipment.
JOLLYTIME SHOWS
See Price, Chesterfield, S. C.

NOTICE

SHERMAN, CALL ME COLLECT
IMPORTANT!
Want Ferris Wheel Foreman. Will book Merry-Go-Round and Hanky Panks. All winter on New Orleans lots.

HELMAN UNITED SHOWS
MAURICE HELMAN, Owner
Erath, La., Sept. 30-Oct. 5th.

BIG STATE SHOWS

WANT WANT
Ferris Wheel Foreman, Man and Wife to take charge Girl Show, have new top and banners. Have 2000 Top and Front. What have you to put in it? CONCESSIONS: 6 Cots, Nail Cabinet, Cigarrette Gallery, Bumper, Darts, Fish Pond, Snake, or any Show Concessions. Will book the show if you have a plan outfit to do with it. This show will be out all winter playing centers, towns on the Coast, Blueie Permonts and Custy Adams. **WINE BROWNE BINGO, Waco, Texas, this week.**

BILLIE HUNTER

CAN PLACE
Capable Man for Six Cots who can stand geography; must be sober. Also want Cot Boys and Inside Help. (Backed Come on at once; wire, will send you ticket).
BILLIE HUNTER
c/o Cavalcade of Amusements
Meridian, Mississippi

WE HAVE

CAPITAL TO INVEST
We need female partner with experience in operating Shows. Partner we are looking for must have house trailer, Bingo and/or some money to invest with us. This will be an excellent opportunity for the right person. Write or phone for the facts.
MRS. NIKONT
734 N. Dearborn Chicago, Ill.
Phone: Delaware 7-5866

NEED RIDE HELP

on Wheel and Octopus. Want to book Cook House, Shiv Rock and all Hanky Panks for balance of season. All Fairs to November 1st. Contact
W. A. SCHAFFER
Lombard, Texas, Sept. 29 through Oct. 5.

WANT

For balance of season, first-class Talker, Word Box Girl and useful Bleshow Act. Carmo Del Rio, if available, come on.
LISA DEL MAR
c/o Gem City Shows
Sulma, Ala.

Eddie Young's STERLING CROWN Shows

WANT FOR SHEFFIELD, ALA., OCT. 6-11, WITH FOUR MORE WEEKS OF CHOICE ALABAMA SPOTS TO FOLLOW.
CONCESSIONS: Candy Floss, Long Range and Hanky Panks of all kinds.
CONCESSION AGENTS: Counter Men for Bingo, (Bill Darden, contact.) Agents for Pin Store, Blower and Buckets.
SHOWS: Girl Show, Jig Show and any Grind Shows not conflicting.
RIDES: Tilt-a-Whirl, Rock-o-Plane or Spiffire.
RIDE HELP: Foremen and Second Man for office-owned Rides. Long season, top salaries. Must drive trucks. No drunks.
All replies to
E. L. YOUNG, Mgr. NEW ALBANY, MISS., this week.

ATTENTION HILLBILLY PERFORMERS AND MUSICIANS LASH LARUE

Wants Hillbilly Entertainers of all kinds for long profitable work Costlin & Wilson Shows now, theatres to follow, then T.V. and Hollywood.
Contact immediately—Wire. Don't Write.
LASH LA RUE, care CETLIN & WILSON SHOWS, ATLANTA, GA., until Oct. 11.



WANT FOR ROUTE OF ALL FAIRS UNTIL CLOSING Motordrome, Monkey Show and any show not conflicting. Can Place Kiddie Train and Penny Arcade. Ferris Wheel Foreman and Help for all rides.
Address: Carrollton, Ga., Fair Now; Monroe, Ga., Fair next week.

CAPITAL CITY SHOWS

Want for Macon County Fair, Montezuma, Ga., week Oct. 6 to 11, followed by six bona fide fairs until Nov. 15.
Legitimate Stock Concessions of all kinds, Custard, French Fries, Fish Bowl, Live Ducks, Derby, American Camp, No gypsies, please.
Shows: Big Snake, Lee Houston, contact. Fat, Mechanical, Wild Life, Unborn, organized Minstrel with own equipment. Dr. Thomas, contact. Billie Gerry wants Side Show Help. Girl Show with own equipment. Eddie Greeno, contact. Want Manager and Riders for Drome. Lee Evans, contact. All replies
J. L. KEEP
NORTHWEST GEORGIA FAIR, Cedartown, Georgia.

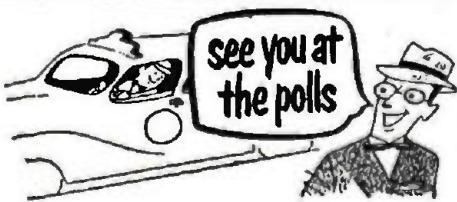
BROWN & WALLACE SHOWS

WANT
For Montgomery, Ala., Fair, Oct. 6-11, followed by Albany, Ga., Fair, Oct. 13-18, and more big ones to follow.
Want for open midway. Concessions of all kinds. Want large Cook House that caters to show people for balance of season. Will book any non-conflicting Show or Ride. Good opening for Wild Life Show. Can use experienced Foremen for Spiffire, Octopus and Chairplane. All answer to
BROWN & WALLACE SHOWS
This week Columbus, Miss., Fair; next week Montgomery, Ala., Fair.

LEO LANE SHOWS

WANTED FOR CLINCH COUNTY FAIR, HOMERVILLE, GA., OCTOBER 6-11
RIDE HELP: Chairplane Foreman, Wheel Foreman, Second Men for Fly-o-Plane and Merry-Go-Round.
CONCESSIONS: Book Pan Game with Hanky Panks, any legitimate Merchandise Concession.
SHOWS: Can use one or two more Shows. What have you?
All replies to LEO LANE SHOWS, Baxley, Ga., this week.

WANT
For Lexington, Tennessee, Fair and rest of season Legitimate Concessions of all kinds. Reasonable privilege. Want Wheel and Merry-Go-Round Foremen. Dave, contact Brewer or come on. All replies
RED STAR ATTRACTIONS
Lexington, Tennessee



Promosh Aids Baker United

BOSWELL, Ind., Sept. 27—Baker United Shows, with a few more spots to go, are winding up a season that has been more than satisfactory, according to Ernie Allen, who is serving his first year as manager of the org. His wife, Mrs. Verna Allen, is secretary-treasurer.

Allen has used considerable promotion all year. His newspaper advertising has included special coupons offering ride tickets at three for a quarter on Mondays. In addition, he has hyped his Saturday kid matinees with a bicycle giveaway along with 9-cent ride tickets.

Ride line-up includes eight devices, which will be augmented next year by the addition of one major and one kiddie device. Some 30 concessions were up here. Show will winter at the Terre Haute, Ind., fairgrounds.

Lee, Wells Orgs Merge; Revive World of Today

JOPLIN, Mo., Sept. 27—S. O. Lee disclosed here this week that he has purchased an interest in the World of Today Shows from H. Wells, of Reynolds & Wells Shows, and that equipment of all principals will be merged under the World of Today title.

According to Lee, the show will carry a total of 18 rides and 14 shows for its '53 tour. Winter quarters will be established at Davis Field, Muskogee, Okla., where work is expected to get under way immediately on rebuilding for next year.

W. E. Franks Plans Funspot

MACON, Ga., Sept. 27—W. E. Franks, for many years a show owner and now in the drive-in restaurant and motel business in nearby Warner Robins, has been granted a permit for a permanent amusement park at the latter spot.

Franks announced he plans to install about a dozen rides in a permanent location there.

WANT WANT
All Kinds of Gadgets
AUCTION—JEWELRY—
EAT AND DRINK STANDS
In Exhibit Tent
or on Independent Midway
Arrive Post 27
Charlottesville-Albemarle
County Fair
Apply
Benson Patterson, Secy.
Charlottesville, Va.

LOU PEASE WANTS
Dancing Girls for Girl Show, \$75 a week, Betty, come on! Marlin, I have your clothes, your mother wired me about you. Want, shoes or come on. Booked for Conway Fair in October. Jean Rogers, come on. LOU PEASE, care Frank Dickerson Shows, Bailey, N. C., Fair, next week.

Save on Brand New
BUICK
Immediate delivery. Two years to pay. We can finance you. Act quickly while we have cars. Phone or wire collect.
JOHNNY CANOLE
Crescent Buick
Monroeville, Pa. Phone 527.
Allentown, Pa. Phone 5247.

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 3-3976

NORTH EAST FLORIDA STATE FAIR

Jacksonville, Fla., Nov. 4 to Nov. 15
Can place Legitimate Merchandising Concessions—Eating and Drinking Stands and Direct Sales. WRITE OR WIRE:
CURTIS L. BOCKUS
707 St. Johns Apts. Jacksonville, Fla.
JAMES E. STRATES SHOWS ON MIDWAY

B & H AMUSEMENT CO.

Wants for Orangeburg County Colored Fair, Oct. 4 to 11, with eight weeks to follow, including Kingstree, Barren, Florence and Sumter Colored Fairs, and three special dates around Halloween 1952.
RIDES—Tilt-a-Whirl, Octopus, Rolloplane or any Flat Ride. SHOWS—Snake, Wild Life, Fat Show, or what have you? CONCESSIONS—All Stock Concessions open. FREE ACTS—Can use two more—High act preferred. Can use Ride and Cook House Help. All wires to
W. E. HOBBS, Mgr.
HAMPTON, S. C., SEPT. 29 TO OCT. 4.
P.S.—BLACKIE with Glass Pitch, are you coming? WIRE AT ONCE.

HARRISON GREATER SHOWS

Want for Montgomery County Fair, Oct. 6-11, Troy, Mo. C., followed by Martin County Fair, Oct. 13-18, Williamson, N. C., Merry County Fair, Oct. 26-31, Conway, S. C., Dillon County Fair, Oct. 27-Nov. 1, Dillon, S. C., with two more fairs to follow. All these fairs are in the heart of the tobacco market and all are bona fide fairs, no gypsies.
Can place Concessions of all kind, no exclusives. All Eating and Drinking Stands open. All Show Booths open with a few choice Concessions open. Good opening for White Girl Show with two or more girls. Ride complete outfit. Want Raggle and Skill Agents for off-ownership Concessions. Aim one Line-Up Store Agent. Can place any new and novel Rides. Want A-1 Mechanic with own tools who can take care of fleet of trucks. All mail orders to
FRANK HARRISON, DUNSMIRE, N. C., FAIR, THIS WEEK; THEN AS PER ROUTE.

FOR SALE—RIDES—FOR SALE

7-CAR FACTORY-BUILT PRETZEL DARK RIDE 55 ft panel front with plenty extra lighting equipment. New top and front awning. All necessary signs in apron ride. FLY-O-PLANE—No other one like it in business. Both rides in first-class condition and can be seen in operation at the following towns: Birmingham, Ala., Sept. 30-Oct. 4, Beaumont, Texas, Oct. 8-18. Rides can be booked with show or removed. Available for delivery Oct. 18. Write or inspect, no collect wires accepted. If you need cash and interested in rides, here is an opportunity to buy real equipment that will pay off in a season and make you a profit.
CHAS. T. BOSS, c/o AMUSEMENT COMPANY OF AMERICA (Hessens Bros. Shows), Per Route.

FOR SALE

1 Allen Herschell 36-ft 2-above Merry-Go-Round, 2 Eli '55 Ferris Wheels, 2 Smith & Smith Chairplanes, 1 Eyerly Octopus, 1 Kiddie Airplane Ride, 1 25 kw. Light Plants mounted in 1947 Ford Truck. Everything priced right for cash.
LAWRENCE CARR
196 WILDWOOD ST. WILMINGTON, MASS.

WANTED—C. A. STEPHENS SHOWS

For Sports, Ga. Show Wrightsville, Ga. All fairs follow RR Nov. 29. Closing in Florida. CONCESSIONS: Novelty, Ice Cream, Pop, Candy, Kitchen Gadgets, Long Range, Bowling Alley. SHOWS: Mechanical City, Fat Show, Big Snake. RIDES: Place Octopus, Spiffire Rolloplane, Loopier, Foreman on Tilt, Second Men who drive. Place Grackle Men who drive.
CONYERS, GEORGIA, THIS WEEK.

EMANUEL COUNTY FAIR

Sumnersboro, Ga., Oct. 6 to 11 Inclusive
CONTINUOUS ROUTE OF BONA FIDE SOUTHERN FAIRS TO FOLLOW.
Will book legitimate Merchandise Concessions. Want Photos (Ricardo, preferred).
M-Down Crab, Custard, etc. Address this week:
JAMES H. DREW SHOWS
LAVONIA, GEORGIA, FAIR

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY
DODGE COUNTY FAIR, EASTMAN, GA., OCT. 6-11
UPSON COUNTY FAIR, THOMASON, GA., OCT. 13-18
COFFEE COUNTY FAIR, DOUGLAS, GA., OCT. 20-25
Can Place: Custard, Ice Cream Bars, French Fries, Pronto Pups, Kitchen Gadgets and legitimate merchandise concessions. Reply to
SHAN WILCOX
SHAN BROS.' SHOWS
Tri-County Fair, Manchester, Ga., this week.

GOLD MEDAL SHOWS

CAN PLACE CAN PLACE

For Opelika, Ala. Fair, followed by Bay County, Panama City, Florida
Concessions: Good opening for A-1 Cookhouse. All other legitimate concessions open.
Shows: Good opening for Wild Life, Snake Show, Wire

JOHNNY DENTON or ART FRAZIER
Cherokee, North Carolina

CARL D. FERRIS SHOWS

Want for Chester, South Carolina, Fair, Oct. 4-11, and Rebozo, North Carolina, Oct. 13-18.
Concessions of all kinds working for stock, no exclusives. Shows—Good opening for Pig Show or any Grand Show. Rides—Non-conflicting. Red Book, contact in regards to operating Fly-o-Plane.

CARL D. FERRIS
REIDSVILLE, N. C. THIS WEEK.

UNITED STATES SHOWS

WANT

Six Cats, Hi-Striker, Ball Game, Fish Pond, Duck Pond, Animal Show, Monkey Show, Hanky Panks of all kinds.
For Sale: Late model Frozen Custard with neon lights, reasonable.
All replies to:

L. P. BRADY
Cosburn, Virginia

FLOYD O. KILE SHOWS

Want for five more Louisiana Fairs and Big Armistice Day Celebration. Out till Christmas. Can place: Pile to Win, Ace, Coke, High Striker, Penny Pinch, Fly-o-Plane, Ice Cream or Custard, etc. Big Snake, Mechanical City or Grand Show of month. Want A-1 Merry-Go-Round Foreman job at once, no cars, please. Good pay, good treatment, but must be a Foreman and know your job. Good deal for next season open. Opening for Balloon Dart Agent and useful Show People. All replies to:

FLOYD O. KILE, Wiesner, Louisiana, Sept. 28 to Oct. 21, Greys, La., Fair, Oct. 7 to 11; PINN, La., Fair, Oct. 13.

FALL FESTIVAL AND HALLOWE'EN CELEBRATION

Sponsored by Lions' Club of West Alexandria, Ohio, Oct. 7-11.

Can use small, well-lashed Bings, privilege \$100.00. Can also use a few more Hanky Panks at \$23.50. All replies to:

LEE BECHT AMUSEMENTS

GENERAL DELIVERY OAKLEY, CINCINNATI, OHIO

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Cancer strikes one in five

Strike back

American Cancer Society

Mail the coupon to "Cancer" C/O your local Post Office

Your Dollars will save lives by strengthening the Cancer Crusade of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor's office, perhaps even in your home.

Your Dollars will speed the march of research toward mastery over cancer, the disease that last year killed 215,000 men, women and children.

Give to conquer cancer

AMERICAN CANCER SOCIETY GENTLEMEN:

PLEASE SEND ME FREE LITERATURE ABOUT CANCER.

ENCLOSED IS MY CONTRIBUTION OF \$..... TO THE CANCER CRUSADE.

Name.....
Address.....
City..... State.....

Under the Marquee

Continued from page 59

Macon residents caught the King Bros. and Cristiani Circus at Dublin, Ga., (86) to welcome the show back to the State. The show again will winter in Macon.

The Hoffmans, Henrys, Marcus Troupe, Normans, the Flying Romas, Valontines, Connors, Wells Troupe and Miller's Baby Elephants are among the acts contracted by the Shreveport, La., Shrine for its circus, November 18-22. Jack Ball will have the band for the date. Curtis Evans will manage the show.

New CFA roster shows Texas has the most members, with 101, and Gainesville, with 45 members, has more than any other city. Among the States, Connecticut is second with 95.

A. Morton Smith, president of CFA and a resident of Gainesville, states membership in the fan group is at an all-time high.

Tex Lightfoot, rope artist, closed his season at the Summit County Fair, Akron. . . . Berni Miller, clown, will play Orin Davenport's Wichita, Kan., engagement. . . . Ed Weidman, who has an elephant act, was in Chicago for several days. . . . Robert Corbin, who has Corbin's callopie at outdoor events, closed his season and visited in Chicago.

Mr. and Mrs. Harry Atwell of Chicago will observe their 50th wedding anniversary Saturday (4). Atwell has supplied many of the photographs used by circuses and acts for advertising and publicity for years. At one time he was official photographer on Ringling Bros. Circus and Mrs. Atwell was private secretary to the Ringling brothers.

Bob Hickey, former circus press man, is in Chicago ahead of the Shipstads & Johnson Ice show. Al Butler, another circus press alumnus, is still ahead of "South Pacific" and recently left Los Angeles for Northern California spots. . . . Jack S. Smith, one-time Cole Bros' staffer, is planning to enlarge his Ohio show printing

plant. . . . Frank Orman, manager of Cole-Barnes quarters at Peru, Ind., was in Chicago to confer with Bill Horstman, Cole and Barnes exec, at the Chicago Stadium.

Rex N. Ingham tells that Jethro Almond was introduced from the King-Cristiani bandstand by Floyd King at Albemarle, N. C. Almond owned and operated numerous small circuses for years and also had movie and vaude shows under canvas.

Frank T. (Cookhouse) Kelly is working at the Newkirk (Okla.) Rest Home as male nurse and would like to hear from friends. Kelly, who expects to return to the road in 1953, plans to winter in Louisiana.

Bradna Story

Continued from page 59

they played in the Bradna career, but in the true spirit of the actor, the business and mechanical sides of the circus get only token recognition.

Born Frederick Ferber, in Alsace on May 28, 1871, he grew up in relative comfort as the son of a burgher. As a cavalry officer he saw and fell in love with Ella Bradna, a great equestrian and member of an old circus family who was then starring in Paris. After a lengthy and frustrating courtship lasting several years, the tribulations of which would have discouraged a less ardent suitor, Fred married Ella and adopted her family name when his own father disowned him.

For some years he worked outside the star's spotlight that Ella had earned and was unhappy in this minor role. His knowledge of five languages and the mid assortment of imported circus features ultimately led to his appointment of equestrian director, a post that he held for 31 seasons until September 12, 1945, when he was injured in a blowdown at Dallas.

If nostalgia is present anywhere in the book, it would seem to have to do principally with the passing of the street parade of which he was grand marshal for many years. The so-called modern circus is not that at all, according to Bradna. Streamlining has been added, but the nucleus remains the same. The progress has been good, he says, crediting John Ringling North and Arthur Concello with more ingenuity and showmanship than all of the former forebears.

In his role as director of more than 27,000 performances under canvas alone, Bradna had ample opportunity to fashion opinions on the relative value of acts. These he lists, with his reasons why, and it is unlikely that many readers will disagree with his judgment.

A special section contains 31 photographs, most of them of historical interest. Many of the pictures are credited to Harry A. Atwell and the Burt L. Wilson Collection.

Circus people and circus fans will find this one of the best accountings of sawdust endeavor. In addition, every layman who has ever visited the circus as a boy or adult will find "The Big Top" filled with the answers to the intriguing questions that must have crossed his mind as he watched the athletes fly thru the air and the trainers wrestle the ferocious beasts in their charge. Jim McHugh.

W.G. WADE SHOWS

Chelsea Community Fair

Chelsea, Mich., all this week
Sept. 30 to Oct. 4
Close of the season
W. G. WADE SHOWS

JOIN THAT BIG LITTLE SHOW

and don't let size of towns fool you
Can place anything worth while except Girl Shows, Giff, Percentages.
BARNEY TASSELL UNIT SHOWS
KEYSVILLE, VIRGINIA
P.S.: Can place Spiffie Foreman. Must drive semi trailer. Wire this week.



M/Sgt.

Hubert L. Leo, USA
Medal of Honor

FOUR TIMES SER-
geant Lee's pla-
toon had taken, then
lost, the hill near
I-p-o-r. On the fifth
try, the sergeant, though hurt,
was leading. A Red grenade hit
him, seriously wounding both
legs. Refusing assistance, he ad-
vanced by crawling, rising to his
knees to fire. He caught a rifle
bullet in the back. Still he
wouldn't be stopped. Finally,
with 12 survivors of his platoon,
he took the hill, then let the
stretcher-bearers carry him away.
Today Sergeant Hubert Lee says:

"In thirteen years of soldiering,
I've seen brave enemies de-
feated—because things had col-
lapsed back home. That's why I
can appreciate what a good thing
it is when people like you buy
United States Defense Bonds.

"I'm told that you, and mil-
lions of others, own a total solid
investment of 50 billion dollars
in our country's Defense Bonds.
That's good! That's strength! A
man can face a hill when he
knows that people like you are
keeping our homeland strong."

New E Bonds earn more! 1) All
Series E Bonds bought after May 1,
1952 average 3% interest, compound-
ed semiannually! Interest now starts
after 6 months and is higher in the
early years. 2) All maturing E Bonds
automatically go on earning after
maturity—and at the new higher in-
terest! Today, start investing in bet-
ter-paying Series E Bonds through the
Payroll Savings Plan where you work!

Peace is for the strong!
For peace and prosperity save
with U.S. Defense Bonds!

The U.S. Government does not pay for
this advertisement. It is financed by the
publicities, in cooperation with the
Advertising Council and the Magazine
Publishers of America.

ROY BIBLE

AND OWNERS OF KID RIDES
FOR WINTER SPOT
Write to FOREST FREELAND
Islamorada, Florida Keys, Fla.

MISSING HEIRS

WANTED INFORMATION as to the
whereabouts of heirs of EDWARD H.
ALDRICH, who died Jan. 12, 1947, while
with Bell-Vision Show at Edinburg,
Texas. He left no will. His heirs have
not been located. He left considerable
cash and bonds. Anyone having infor-
mation on subject will please write the
undersigned, CLAYTON B. BAIRD, Ad-
ministrators, P.O. Box 423, Sulzbury, Tex.

FOR SALE

1 Allan Hirschell 36 H. 2 abracast Merry,
Go-Round, 2 El. 25 Ferris Wheels, 2
Smith & Smith, Chairlases, 1 Eazley
Ortopus, 1 Kiddie Airplane Ride, 2 25
k.w. Light Plants erected in 1947 Ford
truck. Everything priced right for cash.

LAWRENCE CARR

176 Wilwood St. Wilmington, Mass.

BEAUTIFUL CROSS

MIRACLE CROSS
When you place the center to your eye, you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!!

6000-N set with 25 brilliant cut stones, Chain and Cross in beautiful white finish.	\$4.25	6000-O. Same as above. Chain and Cross in beautiful gold finish.	\$48.00
6000-P. Same as above. Chain and Cross in beautiful gold finish.	\$6.00	6000-Q. Same as above. Chain and Cross in beautiful gold finish.	\$66.00

No. 185 Full of Life! Fire Brilliance \$3.85 doz. Gold finish White brilliant center. Retail value \$45.00 gross.

Please state your business or post with all C.O.D. orders P.O.B. Providence.

Providence Ring Co.
47 Westminster St., Providence, R. I.

MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire brooch and watch cover. Broad new guaranteed Swiss movement. Delivered with watch box. \$20 price tag. Min. order 3. 25% with order—balance C.O.D.

Only \$12.50 each
in lots of three.
\$13.85 for sample.

NATIONAL DIST. CO.
222 Culver Blvd. Miami, Fla.

Sensational PROFIT SELLERS
For Distributors—Salesmen—Wagon Men—Retailers

Fast sales and liberal profits when you clop up with our sensational line of clever, serviceable ADVERTISING SPECIALTIES AND NOVELTIES IN LEATHER, WOOD, METAL AND PLASTIC GIFT ITEMS

FREE CATALOG
Presents our items and wholesale prices. Write today on your letterhead.

CHARMS & CAIN (MFRS.)
447 So. Dearborn, Dept. O, Chicago 1, Ill.
Est. 1926
Bert Dun & Bradstreet

5-Pc. WHITE FIRE RHINESTONE "BRACELET" WATCH SET
\$17.90 Ea.

Fabulous Copy of \$250.00 Original. Ours has World Famous Rhinestone Braced Watch, 17 Jewel, with hand-cut baguette and matching White Fire hand pronged Necklace and matching Watch for feet's matching Rhinestone spray costume pin. Beautifully Mounted in Equelite. Velvet Box. \$17.90 ea. Three piece Jew set including boxed. \$5.90 ea.

BURKE
10 W. 37th St. New York City

ATTENTION JOBBERS AND WAGON MEN

Hoover's manufacturers have drastically reduced all prices on ladies' full-fashioned nylon hosiery. Our promotional number, which is a run of the mill, is priced at \$3.75 per dozen. Full shade—each pair is individually wrapped in beautiful cellophane envelope. JEANETTE HOBIERY MILLS, Chattanooga, Tennessee.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line. 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

BEAUTIFUL SONG FREE "WALKING ON THE GOLDEN BRIDGE" Dime being pay position, handclap. Festival, P. O. Box 853, Lynn, Mass.

EMCEE'S MAGAZINE—CONTAINING: Radio, Music, News, Gossip, Comedy, Jokes; subscription, \$2; add \$1 for four paperbacks. "Cash" issues—Eastern, P. O. Box 9824, Chicago 98

OVER FIFTY SONG TITLES AND JOKES for one dollar. Laugh getters. Send to Jack Young, 1923 E. Oak St., Louisville 4, Ky.

YOUR ADVERTISEMENT DISPLAYED

In a space such as this will do a terrific selling job for you.

See PAGE 69 for convenient order form

SING AND MAURE "LIBERTY BELL"

Copies, original Music. Shubert Building Philadelphia, Pa.

SINGERS AND MUSICIANS—PIANO VO-

lunteers, arrangements, hand songs. Send songs arranged, manuscripts corrected and arranged for publication; send manuscripts for estimate. J.A. Arrington Studio, P. O. Box 1908, Sarasota, Fla.

AGENTS & DISTRIBUTORS

A FREE CATALOG WITH WORLDS BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc. from big outside wholesalers since 1914. Mills Sales Co., 20 W 23rd St., New York

AGENTS AND DISTRIBUTORS—CONTACT

us for the best prices on full-fashioned Nylon. Run 81 to 84 down Liberty Highway C, 304 King, Chattanooga, Tenn.

AGENTS—ACT NOW! STAMP SOCIAL

Merchandise. Flat-top. Shipping Outlets. with Name and S. Number, 304 Warehouse West, Albany, N. Y.

ALL NYLON LADIES' BRIEFS—ELASTIC

waist and legs. 100% blue, white. Size 5, 6, 7. \$5.50 doz. Free catalog, free samples. Text. Nylon Division, 41-43 Amboy St., Brooklyn 14, N. Y.

AMAZING TALKING CHRISTMAS CARDS

They really talk; everyone says. Big sample with catalogue sent prepaid. \$1. Dealer Co., Box 725, Kansas City 41, Mo.

ATTENTION, HOBIERS—LOW PRICES FOR

Jobbers, pitchers and satellite, complete Nylon, Mens', Children's Hosiery, Nylon, 17 dozen up, sample order one dozen. Recently imported Nylon, packed beautiful cells, bag, 21, prompt shipments and satisfaction guaranteed or money refunded. P. F. O'Connell, 26-7143, 1328 Market, Chattanooga, Tenn.

BARGAINS—TERRIFIC SAVINGS, JOB

lots, clearance, low bid up \$20 on complete lines of Dry Goods, Clothing, Hosiery, Nations Sundries, Toys, Novelties, Girl Jewelry, Television, etc. \$200 Items; send \$2 for Illustrated Wholesale Bargain Catalog. Clear-Out Flyers and Special Ad. Accountant offer valuable merchandise catalogue worth many times cost included free. Reliable Jobbers, 311 North Des Plaines, Dept. Book Catalogs & \$1.50

BEAUTIFUL RELIGIOUS WALL PLAQUES

The Last Supper, loved good sellers in every and every size. New 1952! Sample \$1. Pyramid Plaster Products, 1123 Highland, Apt. 210, Chicago 11, Ill.

BIG PROFITS SELLING PREMIUMS—

Cookware, appliances, silverware. 25¢ being catalog, refundable N. E. Stuber, Millersburg Pa.

BIGGER PROFITS—SELL KOEHLER BUSI-

ness Signs, over 1200 varieties; free resale list. 1951 list, \$1 postpaid. Koehler, 353 5th Street, Lemay 33, Mo.

COLORED POST CARDS—NEW BAOB, DRIL-

ling color, finest art work, best glossy paper. Retail for a nickel; price to trade, \$25 per 1000. Samples \$1. Jobbers and Distributors wanted. Continental Publishing Co., 708 Fifth St., Sioux City Iowa.

CHARGE YOUR OWN PRICES: WE SHIP

per postpaid and supply all necessities. Free samples. Sebastian, Box 113, Universal City, Calif.

DEAR LAUGHING—TONY AT THE BALL

game and what he learned about women. Tony, Dept. 183, Abbey 666, 215 Fifth, Greenwood City, Pa.

EARN 400% SELLING LOW PRICED, AT-

tractive watches. Free salesman's sample. Robert Sells A. Moore, 500 Fifth Ave., New York.

FAST MONEY, LARY SALES, LARGEST

line 25% commission. Buy low, sell high. Send \$2. refundable deposit for samples and catalogue. Goodie Wife, 210 Pierce St., Sioux City, Iowa.

"FOE-STOP"—WINDSHIELD CLOTH—IN-

stantly removes blurry rain, frost, dirt, snow. Stops windshield fogging. Samples sent on trial. Krinke, 153 Akron, Ohio, 10

FOOTBALL CONCUSSIONAIES—SELL

army surplus tin covers, samples, 3 for \$1.19 per doz. Cash Charlie Watson, Fort Orlinburg, Ca.

HANDKERCHIEFS—ALL KINDS, ALSO

holiday box sets. Buy low, sell high. Ladies' and children's. Pajamas, slippers, reasonable. A. Rubin, 1157 Broadway, N.Y.C.

JOBBERS AND AGENTS WANTED—

Metals. 7% and surplus. Multiple purpose cleaner and polish that has solved many cleaning problems. Samples and attractive prices sent on request. Detroit-Laboratories, Baldwin, Ill.

JOKERS' FUN SHOP—FULL CREDIT

allowed on items returned. Jobbers offered terms to dealers. Earle Specialty Co., Allam, Ohio.

LATEST NOVELTY

PIN-UP BALL PEN VIEWER

Each pen contains photo in full color. Assorted poses. 10c each; sample order 20 cent. \$2.

P. STURISKY
865 Blaka Ave. Brooklyn 7, N. Y.

LOOK SIZE PICTURES OF HUMANS AND

pets, up to 17 seen foot tall; agents clean up and 25c deposit for complete. Dealer. Turk Sales, 8184, Delmar, Md. Louis 11

LOOK—FULL-FASHIONED NYLON HOS-

tery, mill rejects, \$1.25 dozen. Charlie Boudreau, 222 E. 5th, Premier Bldg, Box 517, Chattanooga, Tenn.

LUCKY GARBETS, JOKER NOVELTIES

1000 hundred pieces. Buy low, sell high. Fun Card, dollar. 1815 East Carlton, Book Dept. Dealer Bureau, 2250 Concourse, N. Y. City 3, N. Y.

MAKE \$300 FIRST WEEK

NEON AD CLOCK

or return it for a full refund, exclusive territory in food men; no experience needed. Electric Ad Clock Co., 429 N. Jefferson St., Chicago 8

NEW PLASTIC BENDING TAPE—JUST

price and Repair clothing instantly. Lighting seller. Samples sent on trial. Kinner, 152 Akron, Ohio

PLASTIC RE-CLOPED TAILOR CLOTHES

Aprons, Dresses, Collage Sets. Buy low, sell high. Free sample. Round 12, 41-43 Amboy St., Brooklyn 14, N. Y.

SELL BIG MONEY MAKER TO MEN AND

women. Easy handwork makes fantastic profit. Sample free. Sunnside Co., Brockton 4, Mass.

SELL NEWJED CLOTHING FROM

home. Large store. Jersey suits, \$5. Leather jackets, \$5. Overcoat, \$6.95. Sweater, \$2. Ladies' Coats, \$3. Other beautiful outer free. S&N 805-L, 12th Place, Chicago

SOMETHING NEW: POCKET COMBS

heavy-duty assorted colors. Imprinted. The Lord is My Shepherd. Easy. Led seller at 10¢. 1 crown, \$3.50. 5 crown, \$17.25. post paid. 10¢. 10¢. Bright Sales, P. O. Box 241, Waukegan, Ill.

RESURRECTION PLANTS—MIRACLE OF

the Lord is My Shepherd. Easy. Led seller at 10¢. 1 crown, \$3.50. 5 crown, \$17.25. post paid. 10¢. 10¢. Bright Sales, P. O. Box 241, Waukegan, Ill.

WHOLESALES & JOBBERS—BEAUTIFUL

reproduction of heavy hand carved bag. die lined, platinum plated, adjustable. \$3.95. Free sample. S&N 805-L, 12th Place, Chicago

AS AN HOUR SPARE TIME: ASSEMBLE

beautiful silver jewelry. Free details. Resnick Printing, 118 W. 21st St., New York 11

AS AN HOUR SPARE TIME: ASSEMBLE

beautiful silver jewelry. Free details. Resnick Printing, 118 W. 21st St., New York 11

(Continued on page 70)

WORLD'S HOTTEST PROMOTION ITEM!

BIGGEST, FLASHIEST VALUE EVER OFFERED!

7 Pc. WATCH SET

Only \$6.75 PER SET

Contains many sets, setting for 16 times its price.

EVERY ITEM IN SET IS GOLD FINISH

Beautiful gift package of 100 off \$10 value, shipped new with lifetime warranty.

25% DEPOSIT WITH ORDER BALANCE C.O.D.

Write for Our Big Wholesale FREE CATALOG.

GEM Sales Co. 833 Woodward

Detroit 26, Mich.

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

Type or print your copy in this space:

1. Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Access.
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink	<input type="checkbox"/> Personals
<input type="checkbox"/> Concession Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy
2. Indicate below the type of ad you wish:

<input type="checkbox"/> REGULAR CLASSIFIED AD—15c a word
<input type="checkbox"/> DISPLAY-CLASSIFIED AD—\$1 per agate line (14 agate lines to the inch)
3. Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please insert the above ad in _____ issue

I enclose remittance of \$_____

Please bill me.

Name _____

Address _____

City _____ State _____

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

The Billboard

...it's just like selling personally to 71,222 cash-with-order buyers of all types of Christmas gift and novelty merchandise.

1952 CHRISTMAS Merchandise SPECIAL (Nov. 1 issue)

Advertising Deadline OCT. 22 • Issued OCT. 27 • Dated NOV. 1

Reserve Advertising Space NOW!

Materiale protetto da copyright

3 WAY SAW

1-14" 8 ft. Compass Saw Blade

1-12" 8 ft. Compass Saw Blade

1-10" 8 ft. Barbic Blade

For cutting clear, etc. Saw blades are made of the finest heat-treated and tempered steel...

HACK SAW FRAMES Adjustable with Tension steel blade, durable Mach plastic grip handles...

REGULATION SIZE HAND SAW 24 inch 8 ft. warranted length...

3 WAY CAMMIT SAW SET 1 1/2" bevel saw, 1 1/2" compass saw...

NEW MAGNIFIED BOXED SCREW DRIVER SETS 12 standard and 12 specialty...

21% DEPOSIT-BALANCE C.O.D. COOK BROS. 816 W. Maxwell St. Chicago 6, Ill.

NEW CATALOG WRITE FOR COPY

Over 100 pages of general merchandise, jewelry, sporting goods and novelties...

HALLOWEEN SPECIAL DEAL

I gross assorted Character Masks, including 8 dozen child's 10c...

10-cent service charge on orders for less than \$3.00. 21% deposit required on C.O.D. orders...

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

DIRECT FROM MANUFACTURER



Beautifully engraved glass bracelets, many assorted styles on Link and Silver bands...

SPECIAL INTRODUCTORY OFFER \$4.00 PER DOZEN BOXED

OTHER SENSATIONAL ITEMS: Open Sunburst Sets, \$6.50 per doz. Pin and Earrings Sets, \$6.50 per doz. Expansive Watch Chains...

PARKARD JEWELRY CO. 720 Fifth Ave. New York 22, N. Y.

COSTUME JEWELRY!

3 Pc. Sets from \$5.49 up to \$29.95 EARRINGS \$3.99 DOP. P.

HEARTH DISTRIBUTING CO. 243 THIRD ST., MACON, GA.

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding

FORMULAS & PLANS

ANY FORMULA, OR FORMULA CATALOG AND Chemical Instruction Sheet...

MAKE YOUR OWN PRODUCTS-POLISH: 52. Chemicals for polishing anything...

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$37. Candy Corn Machines, Peanut Roasters...

YOUR PRODUCTS and advertising message included in a space like this will SELL SELL SELL The DISPLAY-CLASSIFIED style of advertising

HOUSE DISPLAY TRAILER-36 FOOT

with 400 sq. ft. display area, perfect for compression-prints. Jones George Brandon, Iowa.

FOR SALE-SECONDHAND SHOW PROPERTY

ELECTRIC BINGO BLOWER Macfran make, with balls, number rack, electric flasher...

FOR SALE-MERRY-GO-ROUND HORSES, 1800 ft. show horse...

FOR SALE-11/2 CAR WHIP, COMPLETELY rebuilt and remodeled this year...

FOR SALE-NEW NASHVILLE DOUBLE Deck Cotton Candy machine...

FOR SALE-TRIP RAY GAME, 1000 ft. Pouch 10. You can count on ready to go...

FOR SALE-FORTY PLANS FOR BUILDING CARNIVAL and park rides...

FORTY-FOUR RIGGING-COMPLETE stable rig, also 1950 Chevrolet...

SHORT RANGE TARGETS-NEW SAMPLES from 100 to 1000 yds...

SKATING RINK FOR SALE-PORTABLE steel building, 200 ft. x 100 ft. floor...

TENT-40x10, HEAVY WEIGHT CANVAS, ball ring, new up...

WE SELL ANYTHING ANYWHERE: MA non-wide and export, quick stock...

400 WATT PROJECTOR-SIMPLEX Lamp House with Mazda lamp...

MAGIC NEARQUARTERS FOR AMATEUR or professional tricks for Pocket, Parlor, Stage...

MINIATURE RADIOPHONE POC RADIOPHONE with 1500 mhz transmitter...

VENTRILOQUIST FIGURES CARVED OF wood by your selection...

MAGICAL APARATUS BRAND NEW 422 CATALOG MIND reading, Meritline, Spooks...

MAGIC HEADQUARTERS FOR AMATEUR or professional tricks for Pocket, Parlor, Stage...

MINIATURE RADIOPHONE POC RADIOPHONE with 1500 mhz transmitter...

VENTRILOQUIST FIGURES CARVED OF wood by your selection...

MISCELLANEOUS FRUIT TREES: STARK BROS. SENSATIONAL new "Dwarf" also standard size...

NATURAL BLACK WALNUT NOVELTIES are fast selling novelties and gift...

PORTABLE ELECTRICAL CABLES UL approved extra heavy duty...

TAPE RECORDERS, TAPES, ACCESSORIES Nationally advertised brands...

MUSICAL INSTRUMENTS, ACCESSORIES

WURLITZER ORGANS FOR SALE-SINGLE or Double Trackers rebuilt, first-class condition...

PARTNERS WANTED

WANTED PARTNER-LADY, WITH OR without car. Single performer. No investment...

PERSONALS

MAKE MY ADDRESS YOUR HOME ADDRESS. Mail forwarded on your read schedule...

WELCOME, SHOW PEOPLE-FURNISH Tourist Court, 2010 Clark St., Tampa 5, Fla...

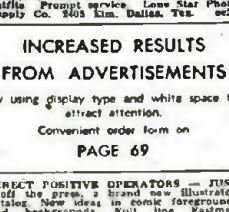
PHOTO SUPPLIES DEVELOPING-PRINTING COMIC FOREGROUNDS, BACKGROUNDS...

INCREASED RESULTS FROM ADVERTISEMENTS

by using display type and white space to attract attention.

OUR OWN... HAND PAINTED GENUINE CLOISONNE

3 pc. Necklace and Earring Set at our Lowest Prices Ever



Fastest Selling-Newest Jewelry We have ever offered to you!

10.80 minimum 1 doz. lots

SEND FOR CATALOG. STERLING JEWELERS

44 E. Long St., Columbus, Ohio Phone AD 4621

OUR OWN... HAND PAINTED GENUINE CLOISONNE

3 pc. Necklace and Earring Set at our Lowest Prices Ever



Fastest Selling-Newest Jewelry We have ever offered to you!

10.80 minimum 1 doz. lots

SEND FOR CATALOG. STERLING JEWELERS

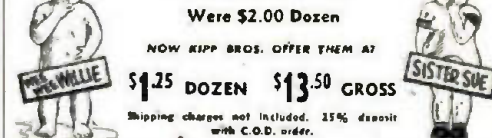
44 E. Long St., Columbus, Ohio Phone AD 4621

SPECIAL PURCHASE!

A DELUGE OF LAUGHTER A FLOOD OF FUN!! Were \$2.00 Dozen

NOW KIPP BROS. OFFER THEM AT \$1.25 DOZEN \$13.50 GROSS

Shipping charges not included. 25% deposit with C.O.D. order.



MIRROR VANITY CHEST

Packed with 1 1/2 lbs. Creams Without Candy \$3.00 Without Candy \$2.25

ANYONE CAN SELL ROOVER DuPONT Nylon Uniforms...

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Typical of the many fine specialties featured in Temple's NEVEST catalog. The Lord Fraser is a handsome wrist watch with distinctive masculine styling. Ruby and rhinestone dial expansion band. Designed for our exclusive use by the Benrus Watch Company. Retail: \$39.75 and worth it. Your LOW, LOW cost in Temple's Confidential Price Book.

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TEMPLE COMPANY INC.

Pipes for Pitchmen

By BILL BAKER

"I WISH . . . that someone would market a robot pitchman that would remain in operation for six hours." cards Henry H. Varner from Akron. "It also would be quite a feat if the robot could make change accurately and pass out stock at least once every half-hour. With the hundreds of people selling car polish, why is it that one sees so many dull and dusty-looking cars and trucks on every show. That beats me. Can it be lack of time or dough? Or both?"

BIG AL WILSON, upnered at the fair in Waterloo, Ia., Saturday (27) with combs and mice. With Wilson are Kid Ward and Harry Brock.

"ALTHO STILL confined to my wheel chair, my wife and I, with the aid of my sister and brother-in-law, attended the Western Washington Fair at Puyallup," writes Red McDonnell from Tacoma, Wash. "We went there primarily to renew acquaintances and visit with pitchmen and showfolk we thought might be making the fair this year. It is impossible to express in mere words the wonderful surprise handed me and my wife when she rolled me up to Whitey and Helen's punch needle booth, there to cut up a few jackpots with our good friends. They presented us with a get-well card completely surrounded with green banks of various denominations. There is absolutely no way to convey the extreme gratitude felt by Kay and me toward the many friends who had signed this card and contributed their hard-earned cash to make life so happy for a shut-in pitchman. To the many who have wished me a speedy recovery, I can only say that slowly, but surely, I am regaining some use of my limbs that were paralyzed by the stroke I suffered last February. If the good Lord is willing we hope to be back pitching and to see all our many good friends during the 1953 season."

Salt Lake Gate

(Continued from page 60)

for the four years it has played this fair.

Joie Whitwood auto thrill show, which gave four performances over the closing week-end proved a strong attraction and played to capacity at all four shows. Auto races staged by Al Sweeney and Gaylord White (National Speedways) provided a capacity grandstand opening day and a good crowd the following day.

Wrestling Pulls Wrestling Tuesday (18) accounted for a fairly good crowd, and a horse show, staged by the Salt Lake Horse Show Association, yielded good grandstand business three nights. A balloon ascension (Heisl's) was presented four afternoons and registered big with fair patrons.

Siebrand Bros. Circus and Carnival, on the midway for the first time, reported satisfactory business. The Siebrand line-up is by far the strongest to play the midway here in recent years, with officials pointing out that twice as many rides were in operation than in any of the past few years. Golden State fireworks were an added attraction each evening.

Fair had the largest livestock exhibit in its history and also a huge Armed Services Exhibit plus the "Alert America" exhibit sponsored by the Valley Forge Foundation. Entries in the stock exhibits came from at least seven Western States. Theobald said.

AGVA, Tooters

(Continued from page 60)

paid for two days the performers appeared for work and for the unplayed portion of the 17-day contract. The money is asked for five persons.

The musicians did not fare as well as the acts. The Bumps Blackwell band was booked for the period of the fair for \$2,067.50. Union contract was thru Musicians Protective Association. Leo Davis, representative, said that he had suggested that the musicians file a bill for "services rendered." This was indicated to be between \$650 and \$700. Lee Logan of the Orange Belt Musicians Association, Local 167, in San Bernardino, which has jurisdiction over Pomona area, said that he had conferred with Blackwell. However, he added, he advised him to contact his local in Los Angeles. Logan suggested too that an international be advised of the "default."

Troupe Takes Over

The troupe did a number of shows during its six-day run. When the performances failed to be carried on after Thursday, the performers combined to put on their own. This was done on Sunday with some money being realized. There was no public address system and other needed drops were missing. Monday the fair posted a deputy sheriff at the spot with a restraining order against moving any equipment.

Bill Artus, who was the talker, said he held a contract for \$600 for his services and those of another. He filed a complaint with the labor commission. Also filing was Ruth Evans, Canadian magician known professionally as "Celeste." She was not performing in the show but acting as cashier.

At press time none of the claims was reported settled. A telephone call to Baker's quarters in this city revealed that he "had gone home." He is a Canadian.

A union official said that he had heard that other Western dates had been booked by the producers. If this is the case, he added, it would be necessary for them to clear up past indebtedness before opening on these bookings.

Wirth's Revue

(Continued from page 60)

booked to appear, but Mr. Walkmer, without whom the act cannot be worked, became ill and had to cancel.

Dr. Robert Snively, fair manager, said that a new waterproof canopy, built by Arthur E. Campfield, was erected over the stage and was highly successful. It rained for two nights but the show went on—under canvas.

Richmond Eyes

(Continued from page 60)

ness on the midway and, barring a rainy week-end finale (which was predicted), should gross better than \$100,000 for the nine-day exposition.

Grandstand attractions—George A. Hamid's "Fantasies of 1952" revue, circus and vaude acts, were doing just as well as last year, according to Mitchell. He said the variety bill which furnished matinee entertainment was playing to 75 per cent of capacity, and the revue was packing them into every seat at night. Added attraction on the final day is big car racing presented by Sam Nunis.

Matinee grandstand prices were 60 cents for adults, 50 cents for children; the night show getting \$1.25 and \$1.50 per duet.

Other highlights of the event were the appearance of Virginia's Governor Battle on Friday (26) and a fireworks display that night. The governor and other State officials were present at dedication ceremonies of the new Junior Club building and at the presentation of plaques to first-place exhibit winners.

Oklahoma City

(Continued from page 60)

horse races following for four afternoons. Swenson's Thrillcade goes on at the final grandstand show tonight.

Midway Gross Up The fair's income was running 22 per cent higher than last year, Pete Baker, fair secretary said Friday (26). Sharp upturn in receipts was caused largely by the greater income from gate admissions. Fair gained 10 cents on every admission, as all 60 cents of the tariff went into its coffers, as against 50 cents last year, when the 20 per cent federal gate tax was in effect.

Midway business was up between 5 and 10 per cent over last year, Baker said. The Royal American Shows again holds down the fun zone.

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YOU CAN MAKE 4 NICKELS APPEAR THEN DISAPPEAR IN 5 SECONDS
CHANGE TO DIME.
Others are peddled by the million pieces individually boxed. **\$1.00 Sample.**
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WORLD'S SMALLEST PISTOL
Shoun Blank Cartridges—Temple Range Dealers Export Territory **Patent #111** Small and Model (shown) **\$1.95** in complete. Dealer's \$17.00. De Luxe Model, Western Style, Patent #111. Great shot shown **\$2.25** in complete. Dealer's **\$20.00**. **Patent #111**. **NO MONEY SOLD**. If not available through your wholesaler.

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Genuine Latest Styles
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ONLY \$24.50 E.A.
Send \$2.00, get \$22.50 value! In business for years! Get artificial fur direct from reliable manufacturer. Three latest styles. Free Catalog! Best 1952 style Fur Coat! All sizes and colors. **\$2.00** plus 2% postage. **JOB-BERS!** Write for quantities. **Ge-S Mfg. Co., Dept. P-99** 28 W. 27th St. New York 1, N.Y.

GIANT BOW TIE
World's Largest Tie 12 inches long! Attracts attention. Creates laugh! Sample \$1.00. Wholesale \$7.50. **\$1.00** plus 2% postage. **JOB-BERS!** Write for quantities. **Ge-S Mfg. Co., Dept. P-99** 28 W. 27th St. New York 1, N.Y.

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A real find! The fine merchandise listed in our NEW catalog is just what you've ordered for the lucrative holiday trade. **FREE** catalog now.
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BALL POINT PENS
as low as **9 1/2¢** each
Actual size—5"

IMPRINTED WITH YOUR ADVERTISING MESSAGE

Minimum order 100 pcs.

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100 pcs.—12¢ ea.	300 pcs.—10 1/2¢ ea.
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EISENHOWER ★ STEVENSON BUTTONS
Highest Quality Metal Lithograph.
Attractive Seoria Brown Finish.

In Lots of	500	1000	5000
1 1/8" size	\$10.00	\$18.50	\$17.00 per M.
1 3/4" size	15.00	27.50	25.00 per M.

4 Assorted samples sent postpaid—25¢.

Immediate shipment. Send certified check or money order. 25% deposit on C.O.D. shipments. We can supply all kinds and styles of Political Buttons and Badges.

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PERFECT GIVEAWAY CHRISTMAS COMIC BOOKS
16 Page—Perry Fox, Tige, Dora, etc. Fun with Santa Claus on front and new ad spots on back. 800 to bundle—1¢ cent each. 92.99 per bundle. Name on invoice.

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Billboard

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It sells your Christmas gift and novelty merchandise to retailers, jobbers and distributors . . . to year-round dealers in juveniles, gifts and novelties . . . to operators of jewelry, drug, variety, toy and general stores . . . to auctioneers, direct salesmen, concessioners, pitchmen and novelty workers . . . to gift and novelty jobbers and distributors, tobacco jobbers and wholesalers, wagon jobbers, etc.

Advertising Deadline OCT. 22 • Issued Oct. 27 • Dated NOV. 1

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Letter List

Letters and packages addressed to persons in care of The Billboard will be addressed in this list two times only. If you are having mail addressed to you in our care, look for your name in this list...

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Abern, G. H.
Alford, George
Allen, John
Allen, Bob

- Dauner, Art C.
Dronell, Frank D.
Decker, Joe
Decker, Henry
Decker, James

- Wendee, Muriel
Wendee, Edward
Wendee, Edna
Wendee, Joseph

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P D Q-World's Greatest PHOTO BOOTH CAMERAS. Also portable camera with details.

Imported Swiss Stop CHRONOGRAPH. \$21.98. Lots of 12... \$3.25 ea.

SALES MEN - DISTRIBUTORS. SARO WATCH. \$5.95. 57 W 27th St., N.Y.

Attention, Poultrymen! LOUD CROWING ROOSTER. \$7.20. CACKLING HEN. \$2.40. PRITTY NOVELTY CO., INC.

WE MANUFACTURE THE GREATEST LINES IN THE U. S. A. EMPIRE PUNCHBOARDS & MERCURY TICKETS. ABSOLUTELY THE LOWEST PRICES.

The Billboard 1952 CHRISTMAS Merchandise SPECIAL (Nov. 1 issue). Adverting Deadline OCT. 22 • Issued OCT. 27 • Dated NOV. 1

...it's just like selling personally to 71,222 cash-with-order buyers of all types of Christmas gift and novelty merchandise.

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MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

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JAR DEALS and MATCH PAK DEALS. MAKE BIGGER PROFITS WITH Galentine!

MAKE MONEY WITH WILNER'S FAST ACTION. 100 Games, Tip Books, Match Book Deals, Envelopes, Ticket Deals, \$10.00 Clover Club Deals, Sealedboards.

SALESBOARDS. 1000 St. Nickel Charity, Prof. \$17.50. 1000 210 Charity, Prof. 10.00.

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WE ARE MANUFACTURERS OF All Kinds - PULL TICKET GAMES. TIP BOOKS. Buy Direct from Manufacturers at Wholesale Prices.

DIRECT FROM MANUFACTURERS. \$36.00. \$8.50. \$3.00. MODERN PEN MFG. CO., INC.

GENERAL MFG. & DISTR. CO. 304 S. Quaker, Michigan.

MAKE \$50 TO \$100 A DAY. Selling high-grade Sulfing for men and women.

FREE CATALOG. Write Watches, Costume jewelry, Gift Items, etc.

CASH SALES CO. 1048 Fifth Ave. Pittsburgh 10, Pa.

DE LUXE SALES CO., BLUE EARTH, MINN.

Bar Association Draws Up Model Anti-Gambling Bill

Proposes Uniform State Laws on All Type Coin-Operated Games

SAN FRANCISCO, Sept. 17. — A model gambling bill, which may have more far-reaching effects than last year's Federal anti-slot machine act, has been drafted by the American Bar Association's Commission on Organized Crime in co-operation with the Council of State Governments and the Commission on Uniform State Laws.

The bar association held its annual meeting here last week, and put the final touches on the anti-gambling bill. Copies of the bill probably will be mailed to each of the 48 States prior to the opening of the 1953 legislative sessions.

Coin-operated machines are covered in a section of the model bill which covers "professional gambling."

Altho the precise wording of the bill in its final draft was not available this week, previously published reports give a fairly detailed idea of how the bill would affect coin machines.

Most of the details are available in a report published this summer by the Congressional Committee on the District of Columbia. The report followed an investigation of crime and law enforcement in the District, and concluded with a bill which, the report declared, was based on the bar association's model bill.

"This bill," the congressional report stated, "would reach all types of gambling, with a consistent pattern of penalties, and incorporates controls which have proved highly effective in various States where they have been utilized."

Briefly, the bill distinguishes

between social gambling and professional gambling.

"Professional" Gambling

Professional gambling is defined as "accepting or offering to accept, for profit, money, credits, deposits or other things of value risked in gambling, or any claim thereon or interest therein."

In applying this definition, the bill states, the following shall be included as professional gambling: "... maintaining slot machines, one-ball machines or variants thereof, pinball machines (which award anything other than an immediate and unrecorded right or replay)..."

The bill defined a gambling device as "any device or mechanism by the operation of which a right to money, credits, deposits, or other things of value may be created. In return for a consideration, as the result of the operation of an element of chance."

"Any device or mechanism which, when operated for a consideration, does not return the same value or thing of value for the same consideration upon each operation thereof;

"Any device, mechanism, furniture, fixture, construction or installation designed primarily for use in connection with professional gambling;

"Any sub-assembly or essential part designed or intended for use in connection with any such device, mechanism, furniture, fixture, construction or installation."

Games Exempt

Bona-fide amusement games were exempted by the bill: "In the application of this definition, an immediate and unrecorded right of replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value."

It could not be learned here (Continued on page 92)

Philly Export Firm Says Game Sales Climbing

PHILADELPHIA, Sept. 27. — "Now that the fall season has arrived, there has been a significant pick-up in business," Sol Groentman, one of the principals of the International Amusement Company, export firm, said.

"There is a terrific demand for new pinballs, and there is a shortage of late used pinball machines. Local business has been picking up, and we have been kept busy meeting orders."

International Amusement Company has one of the largest inventories of used coin-operated machines in the world. About 1,000 machines are stored in the firm's three floors. It also maintains one of the biggest parts departments.

International has a special crating department, which prepares shipments for export, and also a stock control system whereby different types and lines are warehoused separately. To avoid confusion, the company maintains two workshops, one for its local trade and another to handle its international business.

Gottlieb Sets Judd Distrib As World Rep

CHICAGO, Sept. 27. — Dave Gottlieb, president of D. Gottlieb & Company, announced the appointment of the Judd Distributing Company as its international sales agency. As in the past Gottlieb's domestic distributors will handle sales destined for U. S. delivery, Judd will fill all foreign orders.

Judd Distributing has headquarters at 1140 N. Kostner Avenue. The firm's sales manager is J. Weinberg.

Dave Gottlieb disclosed the move was necessitated "because of the rapid expansion of the foreign market and the increasing demand for Gottlieb games in various parts of the world."

National Coin Ends Top Export Quarter

CHICAGO, Sept. 27.—J. A. Schwartz, head of National Coin Machine Exchange, reported this week that his firm has just completed its largest volume of export business in any three-month period in the 15 years the firm has concentrated on foreign trade. Schwartz stated that while most of the business in the past quarter came from old customers, several new firms in Europe, South America and Central America had made purchases.

GAME EXPORTS HOLD \$ GAINS

CHICAGO, Sept. 27.—The sustained interest in U. S.-built amusement games continues to grow. A total of 1,007, valued at \$173,199, were exported in June (official figures just released by the U. S. Department of Commerce).

Following is a summary of game exports in the postwar period and thru June 1952:

1946	\$459,935
1947	681,009
1948	353,544
1949	295,482
1950	701,971
1951	1,519,422
1952	1,048,327
(First six months)	

COIN BIZ UP 21%

New Markets, Firms Key Steady Export Expansion

• Continued from page 1

the coin industry has been the increasing number of export firms in the past 30 months. Prior to that time, the comparatively few had what amounted to a monopoly on the trade.

Over-all domestic trade fell off sharply in the last quarter of 1949 and in the first half of 1950 and many coinmen found themselves forced to find new outlets. Several tried their hands at exporting. Tho the general impression, and in some trade divisions still exists, that it was an easy task to get established in the coin machine exporting business, the reverse is true.

In addition to a sound knowledge of equipment, coinmen soon learned that the business also required an intense study of the customs and the habits of a wide variety of countries. In the end, remuneration was found above average, but most exporters admitted readily it was not easy money.

Until this year, it seemed an accepted fact the export market consisted almost wholly of music machines. However, thus far this year, while juke sales have held their former pace, games have increased in a marked degree.

In vending, the big change apparently was brought about by Canadian developments. Thru the first half of 1952, 12,798 automatic merchandisers were sold to foreign operations, compared with 8,842 in the full 12 months of last year. In addition, this year's sales returned \$375,703 for the six months period, indicating the final dollar figure for 1952 would exceed the three-quarter million dollar mark. More than 75 per cent of the units, most bulk, gum and candy type, and over 50 per cent of the dollar figure were accounted for by Canadian sales since March (See separate story).

Meanwhile, game shipments have increased at a near boom ratio and for the first time in the trade's history rival juke on a

dollar basis. During the first half of this year, 8,682 games were exported for \$1,048,327 while 5,043 music machines were sold for \$1,913,247.

Optimism

Because of a comparative balance in all divisions — music, games and venders — much optimism about sales activity has been indicated, not only in the immediate months ahead but in the coming years. Music boxes, it is now realized, were easiest to sell to foreign interests because of a universal love of music, despite language differences.

Now that venders are getting their first solid foothold in many countries and U. S. designed pinballs and shuffle games are gradually becoming part of the everyday pleasure cycle, export experts feel progress can be made. In the past they have found that once venders and games developed even a small following, it took only a short time to capitalize on this popularity.

Calendar for Coinmen

- September 30.—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- October 1.—New York State Operators' Association, annual banquet, Rhoda Arms Restaurant, Newburgh.
- October 6.—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- October 9.—Music Operators of Northern Illinois, annual banquet, Graemere Hotel, Chicago.
- October 13.—Wisconsin Phonograph Operators' Association, monthly meeting, Hilltop Inn, Rhinelander.

NPA Issues New Form To Speed Priorities

WASHINGTON, Sept. 27. — A new application form designed to aid business, including coin machine manufacturers, in obtaining special priorities assistance needed to expedite production, was issued by the National Production Authority this week. The new form, NPA-F-138 Revised, is entitled "Request for Priorities Assistance" and copies of it may be obtained from NPA in Washington or at Department of Commerce offices.

NPA said that to obtain special priorities aid, applicant "must clearly demonstrate that the assistance is needed for the manufacturer of a product or the rendering of a service essential to a military or Atomic Energy Commission contract or program, to prevent serious delay in the completion of an important industrial, public utility, or construction program, or to carry out a program or activity essential to the health, safety, or welfare of the community or to overcome an unreasonable, exceptional and proved hardship."

The effect of this NPA aid is to make available for the first time a standard form on which an individual, firm, institution or unit of government may apply for priorities assistance to meet a special situation in which there is urgent need for delivery of material or equipment at a date earlier than is possible under normal delivery schedules.

Active Expands Foreign Trade

PHILADELPHIA, Sept. 27. — Active Amusement Company is currently expanding its foreign trade. Under the leadership of its president, Joe Ash, and its manager, Morris Bayer, the firm has grown steadily since its organization in 1936.

The firm maintains a large inventory of spare parts for coin-operated amusement and music devices. Its repair shop is modern and the firm employs some of the best mechanics in the business.

Active Amusement Company is the factory distributor of D. Gottlieb & Company and the Rudolph Wurlitzer Company. Its territory encompasses Eastern Pennsylvania, Southern New Jersey and Delaware.

DRY THOSE TEARS

Conn. Op Finds Biz Wailers Just Too Lazy

HARTFORD, Conn., Sept. 27. — There's definitely no room for "cry-babies" in the coin machine industry.

That's the contention of Abe Fish, owner of General Amusement Game Company, Hartford, and past president of the Connecticut State Coin Association.

"I've been in this industry for too many years to sit idly by and see some of our coinmen start wailing the 'No Business' blues whenever the slightest slack in trade comes along," he said. "I've maintained — and will always back up the idea — that business is what you, the individual coinman, makes it, and no degree of coffee shop discussion with the next 'cry-baby' is going to reduce the amount of poor-business situations."

Fish believes that the best way to get more trade is to "get out" (Continued on page 92)

Issue Policy For Type Mchs.

LOS ANGELES, SEPT. 27.—Operators of Coin typer machines are offered a policy against all risk of loss or damage for \$1.75 per year. Michael Leishin, president of Gramont Corporation, said.

The company made an agreement for this blanket coverage with the Fireman's Fund Insurance Company.

The open policy insures against all risks of loss or damage except those to electrical appliances caused by electrical injury or disturbances whether from artificial or natural causes, "unless fire ensues and then only for such loss or damage as may be caused by the flames or loss or damage from war, invasion, confiscation by order of any government or public authority."

The settlement is also subject to \$10 deductible for loss from vandalism or malicious mischief. Leishin said that the Coin typer machine uses Remington type-writers equipped with coin units and sells for \$195.

Coin Machine Exports

January-June, 1952

Month	Phonographs		Venders		Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
January	904	\$ 294,439	1,048	\$ 30,232	998	\$ 144,286	2,970	\$ 438,957
February	852	379,573	1,056	59,742	1,449	165,315	3,357	604,630
March	813	334,597	938	50,783	1,358	132,796	3,109	533,106
April	706	294,625	4,103	87,832	1,626	205,827	6,435	593,384
May	780	319,857	1,821	65,345	1,844	208,994	4,225	592,106
June	988	320,226	3,832	81,769	1,607	173,199	6,423	579,294
TOTALS	5,023	\$1,913,297	12,798	\$375,703	8,682	\$1,048,327	29,519	\$3,331,477

VENDING MACHINES

Venders Export Table

First Quarter				
	1952		1951	
	No. Venders	Value	No. Venders	Value
January	1,048	\$30,232	620	\$74,247
February	1,056	59,742	498	22,077
March	938	50,783	1,756	76,898
TOTALS	3,042	\$140,757	2,874	\$173,222
Second Quarter				
April	4,103	\$87,832	1,035	\$54,883
May	1,821	65,345	584	70,654
June	3,832	81,769	550	51,192
TOTALS	9,756	\$234,946	2,169	\$176,739
Half Year				
TOTALS	12,798	\$375,703	5,043	\$349,961

VENDER EXPORTS BOOM IN SECOND 1952 QUARTER

Near \$100,000, 7,000 Unit Sales Rise Strengthens Postwar Trend

CHICAGO, Sept. 27.—Vending machine exports during the second quarter this year increased almost by \$100,000 and 7,000 units over the first 1952 quarter. Exact increases (detailed in a table in this section) are \$94,199 and 6,714 venders.

Similarly sharp rises also were experienced in the second quarter over the like 1951 period, dollar and unit-wise. Unit-wise in the full half-year the total (up to June 30, 1952) compared with the like period in 1951.

April thru June this year, vander exports totaled \$234,946 for 9,756 units, against \$176,739 for 2,169 units for the same months during 1951.

While there was a moderate increase in dollar business for the full half-year period this year over last (\$375,703 against \$349,961 in 1951) the big increase was in unit sales. These were up by 7,755 units. However, the bulk of the over-all increase was registered in the second quarter.

Canada Heavy Buyer Reports from U. S. manufacturers of bulk venders and Cana-

dian operators, both borne out by the comparatively small increase in dollar volume compared with the record rise in unit sales over the six-month period, were taken as indications that the combined half-year rise in export business hinged primarily on sales of bulk equipment in Canada. (See separate story this section).

During the first six months this year, heaviest export business was done during April (\$87,832), June (\$81,769) and May (\$85,345). During the first quarter, high month was February (\$59,742).

This in direct opposition to the first half of 1951, when heaviest export volume took place during two months in the first quarter: March, \$76,898, and January, \$74,247.

Low months during the first six months for both years were February, 1951 (\$22,077), and January, 1952 (\$30,232).

Sharp Increase The sharp increase in vander exports to date this year is an outgrowth of the strengthening trend begun in 1947, the first postwar year topping the \$164,965 record set in 1940.

If the dollar and unit volume of vander exports holds to current levels for the last half of this year, as it is expected to do, the annual total would hit a new record.

While 1948 showed a drop in exports, 1949 brought the dollar volume back to over the \$400,000 level (\$451,923). Both 1950 and 1951 chalked up successive annual increases: \$501,843 and \$550,884 respectively.

NYLON \$\$

Hosiery Op Cites Plan For Profit

PHILADELPHIA, Sept. 27.—Applying his experience as an operator, Ben Fireman, head of Automatic Sales Company, has been successful vending women's hosiery for the past year in the Philadelphia area.

Fireman locates the hosiery units in food markets and drug stores.

Since starting in early 1951, he has added over 600 installations. He has each sign a contract.

Fireman does the managing of the hose vending operation, while a roufeman takes care of sales and collections.

Fireman stated he has established good contacts with hosiery mills. He believes that one reason why the vending operation has proved successful is that only high quality hose is sold in two price brackets, \$1.19 and \$1.39 a pair. Fireman absorbs all losses resulting from returns, but so far he has found these losses to be negligible, averaging only about six pairs out of a thousand.

Fireman has evolved a separate business system for the operation with cabinets, inventory methods and forms for the paper work.

OPS Wins Suit Against Kansas Cig Operator

WASHINGTON, Sept. 27.—A judgment of \$8,875 for the Office of Price Administration has been entered in U. S. District Court at Wichita, Kan., by Judge Delmas C. Hill in the government's claim against the Shawnee Vending Machine Company of Topeka, Kan., for over-ceiling sale of cigarettes in 186 vending machines, the OPS announced. Defendants in addition to the firm were William E. and Thomas S. Schwartz and Joseph V. Balocco, the firm's officials.

In this case, the first of its type in the nation, OPS contended that each vending machine was a separate seller.

Lambert S. O'Malley, national enforcement director of OPS, also announced that in a second case, over-ceiling sales of soft drinks in case lots has resulted in the payment to the United States Treasury of \$12,189 by the Manhattan Bottling Works, Inc., of Milwaukee. Payment was accepted in a single damage compromise settlement of the OPS claim by the Department of Justice with OPS approval. Case had been filed in court last February with OPS seeking treble damages of \$36,567. OPS alleged that the firm sold 121,891 cases of soft drinks at \$1.10 per case whereas the ceiling price was \$1 per case. The firm has since lost its franchise and the business has been sold to another soft drink firm.

On the Continent, Belgium and Switzerland led European nations in the import of American venders; Belgium, \$5,482, and Switzerland, \$3,584.

Launch Dunhill Drive in East—Gals Get Advice

NEW YORK, Sept. 27.—Backed by a saturation advertising and promotion campaign, Dunhill king-size cigarettes have been launched in Eastern markets, the target areas being New York, Boston, Philadelphia, Baltimore and Washington.

Newspaper and television advertising play a major role in the push, with additional plugging via blanket radio coverage. Intensive sales promotions built around retail display material also are being used.

One facet of the campaign is aimed at female smokers, according to Philip Morris, Ltd., which makes the long cigarettes. "In order to look your prettiest and invite a rush of male admirers to light your cigarette," the lady puffers are advised among other things, to "remove a cigarette from your mouth while talking; curb masculine gestures; don't blow smoke in your companion's face; don't squash your cigarette in food or drink; and never stamp one out on the floor!"

Cont'l Coin Ups Output, Sets Distrib

CICERO, Ill., Sept. 27.—Bernard Kiley Jr., heading the recently formed Continental Coin Devices, Inc., with William Stockdale and Peter Jackson, appointed the first distributor for the firm's penny refunder in the Kansas City trade area. Westport Distributing Company, that city, will co-feature the refunder during a one-day showing of the new (Continued on page 92)

EXPORT MARKET LINE-UP

Canada Retains Lead; S. A., Mexico Follow

CHICAGO, Sept. 27.—Next to Canada, which imported 8,240 American-produced venders, valued at \$144,531, during the first six months of this year, leading export markets continue to be South America as a whole, followed by Mexico and two or three European countries.

Top South American importer of U. S. vending equipment for the first half of 1952, as in other postwar years, was Venezuela. It purchased 446 venders for \$33,040 thru June. Cuba was a close second, with 94 venders for \$32,277.

Mexico, in the 1952 (January thru June) vander import line-up,

purchased 533 venders valued at \$29,252.

Half-Million-Dollar Popcorn Promotion Set Thru Oct.-Dec.

CHICAGO, Sept. 27.—A three-month half million-dollar promotion will mark the Popcorn Fall Festival scheduled for November, William H. Beaudot, president of the National Association of Popcorn Manufacturers, and William S. Traubel, chief man of the Popcorn Processors' Association, announced this week. The promotion was sparked by a \$500,000 advertising and sales promotional program by the retail divisions of the Morton Salt Company and the Wesson Oil Company. It will consist of full color billboards, in 500 key market areas thru the U. S., a full-page ad in Life saluting National Popcorn Week, October 26-31, and a similar ad in Ebony Magazine. Other promotion will include newspaper advertising in over 850 cities, ads in Good Housekeeping, Parade, This Week, Woman's Day, Family Circle, Western Family, Every-

woman's and Better Living magazines. In addition, color ads will appear in the Ladies Home Journal and Better Homes and Gardens.

Citing the combined promotional effort as the "biggest ever" to be undertaken to sell more popcorn, Beaudot pointed out that benefits to individual popcorn firms and operators would depend directly upon the extent of their tie-in participation in the local market area.

Ready Popcorn Meet Program

CHICAGO, Sept. 27.—The 8th annual Popcorn Convention and Exhibition, November 12-14 at the Hotel LaSalle here, has chosen as its theme "Popcorn, America's Newest Big Business." Harry T. McNamara, general convention chairman, announced the subjects of business sessions to be held on each of the three days. Panel discussions will concentrate on "Getting Maximum Returns From Concession Operations," "What Happens When Popcorn Promotion Starts Popping?" and "Popcorn is a Food—Keep It Clean."

NATD Joins New Fair Trade Council

NEW YORK, Sept. 27.—National Association of Tobacco Distributors is one of the 22 retail and wholesale trade groups to join the Bureau of Education on Fair Trade's new advisory council.

Lunch-O-Mat Radar Snacks Hit at Meet

NEW YORK, Sept. 27.—Over 1,800 persons tasted the radar cooked products vended by the Lunch-O-Mat at the National Automatic Merchandising Association exhibit in Chicago last week (14-17), according to Lawrence Reiss, president of Stetler Manufacturers Corporation.

During the exhibit demonstrations, the machine's Raytheon micro-wave unit cooked hamburgers, hot dogs and ham sandwiches, and made hot coffee in from 10 to 15 seconds. Both sandwiches and water for coffee are kept in a refrigerated section of the multiple food and beverage vender.

Cold sandwiches, pies, Danish pastry, milk and fruit juices completed the 11-part menu offered by the Lunch-O-Mat. The operator can get a "breakfast, lunch or a between meal snack within a few seconds," Reiss pointed out.

Cig Operators Win OPS Price Ceiling Boost

WASHINGTON, Sept. 27.—Cigarette operators received a new ceiling lift from the Office of Price Stabilization this week to accommodate expenses of handling tax rises. The OPS revision provides that operators, whose ceiling price increased to 21 or 26 cents a pack after last October 31 because of increased federal taxes, can raise their ceiling price to 22 or 27 cents respectively. It also provides for ceiling hikes to 23 and 28 cents to accommodate any local tax rises.

At the same time, OPS specified that the ceiling price will drop along with any tax reductions. In particular, says OPS, it provides that when a reduction in taxes lowers a seller's ceiling price below 22 cents a pack, the seller must deduct an extra 1 cent to compensate for the 1 cent he originally added to his ceiling price under this revision or previous revisions. In its instructions to venders, OPS stated: "If you sell cigarettes from a coin-operated automatic (Continued on page 92)

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$3.

AMERICAN SCALE MFG. CO.

3204 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship at once.

Please send further details immediately.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Can. Distrib For Bert Mills

LOMBARD, Ill., Sept. 27.—The Bert Mills Corporation this week set final plans to name a new Canadian distributor for its Coffee Bar line. Herbert Chadwick, vice-president, stated that details would be announced within the next week or two.

While Mills has not entered into the general export trade, Chadwick reported that numerous inquiries arrive weekly from all parts of the globe. The first major export shipments, however, will be made to the Canadian field, it was emphasized. Earlier, Cole Products handled Mills coffee line thru the Provinces.

Chadwick said that production of coffee units had increased steadily over the past several months. In addition, plans to expand the present plant are now nearing completion.

While a backlog of orders continues to hold up immediate delivery on new business, it was pointed out that the firm's continuance of its six-day, 55½-hour work week promises to keep deliveries to within shortest possible periods.

New Pepsi TV Program

NEW YORK, Sept. 27.—Pepsi-Cola Company will sponsor a new television 15-minute dramatic program, starting next week. A weekly program, it will appear on the NBC network Tuesday evenings.

RED HOT PROFITS Cash In on Chlorophyll BALL GUM WITH "SILVER-KING" Vendors

Built for professional operators



ST PISTACHIO NUT VENDOR

ST "CHARM KING" BALL GUM VENDOR

NEW ROTARY "SUPER" VENDOR

VENDS NEW LARGE SIZE 1 1/2" "SUPER GUM" 1100 to 1500 per Pound at retail 19 1/2¢. Nut and Ball Gum, Candy, Chewing Vendors, 144 U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.
422 Diverser Parkway Chicago, Ill.

GET READY FOR KING SIZE!

Convert your older equipment to King Size with complete new cigarette machines capable of holding regular or King Size in each and EVERY column. Now available for the following top models:

DUGRENIER'S V. VD W & VD: U-NEED-A-PAK 5, 8 & 9 'A' & 'E' Models NATIONAL 9-30 & 9-50

We have bills to convert any Dugrenier Champion that is now partially King Size W.A.I.L. King Size. Write to us who visited at the N.A.M.A. Convention. We certainly appreciate your wonderful reception of our products, and assure you that we'll fill your orders promptly and satisfactorily.

BE READY FOR ANY COMING EMERGENCY!

For further information contact **CENTRAL VENDING MACHINE SERVICE COMPANY** 2927 Parrish Philadelphia 6, Pa. Phone: LV 64244 or SA 7-8718

FOR NEW CHARMS and FEATURE ITEMS

CONTACT **PAUL A. PRICE CO.**

220 Broadway New York 38, N. Y.

Vendx, S & S Continue Food Vender Tests

SANTA CLARA, Calif., Sept. 27.—Vendx Sales announced this week it was continuing tests of a new low-priced automatic cafeteria developed in conjunction with the S & S Vending Machine Company, San Jose, Calif. The multi-item vender will dispense pastry goods, sandwiches and coffee. It also will provide facilities for vending other types of snack food items.

According to Vendx, the machine will have refrigeration to meet federal and local health laws. However, unrefrigerated models will be available for products not requiring low temperature storage.

The vender is currently being tested, in pilot models, at local plant locations. Scheduled for introduction earlier this year, production has been held up pending more exhaustive on-location tests.

Nestle Bows New Dime Candy Packs

WHITE PLAINS, N. Y., Sept. 27.—The Nestle Company, Inc., announced this week two new dime candy packages, designed primarily for the theater trade.

One package, Nibbles, consists of approximately 60 small milk chocolate pieces, with the second, called Semi-Sweets, offering 70 or more dark chocolate pieces. Both are packed 100 count.

The dime price does not appear on either package, catering to theater preference and thus permitting odd-cent pricing, it was pointed out.

Candy Sales Drop

August candy bar sales by manufacturers followed the general confectionery sales decline from the previous August, both dollar-wise and in number of bars sold. The Census Bureau announced from preliminary figures of a group of manufacturer-wholesalers.

Candy bar sales dropped 15 per cent in poundage sales and 16 per cent in dollar value from August, 1951, to August, 1952, compared to decreases of 11 per cent and 12 per cent for total candy manufacturers sales. Nickel and dime specialty candy sales drop was 4 per cent in number of pounds and 2 per cent in dollar value. Highest decline for candy manufacturers was 19 per cent drop in August in dollar value of packaged candies sold for more than 50 cents per pound.

CCC Price Supports

Commodity Credit Corporation price support loans totaled \$192,286,896 for tobacco and \$17,467,432 for peanuts during July, the Agriculture Department announced last week. Tobacco collateral pledged for the month totaled 377,433 pounds. Peanut collateral was 141,814,494 pounds. Tobacco accounted for the greatest total of all CCC loans in July.

GOLD-AND-BLACK CAMEO CHARMS



The Most Striking Charms you EVER SAW.

Because of the combination of **BLACK PLASTIC** and **GOLD**. Because of the four different Oval Designs. Diamond and Shield shapes.

Adorned with **GOLD CAMEO HEADS** of eight assorted Kings, Queens, Knights and Ladies.

TOGETHER—they make the kind of **CAMEO JEWELRY CHARMS** that are rich and wealthy looking, real jewelry, real treasure looked.

\$12.50 per 1,000

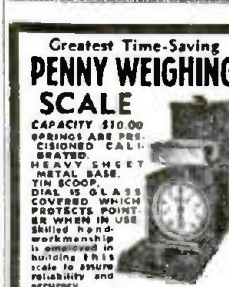
P.O. Box 1, Jamaica, New York. Immediate Delivery.

On at your Distributor.

DRESS YOUR MACHINES: Put these Cameo Jewelry Charms up front where folks can see them. They'll be there. That does it. The RUBB is ON at your machines. Honest. So buy your requirements.

SAMUEL EPPY & COMPANY, INC.
91-15 145th Place Jamaica 7, N. Y.

Greatest Time-Saving PENNY WEIGHING SCALE



CAPACITY 310.00 GROSS AND 200.00 NET. CALIBRATED CALIBRATED.

HEAVY SINGLET METAL BASE. TIN COOP. DIAL IS O.L.A. 33 PROTECTS POINT BE WHEN IN USE. Build hand-workmanship is emphasized in building this scale to insure reliability and accuracy.

There is sturdiness of construction more durable than any other scale. Finish is bright chrome. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY

173 Des. St. C.O.D. P.O. Box 1, Distributors, Write for Price.

J. SCHÖENBACH
Distributors of Advance Vending Machines.
1447 Bedford Ave., Brooklyn 25, N. Y.

ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE, DU GRINIER, U-NEED-A-PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

SPECIAL! ROWE TAB GUM, 5 Cols., 15-400 Cap. Mounting Bracket \$17.50 Extra

Our Paints Are **VENDEZIZED** Prevents Peeling, Flaking & Rattling.

SPECIALS ON CANDY MACHINES

DUG CHERRYMAN, 72 Cap., \$17.50 Without Base

DUG CHERRYMAN With Base \$21.50

LINEAS CANDY, 102 Bar Cap. With Base 78.00

All Equipment Unconditionally Guaranteed. Trade Prices 3 Day Bal. C.O.D.

UNNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

106 Chymar Street, Brooklyn 11, N. Y. • Evergreen 7-4568

BEST MONEY MAKERS... ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR

Vends 2 for 1c or 2 for 5c active model desired when ordering

4 or more, \$13.00 each

100 or more, \$12.00 each

Chicle Treat Gum—4¢ per pound.

Chloro Treat Gum—1¢ per pound.

15¢ per pound (for 5 models)

Chloro Treat Gum—70¢ per pound (for 5c model)

5c model brings fast returns of \$6.25 per pound.

ORDER NOW

Parkway Machine Corp.
715 Esser St. Baltimore 2, Md.

Miniature Vending PLAYING CARDS

(With Silver—They Do Not Fall Apart)

\$6.50 per M—Assembled

\$4.95 per M—Unassembled

Freight prepaid in full on all orders accompanied with full payment. Write for FREE SAMPLES of other terrific new items.

OHIO GUM CO.
P. O. BOX 3621 CLEVELAND 19, OHIO

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

VICTOR'S BABY GRAND and TOPPER DELUXE

← **BABY GRAND, 1c or 5c**

\$13.00 Ea. packed 6 to a case.

\$12.00 Ea. lots of 25 cases or more.

TOPPER DELUXE GLOBE STYLE

→

\$14.20 Ea. packed 4 to a case.

\$13.20 Ea. lots of 25 cases or more.

We carry a complete line of merchandising for Victor's BABY GRAND, also Ball Gum—100, 175 and 210—25 lbs. or more, 2¢ per lb.

DEVICES NOVELTY CO.
1626 N. California Ave. Chicago 47, Ill. Phone: CP 47113

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES

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Cool you a fraction of a cent a piece—when you subscribe to **VEND**—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 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.

157

Name _____

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Occupation _____



GREATER PROFITS
with
GUGGENHEIM'S
CHARMS

Send for Price List

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33 UNION SQUARE
N.Y.C. 3, N.Y. • AL. 5-8393

BIG PROFITS

VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLE
FASTEST AND BEST DEAL
ON THE MARKET.

Exclusive Territory • Harrison 7-5971

BENMAR SALES CO.

633 Plymouth Ct. Chicago 5, Ill.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Nut Supplies Up 20%

An estimated 20 per cent increase in trade supply of domestic unshelled filberts from August 1, 1942, to July 31, 1952, will result from the Department of Agriculture's quota announced this week. Sixty-six per cent of the unshelled salable filbert supply for this period may be sold in the U. S., with the surplus available for export, shelling and other markets which do not compete with the domestic in-shell trade.

Competing with the nuts for export will be Sicilian filberts. In the second quarter of 1952 900 metric tons, unshelled, were exported from Sicily, chiefly to Germany. Estimated carry-over from last year's unshelled filbert crop in Sicily totaled 4,000 tons August 1.

Beverage Outlay

The beverage industry is expected to spend \$88 million for new plants and equipment in the last quarter of 1952, bringing the anticipated 1952 total to \$324 million, a \$13 million increase over capital expenditures in 1951, the Commerce Department predicted. The 1952 total is expected to be the second highest yearly capital expenditure by the beverage industry in the last eight years, exceeded only by the \$332 million spent in 1948.

Predicted capital expenditures for the last quarter of 1952 total \$18 million more than for the corresponding period last year and \$7 million more than the predicted total for July-September, 1952, according to the Commerce Department. Estimates for the third and fourth quarter of 1952 are based on reports submitted in August by the beverage industry.

Walnut Quota

Proposed quota for domestic unshelled walnuts was set at 80 per cent of the salable 1952-'53 crop by the Department of Agriculture this week. Recommended by the

Walnut Control Board, the quota will not be fixed until arguments have been heard by Agriculture Production and Marketing Administration. An estimated 88,500,000 pounds of last year's 114,112,000-pound salable crop were sold in domestic outlets. Domestic outlets are expected to handle 82,500,000 pounds of the 1952-'53 crop.

Sugar, Imports Hiked

Permission for increased U. S. sugar importation from seven countries during the last quarter of 1952 has been granted by the Agriculture Department. Largest quota increase was 9,593 short tons, raw value, from Peru. The Dominican Republic was granted an additional 5,755 tons; Haiti quota was upped by 795 tons; the United Kingdom may send 392 additional tons, while smaller increases were granted to the Netherlands, Costa Rica and Colombia.

Philippine Imports

Sugars and tobacco imports from the Philippines for January 1 to August 30, 1952, were announced in a preliminary Bureau of Customs report. Tobacco imports for the period totaled 1,435,052 pounds of a 8,500,000 pound quota. Quota for refined and unrefined sugars combined was 1,904,000,000 pounds, with 1,409,220,568 pounds of unrefined sugars imported. No refined sugar imports were reported for the period.

Philippines Cig Tax

The Philippines have established a new set of imported and domestic cigarette tax rates, increasing taxes for cigarettes containing Virginia-type or flue cured tobacco and decreasing levies on all other cigarettes. The United States supplies most of the cigarettes with Virginia-type tobacco sold in the Philippines. King-size cigarettes made from any type of tobacco (Continued on page 82)

ATTENTION: VENDING MACHINE OPERATORS!!!



Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grand; Vending 2 for 1; Chiclo Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chloro Treats. Topper Deluxe at \$14.20 per unit; Baby Grand at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION
GRAFF VENDING SUPPLY CO.
2841 WEST DAVIS STREET DALLAS, TEXAS

5c BABY GRAND & JORDANETTES



(Candy coated Tlay Almonds assorted flavors and colors)

JORDANETTES 30 LB. CS
75c lb.
(350 Count)

HOLDS 5# EMPTY MACHINE
GROSS APPROX. \$12.50

Baby Grand also for Chloro Treats.
\$13.00 per unit—\$12.00 hundred lbs

STANDARD SPECIALTY CO.

5115 E. 14TH ST.


OAKLAND 1, CALIF.



FIRST CHOICE AT THE NAMA SHOW!

AUTOMATIC'S
all electric
"SMOKESHOP
Lo-Boy"

WITH EXCLUSIVE
EYE-LEVEL SELECTIVITY!



Sells More Cigarettes!

- ★ 486 Pack Capacity
- ★ 9 Columns
- ★ Small • Compact • Portable

"Smokeshop Lo-Boy" — the biggest LITTLE cigarette vendor ever made! Its beautiful modern design and outstanding features make it the most versatile cigarette vendor ever produced!

"Smokeshop Lo-Boy" is an operator's dream because of its service-free mechanism.

- Lowest Priced Lo-Boy!
- Highest Capacity Lo-Boy—FULL 9 COLUMNS HOLD 486 PACKS!
- Six Match Columns!
- VENDS REGULAR OR KING SIZE IN EVERY COLUMN!
- All Electric—fully automatic, no push or pull.
- Fully Illuminated Eye Appeal—fluorescent lighting.
- One Piece Cabinet.
- Full length Hinged Door.
- Piano Hinged Chassis.
- Has 80% Less Parts—no special training necessary.
- Accepts Nickels, Dimes, and Quarters.
- Small Floor Space—only 17"x32".
- AVAILABLE IN STANDARD MAROON OR WALNUT OR LIGHT MAPLE WOOD GRAIN FINISH.
- Changermaker and Extra Penny Match Column Standard Equipment.

General Sales Offices
AUTOMATIC PRODUCTS CO.
250 W. 57th St., New York 19, N. Y. • Plaza 7-3123
Regional Sales Representatives Throughout The United States

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY ... LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. You just exchange globes on location—no empty globe to be cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years at hard service.

THE NORTHWESTERN CORPORATION
820 S. ARMSTRONG ST., MORRIS, ILL.

Charter New Vending Companies in Calif.

SACRAMENTO, Sept. 27. — Vending Machine Owners Trade Group of California was chartered by the secretary of State here. Directors are Carl Fisher and Abe Rhein, Los Angeles, and Coleman C. Wilcox, Sherman Oaks.

Automatic Equipment Service Company was granted a charter to sell confections and soft drinks thru vending machines in Los Angeles County. Authorized capital was listed at \$50,000, plus 800 shares of no par value stock. Directors are Maurice S. and Mabel E. Winter, Los Angeles; and Doris Vine and Jack B. Powell, Van Nuys.

Bud-E-Rae Corporation was granted a charter to manufacture, buy, sell and trade in beverage vending machines in Los Angeles County. Authorized capital was listed at \$100,000. Directors are Myer Pransky, Los Angeles, Erwin and Buddie Shrier, Delano.

New Continental Plant

CHICAGO, Sept. 27. — Continental Can Company purchased a new plant site in Omaha to increase output of metal containers. The plant, to be started in November, will be in production next year.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6
Acorn 1c or 5c				
Advance Model D	38.95			
Aurora Wrigley Gum & Ice	6.95			
Savers (2 col.)			\$19.50	
Auto Mat. Nat. 5c			14.50	
Atlas Bankam			9.95	
Barnet 1c (3 col.)			19.50	
Casco Mat. Nat. 5c (2 col.)			19.50	
Columbia Ball Gum			3.95	
Continental Model M, 1c or 5c	57.95			
DeGrueter Candyman 5c (2 col.)	57.50 62.50	57.50 62.50	57.50 62.50	57.50 62.50
DeGrueter Challenger 5c (3 col.)	22.50	22.50	22.50	22.50
DeGrueter Challenger II (7 col.)	125.00			
DeGrueter Champion (12 col.)	125.00			
Eastern Electric C.B.	150.00 189.50	189.50	189.50	189.50
Electro (10 col.)			125.00	
Equip. 1c (12 col.)	6.95	6.95	6.95	6.95
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Foot Vilvator	119.50	119.50	119.50	119.50
Hawley, Jr.			12.50	
Half for Wrigley Gum (8 col.)			12.95	
Ice Cream Bar or Cap			650.00	450.00
Kenney (9 col.) Exp.	185.00			
Mills Show Shine Machine	94.50	94.50	54.50	54.50
Reverend Vender 5c (2 col.)			27.50	27.50
Lobby PK (9 col.)			125.00	125.00
Marion Scott	89.50	89.50	89.50	89.50
Minter 5c	39.50	39.50	39.50	39.50
Mills Candy Vender 1c (2 col.)	45.00	45.00	45.00	45.00
Mills Penny Personal Library	50.00		50.00	50.00
Moist Pop	145.00	145.00	145.00	145.00
Microscope Card Vender	39.50		39.50	39.50
National 9-18	115.00	115.00	115.00	115.00
National 9-E Electric	149.50	149.50	149.50	149.50
National 750	95.00			
National 950	130.00	99.50 130.00	130.00	130.00
National 950	135.00	119.50 145.00	145.00	125.00 145.00
National Candy (9 col.)	89.50			
Northwestern 35 Ball Gum	7.45 7.50	7.50	7.45 7.50	7.50
Northwestern 39, 1c			8.50	
Northwestern 39, 1c	7.95			
Northwestern 39, 1c			8.50	
Northwestern 39, 1c			7.95	
Northwestern 39, 1c			7.95	
Northwestern 39, 1c			13.95	13.95
Northwestern 39, 1c			69.00	69.00
Northwestern 39, 1c			13.95	13.95
Northwestern 39, 1c			69.00	69.00
Northwestern 39, 1c			7.50	
Northwestern 39, 1c			17.50	
Northwestern 39, 1c			17.50	
Paw Caw 5c	39.00 69.50	59.50 69.50	39.00 69.50	59.00 69.50
Postage Stamp Vender (8 col.)	18.00	18.00	18.00	18.00
Reubin 2 or 1 (12 col.)	65.00		9.95	40.00
Rock Day Lobby Scale			158.00	158.00
Round Candy (8 col.)	55.00			
Round Dreyfus (10 col.)	155.00	155.00	158.00	158.00
Round Dreyfus (10 col.)	195.00			
Round Dreyfus (10 col.)	85.00	85.00	95.00	
Round Dreyfus (10 col.)	100.00 155.00	155.00		155.00
Round Dreyfus (10 col.)	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
Round Dreyfus (10 col.)	95.00 140.00	95.00 140.00	95.00 140.00	95.00 140.00
Round Dreyfus (10 col.)			9.95	
Round Dreyfus (10 col.)			18.00	18.00
Sigman's Baby Sizing Vender	39.50			
Silver Ball Gum, 1c			8.50	
Silver Ball Gum, 1c	7.95	7.45	8.90 7.45	
Silver King Vender, 1c or 5c	22.50(2)	22.50	22.50	22.50
Street Break-Ups	50.00	50.00	50.00	90.00
Sturtevant Custom 612			149.50	
Swatch 1c (3 col.)			12.50	
Swaik Wrigley Gum (3 col.)			6.95	
Stewart-McClellan (19 col.)			85.00	
Uneda Model E (6 col.)	50.00		85.00	
Uneda (15 col.) Model 500	115.00			
Uneda Monarch 500 (7 col.)			89.50	
Uneda Monarch 500 (7 col.)	95.00			
Uneda Pa. Vender 500 (7 col.)			130.00	130.00
Uneda Monarch (10 col.)	130.00	130.00	130.00	130.00
Uneda Monarch (10 col.)	195.00	195.00	195.00	195.00
Uneda Monarch (10 col.)	49.50	49.50	49.50	49.50
Uneda Monarch (10 col.)			14.50	
Variety Disp. 1c (3 col.)				
Walling Junior Scale				
Yu-Chu Ball Gum, 1c	65.00			5.95

SCALES



"PRICES REDUCED \$125.00 CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are F.O.B. Saperton and we will ship to you by express or freight. A scale crated weighs 100 pounds. Can be touched with us for a Scale Deal.

MANUFACTURED BY SPARKS SPECIALTY COMPANY PHONE 33 SAPERTON, GEORGIA

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Photo Ladders, Buttons and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 50¢ for complete samples for low, low, low prices.

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2538 Mission Street
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30 DAY MONEY BACK TRIAL

Northwestern TAB GUM

Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you, return it and we'll refund either purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

10-COLUMN 1c Selective PRICES
Less than 25 \$25.95
Less than 100 \$35.45
100 or more \$46.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination	\$11.74
MASTER 5c	7.45
SILVER KING, 1c or 5c	7.45

MERCHANDISE AND SUPPLIES

PER LB. VIRGINIA PEANUTS	38
SPANISH PEANUTS	38
ALMONDS, 400 Count	38
5 Lb. Van'm Packed	38
ITALIAN CHOC. PEAS, Roasted and Salted	35
RAINBOW PEANUTS	35
BOSTON SAKE	35
BEANS	35
LICORICE LOZENGES	35
M & M	35
Minimum Order, 25 Boxes	

Complete Line of Purfs, Sunitels, Stands, Globes, Brackets, Charms, etc.
173 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
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Precision-Built for PROFITS!

The only completely 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.

NEW! SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

AK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

From LITTLE ACORNS mighty INCOMES grow!

MAKE MORE MONEY IN VENDING!

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IN STOCK **VICTOR'S**

New **BABY GRAND CHICLE TREETS VENDOR**

JUNBO 100

ORDER TODAY

VEEDCO SALES CO.
1124 Market St., Philadelphia 3, Pa.
Phone: LO 5-7144

WE HAVE THEM VICTOR'S BIG 3

TOPPER DE LUXE GLOBE STYLE \$56.00 per case of 4
BABY GRAND TO GO 5c \$28.00 per case of 4
TOPPER DE LUXE CABINET STYLE \$60.00 per case of 4

We have all of Victor's machines, parts and supplies in stock for immediate delivery.

CHLOE-TREETS, 2 FOR 1c \$13.00 per case of 25 lbs.
CHICLE-TREETS, 1 FOR 1c \$13.00 per case of 25 lbs.
CHLOE-TREETS, 2 FOR 5c \$7.50 per case of 25 lbs.

SPECIAL OFFER

Free! One Charm Pacer (\$1.50 value) with each order for 10 boxes of "Lollipop One-Fill Milk" Charms. Contains all latest items: Buttons, Stamenites, Cards, 7c 1/2c Locks, Comets, Trophies, Cameo Rings, etc. \$2.95 per box. One box each time you fill a machine will give fast results. Postage paid anywhere in UNITED STATES.

Order Today: Send 1/3 deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

Victor's Authorized Factory Distributor

LOGAN DISTRIBUTING CO.
627 Milwaukee Avenue
Chicago 22, Illinois

TOPPER DELUXE
globe style



SUPERIOR SUPER-SALESMEN
The Big 3 by Victor

TOPPER DELUXE
globe style

BABY GRAND

TOPPER DELUXE
half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style
1 to 5 cases at \$56.80 per case of 4
F.O.B. Factory
6 to 11 cases at \$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 BALL-GUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

BABY GRAND

Victor's Baby Grand Chicle Treats and Chloro Treats, the right combination for greater profits and steadier income. Vends Chicle Treats 2 for 1c 300 count per pound, or Chloro Treats, 336 per pound. Or Chloro Treats 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treats. 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



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1955—Telephones Columbus 1-2772
Cable Address: WATLINGITE, Chicago

VICTOR
1c—BABY GRAND—5c

\$12.00 each 4 to 500
\$12.00 each 100 or more
\$15.95 each 500 or more
Special rates with sum

VEHICLE
Chloro
Troops
Chloro
Troops
1 per 10
Large
Chloro
Troops
2 for 5c

WRITE FOR
Lumped
prices on
Ball Gum
Bulk
Vendors
and all
merchandise
for vending
operations

New Stocked
in Kansas City.

Victor Topper Deluxe Mail Cabinet... \$14.00
Victor Topper Deluxe with Glass... \$19.95

Bernard K. Blitteman
6799 N. 27, Kansas City 1, Mo.

BABY GRANDS

Sold on liberal weekly payments

Write for details to
ROY TORR—LANSDOWNE, PA.

Two-Way Radio Called Greatest Route Service Aid

CHICAGO, Sept. 27.—The use of two-way radio system was described as the best aid to efficient route operation by Lewis A. Sloan, Merlan Dispensers, Levittown, N. Y., at the Wednesday morning business session of NAMA at the Palmgr House last week.

Other aids outlined by Sloan included the use of large-capacity machines, installation of unit service with routemen carrying whole changemaker units for quick replacement, the use of master keys to eliminate the large and weighty ring carried by many routemen, a system of route cards that would show at a glance the work to be done and the use of trucks to fit the job.

Sloan pointed out that while the time saved thru the use of master keys or check cards would amount to perhaps only a few seconds for each call, the cumulative savings would be considerable.

The retaining of competent help was seen as the most important adjunct to efficient route operation by Richard Howard, Howard Vending Service, Inc., Indianapolis. He said that a guaranteed weekly wage, plus commissions on gross sales and the awarding of promotions from within company ranks provided incentive for routemen.

On the average, only one good routeman develops out of every three persons hired, Howard said. He defined a good routeman as a salesman, mechanic, public relations expert and merchandising specialist.

N. Y. Candy Club Elects Officers

NEW YORK, Sept. 27.—More than 40 members of the New York Candy Club took part in the election of officers at the annual meeting in the Park Sheraton Hotel Thursday (18). Irving Schaffer, acting chairman, conducted the balloting.

Robert M. Kelly, of Crackerjack Company, was elected president, succeeding Morrie Golick. Henry C. Goldenberg, Hollywood Candy Company, was named vice-president, succeeding Kelly. Joseph Cognett, of Planters Nut & Chocolate Company, was named secretary, succeeding Jerry Bloom, and Herman Eitelberg, a broker, was re-elected treasurer. Jack Dubin and Edwin Neal, brokers, were named to posts on the board of governors and the welfare board respectively.

Following the balloting, members discussed plans for the forthcoming beefsteak party at the Hotel New Yorker December 6 and also entertained the membership application of Ray Lachelle, of Mars, Inc.

Club meets at the Park Sheraton the third Thursday of each month from September thru June.

Morrison Offers Truck Side Boxes

BUFFALO, Sept. 27.—The Carry-All Division of Morrison Steel Products, Inc., announced a new side box for installation on truck pick-up or express bodies.

The steel side boxes provide additional room to keep tools, miscellaneous on - the - route equipment and supplies in weather-tight compartments. The boxes are provided with key locks.

Offered in two lengths, for 1/2, 3/4 and 1-ton pick-up bodies, the boxes are attached to the truck body by means of braces and brackets, which are supplied with each pair sold.

CANADIAN OPERATORS!

We are the Canadian distributors for

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ACORN
VENDOR

The finest in the vending industry

LEAF BALL GUM

The latest and most interesting in all types of charms. Contact the nearest office for immediate delivery

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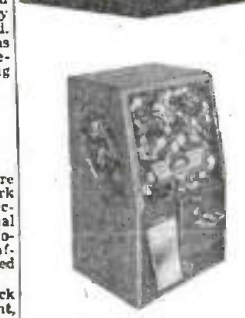
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TOPPER DELUXE
globe style



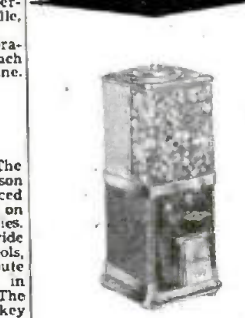
VICTOR'S

BABY GRAND



VICTOR'S

TOPPER DELUXE
half-cabinet style



AUTHORIZED
VICTOR
DISTRIBUTOR

SharMar
Distributors

Sundock Bldg.
St. Petersburg, Fla.

Supplies In Brief

Continued from page 79

have a tax boost of 5 to 100 per cent over the regular length, according to the new Philippine tax rates.

Mechanically wrapped cigarettes, mainly U. S. imports, are taxed 120 per cent more than those packed by hand. The new rates, per 1,000 units are: Cigarettes with Virginia-type or flue-cured tobacco; 6 pesos if not wrapped in foil or cellophane or packed in cartons or tins, 10 pesos if so wrapped; cigarettes of other types of tobacco, 2.5 pesos.

Vended Products Rise

Farmers' receipts for products used in vending machines showed a general rise from 1950 to 1951, according to revised estimates of the Agriculture Department. Tobacco, popcorn, chewing gum flavorings, English walnut and filbert sales brought farmers more money in 1951 than in 1950, while less money was received in 1951 for peanuts, pecans, almonds and saucers and syrup.

Cash receipts for tobacco were \$1,186,918 in 1951 compared with \$1,060,910 in 1950. Popcorn receipts totaled \$8,027,000 in 1951 compared with \$6,920,000 in 1950. Sales of peppermint brought farmers \$10,483,000 in 1951, \$2,080,000 more than in 1950; spearmint sales were \$2,035,000 in 1951, \$278,000 more than in 1950. In 1951, \$31,809,000 was taken in for English walnuts, compared with \$24,435,000 in 1950. Filbert sales totaled \$2,387,000 in 1951, compared with \$1,937,000 in 1950.

Crop Production Up

Anticipated September production of products used in vending machines exceeded the August forecast, according to the Agriculture Department's latest report. Peanut production is estimated at 1,188,000,000 pounds—1 per cent more than the August forecast, but 29 per cent less than the 1951 production of 1,676,000,000 pounds. This year's peanut crop is expected to be the smallest since 1935, the department said, with acreage about 17 per cent less than was planted in 1951.

The September tobacco production forecast was set at 2,210,000,000 pounds—8 per cent higher than last month's prediction. The Department said tobacco receipts responded to August rains and compare favorably with the 10-year average of 1,842,000,000 pounds, altho 2,328,000,000 pounds were harvested last year. The year's sugar beet crop was forecast at 10,168,000 tons, as of September 1 about 2 per cent above August 1 prospects, altho slightly below last year's crop of 10,485,000 tons. The 10-year average stands at 10,013,000 tons.

Price Shows New Line at Bulk Show

NEW YORK, Sept. 27.—One of the many firms exhibiting at the recent convention of the National Association of Bulk Vendors in Chicago was the Paul A. Price Company, charms manufacturer, which reports that it handled a big volume of sales.

In addition to displaying its entire line of merchandise, the Price firm introduced three new items which were created especially for the convention: a two-tone plastic harmonica which is easy to blow; miniature black dominos with white spots and a jet series which consists of 85 mixed pieces.

We are roasters and sellers of

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Almond Nuts
- Pistachio Nuts
- Wafers
- Gum
- Seashells
- Red Skin Almonds
- Filberts
- Almond Gum
- Ball Gum
- Map Candies
- Oranges
- Peppercorns
- Cherries
- Marbles
- Globes
- Chips
- 100 or more

Northwestern Model 49
\$17.35 ea.
\$17.35 ea.
100 or more \$16.95 ea.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

NORTHWESTERN MODEL 49
\$17.35 EA.
1c or 5c bulk or 10 Ball Gum.
Specify when ordering.

NORTHWESTERN TAB GUM VENDOR
\$25.95 EA.

FOR THE MOST COMPLETE LINE

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RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines.

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609 A SPRING GARDEN ST. PHILA. 23, PA.
LOHARD 3-2676

Distributors of Coin-Operated Machines and Supplies

VICTOR'S NEW BABY GRAND VENDS

CHLORO & CHLORO TREATS
4 or more \$13.00 each
100 or more \$12.00 each

CLEVELAND COIN MACHINE EXCHANGE, INC.
2921-2923 Prospect Ave., Cleveland 15, O.
All Phones: Tower 1-4718

BALL GUM VENDOR WITH LOCK

Sample \$6.00
Postage paid
Lots of 4, \$8.50
Lots of 100, \$3.00
Without lock, \$1.00 each
210 Chicago Ave., St. Paul, Minn. 17
148-170 Assorted Colors Bubble Gum, 25c lb.
Freight Prepaid on shipments of 500 lbs.
Capacity 6 lbs.

Auburn Distributing Co.
276 Denic Ave., Cranston 16, R. I.

HELP YOURSELF TO MORE VENDING PROFITS

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
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Address
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Name Industrial Relations Head At Rock-Ola

CHICAGO, Sept. 27.—The Rock-Ola Manufacturing Corporation, has appointed Carroll E. Nolan director of industrial relations and advertising. It was announced this week by David C. Rockola, president of the firm. Nolan, who joined the Rock-Ola staff Tuesday, has served in the fields of personnel, labor and industrial relations since 1935. He also has had three years' experience in retail furniture advertising. He transferred to Rock-Ola from the Trane Company, an air-conditioning firm in La Crosse, Wis., where he worked in personnel. He also was personnel manager and director of safety for the Marathon Corporation, paper manufacturer at Menasha, Wis. During the war he served with the Navy's Bureau of Personnel.

J. Raymond Bacon, executive (Continued on page 84)



GARY SINCLAIR

Name Sinclair Far West Rep For Wurlitzer

NORTH TONAWANDA, N. Y., Sept. 27.—Gary Sinclair has been appointed Rudolph Wurlitzer Company's far Western States regional manager. It was announced Wednesday by Robert H. Bear, sales manager for the Wurlitzer phonograph division. Sinclair will serve as direct factory representative for Wurlitzer distributors in San Francisco, Los Angeles, Seattle, Tucson, Ariz., and Denver. He will make his headquarters in San Francisco.

Sinclair, for the past three years, has been a field sales representative for Wurlitzer. Previously he was sales manager for the F. A. B. Distributing Company, Wurlitzer distributor in Atlanta, and at one time operated a vending route on the West Coast.

The appointment was described as part of an intensified program to bring the factory into closer contact with its distributor organization and with operators.

The appointment was described as part of an intensified program to bring the factory into closer contact with its distributor organization and with operators.

L.A. Op-Owners Cancel 1st Meet

LOS ANGELES, Sept. 27.—The first meeting of the newly formed owner-operator juke box association, Vending Machine Owners Trade Group of California, which was scheduled for the Tropics Room of the Royal Palms Hotel here Tuesday evening (30), has been postponed, Bert Hillner, (Continued on page 84)

First Half Juke Exports Top \$2 Million; 30% Hike Over '51

Continued Expansion Forecasts Shipments Over \$4 Million in 1952

By GEORGE R. LUEHRING

CHICAGO, Sept. 27.—Department of Commerce figures released this week revealed that juke box exports during the first half of this year rose 15 per cent over the corresponding period last year.

During the first two quarters, 5,043 machines, valued at \$1,913,247, were shipped, compared to 4,793 machines, priced at \$1,604,389, during the same period in 1951 (see chart elsewhere in this section).

If the expansion continues for the rest of the year, the total music machine exports for 1952 might well reach \$4,000,000 and top the previous high of \$3,987,859 set in 1947. The figures showed a steady pattern of growth since 1949 and all indications point to a continuance of the increase in business, due largely to improvement in economic conditions abroad.

Substantial Gains
The first two quarters of this year individually showed substantial gains over the same periods last year. The first quarter

figures showed a 20 per cent rise over the similar period in 1951 and the second quarter figures disclosed a 25 per cent increase over the same period last year.

There were also indications that manufacturers probably would devote increasing attention to the foreign market in the coming months. AMI, Inc., for example, recently staged a series of overseas service schools throughout six Central and South American countries. Company officials described the schools as highly popular and felt they had done much to promote good will for the industry.

J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Corporation returned from a European trip with the impression that the market remained largely untapped. However, he said that any large scale success in European sectors probably would depend on a well planned public relations and promotion campaign.

Overseas Visitors
Foreign buyers have attended coin machine conventions in increasing numbers and many man-

ufacturers and distributors report steady visits from their customers abroad.

As in the past, Central and South American countries proved to be the biggest buyers. The top country in April was Venezuela with 112 machines imported at a value of \$71,827. The top country in May and June was Mexico. Close behind were Canada, Columbia and Cuba. Belgium also figured prominently in May, importing 74 machines at a value of \$30,100.

Initial Century Shipments Sent To Evans Reps

CHICAGO, Sept. 27.—Les Rieck, manager of the H. C. Evans Company here, said this week that initial shipments of the firm's new 100-selection Century juke box had been made to distributors.

Plans for distributor showings of the phonograph are now being formulated, Rieck said, and will be announced when distributors have received a sufficient quantity of the equipment.

The new model, featuring title strip panels in the player compartment, a "Centuramic" selector and an "encore mechanism" for repeat plays, was shown for the first time at the Music Operators of America convention.

Appointment of several new distributors also was under consideration, Rieck said.

33 Ops Attend Quarterly Meet Of Neb. Guild

GRAND ISLAND, Neb., Sept. 27.—Some 33 juke box operators—more than 50 per cent of those in the State—attended the quarterly meeting here of the Music Guild of Nebraska in the Stratton Hotel Saturday and Sunday (20-21).

Major issues discussed at the business session Sunday afternoon included plans for an expanded membership drive and a program for increased emphasis on public relations by each member, according to Howard Ellis, secretary-treasurer.

In line with the membership drive, all attending the session agreed to bring a non-member operator to the next meeting scheduled for December 6-7 at Norfolk, Neb. Association deals also were issued for the first time for placement on the member's equipment.

Ellis said it was the consensus of all that any successful attempt at public relations would have to (Continued on page 84)

AMI Sets West Coast Service School Series

GRAND RAPIDS, Mich., Sept. 27.—AMI, Inc., will stage a series of service schools during October for West Coast operators. It was announced Thursday by William E. FitzGerald, AMI advertising and sales promotion manager.

The schools will be conducted by Albert Mason, factory field service engineer, at distributors' headquarters. Following are the dates for the school sessions:

October 2-3, Portland, Ore., Western Distributors, Inc.; October 6-9, Seattle, Duns Distributing Company; October 15-18, San Francisco, Huber Distributing Company; October 22-23, Los Angeles, The Nickabob Company, and October 29-30, Denver, Wolf Distributing Company.

Omaha Ops Set Plans for Dime Play Campaign

OMAHA, Sept. 27.—A campaign to obtain dime play for music machines in Omaha was started Wednesday at a meeting of local operators in the Castle Hotel. Ten of the 13 operators in Omaha were present.

The discussion was led by Howard Ellis, secretary-treasurer of the Music Guild of Nebraska, and Cliff Johnson.

It was agreed that the group would use much the same plan as that employed in Chicago. A committee will be appointed to meet with local Office of Price Stabilization officials on ways and means of obtaining the increase. When and if the increase goes into effect, it will be preceded by a public relations program explaining the move to the public thru stories in local newspapers.

Ellis said another meeting of (Continued on page 84)

ANNIVERSARIES

3 Detroiters Mark 21 Years in Juke Trade

DETROIT, Sept. 27.—Three members of Frank's Music Company, a juke box operating firm here, are celebrating their twenty-first anniversaries in the music machine industry. They are Frank Alluvot, John Marklin and Mrs. Lora Eby, who before her marriage had operated under her maiden name of Lora Quackenbush.

Length of service is not the only similarity between the three. All previously worked for the AMI Distributing Company, which once operated an extensive route through the Detroit area.

Alluvot, who founded Frank's Music, started in the trade as a collector for AMI Distributing in January, 1931. He remained with AMI five years before establishing his present firm, which now has grown to include a route of some 300 machines. Alluvot also has become a partner in the Angott Distributing Company,

Wurlitzer representatives in this area.

Progress Milestones

As a further indication of its progress, the firm moved four years ago from the old AMI Distributing headquarters to its present large modern building.

Marklin, second member of the firm, was described by Alluvot as "one of the best collectors in the area" and also as probably one of the oldest in the city. Marklin entered the industry with the AMI company in December, 1931, and remained with it almost a decade before joining Frank's Music in 1940.

Mrs. Eby's length of service in the industry includes more than 21 years, counting her services as a bookkeeper with the AMI, Inc., factory in Grand Rapids, Mich. She started with the factory in 1928, moved to Detroit in 1931 to join the AMI Distributing (Continued on page 84)

GROWING PAINS ABROAD

'45' Disks Find Tough Going In Most Overseas Markets

NEW YORK, Sept. 27.—The growing pains which 45 r.p.m. records experienced in becoming accepted in this country are now being duplicated throughout the rest of the world. Introduced here in the early part of 1949, the donut disks met with a rocky reception from operators, dealers and consumers. In the past three and a half years, tho, the importance of the 7-inch 45 disks has steadily grown to the point that the bulk

of juke box production today has swung to this new speed, and about 3 out of every 10 pop singles sold are 45's.

The same, however, is far from the case in other parts of the world. Only the Western Hemisphere has thus far thrown out the welcome mat to the 45 system. The fastest growth of this new speed to date has been in that area broadly classified as Latin America (specifically Mexico, Central America, the Caribbean nations and a number of South American countries).

As far as the rest of the world is concerned, the 45 system is almost a nonentity with the exception of some activity in the Pacific, primarily in Japan, the Philippines, Okinawa and Guam.

Two Stumbling Blocks
Two factors have proved to be the main stumbling blocks in getting the 45 system started on a global basis: (1) the import restrictions many countries have against certain American imports (including players) and (2) the resistance foreign record and instrument companies have set up against producing and promoting

the system locally.

The first point of resistance has made it difficult to impress the system on most countries from the U. S. level. The second has retarded the introduction and growth from within. (Continued on page 84)

Juke Exports Up 19%

	1952		1951	
	No. Mach.	Total Value	No. Mach.	Total Value
First Quarter				
January	924	\$264,439	907	\$254,500
February	852	379,573	771	241,580
March	813	334,527	779	301,330
Second Quarter				
April	706	\$294,625	1,245	\$334,393
May	780	319,857	410	172,340
June	988	320,226	681	240,226
Totals	5,043	1,913,247	4,793	1,604,389

The figures show the total number of juke boxes exported and their total dollar value for each month during the first two quarters of this year. For comparison purposes, the same figures for the first two quarters of last year are shown. They indicate export shipments rose 19 per cent during the first two quarters this year over the same period last year.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

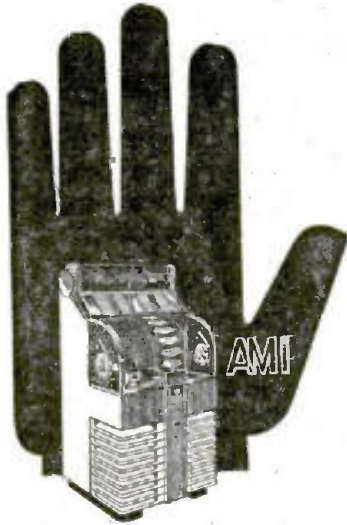
OKEH DISTRIBUTION SHIFTED. Cleveland, Cincy switch has bearing on majors and r&b labels (Music department.)

JUKEMEN ENJOY EXPORT BOOM. New markets, new firms dominant trends in over-all picture (General department.)

BALLROOMS ACCENT PROMOTION TO REVIVE DANCING. BB polls buyers on problems and what tempers go for (General department.)

JUKEMEN BUILD DISK RESERVES. Aim is to record tunes for copyright bite-free reservoir (Music department.)

And other informative news stories as well as the Honor Roll of Hits and pop charts.



all over the world...

The AMI phonograph enjoys a world-wide reputation as the phonograph of the future . . . Equipped with the famous AMI mechanism and accompanied by our well-known world-wide service.



For any additional information write to

AMi Incorporated
EXPORT DEPARTMENT

400 WEST MADISON ST. CHICAGO 6, ILLINOIS
Cable: AMINC Telephone: Franklin 2-4868

Merchandising Music

RELIGION . . . Has the current upswing in religious interest, as reported by newspapers, affected the juke box trade? So it would seem, according to the experience of Dick Warren, service manager for the J. B. Ferrier Music Company, Bethany, Okla.

Warren says he has noted "a considerable increase in requests for religious records, such as 'Peace in the Valley' by Red Foley. The interest is particularly noteworthy, Warren says, because most of it seems to come from teen-agers. It has him wondering whether a trend has started.

LOCATIONS . . . John P. Scott, of Meigs Music Company, Pomeroy, O., feels he has one sure way of cementing relations

with locations. According to Scott, "one of the best ways of securing your music box locations is to tell them 'if I can help you in any way in your locations or business, just call me.'"

This interest by an operator in a location's welfare often is the only thing necessary to promote lasting good will, Scott says. However, he adds, "Don't say it for effect, but mean it."

POP CHARTS . . . Irv Fishman, record buyer for the J. S. Morris & Sons Novelty Company, St. Louis, commenting on the help he gets in his work from The Billboard music charts, says, "I have noticed that with The Billboard 'ratings' a better idea can be derived as to the popularity of the latest releases."

Growing Pains Abroad

Continued from page 83

Because of these factors the 45 system can be said by and large to be making real headway only in those countries where there is free and open trade with the United States. Leading this category are Cuba, Puerto Rico, Mexico, most Central American countries and Venezuela.

The growth of 45 r.p.m. records in these nations can be credited primarily to two sources: RCA Victor, the introducer and heavy promoter of the system, and Seeburg, the largest producer and exporter of 45 juke boxes. Both have heavy overseas influence, particularly in Latin America. Despite this, the road has been a slow and rocky one. When Seeburg 45 r.p.m. machines began to be shipped to Cuba and Puerto Rico in January, 1951, thru the American Steel Export Company, all records used on the boxes were exported from this country. Local record companies were adamant in their stand against pressing the new speed. As a result the flow of tunes and artists that met with local approval was completely insufficient.

The back of the resistance was broken when Seeburg distributors in these Caribbean countries began to guarantee local diskeries

33 Ops Attend

Continued from page 83

start with each individual operator. It was suggested that all members make every effort to participate more actively in their local civic affairs such as fund drives, civic associations and parent-teacher groups.

A report on the recent Music Operators of America convention in Chicago was presented by Ellis.

The group's board of directors held a meeting Saturday evening concerning policy for the Guild in the coming months. Host for the meeting was C. R. McKee of Maek's Music Service. Chairman of the business session was W. H. Marble of North Platte, president of the Guild.

Name Industrial

Continued from page 83

vice-president of Rock-Ola, said Nolan's appointment partly fills the vacancy created by the resignation of John K. Bruun. Bruun, who joined Rock-Ola in the spring as administrative assistant under Bacon, left the firm August 15.

It was indicated that there would be no direct replacement of Bruun as administrative assistant. Bacon said Nolan would handle industrial relations and later would take over responsibilities in the firm's juke box advertising.

L.A. Op.-Owners

Continued from page 83

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VMOTG was recently formed here with well known operators supporting the movement. The association was incorporated as a non-profit group in this State.

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FLORIDA OP

MOA Needs Good Will Ambassadors

MIAMI, Sept. 27.—A suggestion that the Music Operators of America send out "good will ambassadors" to stimulate increased membership has been made by Willie Blatt, president of the Amusement Machine Operators' Association of Dade County.

Blatt, who attended the recent MOA convention in Chicago, said he was impressed by the attendance and spirit of co-operation evidenced by manufacturers and operators.

"But," Blatt said, "I would like to see the MOA send out field representatives over the nation to sell the organization to music operators who up to now have been given little reason for becoming members."

"In other words personal contact with operators is needed, instead of form letters which usually wind up in the wastebasket. The National Automatic Merchandising Association has used representatives with telling effect, and I believe that is a big reason for the success of that organization."

Export Trade 2 Way Affair, Says Admiral

PHILADELPHIA, Sept. 27.—Admiral William (Bull) Halsey told foreign traders here Tuesday (23) that success in overseas markets depends not only on fair play but on a two-way flow of goods.

Speaking at a dinner of the Foreign Trade Association, Halsey said other countries had been encouraged to build up their exports and that "it was obvious that the American market would be attractive."

"I must admit the validity of arguments that certain American industries are faced with extinction by foreign imports," he continued, "but that is a problem which we must meet head on and quickly."

Halsey further noted that the problem was one of competition and that American traders "must out-manufacture . . . out-sell . . . and out-serve foreign competition."

Rex Bilotta's New Name: Rex Coin

SYRACUSE, Sept. 27.—The Rex Bilotta Corp., distributors for AMI, Inc., announced this week that the firm name had been changed to the Rex Coin Machine Distributing Corp.

The change was decided upon May 1, according to N. Delaport, president, but official announcement was withheld pending receipt of formal authorization from the State.

The other officers of the firm, which makes its headquarters here, are Roger Shepard, vice-president and treasurer, and Ray F. Daggett, secretary.

Omaha Ops Set

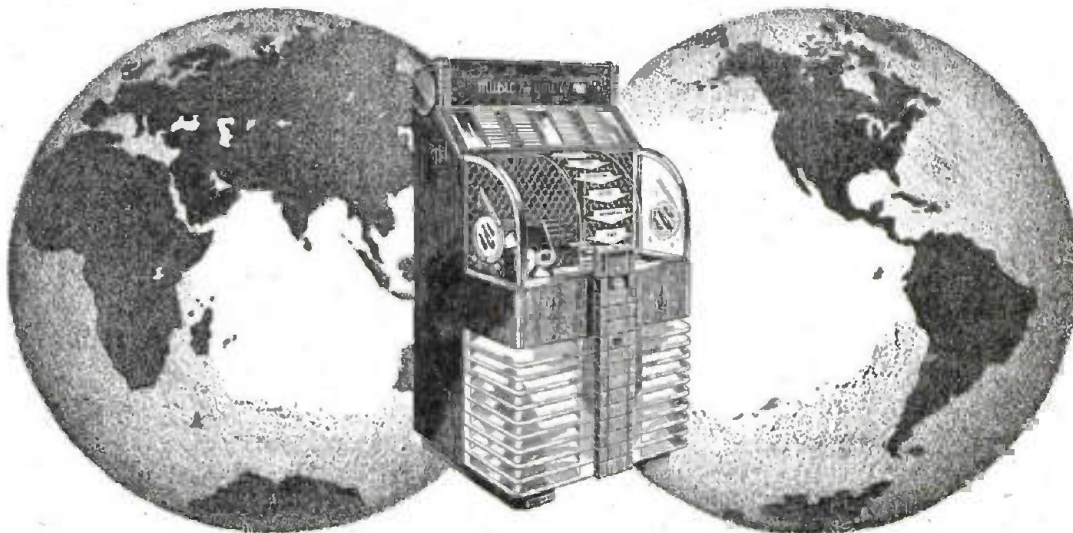
Continued from page 83

the group was set for the same place on Wednesday, October 8.

Johnny Persons, disk jockey on radio station KOWH, who has been working with Ellis and Jerry Witt on a record-juke box promotion program, also attended the meet. He discussed methods of public relations, particularly those that might be employed in conjunction with radio stations.

**SAVE MORE MONEY—
MAKE MORE MONEY**

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See page 2 for rates



in any language . . .

ENGLISH The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

GREEK TO A M I είναι κάτι περισσότερο από εθνικό εντυπωσιακό εις τὰς Ἡνωμένες Πολιτείας τῆς Ἀμερικής. Ἐπίδειξις χρωμάτων καὶ ἐκλαμπρὸς ἐκτέλεσις ποὺ χαρακτηρίζει τὸ A M I φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εἰς πλεόν ἀπὸ εἴκοσι χώρας εἰς τὸ ἐξωτερικόν. Ἡ ἐνθουσιώδης ποὺ τοῦ γίνεται ὑποδοχὴ εἶναι τόσοσὺν παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσικὴ.

GERMAN A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

ITALIAN Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera. In più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

DUTCH De "A M I" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

FRENCH Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

PORTUGUESE A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

SWEDISH A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, hopa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

SPANISH Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

YIDDISH די א מ י איז מער ווי א נאַציאָנאַלע סענשאַנציע אין די פאַראייניקטע שטאַטן פון אַמעריקאַ. דיין אין קאלירן און בריליאַנטע דורכשירונג וואָס באַראַקטערירן א מ י בריינגט דאָס גרויסע פּראָפּיטן צו די וואָס פאַרקויפּן דאָס אין איבער צוואַנציג לענדער אין דער וועלט. די ענטוויאַסטישע אױפנאַכט אין אַזוי אינטערעסאַנט ווי שוין זעלבסט.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
EXPORT OFFICE, 400 WEST MADISON STREET, CHICAGO, ILLINOIS

A BIG DAY FOR YOU

Presenting the
outstanding 1953
Phonograph

You will
want to
be there

SURPRISE-DAY
for the entire
Industry



Attend
ROCK-OLA Day
OPEN HOUSE
Oct. 12th 10 a.m. to 6 p.m.

Watch! Watch! Watch!
NEXT WEEK'S ISSUE WILL
ANNOUNCE THE LOCATIONS
AT WHICH THE NEW
ROCK-OLA PHONOGRAPH
WILL BE SHOWN!

Coinmen You Know

Chicago

Devices Novelty Sales, headed by Tony Obiedzinski, has moved from its Milwaukee Avenue headquarters to set up shop at 1624 N. California Avenue. Tony continues to handle the Victor vending bulk line and a full stock of bulk vending merchandise.

Richard Adair, R. H. Adair Company, Oak Park, reports bulk vending interest mounting in many areas. His machine maintenance service continues to draw numbers of part-time and small operators.

Belvend Manufacturing Company, which was scheduled to take exhibit space at the recent National Automatic Merchandising Association exhibit, did not appear in its allotted booth. The firm withdrew from the show on the eve of the convention. Richard Cola, vice-president of Cole Products Corporation, is waxing enthusiastic over the firm's newly acquired coffee vendor line. Introduced at the NAMA show under the trade name, Coffee-Spa, the equipment is produced for Cole by American National Dispensing Company, Lansdale, Pa.

Herb Perkins, Purveyor Shuffleboard, is ready to start a new remodeling job on the firm's executive offices. He reports increased activity for games from out of town operators. Meanwhile, shuffleboard sales are moving well here. Paul Huebsch, Keeney sales manager, reports a steady run of visitors the past two weeks. Last week most of the callers were in town mainly for the vending and music conventions but the crop this week were in especially to see some new products.

At First Distributors, Ben Michaels and Mal Finke have been trying to catch up on demand for merchandise boards, but so far they have lost ground. Joe Kline and Wally Finke played host to an unusual number of visitors at First's headquarters this week. Most of them were in for late model games and reorders on Super Twin Rotation. Two new staffers are Phillip Benison, service department, and Geraldine Sepinoch, file clerk.

Joe Schwartz, National Coin Machine Exchange, reports Gottlieb's Skill-Pool is making a lot of new operator friends in the Illinois and Wisconsin territory. Firm also has made big strides in its export division (See separate story). Sam Lewis, Chicago Coin Machine Company, was on the job this week despite an allergy to penicillin.

Over at United Manufacturing there was plenty of activity on the new in-line game, Circus. Sales Manager Billy DeSelm stated demand for the game was higher than on any previous similar unit made by United. Joe Caldera, president of Trans World Trading Corporation, reports firm's juke activity in South America and Europe has picked up sharply.

At Empire Coin Machine Exchange, Stanley Levin was enthused over response to the Wico automatic pitching machine. Levin claims it looks like a new Cadillac and performs with complete accuracy at all times. Gil Kish and Howie Freer have been huddling about an intensive fall campaign for their game and music lines. Vince Shay says prospects for the Evans Century are getting brighter each day.

Harry Katz, president of Coin-O Manufacturing Company, stated he had received many firm orders from out-of-town operators who had seen the firm's Bat-O-

Mat pitching machine at the Congress Hotel showing two weeks ago.

New York

Joe Landolino, Barce Amusement Company, Garfield, N. J., and Harry Stern, Williams Manufacturing Company, visited Ed Dave Lowy & Company. Eddie Hanna, a distributor for the Auto-Foto machine, visited with Will Aaronson and Al Gilbert of United Play Machines, Inc. According to Al Hanna is going to make a trek to California in the near future. Another visitor here was Frank Diccio, Westchester Amusement Company, Yonkers, N. Y.

Murray Kaye, Atlantic New York, last week greeted D. J. Ampencher, Chester, N. Y., and Charles Sachs, Union Automatic Music Company, Brooklyn. Murray's son, Joseph Allen, attained the ripe old age of five Thursday (25). Iv (Kempy) Kempner covered Con-

necticut last week for Runyon Sales.

Seen on the street during the past few days was Lou Welcher, owner of Advance Automatic Sales Company, San Francisco; Isadore Resnick, Laurelton, L. I., operator; Harold Kaufman, Brooklyn op; Joe Kochansky, Bay Ridge Music Company, Brooklyn; Adolph Levine, old-time Brooklyn op; Joe Falcaro and Les Boyd, local ops, and Al Heasterington, Long Island game operator.

Hartford

Mrs. Ralph Colucci, wife of the Seaboard executive, and their twin sons, Robert and Ralph Jr., have returned from an extended stay at the Colucci summer home on the Connecticut shoreline.

The Lions Club of Hartford, Inc., took newspaper advertising space to thank the public for continued use of the many gumball machines the Lions organization has placed thruout Metropolitan Hartford.

(Continued on page 89)

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues 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 quantities advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

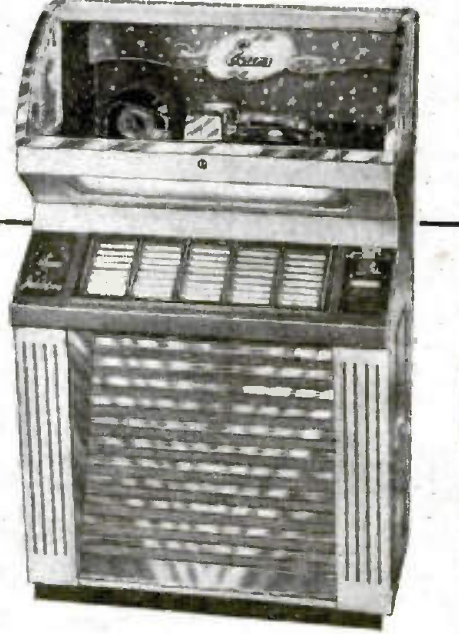
	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6
AMI				
Model A	\$249.00	350.00	\$249.00	254.50
Model B	450.00	350.00	\$225.00	289.00
Model C	450.00	475.00	460.00	475.00
EVANS				
Constitution	425.00	425.00	425.00	425.00
PACKARD				
Manhattan 75	89.00	89.00	89.00	89.00
MILLS				
Multi-Station	150.00	150.00	150.00	
ROCK-OLA				
49 & 50	295.00	295.00	295.00	295.00
50 51	479.50			
51-52	629.50			
1422	94.50	99.00	94.50	99.00
1422 Blended	135.00	135.00		
1426	129.50		125.00	119.00
1432	289.50	299.50		
1946	415.00	450.00	450.00	
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Emery	49.00	49.00	49.00	49.00
H-146 H Hideaway	139.00	79.50	139.00	79.50
H-147 H Hideaway	110.00	110.00	110.00	110.00
H-148 H Hideaway	229.00	229.00	229.00	229.00
H-246 H Hideaway	99.00	99.00	99.00	99.00
High Tone	49.00	49.00	49.50	49.00
Lalene			52.50	
M-100 A 78 RPM	599.50	695.00	599.50	650.00
M-100 B 45 RPM		695.00(2)	695.00	672.00
M-100 S 45 RPM				655.00(2)
M-116	49.00	49.00	49.00	49.00
Royal			39.00	39.00
46 M	99.50	99.50	99.50	99.50
46 W	139.50	139.50	99.50	139.50
47 M			124.50	
346 H		98.50		
146 M	110.00	129.00	110.00	129.00
146 W	110.00	129.00	110.00	129.00
147 M	135.00	149.00	135.00	149.00
147 W	135.00	149.00	135.00	149.00
147 S	195.00	135.00	135.00	135.00
147 Blended	275.00	275.00	275.00	265.00
148 M	240.00	240.00	240.00	240.00
148 W	275.00	269.50	275.00	269.50
148 S	219.00	219.00	219.00	219.00
1944 Hideaway	49.00	49.00	49.00	49.00
1946 Hideaway	69.50	84.50		
WILLIAMS				
Music Mile	99.50	99.50	99.50	100.00
WURLITZER				
500	49.00	49.00	42.50	49.00
500			42.50	
750	69.00	69.50	69.00	64.50
750 E	75.00	79.50	79.50	79.50
780 C Colonial			54.50	
850			59.00	
1013	125.00	139.00	125.00	139.00
	139.50	139.50	169.50	175.00
	169.50	175.00	289.50(2)	185.00
			175.00	
1017			99.50	
1080	125.00	149.50	125.00	150.00
1080A			124.50	
1108	289.50	324.00	289.50	324.00
	325.00	325.00	339.50	324.00
1250	399.00	425.00	399.00	425.00
	459.00			

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

EVANS'
JUBILEE 40/45
 20 Records—40 Selections
 45 RPM

EVANS'
JUBILEE 40/78
 20 Records—40 Selections
 78 RPM

**They're Made for the Job—
That's Why They Do It Best!**



On Jubilee 40/45, 45 RPM records play with most complete freedom from distortion—suffer least wear, because the instrument is designed specifically for the record. The same is true of 78 RPM records played on the Jubilee 40/78. Link this vital fact with others about Evans' Phonograph—rich tone reproduction and trouble-free mechanisms, for example—and you can see why Jubilees consistently make money for music men! See Your Evans Distributor.

SOON ON DISPLAY AT
YOUR DISTRIBUTOR

EVANS' **CENTURY** PHONOGRAPH

50 RECORDS • 100 SELECTIONS • 45 RPM

DISTRIBUTOR
"CENTURAMATIC" SELECTION
"ENCORE" MECHANISM

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147M 149.00
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(5¢ wire)
Wurlitzer Model 3020 27.50

AMI Model A \$249
WURLITZER 1015 139
PACKARD Manhattan 89
ROCK-OLA 1422 99
ROCK-OLA 1432 450

Export inquiries invited—50 cycle meters available

MUSIC SYSTEMS, INC.
 DETROIT, MICH.—10217 LINWOOD
 CLEVELAND, OHIO—2600 EUCLID
 LANSING, MICH.—1224 TURNER
 TOLEDO, OHIO—1302 JACKSON

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Operator Raps Bowling Game Mfrs. for Drop-Coin Chutes

NEW YORK, Sept. 27.—Wilbur Aaronson, of United Play Machines Corporation here, and also an operator, put the blast on bowlin' game manufacturers Thursday (25) for not equipping their products with push-type coin mechanisms.

Speaking, he said, not only for himself but for "many other operators." Aaronson declared that the drop-coin chutes now provided on almost every bowl game are troublesome and costly, and "its about time the manufacturer did something about them."

Aaronson said that many operators, himself included, have taken up the problem with the factory

distributors of the games but all they get is "yessed to death." What particularly annoys the operators, Aaronson claims, is the fact that the push-type chutes, which are "nearly trouble-free, cost only a dollar or two more than the bothersome drop types. We would gladly pay the small difference for the good kind but still the manufacturers apparently won't change."

Specifically, Aaronson charges that drop chutes "become clogged by dirt, sticky and wet coins, and thin-worn dimes all too frequently get stuck inside the mechanism simply because there is not enough power to make them actuate the starting switch." This in turn, he says, "burns out coils at a rapid rate and very often contributes to a game being badly battered by irate customers."

Citing the fact that with a push-plunger, there is no gravity to worry about, the operator says the player sends the coin on its way properly and "there's no rebound off the back of the chute to slow the process, either."

In Aaronson's opinion, the push-type mechanism is actually the easiest to handle and is nearly foolproof. "I can understand the manufacturers using the drop-chutes to try and save production costs, if they really effected a saving," Aaronson admitted, "but this whole idea backfires and actually increases costs when everyone from the distributor right down to the player of the game becomes dissatisfied."

Tourists to Spend More \$\$ in Tenn.

MEMPHIS, Sept. 27.—Addressing a convention of the Tennessee Tourist and Development Association, Paul Mathes, former commissioner of the State Department of Conservation, expressed the opinion that tourists would spend an estimated \$500,000 in the State this year.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard from as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 27	Issue of Sept. 20	Issue of Sept. 13	Issue of Sept. 6
Air Bomber (Microscope)	\$150.00	\$150.00	\$125.00	\$150.00
Air Raider (Keeney)	110.00	110.00	110.00	110.00
	125.00(2)	125.00(2)	125.00(2)	125.00(2)
All Star (Williams)	49.50	49.50	44.50	49.50
All Star Baseball	49.50	49.50	49.50	49.50
Art Portraits	35.00	35.00	95.00	95.00
Astrocade 100	95.00	95.00	95.00	95.00
Atomic Bomber (Microscope)	125.00			
Basketball	129.50	190.00	190.00	190.00
Ball-Score (Ewan)	190.00	185.00	185.00	185.00
Big Game (Ball)	185.00	185.00	15.00	35.00
Big Game	290.00	290.00	100.00	45.00
Big Game (Ewan)	100.00	100.00	100.00	100.00
Big Game (Keeney)	45.00	45.00	399.50	290.00
Bouncing (Amusement Corp.)	45.00	45.00	16.50	29.50
Bowl-O-Mark (Unk)	29.50	29.50	105.00(2)	105.00(2)
Butterfly (ABT)	150.00	150.00	110.00	150.00
Butterfly (ABT)	105.00(2)	105.00(2)	39.50	49.50
Butterfly (Keeney)	150.00	150.00	65.00(3)	65.00(3)
Tar Gun (Ewan)	59.50	34.50	60.00	65.00(2)
	65.00(2)	65.00(2)	69.50(2)	69.50(2)
	75.00(late)	75.00(late)	75.00(late)	75.00(late)
	95.00	95.00	64.50	100.00
	95.00	95.00	75.00	95.00
Defender (Ball)				
Deluxe Athletic Scale (Keeney)	79.50	79.50	79.50	79.50
Jersey, 4 player (Chicago Coin)	195.00	195.00	195.00	195.00
	275.00	345.00		
Quick Hunter (Silver King)				17.50
Flash Mech. (Keeney)	75.00	75.00	75.00(2)	75.00
Flying Saucers (Microscope)	49.50	49.50	49.50	49.50
	95.00	125.00	118.00	125.00
	140.00	140.00	140.00	140.00
Zip Wheel Deluxe (Keeney)	215.00(2)	215.00	195.00	215.00
Zip Wheel (Ball)	69.50(2)	69.50(2)	69.50(2)	69.50(2)
Zip Wheel (Ball)	45.00	45.00	45.00	45.00
Zip Wheel (Keeney)	69.00	75.00	29.50	35.00
				69.00
				37.50
Hockey (Chicago Coin)				
Jack Rabbit (Amusement Corp.)	95.00	109.50	95.00	109.50
	194.50	249.50	249.50	275.00
	265.00	275.00		
Jumpin' Joe (Keeney)	18.50	29.80	24.00	29.00
Kicker and Catcher (Keeney)	75.00	75.00	175.00	75.00
K O Fighter	35.00	35.00		
Love Child (Microscope)	75.00	75.00		
Madame Pen			100.00	100.00
Midget Movies			125.00	150.00
Midget (Ball)	125.00	199.50	199.50	199.50
Midget (Ball)	150.00	150.00	145.00	150.00
Midget (Ball)	225.00	240.00	225.00	240.00
Midget (Ball)	250.00(early)	450.00(early)	550.00(early)	650.00(early)
Midget (Ball)	650.00	650.00(early)	650.00	750.00
Midget (Ball)	95.00(2)	129.50	49.50	100.00
			115.00	129.50
			125.00	129.50
Pitch Em & Sit Em (Scientific)	140.00	185.00	140.00	185.00
			195.00	195.00
Power Up (Scientific)	99.50	125.00	99.50	125.00
Power Up (Keeney)	225.00	225.00	200.00	200.00
Power Up (Keeney)	75.00	75.00	75.00	75.00
Power Up (Keeney)	15.80	15.80	15.00	15.00
Power Up (Keeney)	125.00	125.00	125.00	125.00
Power Up (Keeney)	74.50	74.50	74.50	74.50
Power Up (Keeney)	100.00	110.00	75.00	100.00
		110.00	100.00(2)	110.00
Power Up (Keeney)	125.00	125.00	100.00	125.00
Power Up (Keeney)	120.00	150.00	120.00	150.00
Power Up (Keeney)	120.00	150.00	120.00	150.00
Rifle Range Ray Gun	105.00	105.00	49.50	49.50
Rifle Range Ray Gun	49.50	59.50	24.50	24.50
Rifle Range Ray Gun	24.50	24.50	24.50	24.50
Shocker (Advance)	24.50	24.50	150.00	150.00
Shoot-to-Mark	279.50	275.00	295.00	275.00
Shoot-to-Mark	319.50	319.50	319.50	319.50
Shoot-to-Mark				
Shooting Range (Scientific)			165.00	165.00
Shooting Range (Scientific)	150.00	150.00	250.00	250.00
Silver Bullet (Ewan)			134.50	165.00
Silver Bullet (Ewan)	125.50	165.00	179.50	165.00
Silver Bullet (Ewan)	179.50	185.00	179.50	185.00
Silver Bullet (Ewan)			195.00(2)	195.00(2)
Silver Bullet (Ewan)				150.00
Silver Bullet (Ewan)	150.00	150.00	150.00	150.00
Silver Bullet (Ewan)	39.50	39.50	39.50	39.50
Silver Bullet (Ewan)	69.50	69.50	69.50	69.50
Silver Bullet (Ewan)	125.00	125.00	125.00(2)	125.00
Silver Bullet (Ewan)	60.00	60.00	110.00	110.00
Silver Bullet (Ewan)	300.00	300.00	300.00	300.00
Silver Bullet (Ewan)	75.00	100.00	75.00	100.00
Silver Bullet (Ewan)	139.50	100.00	139.50	139.50
Silver Bullet (Ewan)	125.00	125.00	125.00	125.00
Silver Bullet (Ewan)	95.00	95.00	95.00	95.00
Silver Bullet (Ewan)	125.00	125.00	125.00	125.00
Silver Bullet (Ewan)	19.00	19.00	19.00	19.00
Silver Bullet (Ewan)	70.00	70.00	70.00	70.00
Silver Bullet (Ewan)	99.50	139.00	135.00	139.00
Silver Bullet (Ewan)	169.50	169.50	169.50	169.50
Silver Bullet (Ewan)	75.00	169.50	75.00	169.50
Silver Bullet (Ewan)	425.00	525.00	425.00	525.00
Silver Bullet (Ewan)	85.00	85.00	85.00	85.00
Silver Bullet (Ewan)	35.00	35.00	35.00	35.00

Coradio-Orthon Orgs Combine Forces in N. J.

PATERSON, N. J., Sept. 27.—Coradio, Inc., manufacturer of coin-operated radios, is located at 196 Albion Avenue here. The firm, headed by Louis Brown, formerly operated in New York.

The Paterson address is the same as that of the Orthon Corporation, which produces electronic devices for both civilian and military use. Effective as of last July, the two firms are working under the Coradio banner. Brown explained that the consolidation of the two companies was a natural one since they had worked together before on a sub-contractual basis. The combining of both shops under one roof "makes our work just that much easier," George Pagonis, Orthon's president, declared.

Since the move to Jersey, Brown says the business volume has increased 67 per cent over last year. Part of this upsurge he attributes to special promotions the firms have been using. The increase in building, particularly in motels, is another important factor, he said, pointing out that many motels are equipped with coin-operated radios which the firms manufacture and supply.

Add Areas for Midget Movies

NEW YORK, Sept. 27.—Leo Wilens, sales manager of Capitol Projector Corporation here, held conferences with operating heads of Michigan and Missouri Midget Movies, subsidiary companies in Chicago to discuss further expansion moves for the coin-operated units.

J. R. Pieters, president of the Michigan firm, and Irwin W. Weiler, who leads the Missouri organization, both reported on progress made in their territories. Both Kansas City, Mo., and Kansas City, Kan., had more locations, Weiler said, but this was solved when additional machines were shipped out this week.

The trio also discussed projected plans for distribution of Capitol's new 10-cent play unit, Planet Patrol, as well as a new kiddie ride which the parent company expects to place on the market in the next two weeks. Details on this new ride, described only as one sure to revolutionize the industry, were withheld.

Charter Calif. Op Firm

SACRAMENTO, Sept. 27.—Hub Amusement Company has been granted a charter by the State to purchase, operate and sell coin-operated phonographs and coin-operated games in Sutter County. Authorized capital was set at 1000 shares, no par value. Incorporation papers were filed by Harrison W. Call, 409 Forum Building, Sacramento. Directors are William H. Remington and Ruth Remington, King Avenue, Yuba City; T. F. Tower and Phyllis Tower, 1222 Freeman Street, Marysville.

D. Gottlieb & Co.

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WORLD-WIDE SALES AGENCY

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Keep Your Eye on

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Your ticket to

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THE BILLBOARD!

SOUTHERN AUTOMATIC Specializes in EXPORTS

We are the world's largest distributors and leading exporters of coin-operated music boxes, pin ball machines and other types of amusement games.

We carry a large stock of new and used equipment at all times.

We recondition all used equipment for export in the same high quality manner as we do for our customers in the United States.

All machines are most carefully packed for export, using specially made extra heavy cartons for all pin ball games.

We have been serving operators honestly and sincerely since 1923 and have been responsible for the success of hundreds.

Write at once for complete new list of hundreds of various machines and phonographs.

For references inquire of any bank or Dun & Bradstreet.

La Southern Automatic se specialise dans l'exportation

Nous sommes les plus importants distributeurs et principaux exportateurs de boites a musique, de machines "Pin-Ball" a jeu de petites billes et d'autres genres de jeux d'amusement qui sont mis en fonction moyennant l'introduction d'une piece de monnaie.

Nous avons continuellement en magasin un grand assortiment d'appareils neufs et d'occasion.

Pour l'exportation tous les appareils deja uses sont remis a neuf dans la meilleure condition, de la meme maniere soignee d'haute qualite comme cela se fait pour nos clients aux Etats-Unis.

Toutes les machines sont fort bien emballees pour l'exportation, moyennant de boites de carton extra fortes specialement faites pour les jeux de "Pin-Ball."

Nous avons servi les operateurs de ces machines honnetement et avec toute sincerite depuis 1923, et des centaines d'eux nous sont reconnaissant pour leur bon succes.

Veuillez donc bien nous ecrire sans delai pour obtenir la liste nouvelle et complete des centaines de differents appareils et phonographes.

Pour des renseignements sur notre maison nous vous prions de vous adresser a n'importe quelle banque ou a Dun & Bradstreet.

Die Southern Automatic spezialisiert in Export

Wir sind die grossten Verteiler und fuhrende Exporteure von Musik-Kaesten, "Pin Ball" Kugelspiel Maschinen und andern Arten von Unterhaltungsspielen, die durch Kleingeld-Einwurf in Gang gebracht werden.

Wir haben stets ein grosses Lager an neuen und Occasions-Apparate.

Wir erneuern und setzen wieder in bestem Zustand allegebrauchte Apparate fuer den Export. In derselben Art und Weise auf hohe Qualitaetsarbeit achtend wie fuer unsere Kunden in den Vereinigten Staaten.

Alle Apparate werden fuer den Export sorgfaeltigst verpackt unter Verwendung von speziell angefertigten, extra-schweren Kartonkisten fuer alle "Pin Ball" Spiele.

Seit 1923 haben wir die Operateuren solcher Maschinen ehrlich und aufrichtig bedient und Hunderte sind uns dankbar fuer ihren Erfolg.

Schreiben Sie uns bitte unverzueglich um die neue vollstaendige Liste von hunderten der verschiedensten Apparate und Phonographen zu erhalten.

Fuer Auskunft ueber unsere Firma koennen Sie sich gefaelligst an irgend eine Bank oder an Dun & Bradstreet wenden.

La Southern Automatic se especializa en exportaciones

Somos los distribuidores mas importantes y exportadores principales de cajas de musica, maquinas "Pin Ball" de juego de bolillas y otros tipos de juegos de diversion, puestos en funcion por medio de la introduccion de una pieza de moneda.

Tenemos continuamente en existencia un surtido muy grande de equipos nuevos asi como de ocasion.

Para la exportacion todos los aparatos ya usados son renovados y puestos en la mejor condicion, de la misma cuidadosa manera de alta calidad, como lo hacemos para nuestros clientes en los Estados Unidos.

Todas las maquinas van extremadamente bien empaçadas para la exportacion, usando cajas de carton muy fuertes hechas especialmente para los juegos de "Pin Ball."

Hemos servido los operadores de estas maquinas honradamente y con toda sinceridad desde el ano de 1923, y centenas de ellos nos permanecen muy agradecidos por el buen exito obtenido.

Sirvanse escribirnos sin demora, pidiendonos la nueva lista completa de centenas de diversos aparatos y fonografos.

Para informes sobre nuestra casa les rogamos dirigirse a todo preferido banco o a la firma Dun & Bradstreet.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

735 S. Brook St.
Louisville 3, Ky.

240 Jefferson St.
Lexington 2, Ky.

3011 E. Maumee Ave.
Ft. Wayne 4, Ind.

1000 Broadway
Cincinnati 2, Ohio

129 W. Ninth St.
Indianapolis, Ind.

BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

PIN GAMES USED

Blue Skies	8 46
Buccaners	90
Caravan	230
Crossroads	210
County Fair	250
Eight Ball	190
Fighting Irish	104
Four Stars	818
Georgia	100
Havermur	210
Hits & Runs (Gait)	170
Jolly	240
Just 21	100
Knockout	90
Lucky Ending	90
Malabarites	80
Maury	90
Olympic	210
Red Shoes	90
Punchy	90
Rubin Hood	210
Select-A-Card	40
Shanty Town	80
Ship Shape	100
Six Feet	190
Snow & G	90
Sweetheart	90
Tampko	90
Three & G	90
Tri-Score	90
Wildcat	90

BINGO GAMES NEW UNITED CIRCUS

BINGO TYPE GAMES USED

Five Star 18 Card Bingo Type	\$170
3-4-5 (Bingo Type)	90
Zingo	310

ARCADE EQUIPMENT NEW

Auto Photo	Write
Shot Pool Coin Operated	Write
Pool Table	5 90
United Team Hockey	90

USED

Auto Photo	Write
Ball-A-Score	130
Bowl-O-Mat	170
Child Big Game	Write
Grid Master Deluxe	110
Mercury Slot/Box	100
Pitch 'Em & Bat 'Em	100
Quizzer	60
Spot Pool	100
Tell Me	60
Willow Day Recordograms	170

VENDEDING NEW

Grandly Coronated Drink Vendor, 1000	100
Cup Capacity	\$490
Cigarette, 5 Col.	94
Cigarette & Col.	94
Keane Cigarette Vendor	Write

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WIZARD PREDICTIONS

ARCADE EQUIPMENT

Ace Bomber	\$150.00
Astronaut	100
Bar-B-Ball	75.00
Blame Ramp	100.00
Bally Big Bowling	100.00
Ball's Defender	95.00
Big B Game	65.00
Bally Road Race	125.00
Big Game	100.00
Chi. Chin Pistol	75.00
C. Michigan Blue Ball	105.00
Chicken Sam	225.00
C. C. Backhill Champ	125.00
Coin Sticker	75.00
Gaite Pool Table	75.00
H. Ball Gun	45.00
H. Den Pistol	115.00
H. Jet Gun	105.00
H. Silver Ball	150.00
Howe's Ski Ball	100.00
H. B. B. Game	95.00
Jack Rabbit	95.00
Kneeey Sub Gun	95.00
Kick Back	95.00
Kirk Nitro Bomber	180.00
Mercury Ath. Scales	125.00
Miss Pinaram	75.00
Mercury Ath. Scales	125.00
Mut. Flying Saucer	100.00
Mut. Photo, 500	200.00
Mut. Photo, 1000	250.00
Mut. Sky Flyer	125.00
Mut. Veloc. O. Graph	125.00
Murphy's Set Shot, new	375.00
Orcator in the Spring, new	275.50
Pitch 'Em & Bat 'Em	100.00
Pos. Bar	65.00
Quizzer & Film	100.00

QT Pool Table \$125.00
Star \$180.00
Siro's Brush Up \$5.00
Sel. Pokermates 125.00
Steel Metal Typers 200.00
Seiburg Bear Gun 375.00
Six Shooter 145.00
Supreme Bolicators 180.00
Texas Leaguer 165.00
Ten Strides 75.00
Undersea Raider 95.00
Wing Loong War 95.00
Series 375.00
Willow Day Recordings 150.00
Wurttner Skeeball 150.00
Western Star 65.00

COUNTER GAMES

Kicker & Other, used	\$10.00
Hill-A-Homer	25.50
Advance Shockers	34.50
Shipments of Shoe	11.25
Ounce's Puss-A-Ball	10.00
Three of a Kind	12.25
Shrimps	11.25
Stamps Vendor	31.25
Dancing Dan	19.25

NOW DELIVERING

Dance 400

CIGARETTE MACHINES

C-8 Electric	\$150
C-2 Coin Operated	180
Rears' Diplomat Electric	185
C and C	95
National 750	95
Rowe 70 Col. President	180
Limeside 800	180
Unmade Monarch, 10 col.	95
Unmade 800	175
Unmade B. & H.	95
Dinnerparty Challenger	125

1/3 deposit with all orders. balance C. O. D.

"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 rider 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.

AMI Distributors for Northern Ohio

Now Delivering MODEL D

Cleveland Coin Machine-Exchange, Inc.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-4715

ROCK-BOTTOM PRICES

THE GAMES

TARGET KING	\$12.50
SKILL THRILL PISTOL	12.50
A.B.T. CHALLENGER	15.00
HIT-A-HOMER	12.50
BAT-A-BALL	12.50
POP-UP	12.50

FIVE BALLS

BLACK GOLD	\$44.50
KING COLE	34.50
MAJORS '49	25.50
PARADISE	25.50
HOLIDAY	25.50

ALLEY'S

BALLY SPEED BOWLER	\$24.50
BALLY SHUFFLE BOWLER	22.50
UNITED SKEE ALLEY	49.50
UNITED SHUFFLE ALLEY EXPRESS	27.50
UNITED SHUFFLE ALLEY	22.50
UNITED SLUGGER	49.50
EVANS TEN STRIKE	34.50

ONE BALLS

TURT KINGS	\$134.50
WINNER	60.00
BALLY HOT ROD	50.00
CHAMPION	49.50

One-third Deposit, Balance Sight Draft
PARKER DISTRIBUTING CO.
311 8TH AVE., SOUTH, NASHVILLE, TENN. PHONE: 4-0194 OR 42-1231

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: Late Model Phonos, Bingos, Pins, State TO BUY: quantity, condition, price in first letter.

COVEN distributing company
3187 Elton Chicago, Ill.
Independence 3-2210

EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAMS

KING AMUSEMENT CO.

Mt. Clemens, Mich.

FOR SALE

Spot Ligths	5385.00
Bright Ligths	225.00
Bright Spot	345.00
Hayburners	200.00
Spark Plugs	200.00
Champion	65.00
CB Eastern Electric	149.50
United 5 Player	235.00
Dale Guns	49.50

University Coin Machine Exchange
854 N. High St. Columbus 8, Ohio
Tel. UN 6900

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P. O. Box 2008 Mesa, Arizona

ATTENTION!!

Genco Ring-A-Balls	8 6450
Ball Model A, perfect	245.50
Willow Day Recordings	164.50

OLSHEIN DIST. CO.
110 Broadway Albany 4, N. Y.

Coinmen You Know

Continued from page 92

The party to celebrate the recently built Hastings annex has been tentatively slated for the middle of October. Meanwhile, Boss Hastings infers that his household has been cheered by the arrival of his son Jack, home on leave from his duties in Boston with the Navy. Another happy event in the Hastings organization was the arrival of a new son for Jack Campbell, rouletman.

Pfe. Stuart Glassman, former head man of the Radio Doctor's disk department is now stationed in Columbia, S. C., where he is being kept busy by Uncle Sam as a court reporter. Stu plans to be home in Milwaukee on furlough the last two weeks in October.

Miami

Marvin Novak, manager of the Miami branch of King Records, has hurled a challenge at his fellow bachelor, Eddie Leopold. Novak is noted for the gals (models no less) he escorts and has dared Leopold to outshine him in that department when the two attend the AMOA banquet in November. Novak claims he secured the prettiest girl to last year's dance and intends to retain that honor this year.

Leopold, formerly with Supram Distributing Company, has purchased a pop and hillbilly route from Jack Kaufman, C & L Amusement company.

"Have Mercy, Baby" by the Dominos, Federal label, is enjoying popularity in the juke boxes, Novak says. Raul and Doris Shapiro, Supreme Distributors, are rigging up hurricane protection at their home because of the recent storm scare.

Miami was well represented at the Music Operators of America convention in Chicago September 11-13 with the following coinmen attending: Willie Blatt, Supreme Distributors; Ted Bush, Bush Distributing Company; Sam Taran, Taran Distributing Company; Mart Simon, J. & M. Vending Company; and Joe Mangone, All-Coin Amusements.

Eddie Shaw, formerly with Cigarette Service, has joined King Records in Philadelphia as road salesman in Pennsylvania. Wonder how he'll like those tough Pennsylvania winters after spending four years in sunny Florida. Jack Lovelady, former owner of Sun Sales, came in from Georgia where he now lives, to visit friends here.

The stork is expected in December at the home of Erasmo U. Ramos, juke box mechanic and export secretary at Bush Distributing Company, and his pretty wife Mercedes. Besides being a veteran of the juke box business in Cuba, Ramos holds a pilot's license and once hauled cargoes to the United States.

Among the guests at the testimonial dinner for Harry Rosen in New York was Joe Mangone. All-Coin Amusements, who went from Manhattan to Chicago for the Music Operators of America convention in the latter city. Rosen was honored for his efforts in behalf of the United Jewish Appeal.

Gene Lane, American Operating Company, and a few friends flew over to Cuba the other day to engage in a golf match. Their host was Manuelita Sanchez, sugar producer. Lane is so proud of his prowess on the links that he challenges any and all comers in the coin machine business.

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When Mike Michaelson, rouletman for Capital Vending Company, contracted polio recently, the five members of the Miami Beach Amusement Operators Association dug deep in their pockets, added some funds from the association treasury, and presented the total cash gift to Michaelson who is still confined to Variety Children's Hospital in Miami.

Whitey Pincus, White's Amusements and his wife, Esther are vacationing in New York City. Anne Williams, Supram Distributing, returned from vacation in Wheeling, W. Va. Wedding bells are scheduled to peal for Eddie Leopold, C & L Amusements, in the fall.

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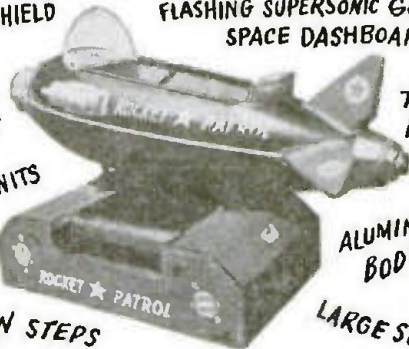
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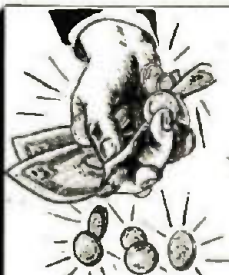
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Brilliantly Colorful...

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All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

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WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

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CORRECTION
In an ad which was run in the Sept. 27th issue of The Billboard for the Redd Die, Co., a price of \$45.00 was quoted for Keeney's Hi-Score Bowler. This was an error. The correct price is \$445.00. We're very sorry.

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Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

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GREATEST MONEY-MAKER

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PULL REINS TO TROT OR GALLOP
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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 faster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

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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.

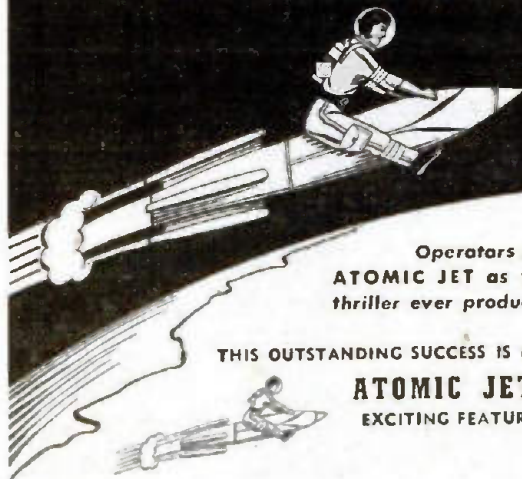
CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

FROLICS
See Page 100

THE ENTIRE INDUSTRY IS GOING WILD ABOUT

ATOMIC JET



Operators All Over the Country Acclaim
ATOMIC JET as the greatest money-making
thriller ever produced in this industry!

THIS OUTSTANDING SUCCESS IS DUE TO

**ATOMIC JET'S
EXCITING FEATURES:**

● Lights in tail and nose, and crystal lights in dash, flicker and flash to attract play when plane is idling.

● Atomic Jet is low slung so child can get in and out by himself without the necessity of a ladder.

● Child is completely safe at all times. Blast-Off Switch is illuminated when coin is deposited. When Blast-Off Switch is pressed, that light and the crystal landing lights go off, and the air blower starts to give realistic take-off effect. Not till then does Atomic Jet really go into action with blasting atomic rays.

● A real sense of being in full flight is created by a jet-powered blast of air that sweeps over child during the one minute of flight. This is perfectly safe—it's not a fan. It's a cleverly concealed air blower. Also, during flight, twin

flying lights mounted in the tail flash on and off. When ride is completed the crystal landing lights in the dash resume their flicker action.

● Atomic Jet has DUAL PILOTING!

● When child presses button on joy stick, futuristic atomic ray guns go into action flashing red rays at the two enemy planes which are revealed in Radarscope on dash, and further excitement is added by the simultaneous release of the air whistle.



ALL COINS
AT ATOMIC
JET are easily ac-
cessible for servicing,
and are readily removable
with thumb-screws, switches,
and coin plug. An electrical dia-
gram is shipped with each machine.
EQUIPPED WITH NATIONAL COIN REJECTOR
Specifications: Case 19" x 48" Overall length
22 1/2" Height 45 1/2" Weights
about 350 lbs. Operates on
standard 110V AC current.

ORDER ATOMIC JET FROM ANY OF THESE DISTRIBUTORS:

- | | | | |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------|
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1350 Howard St.
San Francisco, Calif. | Brilliant Music Co.
19963 Livernois Ave.
Detroit, Mich. | Cleveland Coin Machine Exchange
2021 Prospect Ave.
Cleveland 15, Ohio | Redd Distributing Co., Inc.
298 Lincoln St.
Boston 34, Mass. |
| Atlas Novelty Co.
2217 Fifth Ave.
Pittsburgh, Pa. | Bush Distributing Co.
286 N. W. 29th St.
Miami, Fla. | Culp Distributing Co.
1405 E. First St.
Tulsa, Okla. | Belgo-American
112 rue des Plantes
Bruxelles, Belgium |
| Automatic Enterprises
2321 W. Pico Blvd.
Los Angeles, Calif. | Central Music Distributing Corp.
1523 Grand Ave.
Kansas City, Mo. | Dauble U Sales
1101 Cathedral St.
Baltimore, Md. | Service Games
210 Makaua St.
Honolulu, Hawaii |
| Active Amusement Machines Co.
666 N. Broad St.
Philadelphia, Pa. | | | |

Atomic Jet opens up an entirely new field of highly profitable locations!

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WILL PAY \$175 EACH
For Large Quantities of Gottlieb's
WILD WESTS
Wire, Phone Immediately

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Coin Operated Catted Horse
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SET SHOT
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CHI COIN DERBY
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 Sensational
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REGULAR
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PLUS
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NEXT GAME
SUPER-SCORES
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 Feature ever Created
 Positive **REPEAT-PLAY** Stimulator

POPULAR
EXTRA-
BALLS
FEATURE
 More Fun!
 More Profits!

THE
CHAMPION
 COIN-OPERATED HORSE
 SEE PAGE 98

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.

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Scoring depends entirely upon players SKILL in hitting targets on playfield.



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with **ANIMATED "FLY-AWAY" PINS**

COMPLETE GAME 10 FRAMES

REAL BOWLING 20-30 STRIKE-SPARE SCORING



50 LEFT! SPECIAL CLOSE OUT PRICE!



6 PLAYER

SIZE
 8 FT. x 2 FT.

MATCH BOWLER

with **NEW SENSATIONAL "2-WAY" MATCHING FEATURE**

1. MATCH A NUMBER 2. MATCH A STAR

EASY TO READ INDIVIDUAL SCORE DIALS

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- HIGH SCORE OF THE WEEK • STRIKE & SPARE FLICKER LITES
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MATCH A STAR

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★ **JUMBO DISAPPEARING PINS**

★ **FAST-REBOUND ACTION
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★ **STRIKE OR SPARE
FLASHER LIGHTS**

★ **CAN PICK UP
7-10 SPLIT**

★ **FORMICA
PLAYBOARD**

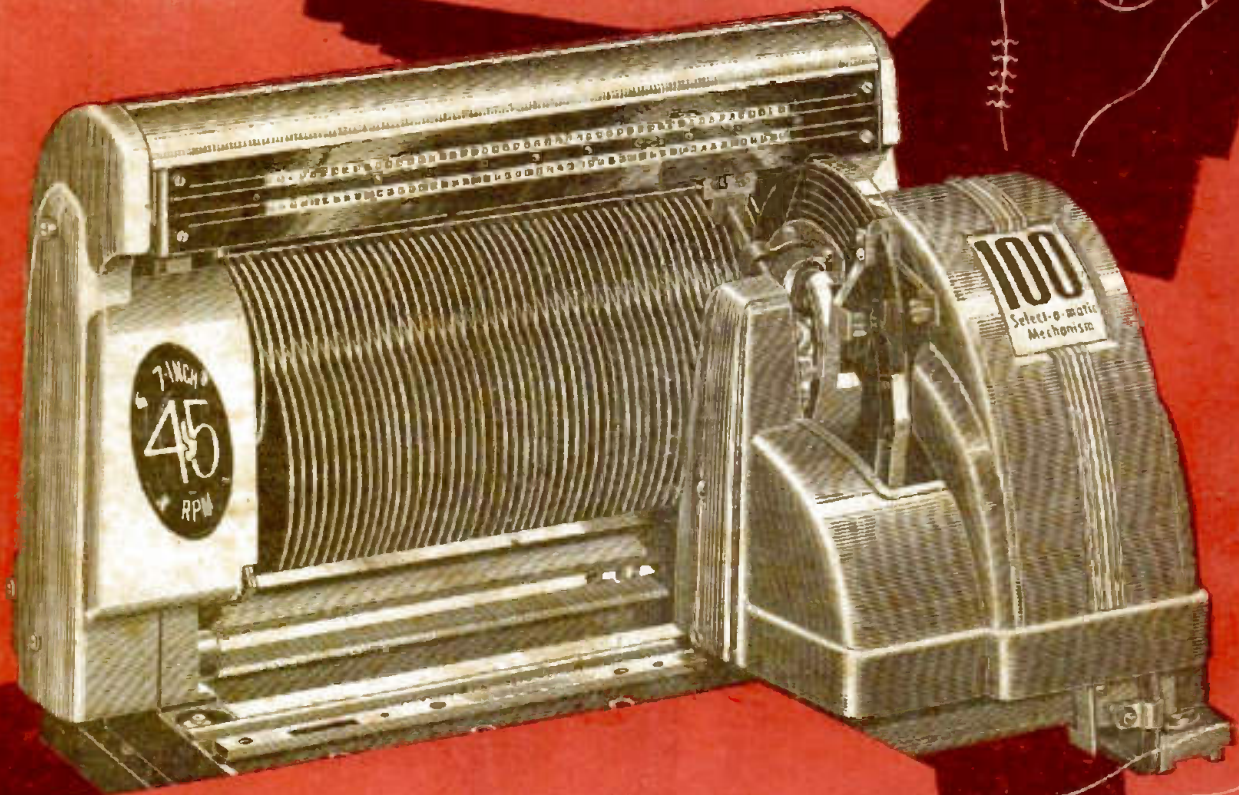
SEE YOUR DISTRIBUTOR

SIZES
8 FT. BY 2 FT.
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