



The Billboard

SEPTEMBER 19, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

Personal Appearances Boom Along the Suburban Trails

Supreme Court To Weigh Case On Giveaways

WASHINGTON, Sept. 12.—The celebrated TV-radio "giveaway shows" case will be high on the agenda of the Supreme Court which convenes October 5 for a term lasting until the following June. The court is expected to make an early decision on whether it will review a New York City federal court's findings in favor of giveaway shows.

The court is preparing to take up the question as the result of an appeal filed in June by Federal Communications Commission against a 2 to 1 decision by the U. S. Southern District Court of New York favoring ABC, NBC and CBS in their move for a permanent injunction against the Commission's rules which term network giveaway shows as lotteries and consequently unlawful.

The New York court held that the Commission's giveaway rules, in large part misconstrue the anti-lotteries law and constitute "censorship" in violation of the Constitution. The Commission has argued that it sought to formulate its "interpretation" of the anti-lottery laws "for the guidance of its licensees" and that its appeal raises "a substantial point of law." Altho the FCC's anti-giveaways rule was adopted in August, 1949, the Commission suspended an effective date of the ruling, pending disposal of this suit.

BORGE TOPS THEM ALL

800,000 Since January See Pianist; More Still in Line

TORONTO, Sept. 12.—With the sell-out performance assured for the grandstand show at the Canadian National Exhibition here, tonight, Victor Borge will have played in person to more paying customers so far this year than any other headliner. In fact, it's doubtful that any other star can come close.

Since January 1 close to 800,000 people have laid it on the line to see the clown prince of the piano in action. With 16 weeks to go, he has a chance to top the million mark, and if all the benefits, convention dates, club dates, etc., are thrown in, he is a cinch to appear before a million people this year.

Borge will have played to close

to 350,000 in 14 performances at a \$3 top here as the star of Jack Arthur's spectacle, "Canadiana." On August 22 approximately 80,000 jammed Soldier Field, Chicago, where he headlined The Chicago Tribune's annual Music Festival. Other top dates this summer have been the Minneapolis Aquatennial, 10,000; the Ford Festival in Detroit, 10,000, and a concert date at Fairfield, Conn., 9,000.

The year started off sensationally for Borge when he drew 20,000 in three weeks to the twice-nightly performances at the Statler Hotel night spot in Los Angeles. On January 23 he played to 4,000 at Berkley, Calif., and

(Continued on page 13)

Rural Stars Thrive As City Acts Strive

Poll of Country Artists' Bureaus Says TV Affects Shows' Style, Not Box Office

NEW YORK, Sept. 12.—Altho live talent is having a rough time holding its own in the traditional metropolitan marts, where theaters, radio and niteries continue to use a diminishing amount of flesh, the personal appearance field is booming on the rural circuit. To those artists anxious for in-person appearances, it would seem that suburbia offers very solid financial attractions. A check-up of artists bureaus and personal management offices confirms this view.

The rural personal appearance field, of course, is closely tied in

with the activities of key Midwestern, Southern and Western radio station artists bureaus, and is also closely tied in with the country music field. As is true in theaters and niteries all over the country, those artists getting the most money and attracting the heaviest box office on the rural circuit are those who are successful on disks. Artists of the caliber of Ernest Tubbs, Webb Pierce and Hank Snow command \$850 to \$1,000 per performance, plus transportation expenses. These and other "Grand Ole Opry" stars range out of Nashville during the week, returning on Saturdays to play the WSM program. Sunday is the best date for out-side bookings.

WSM Bureau

According to James R. Denny, WSM Artists Bureau manager, billings have bounced way up: "We are handling approximately the same number of acts as five years ago, playing about the same number of dates . . . but our billing is 49 per cent greater than five years ago, and 51 per cent greater than four years ago. We are covering every State in the union and most of the provinces of Canada. We played most of the large cities with the exception of New York and Chicago from two to four times a year and have had the best outdoor season in the history of our bureau. Auditoriums look good for the winter season."

Typical of business by big (Continued on page 15)

Classical Artists May Boost Cafes With New Customers

By BILL SMITH

NEW YORK, Sept. 12.—The entrance of longhair performers into the cafe field has considerable merit. Concert people can tap a non-cafe-going audience which will give clubs a new market to draw upon. "Clubs can't go on the way they have been," said an important talent buyer. "They can't all play record names. With the longhair people available perhaps the plush spots will stay around longer."

Major talent agencies take a different slant. They claim that

most longhair performers don't pack sufficient entertainment into their routines to keep drinking audiences interested. Their unfamiliarity with the cafe field will also make them temperamental, hard to handle. "A night club's chief objective is to sell drinks. If a concert performer raises a howl about noisy service or unruly customers, there'll be trouble."

The idea of using the longhairs, which got its big shot in the arm when the Chez Paree, Chicago, bought Helen Traubel, isn't new. It was approached about two years ago when Stanley Melba, talent buyer for the Pierre Hotel, New York, launched a campaign to line up concert people. His idea was to run the Cotillion Room (the Pierre's night club) like a concert hall; have the artist do one show a night, plus dancing and dinners, and sell the package on a semi-subscription basis. The

deal fell thru for two reasons. Performers' money demands far exceeded the Pierre's estimates, and too few artists were available.

New Audience Bait

Informed sources believe that any longhair performer who is a concert draw has an even chance to make it on the gin and tonic circuit. It is not unusual for a top concert artist to work to as many as 5,000 people a night, getting \$2,500 a night against 50 per cent

(Continued on page 13)

NEW ARENA IDEA

'Hippodrome's' Kick-Off Sees \$150,000 Gate

By JIM McHUGH

QUEBEC, Sept. 12.—An assured gross of \$130,000, and good prospects of the figure hitting the \$150,000 mark before tonight's closing, pointed up Harold Stienman's new arena venture, "Hippodrome of 1953," as a resounding

box office success at the Provincial Exposition here this week.

By mid-week the attendance total had topped by 12,000 the mark set by his "Skating Vanites" a year ago for the corresponding period. The dollar handle, with a \$2.50 top, soared accordingly, and the houses on the show route, including many members of the Arena Managers' Association, seem to have coming their way a new, big and lavish variety production that will keep the turnstiles clicking everywhere.

While the enthusiasm of the nearly 100 per cent French audiences here many not be a barometer of the future, it is unlikely that audiences anywhere will give it a chilly reception. Steinman has pulled out all the stops and mixed in all of the sure-fire ingredients to give the package wide appeal.

Water Features

Using the finely trained Gae Foster girls (24) in familiar roller skating routines, reminiscent of (Continued on page 43)

TV CHIMP PUTS BITE ON ACTORS

NEW YORK, Sept. 12.—Like many a human TV star, J. Fred Muggs, NBC's glorified chimp on the Dave Garroway "Today" TV show, has his bad days when he's apt to put the bite—literally—on his fellow actors. However, tradition and sponsors decree that little children and animals cannot be cuffed on camera. Consequently, while on the air, "Today" staffers now are under orders to let Muggs bite, and bear it without flinching.

Right now the chimp is the program's champion mail puller; so it looks as if band-aids are in fashion for the rest of the season. Jack Lescoulle reportedly rates the largest share of simian snipes to date, with Garroway a close second.

Board to Probe TV for Excess Commercialism

WASHINGTON, Sept. 12.—First disciplinary measures to discourage any "excessive commercialism" under the TV industry's programming code became a possibility as the National Association of Radio and Television Broadcasters Code Review Board yesterday (11) authorized an exhaustive study of the problem. Calling for a "concentrated examination of television broadcasting, particularly with reference to charges of excessive commercialism," the Code Review Board designated Edward H. Bronson, director of TV code affairs for NARTB, to devote his full attention for the next three months to a review of programming and advertising practices by TV networks and stations.

The five-man board's action followed a review of complaints received by the board from the general public, from broadcasters themselves and from various groups of educators, government officials and others. Bronson has been instructed to pursue his newly assigned job thru stepped-up examination of programming and thru review of films of telecast programs. At the wind-up of their

two-day meeting, the Code Review Board indicated its dissatisfaction with some of the prevailing practices in TV commercials and reflected determination to get remedial action.

The board directed that Bronson's study should be made with special reference to the following practices: "Excessive interruption of programs for advertising and (Continued on page 5)

TV Film Section

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THIS WEEK'S SPOTLIGHT FEATURE:

TV Film Production

PLUS

The TV Film Industry's Most Complete News Coverage of People, Products & Services.

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Billboard Backstage

By DICK SCHREIBER

Those Hiram College students down in Ohio have got the right idea about breaking into show business.

That's the group just winding up a season aboard Capt. Tom Reynolds' Majestic Showboat out of Point Pleasant, W. Va., in the foothills of the Appalachians.

Those students will end the season with a good tan, a knack of getting clothes clean in river water and a facility for spotting where mud cats are most likely to be hiding. They'll know some fundamentals of putting a play across, and maybe—unless college showboating is different—they will have acquired a healthy dislike of prunes.

Except for the Menkes' Goldenrod, tied up these many years at the St. Louis landing, the kids and their drama professor are all alone in the grand tradition of showboating.

The days of the professional traveling boat show, tied up at a landing with its calliope calling the natives in from the back country, ended when Capt. Billy Bryant turned Bryant's new showboat over to the Coast Guard in the early years of World War II. The seats were ripped out of the auditorium to make way for the bunks of crews, who ferried LCI's and LCT's from the boat yards to New Orleans and eventually to far-off beachheads.

More recently, Bryant's boat served the Greene Lines as a

wharf at Huntington, W. Va.—a prosaic, tho useful end for what was once an institution along the Ohio and Great Kanawha rivers.

Other boats are tied in still waters in Louisiana where they serve the local populace as dance halls. One enterprising hostelry proprietor recently announced he was in the market for a showboat. He wants to tie it up at Portsmouth, O., to serve as a hotel for construction workers building the billion dollar atomic energy plant near by.

No matter what ignominious fate befell the old boats, folks who went showboating could never forget the experience.

Showboating was an easy, uneventful life, except when a high wind was blowing and there was a lock and dam to be negotiated. In a high wind, a showboat was like a sail, pulling the sternwheel pusher along at a rapid clip. High wind or not, it was a good life. Those who played the boats season after season had their friends scattered the length of the rivers.

Showboat folks were generous and hospitable to a fault. Often they would have their river town friends down for supper when the boat tied up.

Showboat suppers had a certain sameness about them, but some were remarkable occasions. One such occasion had to do with the prunes.

It was in Portsmouth, where the atom workers may shortly be

able to rent a showboat-hotel room. Bryant tied his boat up there for a three-day stand. First night, "Uncle Tom." Second night, "Hamlet" with overtones of "The Trail of the Lonesome Pine." Third night, "Ten Nights in a Barroom."

Portsmouth has only one daily newspaper, The Times. Its most memorable editor was one Pete Minego, who was a scholar and lover of showboats. Pete availed himself of Bryant's hospitality at supper the day the boat landed. As always, there were prunes on the table. The second night, Pete returned, and there were prunes on the table.

The third night, because cast and crew followed the custom of taking turns reciting grace, it fell to Pete's place at table to give the blessing. He stood up, looked over the table, and sure enough there were prunes.

Looking off toward Kentucky, Pete softly but clearly said: "Epistle to the Hebrews, Chapter 13, Verse 8."

No more, and he sat down.

Not wishing to show their ignorance, no one questioned the invocation. But that night, with the curtain run down and the last well-wisher waved ashore, they looked it up in the King James version. They agreed, remembering the prunes, it was appropriate: "Jesus Christ the same yesterday and today and forever."

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 12.—As this goes to press, millions of Americans are shocked by newspaper headlines linking television's darling, Lucille Ball, with alleged Communist affiliation. The Los Angeles Herald-Express streamers in front-page red ink: "Lucille Ball was Red in 1936" with a second streamer (this one in black ink) "I Love Lucy' Star Denies Commie Now." The L.A. Examiner front pages: "'Lucy' Ball Asks Public Airing of Her Red Link" while the tabloid Mirror extras, "'Lucy' Denies She's a Red."

The whole story isn't out yet at this writing. Miss Ball has requested a speedy publication of her House Un-American Activities Committee transcript, and indications are this will be released pending approval by members of the congressional investigating committee. It's up to the com-

mittee to determine whether or not Miss Ball has any "Red link" and it will be up to her public to determine whether or not she still deserves its loyalty.

To the press, Miss Ball has denied any Commie affiliation. Her husband, Desi Arnaz, insists "She's a patriotic doll." And associates who have known her for years claim that the color of her hair is the closest she's ever come to being a Red, and that ain't real either. Whatever the facts of this particular case may be, it's not for us to judge here and now.

It does, however, throw the full spotlight on the hazards that plague showbiz personalities today. Upon phantoms out of the past, real or otherwise, can hang a career. This is not the fault of the House Un-American Activities Committee who apparently saw fit to keep Miss Ball's testimony in

its secret files. It would appear that the congressional investigators would publicize such testimony if they felt that public benefit and security would be so served.

The blame instead must go to the scoop hungry newshawks who will gladly trade a hard-earned career, provided it's someone else's, for a sensational item. And when one recalls how easily innocent Americans were duped into joining what appeared to be harmless organizations now known to be subversive, the gravity of this situation is further intensified.

Before this hits print, the facts will be probably published in the daily newspapers across the country. As one "I Love Lucy" fan, this reporter can only wish his favorite redhead a lot of luck, and along with millions of others of her fans, hope she can wash that Red right out of her hair.

Legit Line-Up

By BOB FRANCIS

Last week's heat blues were mitigated by the weather break over the week-end. Labor Day's eight mats, despite a pessimistic view 24 hours earlier, all reported a business pick-up ranging from good to dandy. "Wonderful Town" and "Can-Can" both sold out with stantees.

Oldsters, "Guys and Dolls" and "Wish You Were Here," likewise reported capacity takes. "Hazel Flagg" and "Porgy and Bess" both did solid business. While this week's two entrants didn't fare too well critically, with "Anna Russell and Her Little Show" receiving mixed and mild notices and "Carnival in Flanders" taking a practically unanimous panning, next week's fare looks promising. Sadler's Wells Ballet opens at the Met Sunday night. "Red Rainbow" bows at the Royale on Monday. "End as a Man" unveils at the little Theater de Lys on Tuesday, and the Playhouse gets "A Pin to See the Peepshow" on Thursday. It looks as tho the season is really getting underway.

Alexander H. Cohen and Ralph Alswang intend to put Julian Funt's drama, "Child of Grace," into fall production. The play has been booked to open at Philadelphia's Walnut Theater December 28 for a two-week break-in before Broadway. Uta Hagen is wanted for the lead, but negotiations have not yet reached the stage of a sign-up. Andrew Rosenthal arrived this week from London to start revising the American edition of his play, "Red Letter Day." "Day" will

get a pre-Broadway break-in from James Russo and Michael Ellis at the Astor Theater in Syracuse October 27. Ann Harding will be the star, and the director Don Hershey.

MARY'S A GRAND OLD NAME . . .

A small tempest over names, and not billing this time, has been averted. When the British import, "The Young Elizabeth," unveils here in November, the title role will be played by Mary Morris of Great Britain. It seems Actors' Equity has always been quite stuffy about two players using the same name professionally, and we already have our own Mary Morris. The British Miss Morris was just as stuffy about changing her name to play over here; so the Equity solons hit on this solution. Incidentally, if and when our Miss Morris appears in England, she'll be billed as Mary Morris of the United States.

Robert Anderson, whose play "Tea and Sympathy" opened a New Haven, Conn., break-in Wednesday (9), was elected a member of the Playwrights' Company this week. Other members are Maxwell Anderson (no relation), Elmer Rice, Robert Sherwood, Roger L. Stevens and John F. Wharton. Deborah Kerr is starring in "Sympathy" which skeks a Stem curtain-raising Friday (30) at the Barrymore.

MISS GRAY MISSES "FLANDERS" MAT . . .

Dolores Gray, co-star of "Carnival in Flanders," failed to show

up for the Wednesday mat, following the musical's Tuesday night opening at the Century. At curtain time the audience was told there would be no performance for a loss estimated at between \$1,200 and \$1,400. The star's agent advised management that she was temporarily indisposed but would be able to go on again in the evening performance.

The Howard Teichmann-George Kaufman comedy, "The Solid Gold Cadillac," went into rehearsal Wednesday (9) under George Kaufman's direction. Josephine Hull and Loring Smith are starred, with support from Reynolds Evans, Al McGranary, Carl Judd, Howard Adelman, Vera Fuller Mellish, Henry Jones, Wendell K. Phillips, Mary Welsh, Jack Ruth and David Perkins. "Cadillac" arrives at the Belasco November 5, after tryouts in Hartford, Conn.; Washington and Philadelphia. . . . John O'Hara has been discharged from the Harkness Pavilion, where he has been hospitalized for two weeks with a stomach ailment. The playwright is recuperating at his summer home at Quogue, N. Y. . . . Arriving next week on the Queen Elizabeth will be Ann Vernon, Roland Culver and Colin Gordon to play the principal roles in the British import, "The Little Hut." Director Peter Brook arrives with them. Two small roles will immediately be cast here. "Hut" opens Monday (21) in Boston and comes to the Coronet October 7.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 12.—The ouster of regiments from cushy federal jobs here since the new administration took over has contributed to the fury of a price war long raging among capital TV-radio dealers. Competition among Potomac dealers has become razor-sharp as the President's economy ax has continued to cleave overstuffed payrolls. Information specialists, lawyers and economists are being dumped by the carload. In the granite agencies, bureaucrats no longer greet each other with, "What's new?" They now ask, "What's left?"

FINE ARTS BIAS DRAWS MORE IRE . . .

The Federal Fine Arts Commission came in for criticism from a new and important source this week (The Billboard, September 5, 12). Edwin Hughes, executive secretary of the National Music Council, in a letter to Rep. Charles R. Howell (D., N. J.) suggested that maybe an additional commission ought to be created in view of the present agency's indifference to any of the arts except the ones in which the commissioners gain their livelihood (painting, architecture and sculpture). Hughes rapped the Commission for its glaring display of professional bias in its recent report on "art and government."

"As the static arts are already so well represented by the Commission of Fine Arts," wrote

Hughes, "it might be a good idea to consider another commission which would have to do with the live arts, music, the theater and the dance. These arts cannot exist without live and repeated performances. . . . It is too bad that the Commission of Fine Arts is limited in the character of its membership. I doubt if leaders in the fields of music, the theater and the dance knew anything about this Commission until very recently, or that they had any idea that they could request representation on it."

The issue will get the spotlight at the next meeting of the council's executive committee in October. Chances are that the council will throw its support behind Howell's bill to revamp the Federal Fine Arts Commission so that all of the arts will be represented on it. A boost like that would be significant. The National Music Council, a non-profit membership corporation, has a lengthy roster that reads like the blue book of the music world. Among members are American Society of Composers, Authors and Publishers; National Association of Concert Managers; Broadcast Music, Inc.; National Association of Radio and Television Broadcasters; National Association of Sheet Music Dealers; National Association of Music Merchants, and Music Publishers' Association of United States.

TV YARDSTICK SET FOR WEB BRASS . . .

Top brass at the National Association of Radio and Television Broadcasters hope to meet at last with heads of the major networks next month on NARTB's plan to establish a fabulous new measuring rod for TV network audiences. Details of the plan have been kept under wraps for months, but its aim is to find out on a regular basis exactly where the TV listeners are. The circulation study plan, fathered by Dr. Frank Cawt, is getting generous financing from NARTB.

FCC CONFAB IN '53 ON FEE TV? . . .

Federal Communications Commission is due for a lot more prodding to issue rule-making for subscription TV. The big push is coming from several more UHF grantees in TV cities where network affiliation is unavailable to the UHF'ers. With FCC mulling petitions from five such stations plus a VHF licensee, it's likely that several others will join the pack within the next month. Some FCC insiders won't be surprised if a general conference is staged by the Commission before Christmas.

Convene Waring Tour Promoters

CHICAGO, Sept. 12.—Managers for the Fred Waring operation briefed a dozen promoters from several parts of the country here Friday (11) in preparation for an upcoming road tour. The meeting, for which Waring paid expenses, was believed to be the first of its kind.

Promoters, who will handle the Waring show in one or more towns on a six-week tour that starts in November, were told how choirs and similar organizations can be sold block tickets, how dealer tie-ins with Waring's TV sponsor and Decca records can be made, and what to expect from advance sales for the Waring show.

Taking part were Ed Lee, business manager for Waring; Steve Libby, press agent, and Art Goldsmith, tour manager. They explained that Waring was making the tour to test audience reaction and provide a guide for programming his future TV shows.

Promoters generally were favorable in their comments on the meeting and pointed out that the briefing was more effective than receiving a bundle of canned material.

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BROADWAY SHOWLOG

Performances Thru September 12, 1953

DRAMAS			
Dial "M" for Murder	10-29, '52	428	
My Three Angels	3-11, '53	224	
Picnic	1-23, '53	236	
The Fifth Season	1-23, '53	277	
The Seven-Year Itch	11-30, '52	340	
MUSICALS			
Anna Russell's Little Show	9-7, '53	8	
Can-Can	5-7, '53	148	
Carnival in Flanders	9-8, '53	7	
Hazel Flagg	2-11, '53	245	
Guys and Dolls	12-15, '50	1,145	
Me and Juliet	5-25, '53	124	
Porgy and Bess	3-10, '53	218	
South Pacific	4-16, '49	1,797	
The King and I	3-19, '52	1,028	
Wish You Were Here	8-25, '52	509	
Wonderful Town	2-25, '53	228	
COMING UP			
Red Rainbow	9-14, '53		
End As a Man	9-15, '53		
A Pin to See the Peepshow	9-17, '53		

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WHOSE FRIEND?

CBS, Others Face \$3 Mil Damage Suit

HOLLYWOOD, Sept. 12.—CBS and other defendants face a \$3,000,000 damage suit for alleged misappropriation of the radio program, "My Friend, Irma." Superior Court Judge Ellsworth Meyer on Thursday (10) granted writer-producer Arthur Kurlan application for an amended and supplemental complaint increasing damages from \$150,000 to the larger amount, naming as defendants the network, William S. Paley, Guy Della Cioppa, Davidson Taylor and others.

The defendants have 30 days to answer the amended complaint. Original complaint, filed for Kurlan by Attorney Harold A. Fencler, was filed in 1947 on the contention that the defendants had plagiarized Ruth McKenney's "My Sister Eileen," whose radio and TV rights he had acquired. Kurlan had asked for \$150,000 damages before "Irma" was sponsored nationally.

The State Supreme Court recently ruled Kurlan was entitled to go to trial.

Will Serutan Get 'Notleks'?

NEW YORK, Sept. 12.—Serutan this week was evincing great interest in the services of Red Skelton. The advertiser is talking a deal with CBS-TV for the comic, but no papers have been signed. Skelton begins his season on September 22 in the Tuesday 8:30-9 p.m. time slot.

'Can You Top?' and 'Fibber' Put Into NBC Strip at 10

NEW YORK, Sept. 12.—NBC programming department this week converted its 10-10:30 p.m. slot into use for two quarter-hour strips—"Can You Top This?" and "Fibber McGee and Molly." The former show goes into the second 15 minutes, and the latter, into the first quarter hour.

Only Senator Ford will be retained on the panel of the joke-telling stanza. One night there will be a panel of amateur storytellers. NBC will also slot another new program, "Golden Voices," hosted by Lawrence Tibbett in the 3:30-4 time period Sunday afternoons. It will feature great artists, past and present, of the operatic and concert stage. General Foods meanwhile renewed Thursday 8-9 p.m. on NBC for its programs—Roy Rogers, "Log Cabin News" and "Father Knows Best."

WABC-TV Plans Big Musical, Eyes Robert Q.

NEW YORK, Sept. 12.—Local Chevrolet dealers this week purchased 10-11 Friday evenings on WABC-TV, here, for a big-time musical variety stanza for which negotiations are under way to star Robert Q. Lewis. Other cities will be added via ABC-TV by local Chevrolet dealers across the country as clearances open up.

Lewis would receive a reported \$3,000 weekly for his stint and will add to his income as the number of outlets increases, with part of the added revenue going back into the program budget to bring it to a proposed \$30,000 figure when sufficient stations are used. The Lewis pacting is due early next week.

Lewis' current contract with CBS-TV as the Arthur Godfrey replacement is winding up, and he is putting the heat on CBS-TV to give him a show of his own before he renews his agreement. His stint for Godfrey this spring

IKE WON ON AM, ADLAI ON TELE

WASHINGTON, Sept. 12.—President Eisenhower had more radio appeal than his Democratic opponent, Adlai Stevenson, but the Democratic nominee had a big edge in appealing to TV viewers, according to a pair of political scientists who reported findings of a study to the American Political Science Association meeting here.

The political scientists—Morris Janowitz and Dwaine Mervick—said they made a sampling of voters and found that President Eisenhower's expected majority came largely from voters who listened to him on radio or read his speeches in newspapers, but Stevenson was easily ahead among televiewers.

Sponsor Aims For 150 Net On 'Medallion'

NEW YORK, Sept. 12.—Chrysler Motors is aiming for a network of 150 video stations this season for its "Medallion Theater," which, if accomplished, would give it the largest network in TV. More than 100 stations are now carrying the program on the CBS-TV network, Saturdays 10-10:30 p.m., an exceptionally large number for a program on TV for only two months.

Meanwhile, Bill Spier, the producer of the show, this week decided to end his affiliation after the September 19 telecast. He will be replaced by Associated Producer Mort Abrahams. It was reported Spier did not see eye-to-eye with Wadill Catchings, a member of the board of directors of Chrysler, and packager of the program.

Du Mont Showcase Continues Build-Up

NEW YORK, Sept. 12.—Continuing its program build-up, Du Mont this week inked in a special showcase series for the next four weeks in the Tuesday, 8-8:30 p.m. period. This is the slot in which Toni and Hazel Bishop have sponsored "Blind Date" over the summer and in which Admiral will sponsor Bishop Fulton J. Sheen beginning October 15.

Next week the show will again be "Blind Date," but with Randy Merriman as emcee. Jan Murray was host during the summer stand of the show, which is packaged by Bernie Shubert.

The second in the series will be "Make a Million," a Walt Framer quiz starring Jerry Lester. The third, September 29, will be a panel show that has been a long-time hit on the British Broadcasting Corporation, and is being sub-licensed here by Harry Goodman.

CBS-TV Plots Storch Show

NEW YORK, Sept. 12.—CBS-TV this week blueprinted a new comedy-variety stanza for Larry Storch. The network feels the comic has sufficient promise to be worth considerable effort, because of the way he improved his ratings as the Jackie Gleason replacement this summer.

It also has a contract with Storch until about June of 1954. The format is a joint effort of Leo Solomon and Marlo Lewis, established him more strongly than ever as a vital necessity to the network and to the Godfrey sponsors in case of trouble, physical and otherwise, with rambunctious Arthur.

Auto Radios Booming Trade For Set Building Industry

To Have Widening Influence on Programs; 4 Mil Sets Made in '53

WASHINGTON, Sept. 12.—Without fanfare, automobile radio is moving into a gigantic role which will have a growing influence on radio programming, as well as on manufacturers' blueprints for sets production.

Sticking close to public demand, manufacturers so far this year have turned out nearly 4 million auto sets, which is twice the number of home sets produced in that period and far in excess of the output of auto sets in entire year of 1952.

Output of automobile sets has been rising at a steady clip for years, and trade experts foresee still greater expansion for the future. It is expected that auto radios will comprise about half of this year's anticipated total of 14 million-plus sets of all kinds. Manufacturers have been giving increased emphasis to portable

sets, too. Altho there has been some letdown in home sets, total production of radio sets has been on the rise the last few years in a trend which is likely to be unbroken (The Billboard, September 5).

It is currently estimated that some 28 million automobiles in the U. S. are equipped with radios, as compared with 7½ million in 1946. Auto manufacturers are turning out few cars without radio sets, a trend which got its start directly after the war.

Broadcasters are sitting up and taking notice of the fast-growing mobile radio audience. The National Association of Radio and Television Broadcasters is expected to apply increased emphasis on this phase of broadcasting. According to word received at NARTB headquarters from members in all parts of the nation,

programming geared to auto listeners is coming in for greater play, and this is becoming an important factor in selling commercial time.

Production of home sets has been fluctuating in the last decade, with a peak reached in 1947 when 14 million home radios came out of the factories. Total production of radio sets of all kinds that year was 20 million. Since that time, there has been a tapering off of home sets output, accompanied by a steady rise in auto radios.

2 Clients Join ABC Line-Up

NEW YORK, Sept. 12.—ABC added two new sponsors to its sports and news line-up for the fall. Beginning September 26, the Goodrich Company will sponsor "The Football Game of the Week" over the web's Eastern and Central stations. Tidewater Oil backs the game broadcasts on the West Coast.

On the same Saturday, the Packard Motor Car Company will launch its sponsorship of a total of two hours of week-end news periods. The line-up includes 24 five-minute news periods each Saturday and Sunday, spread over the entire week-end programming schedule from early morning thru sign-off time.

Waring Trims G.E. Sked to 20 Sun. Nights

NEW YORK, Sept. 12.—Fred Waring will do only 20 shows this season for General Electric in the Sunday 9-9:30 p.m. slot. The rest of the season will be filled mainly by the General Electric film "Theater" and by about six Bing Crosby video shows for the same sponsor. It has not been decided whether Bing goes live or film.

Waring's show will be revised to get more dramatic value out of his treatment of music, and many of his artists will be given a build-up, including Joe Marine, Bernadine Reed and Gordon Goodman. He will also use a live TV studio audience. Between his video shows, Waring will make concert tours. Cy Pitts will produce, and Byron Kelly direct.

FCC Okays TV Grant to Hope

WASHINGTON, Sept. 12.—Federal Communications Commission this week issued a TV grant to Bob Hope's Metropolitan Television Company, Denver, Channel 4, and dismissed competing application of KMYR Broadcasting Company. Over dissent of Commissioner Frieda B. Hennock, the grant was made on condition that NBC's interest in Metropolitan be removed. Elimination of NBC's interest in Metropolitan involves payment by Hope Productions, Inc., of a \$1,250,000 note to NBC.

This week's grant brings total authorizations to 560, including 452 post-freeze grants, of which 20 are for non-commercial, educational operation.

HAS A CAMERA, NOW WANTS JOB

HOLLYWOOD, Sept. 12.—The recent theft of a TV camera head from ABC's Television Center here prompted someone to post the following bit on the engineers' lounge bulletin board:

"Wanted—Position. Cameraman (with camera). Will travel."
To date no employer has answered.

CALL FOR REFEREE!

'Pentagon' Sparks Ciggie-Web Battle

NEW YORK, Sept. 12.—Philip Morris cigarettes and CBS-TV this week were engaged in a clash of power over the fate of "Pentagon, USA." The advertiser, which alternates with Remington-Rand, gave the network notice Thursday (10) of its intention to cancel

the program but retain the time.

Philip Morris notified the web that its choice as replacement is "Nothing But the Best," with Eddie Albert. The Albert program, used this summer as a substitute for "Fireside Theater" on NBC-TV by Procter & Gamble, is already booking acts for its debut under the Morris banner next Thursday (17) in the 10-10:30 slot.

However, since the advertiser has a 26-week non-cancellable contract for both the program and the time period, CBS-TV yesterday (11) held firm to its position that it would not allow the axing of "Pentagon," part of which the web owns. Remington-Rand has let CBS-TV know that it is satisfied with the show, in spite of the fact the ratings have dropped since its start several weeks ago.

Behind the squabble is recurrent reports of dissatisfaction by the cigarette sponsor with "Pentagon." The network is opposed to the use of alternating shows, and also maintains that "Pentagon" will be improved by continuous doctoring over a period of time. Altho CBS-TV might be willing to let Philip Morris cancel the time because of its evident salability, the client wants its time period and its own choice of program too. The Biow agency represents the sponsor in this beef.

Titled "One Minute Please," it will have John McCaffrey as emcee and two competing panels of three each.

"Theater Tonight"

The fourth week's tryout will be a dramatic show entitled "Theater Tonight," produced and directed by Frank Telford, who joined Du Mont this summer. The network is currently negotiating with three name stars, who will rotate with a repertory company in adaptations of literary classics.

The showcase series has been given the over-all title of "Four to Go." Du Mont will be seeking bankrollers for the four shows.

Joins in Plea For Fee-Video Rule-Making

WASHINGTON, Sept. 12.—Urging relief from what it termed a "life and death" programming problem for non-network stations, another UHF station joined this week in asking Federal Communications Commission to start rule-making proceedings on subscription TV. In a petition to FCC, which it described as "supplementary" to earlier petitions of four UHF stations requesting rule-making on subscription TV, Matta Enterprises, holder of a CP for WOCN, Atlantic City, on UHF Channel 52, asserted that "networks and network competition are important and deserving of special interest protection only insofar as they provide valuable source of programming for individual local stations, and thereby achieve a more effective and valuable utilization of the broadcast and television spectrum."

Matta claimed that subscription TV would help solve the problem of UHF stations faced with programming competition from networks and independent VHF stations.

WNBC Heads for Banner Period

NEW YORK, Sept. 12.—Heading for its second record sales year, WNBC here chalked up more than \$500,000 in local radio sales during the last three weeks. The station's gross radio sales to date this year are 16 per cent higher than those for the same period in 1952, the previous record sales year.

New business includes the Lucky Strike buy (half hour of music and news across the board); Admiration Cigars' sponsorship of Ken Banghart and the News, 11-11:15 p.m. across the board; and the Chrysler Dealers' blanket buy of "every sustaining news show on WNBC" for a five-week period. Latter sale alone brought the station around \$60,000 in billings. With 18 Chained Lightning sponsors signed up, the station now has a waiting list for the merchandising-sales schedule. Latest advertisers include My-T Fine Pudding, Inc., and Swanee Paper.

NEWS CAPSULES—COAST TO COAST

NBC-TV Is SRO Except 10 Minutes; Five Bankrollers Sign With WOR

NEW YORK, Sept. 12. — Following new business signed this week, NBC-TV evening time was sold out except for 10 minutes on "Your Show of Shows." The network this week sold the first half hour of that show to Armour and RCA Victor on an alternating basis. NBC-TV this week also finalized Pontiac sponsorship of the Dave Garroway show, which will be slotted Friday, 8-8:30 p.m. RCA Victor decided to move the Dennis Day show to Monday, 9-9:30 p.m., bucking "I Love Lucy." R. J. Reynolds bought Sunday, 10:30-11 p.m., for "Man Against Crime." And Consolidated Royal Chemical bought Monday, 7:30-7:45 p.m., for "The Arthur Murray Dance Party." Meanwhile, Dave Garroway signed a new contract with NBC running to 1960. His wake-up show, "Today," picked up four more sponsors this week.

'RADIO THEATER' SELLS HALF AVAILABILITIES . . .

NEW YORK—WOR has signed up five advertisers for its "Radio Theater," which is due to kick off next week. The advertisers, who among them have taken almost 50 per cent of the availabilities, are Pan American Coffee Bureau, Robert Hall Clothes, Bond Bread, Beacon Wax and Maxwell House Coffee.

ABC-TV WILL AIR TALKS ON 'LIVELY ARTS' . . .

NEW YORK—ABC-TV veepee John Daly is readying a new public affairs show to fill the web's 8 to 8:30 p.m. time slot on Wednesday nights this fall. The format isn't completely jelled yet, but Daly said it will feature "a lot of talk" and delve into the field of

"lively arts." Daly is also working on a strip news show, and hopes to bring Martin Agronsky's "At Issue" airtel back to the web this fall. The Agronsky show had a brief summer run on ABC-TV this season.

SLOW SYSONBY MILE BRAKES B.O. TV . . .

NEW YORK.—Box Office Television, Inc., was this week cooling toward the idea of carrying the Sysonby Mile, which will pit Tom Fool against Native Dancer at Belmont Park. At press time, BOTV had not yet received a definite answer from the Westchester Racing Association, with whom it has been in negotiation for the past week. Since the races come off September 26, a go-ahead now would leave BOTV little time to line up theaters, arrange facilities and promote the event.

FCC SHELVES KOB CASE UNTIL NOV. 9 . . .

WASHINGTON.—Federal Communications Commission last week agreed to postpone until November 9 oral argument on extension of special service authorization to AM Station KOB, in which former FCC Chairman Wayne Coy has an interest. Postponement of hearing, originally set for September 17, was requested by KOB counsel W. Theodore Pierson, because of "other involvements in actions long pending before FCC."

PIERSON IS A MEMBER OF WASHINGTON LAW FIRM OF PIERSON & BALL.

CROSLEY PROMOTES FOUR EXECUTIVES . . .

CINCINNATI — Four appointments to executive positions were

announced last week by Robert E. Dunville, president of the Crosley Broadcasting Corporation. Bernard Barth, formerly assistant to the vice-president of Crosley TV, becomes general program director for radio and TV. George Henderson, head of WLW-C sales. Columbus, O., moves to Cincinnati as general sales manager for all WLW TV stations. Chester Herman, acting program director for WLW radio, was named program director of the station. Neal Van Ells, formerly program director for WLW-D, Dayton, O., is being shifted to WLW-T here as program director.

OTHER NEWS IN BRIEF . . .

Hunt Club Dog Food is again sponsoring 15 minutes of Galen Drake's Saturday morning show on CBS Radio. . . . Investors Planning Corporation of New York is planning a fall spot radio campaign in New York thru Doremus and Company. . . . WICH, Norwich, Conn., has been purchased by J. K. Lasser, tax authority. . . . Colgate-Palmolive-Peet has renewed sponsorship of the radio version of "Mr. and Mrs. North" on CBS. . . . The American Women in Radio and TV will hold their fall convention at the Hotel Statler, Buffalo, September 25 to 27. . . . U. S. Naval Academy football games will be broadcast by WBAL, Baltimore, and WRC, Washington. . . . WCOP, Boston is hyping its hillbilly fare still further with a \$100,000 "Hayloft Jamboree" series originating from staid Symphony Hall. . . . Johnson & Johnson this week became the 100th client to solicit service from the NBC Merchandising Department since its inception in January, 1952. . . . Ralston-Purina has signed a 52-week renewal of "Space Patrol" on ABC Radio. . . . John Jaeger was this week named assistant general manager of WNEW, New York. . . . WJR, Detroit, this week sold a series of nine Michigan and Michigan State football gamecasts to the local Plymouth-Dodge-DeSoto-Chrysler dealers. . . . Du Mont is holding meetings at its Tele-Center next Tuesday and Wednesday (15 and 16) to brief all personnel involved in the tele-casting of the pro football games. . . . For the fifteenth consecutive year, Mutual will carry the World Series broadcasts, as usual sponsored by Gillette. . . . West Virginia University football schedule is being broadcast by WWVA, Wheeling, W. Va., sponsored by Ford and its local dealers in cooperation with Ashland Oil. . . . The Macmillan Company, book publisher, is extending its sponsorship of "Music Magazine" over WQXR, New York, to the 12 stations of the Good Music network. . . . Swannee Paper and Dunhill cigarettes have bought co-sponsorship of the Monday night segment of the Steve Allen show on WNBT.

Paul O'Friel has been named assistant director of labor relations for Du Mont. He will report to Don McGannon, assistant managing director. . . . George Crothers has been appointed director of religious broadcasts for CBS-TV. He formerly held the same post with CBS Radio. . . . Elmer Lower has been named director of news for CBS-TV in Washington. . . . Mrs. Edna W. Gordon, wife of Sherwood Gordon, owner-operator of radio station WSAI, Cincinnati, Thursday (10) was taken to General Hospital, a victim of polio. Her condition was reported serious. . . . Carleton D. Smith, NBC vice-president and general manager of Washington stations WNBW and WRC, has been appointed to the executive committee of Washington Board of Trade's Greater National Capital Committee. . . . John F. Gilligan, of Philco Corporation, has been reappointed chairman of Public Relations and Advertising Committee of Radio-Electronics-Television Manufacturers' Association. . . . Ellis L. Redden, of Motorola, Inc., and Stanley H. Manson, of Stromberg-Carlson Company, were reappointed vice-chairmen of the RETMA committee.

TALENT NOTES ON AIR AND SCREEN . . .

Nina Hansen has been set in the role of the Swedish maid on "First Person Singular." . . . Allen Bolek has pacted for a guest spot on the Paul Winchell show. . . . Eloise McElhone's new TV show prems October 1 on WPIX, New York, in an afternoon across-the-board slot. . . . Bud Palmer, WPIX, New York, is again set for this winter's sports casting chore at Madison Square Garden. . . . New personalities added to the WABD, New York, fall schedule are Clair Mann, Renzo Cesana (the Continental), Ken Carson, Bud Collyer, Marge Green and Jess Cain. . . . U. S. Steel has signed Mary Kay and Johnny Stearns to an exclusive contract for commercials. The couple will be featured in a series of film spots as "Mr. and Mrs. Salesmanship." Meanwhile, WNBT program director Dick Pack is looking for two likely replacements on Stearns' homemaking show "Our Place." . . . Veteran sports announcer Jim Britt has joined WNBT-WNBC here. He will also occupy a top spot in NBC's o&o co-ordinated programing set-up. . . . Josephine McCarthy, WNBT's morning foods expert, was named director of homemaking and home economics for that station this week.

RESTLESS PEOPLE AND REVOLVING DOORS . . .

Seymour Berns and Russell Stoneham will direct the Red Skelton show and the Bob Crosby show out of CBS, Hollywood. . . . L. T. Steele, veepee of Benton and Bowles, and Tom McDermott, assistant director of radio-TV, have been promoted to executive head of all television and radio and chairman of the board respectively. . . . Frederic W. Wile Jr., NBC veepee in charge of network productions, addressed the annual convention of the New York State Hotel Association at Ausable, N. Y. . . . Tony Leighton, recently appointed exploitation chief for the ABC-TV network, and his wife, Helen, have recently become parents of their second son, Richard Gary.

Judy Wilkerson, Texas-born of a newspaper-publishing family, has joined WOV as publicity assistant. . . . Paul G. O'Friel, formerly special agent of the FBI, has moved to Du Mont Television Network as assistant director of labor relations. . . . William Spier, production and staging chief of "Medallion Theater," completes his contract as producer this week and leaves for a few weeks' vacation. . . . Morton A. Barrett, recently resigned manager of operations and sales service for WCBS-TV, moves to the Bolling Company in an executive position. . . . Barbara Polowe, ex-New York Times writer, has joined the public relations department of Emil Mogul Company.

Jack White has joined the Biew Company as a time buyer in the media department. . . . J. E. Hines, formerly director of public service for WNBK and WTAM, has been appointed general manager of the R. C. Wellman & Associates radio-TV department. . . . Harry Gerhart, previously with KFGT, Fremont, Neb., has moved to KLMS, Lincoln, Neb. William S. Hedges, NBC veepee for integrated services, has become a grandpa for the eighth time. . . . Robert Regan, KCBQ staffer, has been upped to program director.

ARMY DEVELOPS 'TRACY' RADIO

WASHINGTON, Sept. 12.—An experimental wrist radio, named the "Dick Tracy," has been developed by the Signal Corps, the Army announced this week. The two-inch-long receiver, with a range of 40 miles, was developed "as a means of further exploring the possibilities of miniaturization," Army reported.

Using transistors and other miniature parts, the tiny set is connected to a hearing aid earphone by a cord which doubles as the antenna.

NARTB's Eyes On Congress

WASHINGTON, Sept. 12.—National Association of Radio and Television Broadcasters is planning to keep a sharper eye on Congress and the rest of the federal government. Expanding its government relations department, the association this week advanced Oscar Elder to assistant to Vice-President Ralph Hardy in charge of government affairs and paved the way for representation by an all-time record number of seven registrants on Capitol Hill under the Federal Lobby Registration Act.

Elder, who has been manager of publicity at NARTB, has already registered under the Lobbying Act, along with Hardy and the following other NARTB officials: Justin Miller, general counsel and chairman of the board; Harold Fellows, NARTB president; Vincent Wasilewski, chief attorney; Abiah A. Church, attorney, legal department, and Thad Brown, vice-president in charge of TV.



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it's **MOLLY GOLDBERG!**
and the whole family—
back on television
on the **RCA VICTOR SHOW**
WNBT CHANNEL 4 FRIDAY 8 pm*

...and over NBC Radio
it's **TONY MARTIN TIME!**
Tony spins records, entertains an exciting new guest star every week!
RADIO STATION WNBC SUNDAY 8 pm*
*Outside New York City—check your local paper for time and station.
Brought to you by **RCA VICTOR**
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growing
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MEEKER
New York Chicago Los Angeles San Francisco
Steinman Station
Clair McCaughy, President

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Wilmington, Delaware • Channel 12
the people BUY
WDEL-TV advertised products
Write for information about your profit opportunity in WDEL-TV's large, rich market.
WDEL AM TV FM
A Steinman Station
Sales Representative
MEEKER
New York • Chicago • Los Angeles • San Francisco

NBC to Launch O&O Co-Ordinated Shows

NEW YORK, Sept. 12.—NBC's co-ordinated programing plan for its owned and operated TV stations gets underway this month, under the aegis of o&o veepee Charles Denny, with the Jinx Falkenburg show on WNBT, here, as the first project in the pool. Beginning September 21, the daily program will be aired over WNBT from 1:45 to 2:30 p.m., with WNBW, Washington, picking up the last half hour off the cable. Then on October 3, the project will launch the first of a series of Saturday mid-day pooled programing line-ups from WNBQ, Chicago.

"Creative Cookery," a food show designed for working girls, will be fed to WNBT, WNBW and WNBK, Cleveland, on the cable from Chicago from 11 a.m. to noon, EDT. The following Saturday, WNBT will augment the new o&o line-up with "Our Place," a home making show, from noon to 12:30 p.m. By the end of the year Dick Pack, co-ordinator of programs for NBC's o&o's, hopes to fill the Saturday morning time period with a complete schedule of pooled programing for every member of the family.

Other Shows

Plans call for WNBT's "Here's Looking at You," the Richard Willis beauty information show, to be fed to the other outlets from 10 to 10:30 a.m. on Satur-

day, while "Jet Pilot," a WNBQ public service show for kids, will round out the early afternoon schedule. Pack is also working on a plan to make WNBT's late p.m. Steve Allen show (11:20 - midnight) available as a co-ordinated program, with WNBW considered the best prospect for the first pick-up.

Meanwhile, Denny, Pack and merchandise chief Max Buck are readying the first kits of pre-fabricated program materials which will be exported to the five o&o's sometime this fall. Merchandising, a la Chained Lightning, will play a big part in NBC spot sales' pitch on the new co-ordinated airers.

2 Agencies in Tug of War on Mills' Million

NEW YORK, Sept. 12. — Reports this week were that Young & Rubicam would lose its half of the estimated \$2,500,000 Cannon Mills account to N. W. Ayer, the agency with which it shares the account's billings. There has been a dog-fight between the agencies for the account.

Y & R seemingly had the edge until now because of its strong radio and TV activity. The pendulum, however, is said to have swung toward Ayer recently.

WOR-TV Quits Air Until New Studio Is Ready

NEW YORK, Sept. 12.—WOR-TV, which has been plagued with a strike of engineers and technicians since August 18, this week decided to go off the air after sign-off tomorrow night. The station will not be back until completion of a new studio and transmitter at the Empire State Building, which will take at least a month after settlement of the strike.

The blackout, unprecedented for TV stations, poses a problem for the Federal Communications Commission. There is no rule that specifically says a TV station's license is put in jeopardy if the station is blacked out indefinitely for reasons beyond its control.

AM Rule

However, AM stations required by an emergency to sign off for *(Continued on page 41)*

NEW YORK, Sept. 12.—Carnation Milk this week was shopping for a daytime strip on the radio networks. ABC Radio is offering it 11:45-noon in which "When a Girl Marries" is being programmed. NBC Radio is peddling either 10:45-11 or 11:45-12 a.m., but both time periods are said to present clearance difficulties, because they are in station option time.

CBS Radio does not seem to have a good strip available because of its s.r.o. daytime status.

FCC Seeking Oct. 1 Tint Demonstration

WASHINGTON, Sept. 12.—The Federal Communications Commission is hoping for an October 1 formal demonstration of compatible color demonstration by the industry. The commission is preparing to summon industry participants to a formal conference next week to arrange for the official demonstration which, if held October 1 as planned, would allow the FCC to stick to its timetable pointing to a formal go-ahead for commercial compatible color standards before the year's end.

The official color demonstration will be staged in New York if current FCC plans are fulfilled. Curtis Plummer, chief of the FCC's Broadcast Bureau, led an FCC delegation which conferred informally here yesterday (11) with industry representatives, some of whom registered uncertainty as to whether arrangements could be completed in time for an October 1 official demonstration. Plummer, however, pointed out that the commission's agenda currently leaves no other date open for the demonstration which the FCC would like to stage in the interest of speeding the color deliberations.

If the timetable continues as planned, color TV sets production won't reach big volume for at least a few years. Dr. W. R. G. Baker, chairman of the NTSC and vice-president of General Electric Company, estimated this week that industry production of color tubes next year would not exceed 75,000 if standards are authorized by the year's end. He said that 1955 production would probably be about

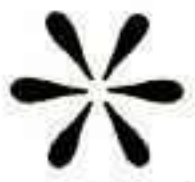
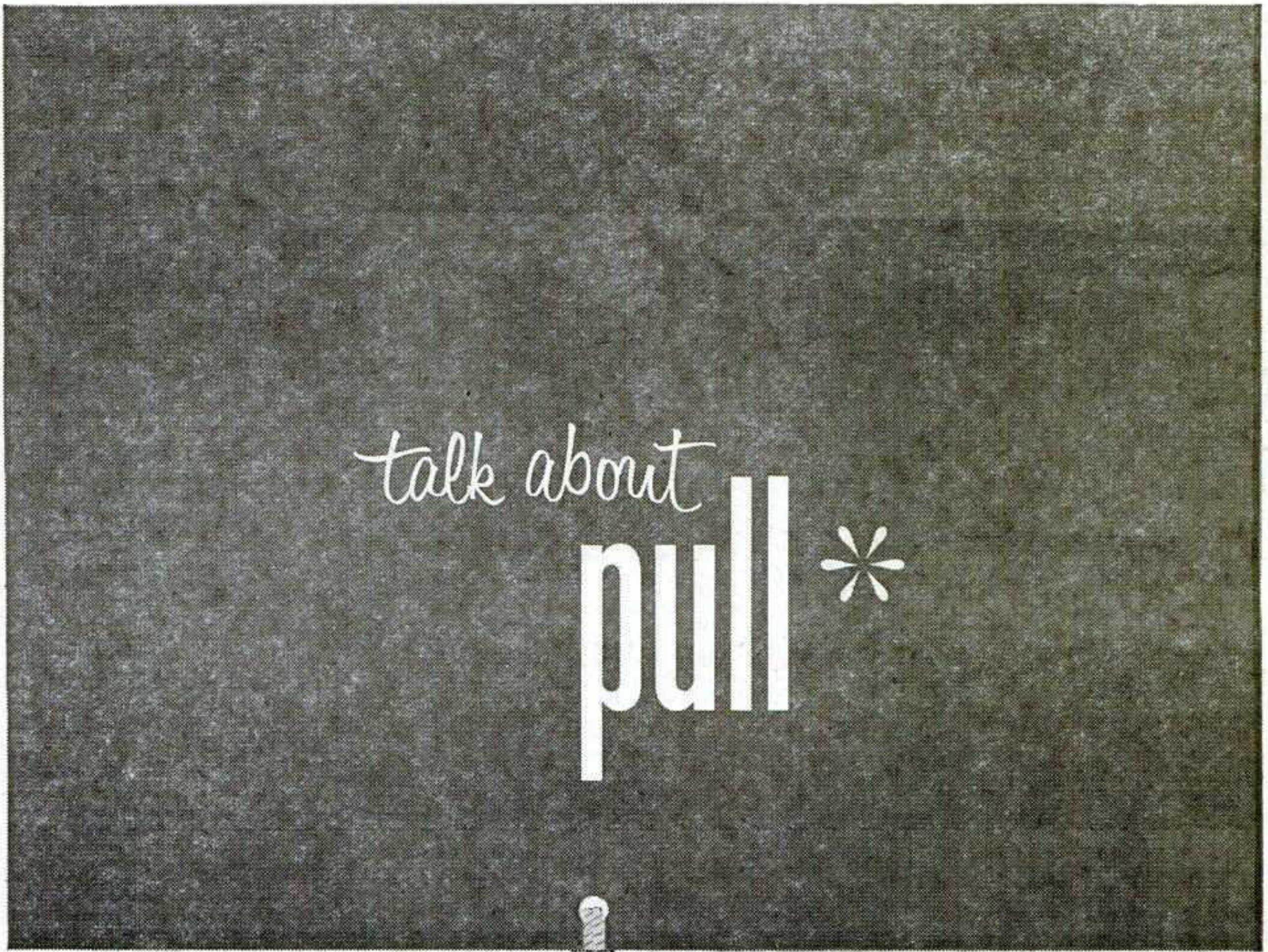
400,000 and that the output in 1956 would run around 1,500,000. Thus, unless an unforeseen spurt develops, total shipment of color sets by manufacturers would be about two million by the end of 1956.

In comments filed this week, Columbia Broadcasting System and Westinghouse Radio Stations, Inc., urged immediate rule-making for color TV. However, a slower approach was urged by Paramount Television Productions, Inc.; Chromatic Television Laboratories, Inc., and American Television, Inc., the latter thru its president, U. A. Sanabria. All suggested further study of color because of the anticipated high cost of receivers.

NARTB Plans TV Plug Study

Continued from page 1

nouncements; excessive length of commercial messages, 'bait' advertising; excessive 'billboarding' or 'background' display advertising on television, and multiple spotting between programs." Bronson's findings will be presented to the board in January. John Fetzer, chairman of the Code Review Board, said the group at its January meeting "will determine whether or not it should take formal action aimed toward eliminating such practices in specific areas."



If you really want pull, just pull up the blind on the biggest show window of the Midwest... WLW-T! Then let your commercial message go to work for you.

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TV Film Production

Syndicated Vidfilm Zooms \$12,649,000 for 19 New Ones

Budgets Run From 20G to 40G; Local Outlets Most Active Market

By LEON MORSE

NEW YORK, Sept. 12.—Emerging from its swaddling stage, now that new TV stations are crowding on the air crying for syndicated film product, the video film-making industry is putting at least \$12,649,000 into 19 important and completely new properties which will be distributed during the season of 1953-'54. This, of course, does not include the many video film series now in syndication, and on which production is still continuing. It also does not include many smaller but still costly new series.

The striking fact about this rash of new product for syndication is that, this season, when production of new network film shows has increased but slightly, if at all, local stations are proving the most active markets for film series. As is evident, the locals are proving a market which may be as important for new product as the networks, and may yet, when even more stations go on, outstrip the network market.

The quality of the syndicated film can be seen from the production budgets of some of the shows (see accompanying chart): "Duffy's Tavern" will cost about \$40,000 and the large majority of the other shows are budgeted at well over \$20,000. Only a few 15-minute series, such as "Gospel Singer" and "Fulton Lewis," will be brought in fairly cheaply.

The most active film production firm for syndication of the shows involved is Roland Reed, with Guild, Intercontinental and Conne-Stephens, the latter being the Hollywood production arm of Procter TV, tied for second place with two series each.

UTP Has Seven

By far the distributor with the greatest number of new properties available is United Television Programs, which has seven;

Procter and Guild have two each. Three new important syndicators are emerging in Motion Pictures for Television, George Foley and Vitapix, each of which is cutting its teeth with its first big series.

Hollywood, of course, will be the production capital for these new shows. There will be about \$10,264,000 spent for these packages there. "Tales of Tomorrow," however, will be produced here at Foley's own studios. And three series will be shot entirely abroad: "Rendezvous—Paris!," "Flash Gordon," and a series of feature films. One series, "International Police," will be shot half in Europe and half in Hollywood. Intercontinental will be doing two of these series, co-producing with foreign capital.

The Big Boom

Behind this activity in new syndicated product is the story of a booming syndication business in 1953. Most syndicators have had the best eight months of business since the industry first started. They have been aware of the demand for new product and have passed their optimism on to producers. Both "Waterfront" and "Men of Justice" were first made for network sale, for example, but went immediately into production for syndication when station clearance problems prevented quick network sales.

Also indicative of the merit of the proposed product are the names attached to them. Preston Foster stars in "Waterfront"; Rod Cameron in "City Detective"; Ed Gardner in "Duffy's Tavern"; Richard Carlson in "I Led Three Lives"; Joe Kirkwood and Cathy Downs in "Joe Palooka"; and Jean Pierre Aumont in "Rendezvous—Paris!"

Some of the programs come from network TV ("Tales of Tomorrow") and local TV ("Life

With Elizabeth"). "Inner Sanctum" is a well-known radio property, Fulton Lewis similarly is established on AM, and both "Flash Gordon" and "Joe Palooka" are famed comic strip characters.

Position of Webs

The position of the networks as producers and distributors of new syndicated product is significant. "Annie Oakley" has been sold by CBS-TV to Canada Dry for spot booking, and NBC Film Sales is investing in "Inner Sanctum." But neither of these TV powers are yet putting their money into new product in any major manner. They are staying with re-run (Continued on page 10)

BCE Execs to N. Y. to Peddle Batch of Pix

HOLLYWOOD, Sept. 12.—Bing Crosby Enterprises intends to wrap up new telepix sales on a batch of show ideas its executive vicepres, Basil Grillo, and vicepres in charge of sales, Charles Brown, will take with them to New York next week. Some of the shows are available in pilot reel form while most of the others are still in written presentation form. According to Brown, sales junket will result in buttoning up pending deals for some of the shows, with BCE's cameras due to roll telefilm fare intended for this season's airing as soon as sales are concluded.

Shows included in the BCE bundle heading eastward are "The Harry Owens Show," with pilot reel completed and now being prepared for showing; "Look Who's Cooking?" with Doh Wilson as featured performer in cooking series for which pilot reel has been made; "The Whiting Girls," musical telepix series co-starring the Whiting family, Margaret, Barbara, their mother and their Aunt Margaret; "The Widow Crotty," with Joan Blondell and Joan Crawford indicating co-starring interest, based on the Saturday Evening Post series; "Bob Mitchell and His Boys," featuring Bob Mitchell Choir plus story line, and "Emily and Mabel," comedy series based on the newspaper cartoon panel, co-starring Alice Pearce and Bebe Osterwald, of the "Gentlemen Prefer Blondes" stage company.

BCE will retain participating interest in each of the shows with outside packagers, according to Brown. BCE's TV film production unit is temporarily inactive at present pending start of new production. Unit still headquarters at the Hal Roach Studios in Culver City.

10 New Rogers Westerns Set

HOLLYWOOD, Sept. 12.—Filming of 10 new half-hour Western thrillers starts Thursday (17) by Roy Rogers to complete the scheduled 65 in a series for telecast thru the fall of 1954. The Roy Rogers Productions series is for airing on the NBC-TV network.

The series again will star Rogers, his wife, Dale Evans, and Pat Brady. Jack C. Lacey, who has served as producer for the previous 55 Rogers TV shows, again will supervise production. The series is sponsored by the Post Cereals Division of General Foods.

Western street scenes will be shot at Ingram's ranch, locations at Iverson's ranch and indoor sequences at Samuel Goldwyn studios.

The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:



- DISTRIBUTION, SALES & MARKETING
- NETWORK & STATION BUYING & PROGRAMING
- ADVERTISER & AGENCY FILM BUYING
- TV FILM PRODUCTION

Intercontinental Is Top Foreign Firm

NEW YORK, Sept. 12. — The number one combine for making video films abroad for the world market is now Intercontinental TV Films Corporation. Organized by Marty Poll and Ed Gruskin, the European film production firm now has offices in Berlin, Munich, Paris and New York.

More important, it has two half-hour vidfilm series in production and is packaging two groups of 26 foreign features each for distribution here and on foreign TV. The two series are "Flash Gordon," which is to be distributed by Motion Pictures for Television, and "Rendezvous—Paris!" which will be syndicated by United Television Programs.

The two packages of features consist of 26 French comedies and dramas and 26 French mystery films. Both groups will be dubbed in English and other languages by Marcel Griffie, an outstanding French technician under contract to Intercontinental. Included in the first group of 26 features are such outstanding pictures as "The Baker's Wife," and "Jenny Lamour." Starred, of course, in these pictures are Raimu and Louis Jouvet.

Intercontinental also has functioned as the attorney and agent arranging studio facilities and production set-ups for Princess Pictures, which will produce 26 full-length features abroad. Vitapix will distribute these films. Intercontinental sees as one of its primary functions the guiding of American video producers who want to make pictures abroad. Intercontinental also has contact with foreign capital and can arrange for financing where necessary. Both of its half-hour vidfilm series are financed primarily by foreign funds and these investors also function as co-producers.

Hygo to Set Up Office on Coast

NEW YORK, Sept. 12.—Hygo Television Films is opening a West Coast office next month. The office, which will be located at 812-814 N. LaBrea, Los Angeles, will have a complete line of prints for servicing the 11 Western-most States.

"Flash Gordon" is being shot with the blessing of the State Department in Berlin, and stars two newcomers, Steve Holland and Irene Chandler. Wally Worseley Jr. will direct and Bruce Elliot will lay out the story lines. "Rendezvous—Paris!" centers around a Parisian boite and stars Jean Pierre Aumont. Scripts will be by Peter Ordway and Robert Presnell Sr., with direction by Ted Sills.

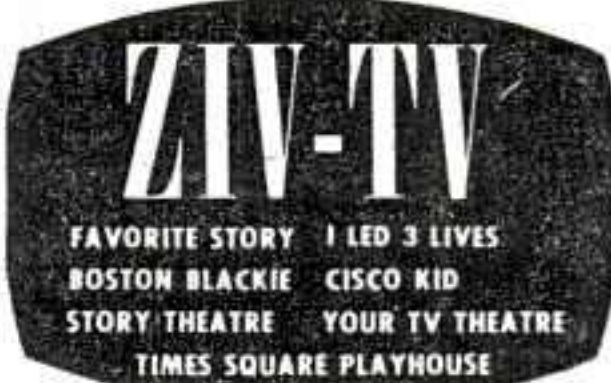
Carmen, Cuggie Set for Tele Comedy Series

HOLLYWOOD, Sept. 12.—Carmen Miranda and Xavier Cugat have been signed by Ed Sherman with the intention of filming a situation comedy series for TV. NBC-TV is said to be definitely interested in the proposal, and Sherman is expected to leave for New York September 20 for talks with network officials.

Sherman said he inked the duo to an exclusive contract as their personal manager in TV activities. Various ideas now are in the embryonic state, he added for the TV-er, but its formula in all probability will be a situation comedy utilizing the musical talents of both with a night club background.

Within 10 days, Sherman said, he hopes to have a decision as to whether a pilot film may be shot.

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EXCLUSIVE SYNDICATION FILMS NOW SHOOTING

The following is a list of important new film shows which are being shot exclusively for syndication. The figures in parentheses denote the number of shows initially going into production. However, in the case of "City Detective," "Flash Gordon," "Gospel Singer," "International Police" and "Signet Circle Theater," 13 films already have been shot, but are not as yet on the market. The figure next to those shows signifies the second group to go before the cameras. All other films are being readied for initial shooting. For details on the significance of this heavy syndication production schedule see story in adjoining column.

Syndicated Production

Series and Producer	Distrib	Show Cost
Annie Oakley (39) Flying A	CBS-TV Film	\$27,500
City Detective (13) Revue	MCA-TV	22,500
Duffy's Tavern (39) Hal Roach	MPTV	40,000
Feature Films (26) Princess	Vitapix	45,000
Flash Gordon (13) Intercontinental	MPTV	23,500
Fulton Lewis (52) William Dolph	UTP	5,000
Gospel Singer (13) Gross-Krasne	UTP	5,000
I Led Three Lives (39) Fred Ziv	Fred Ziv	22,500
Inner Sanctum (39) Himan Brown	NBC Film	17,500
International Police (13) Conne-Stephens	Procter TV	17,500
Joe Palooka (52) Guild Films	Guild	25,000
Life With Elizabeth (39) Guild	Guild	16,000
Men of Justice (39) Roland Reed	UTP	23,000
Reader's Digest (26) Chester Erskine	Procter TV	27,500
Rendezvous—Paris! (13) Intercontinental	UPT	17,500
Rocky Jones (26) Roland Reed	UTP	23,000
Signet Circle Theater (13) Andre Luotto	UTP	12,500
Tales of Tomorrow (26) George Foley	George Foley	20,000
Waterfront (39) Roland Reed	UTP	23,000

ENGLISH STARS HIT FOR TAXES

LONDON, Sept. 12.—The number of performers in the red for large sums to the Income Tax Department was spotlighted this week when two top local names got into the headlines over tax troubles.

These two highlight a situation in which many top bracket acts found themselves after the plush post-war years during which they made big film earnings. They spent what they earned in the expectation of continued movie-making dough, but when the film slump sent them back into vaudeville at a 10th of their picture salary, they found big surtax demands rolling in.

To combat the British tax system where artists are classified as "self-employed," assessed under a separate schedule to the rest of the country which pays as it goes, agents and managers are operating a compulsory saving system. As the checks roll in, the agents put aside enough to cover future tax demands in a separate account, store it against that rainy day when the tax axe falls. But for Lucan and Howard the scheme came too late.

Jackie Bright Is Elected AGVA Prexy

NEW YORK, Sept. 12.—Jackie Bright was named president in the recent election of the American Guild of Variety Artists, according to results announced today by the Honest Ballot Association.

Other national officers elected in the balloting were Georgie Price, first vice-president; Jack Gwynne, second vice-president; Joe Compo, third vice-president; Rex Weber, treasurer, and Peter Chan, recording secretary.

Elected to the national board were Mae Daniels, Charley Brett, Lester Lake, Lynn Dacin, Tom Melody, Jay Lester, Billie Lee, Leo Rivet, Eddie Matre, Fred Gordon, Jimmy Hollywood, Don George and Violet Murray.

Candidates at large are Georgie Price and Gus Van.

Rosen May Buy Gogi's Larue

NEW YORK, Sept. 12.—Gogi's Larue may be bought by Phil Rosen, owner of Chambord Restaurant, if present talks materialize. Rosen, who used to own the Penthouse Club, will operate Larue on a single name policy and a one-show-a-night basis.

Idea is to use musical comedy people, not necessarily names, who will do one show a night. Similar policy was used by Rosen at his Penthouse Club.

M. Chevalier To Las Vegas?

NEW YORK, Sept. 12.—Maurice Chevalier is now being dickered for, to open in Las Vegas, if the State Department will issue him a passport.

Application for such permit has already been made. From early reports, it is likely that the reasons used for refusing Chevalier entrance to the U. S. will no longer apply.

BORGE TOPS

Pianist Pulls In 800,000 Since January

Continued from page 1.

began a one-nighter tour to a turnaway audience in Seattle January 26.

Dates at Tacoma, Spokane and others that followed were so strong that one-nighters were curtailed after the Montreal sell-out early in March and one and two-week stands were booked in legit theaters as a one-man show at San Francisco; Youngstown, O.; Toledo, Montreal, Philadelphia, Baltimore, Boston, Cleveland, Detroit, Cincinnati and Milwaukee. In many spots house capacities were exceeded by adding several hundred additional seats on the stage at top prices.

Figures for the one-nighter stage of the tour from January thru early March totaled 100,000, with one of the top dates being the Syria Mosque in Pittsburgh, where 4,400 overflowed onto the stage for one performance. The spring legit theater tour exceeded 150,000 with 18 performances at the Curran Theater, San Francisco, for a \$72,500 gross being the standout.

Borge is set to bring his one-man show into the Golden Theater, New York, for an extended run October 2, following a repeat engagement at the Forrest Theater, Philadelphia, for the week beginning September 21.

Auditions Acts Despite Union

NEW YORK, Sept. 12.—Acts were auditioned last week for the Albert Licart Agency, a European outfit, despite objections by the American Guild of Variety Artists.

Licart is looking for about 25 acts, comedy emcees, boy and girl singers and musical novelties. Auditions and deals are being handled by Roy Freeman, Licart's American rep.

AGVA objected to the Licart operation, charging that acts working in the American zones in Germany for the U. S. Army, were being underpaid, and sometimes canceled without notice. It demanded that Licart post a \$10,000 cash bond, guarantee work and pay its welfare fund weekly contributions.

In the Middle

Freeman agreed to put up sufficient money in AGVA to guarantee each act two week's salary, but insisted that the cancellation and audition rules it worked under were set up by the U. S. Army. If AGVA and the Army could agree on a change of the rules, Licart would go along. AGVA had also demanded that Licart be the employer of the acts. Under its contracts the Army is the employer.

AGVA has set up meetings with Army officials in Washington to thrash out the problem.

Under the Licart deal acts will be guaranteed a minimum of six months' work at salaries ranging from \$125 to \$250 a week. The

MORRISON USES THE SEX ANGLE

HOLLYWOOD, Sept. 12.—Charlie Morrison, owner-operator of the Sunset Strip's Mocambo, this week scored a six-day beat when he distributed as gifts to the press copies of Dr. Alfred C. Kinsey's "Sexual Behavior in the Human Female."

Morrison passed out the gift copies (which cost him \$8 plus tax per copy) as a tie-in Tuesday night (8) with the opening of Dorothy Dandridge, whom the operator terms "a volume of sex with the living impact of the Kinsey Report." The Kinsey book is not due for regular distribution until September 14.

Charge Vegas Motel Gouging

LAS VEGAS, Nev., Sept. 12.—Several local motel operators this week were under fire by city and county authorities, plus the Chamber of Commerce, as a result of reports from tourists that gouging tactics have been used on week-ends, when rooms in this resort center are at a premium.

At the insistence of the Chamber of Commerce, both the city and county have adopted ordinances requiring that motel rates be posted openly. The local Motel Owners' Association has joined in the drive, claiming its members are not guilty, and are anxious to have the offenders exposed. The association is made up of about 60 per cent of the tourist court industry.

PRIVATE POLICE PROBLEM

Grand Jury Studies Vegas Hotels With Payroll Cops

LAS VEGAS, Nev., Sept. 12.—Private police forces at the seven Las Vegas resort hotels this week were under investigation by the Clark County grand jury, as the district attorney, Roger D. Foley, termed the condition "incompatible with proper law enforcement."

Foley said under the system at the resort hotels, members of their private protective force are hired by the resort operators, and then deputized by Sheriff Glen Jones. The district attorney said that when the men are deputized, they are required to swear allegiance to the sheriff and to uphold law and order, but that the sheriff has no control over them, because they are on the payrolls of the hotels.

Ticklish Spot

"An impossible situation would arise if one of the hotel operators should come under investigation, which would put the special officer in the position of having to investigate his own boss," Foley declared.

The county prosecutor advocates the staffing of the hotels with deputies paid by county funds, with an additional tax on the resorts to recompense the county. He said this is the only

agency will advance the one-way fare to be deducted from salaries. According to Freeman acts will pay Licart 10 per cent commission.

Extra Added

BIG TALENT SEARCH OR CAMP JUMKET?...

Brass from most of the major networks plus the Shuberts headed for Tamiment, Pa., last week-end to see Moe Hack's two-hour show, looking for possible talent, story ideas, music, etc. It was at Tamiment that Max Liebman got his ideas and built his "Show of Shows."

GEORGIE PRICE FINED. NOT JERRY LEWIS...

Georgie Price fined \$500 by AGVA for cuff appearance last month in Brown's Hotel, Catskills... Jerry (Martin and) Lewis, also up on charges for same offense, was found "not guilty." Seems "everybody knew he did

it" but nobody really saw it... Phil Lamkin, the Morris office Chicago head, resigned... Danish promoter E. Madsen took it on the chin when he booked the Harlem Globe Trotters and seven acts into Copenhagen's K. B. Hall. Fact of promotion plus little knowledge of basketball was responsible.

New York

Local 802 threatened to picket the Roxy during the showing of "The Robe" if it doesn't come to terms. Union claims it has a deal with Roxy that doesn't expire until Labor Day 1954. Theater disagrees. If it comes to picketing, pickets may walk in front of the Roxy dressed in red robes and carrying signs.

Classical Bookings May Hype Club Biz

Nitery Ops Look Hopefully Toward Tapping Brand New Cafe Clientele

Continued from page 1

of the gross. If only a small portion of concert audiences will go to night clubs it is figured that clubs will make money plus the possibility that they'll draw, and perhaps keep, a completely new audience.

Miss Traubel's Chez date, her first, follows in the footsteps of James Melton, Mimi Benzell, Ezio Pinza, Lauritz Melchior, Margaret Piazza, Dorothy Sarnoff and John Charles Thomas. Some of these have proven box office night club draws. Others have not.

Cafe ops' experience with the longhair attractions have been mixed. Mimi Benzell, who gets about \$3,000 in Las Vegas and \$2,500 or so outside, does fairly well in class rooms. She, however, is almost an established class room performer with a routine tailored to match. James Melton, a recent entry in the cafe field, who gets about \$10,000 in clubs (he carries four girl fiddles and a pianist), has so far done business in Vegas and Detroit. Latter city saw a large segment of the motor industry upper crust come out. His first real major test will come at the Vogue Terrace date in Pittsburgh.

Some Draw, Some Don't

Margaret Piazza, with a rep started at the Met and built still higher with her TV shots, has had

mixed reactions. Ezio Pinza, of "South Pacific," after a Met rep, and now a TV attraction, hasn't fared too well because of lackluster performances. John Charles Thomas who entered the field only recently, getting \$20,000 for a package that he broke in at Las Vegas, didn't prove a major draw.

What makes a concert artist a possible draw in a night club is a moot question. The ideal combination would be one who had been exposed to more than opera and concerts. Pictures, TV, etc., would make it. Among these would be Rise Stevens, Patrice Munsell (her recent flick "Life of Melba" would make her hot), and Oscar Levant, based on his freak rep, plus his role in the flick "Bandwagon," not to mention his piano artistry.

Most of the concert people claim a disinterest in the cafe field. Melton flatly refused cafes at first until he was told of the money. Met stars who've made it in concerts are reluctant to return to opera chiefly because the money is no longer attractive. With the concert season lasting during the fall and winter months, coincidental with the opera season, it seems likely that more of the longhair people will look favorably on the off months to play clubs.

Clubs Are Anxious

Major night club ops are anxious to try the experiment but only if the salary deal is satisfactory. It is doubtful if they'll pay concert artists the kind of dough a Durante or a Thomas gets. The only places that pay that are in Las Vegas.

Most of the top concert people are handled by either Columbia Concert Artists or Sol Hurok. It is interesting to note that concert agents franchised by the American Guild of Musical Artists are permitted to charge their people 20 per cent commission. Concert artists working in cafes would come under the jurisdiction of the American Guild of Variety Artists, which permits a commission rate of 10 per cent. How the problem of jurisdiction will be resolved and what commission rate will obtain is still in the realm of conjecture.

In any event the cafe trade will watch Helen Traubel's preem and box office reports with more than minor interest.

Kaye Sets Bow Of 1-Man Show

HOLLYWOOD, Sept. 12.—Comedian Danny Kaye is set for an appearance in his previously intended "one-man show" at the Shubert Theater, Philadelphia, in early February, 1954.

Altho no specific dates have been announced, the appearance will be a short run, it was learned, since Kaye is scheduled to return to Hollywood for the start of his second independent film production.

Kaye had previously indicated the start of a "one-man show" following production of the film, "Knock on Wood," but had to cancel because of prior commitments.

opened on September 9 with George Shearing. Chubby's, in Collingswood, N. J., has Vic Damone, Les Paul and Mary Ford, Vaughn Monroe, the Four Aces and a string of other top record names set for the season.

Sciolla's major neighborhood spot which is bidding high for record names to follow its opener with Louis Prima on September 14, has set Joni James to open October 22.

Palumbo's Theater - Restaurant will make a stronger pitch for trade this coming season with two new rooms, a Mural Room and a Pergola Room, part of the major renovations on the place.

Philly Niteries Sign Big Acts

PHILADELPHIA, Sept. 12.—Dallas Gerson and Dave Dushoff, who reopen their Latin Casino September 15, have one of the most impressive name arrays in years lined up. Patti Page will open, followed by Dick Haymes on September 28, Martha Raye comes in next, with Nelson Eddy due October 16. Billy Eckstine closes the month. For November, the Will Masten Trio with Sammy Davis Jr. kicks off. Sophie Tucker follows November 12 and the Vagabonds come in November 26 to carry the room until December 9.

Apart from the Latin Casino, the crop of name bookings here indicates that things are going to hum this coming season. Sam and Mac Lerner's Celebrity Room, right around the corner, starts the season with Christine Jorgensen September 18. Rudy Vallee is set to follow. Orsatti's will also up its show budget a bit, and has Lois DeFee as an early attraction.

Rendezvous

Lee Guber's Rendezvous re-

RIAA to Launch Phono Test Drive

'Operation Phonograph' to Kick Off In Baltimore October 5 for 3 Weeks

NEW YORK, Sept. 12. — The Record Industry Association of America's "Operation Phonograph," which is expected to be the greatest concentrated all-industry push to sell phonograph equipment in the last decade, will tee off in Baltimore October 5 for three weeks.

Every diskery that manufactures phono equipment, and many outside manufacturers, including Philco, Magnavox, Zenith, Motorola, VM, Webster and Stromberg-Carlson, are co-operating in the forthcoming phono sales drive plus two needle firms, Jensen and Permo.

"Operation Phonograph," which has been in the planning stage for many months, is being handled for the RIAA by Henry Onorati, who is overseeing all promotion for the three-week push.

As it is now set, "Operation Phonograph" will be a co-operative effort among all the manufacturers to sell phonograph equipment, from console jobs down to attachments. The stress will be on phonos as a whole, not on any particular brand name or model.

All of the manufacturers, both the diskery manufacturers like RCA Victor, Columbia and Decca, as well as the outside firms, are contributing to a common advertising fund. Via this fund there will be an institutional ad in one of the Baltimore papers every day, sometimes handled solely out of the fund, and sometimes via co-operative advertising with local dealers. There will be individual ads by various manufacturers, but these will not come out of the common funds.

Two-Fold Object

The object of the sustained push to sell phonographs in the Baltimore market is two-fold. It will be the first time a large group of manufacturers has worked together in one city on selling phonos, and it will give all the co-operating companies a chance to determine the value of a joint approach. In addition, the RIAA expects to utilize the sale of phonographs during this test period as a means of getting some

idea of record-buying patterns of new phonograph customers. The RIAA will go back to Baltimore 90 to 120 days after "Operation Phonograph" and check on those customers who bought phonos in this period. The RIAA will try to find out how many records each phono owner purchased since buying the phono, how often, etc., and from these facts will compile statistics that should be helpful to record manufacturers as well as equipment firms.

Baltimore Test City

Baltimore was selected as the test city due to its size, good cross-section of population on economic and social levels, and the fact that the city has had TV for a number of years.

In addition to the advertising campaign which is now set, there will be many other types of promotions on phonos taking place in the city on the local level. These will be left to the discretion of the local merchants and distributors.

John Griffin, executive secretary of the RIAA and Onorati, will visit Baltimore next week to talk to wholesalers about the forthcoming drive.

DAVE KAPP ON BROADWAY

NEW YORK, Sept. 12. — Dave Kapp, ex-a.&r. head of RCA Victor Records, was leaving the Century Theater after the opening of "Carnival in Flanders" here last Tuesday (8). He noticed a friend with a copy of The Billboard under his arm. "Is that the new Billboard?" he asked. When assured that it was, Kapp asked, jocularly: "How am I doing this week on the charts?"

Blossom Music Sues Andrews, Seeking 10G

HOLLYWOOD, Sept. 12.—Blossom Music Corporation has filed suit in Superior Court here (10) against Patty, Laverne and Maxine Andrews for \$10,000 under a contract in which the signing trio would acquire 50 per cent interest in the firm.

Blossom was formed at a capitalization of \$20,000, with the Andrews Sisters, the plaintiff charges, binding themselves to pay \$11,500 for their share. Suit charges that \$1,500 was paid, and demands the payment of the balance. Leeds Music Corporation holds the remaining interest in Blossom, of which Lou Levy is president.

NARTB Vol. Guide To Disk Standards

Gives Specifications for 45 R.P.M., Microgroove Disks; Recording Curve

WASHINGTON, Sept. 12.—The problem of standardization in the disk industry, with its widespread implications for manufacturers, sellers and consumers of recorded music, moved a long stride nearer solution this week as National Association of Radio and Television Manufacturers published its "NARTB recording and reproducing standards." Included in the new standards are the first NARTB specifications for 45 r.p.m. and microgroove disk recordings, and the new NARTB recording "curve."

Adoption of a standard curve in making recordings would be of considerable interest to the disk industry in view of snowballing public interest in high-fidelity and the resulting attention record buyers are paying to the sound of recordings. With more and more people buying records on the basis of recording characteristics, the recording technique used by record manufacturers has become an important selling point. Record companies have begun competing with each other to achieve the sweetest sound to consumers' ears.

The new curve adopted as the NARTB standard by NARTB's Recording and Reproducing Standards Committee, headed by

K. R. Smith, of Allied Record Manufacturing Company, has met with approval from manufacturers of disk and tape recordings and from broadcasters. The new standard is a compromise worked out after a survey by NARTB of recording techniques used by more than 15 major disk manufacturers. Representatives of record companies on the committee agree that the new standard fits their recording techniques "pretty closely" and that adoption of the standard by their companies "would not be a great inconvenience." NARTB spokesman reported. Adoption of a uniform curve in recordings would also simplify hi-fi sets.

Decca 'Robe,' 'Sky' Albums

HOLLYWOOD, Sept. 12.—Decca Records completed musical scoring for two albums from major motion picture films this week. Scheduled for early release and a heavy bally campaign are music from "Island in the Sky" and "The Robe."

"Island in the Sky," a Warner flicker, features pic star John Wayne narrating the theme with special lyrics by John Lehmann. Emil Newman and Hugo Friedhofer conduct the score.

"The Robe," feature 20th-century-Fox production and skedded for a huge promotional effort by the plattery and the studio, is timed for release along with the film showing. Recently signed musical director Al Newman conducted the score.

Negotiations for the album rights to "The Glenn Miller Story" are still in progress, it was learned, altho no difficulty was foreseen, inasmuch as the film is being produced thru Universal-International Studios, in which Decca Records has a substantial share of stock.

Mills to Set Tokyo Office

HOLLYWOOD, Sept. 12.—Irving Mills, veepee of Mills Music, Inc., explained here Friday (11) on a two-month tour of the Far East, preparatory to setting up a Tokyo office for the firm.

Mills will stop off in Manila and Hong Kong to meet with representatives of the music and record industry, and officers of music licensing and collection agencies as well as distributors of RKO and Columbia Pictures whose music Mills publishes.

The Tokyo office will complete the firm's foreign expansion plans, Mills maintaining offices in several European cities as well as one currently being set up in South America.

Fall plans of the Mills firm include a heavy schedule of motion picture music via the "Sadie Thompson" and "Wild One" flickers at Columbia and the "French Line" film out of RKO.

To Inspect Disney Books

HOLLYWOOD, Sept. 12.—Ben Pollack's lawsuit against Walt Disney Music drew nearer to completion this week (11) when Judge John E. Ford granted a motion on the part of the plaintiff calling for an inspection of the books and records of the publishing firm in the matter involving profits accrued from the song, "Shrimp Boats."

Pollack originally filed the suit demanding an accounting and alleging copyright infringement. Case is scheduled for trial sometime in November.

PROGRAMING GETS NEW EMPHASIS

Packagers of Pop LP, EP Albums Find Concert Approach Rewarding

NEW YORK, Sept. 12.—Top recording execs of the major and the indie diskeries are giving increased attention to the problem of programing material for the LP and EP pop package album market. Altho a few astute recording men recognized the new programing approach necessary when the LP was first introduced five years ago, the recent coming of age of EP and the bulging state of the major diskeries' LP catalogs today has brought to a head the new philosophy of re-

cording for the LP and EP pop market.

Not too many years ago, pop disk albums consisted of four records, usually made up of previous single record hits of key artists or bands. Little or no attention was paid to programing since the records could be played in any order desired and the package was more a collection than a concert.

Col Waxes New Flicker Theme

NEW YORK, Sept. 12.—Mitch Miller, Columbia pop a.&r. head, is now creating records for movies as well as for juke box and home use. A few weeks ago the producers of the forthcoming flick "Blowing Wild," impressed by the success of Columbia's cuttings of the movie themes "High Noon" and "Moulin Rouge," asked Miller to make a record of the "Blowing Wild" theme, so that it could be used in the flick.

Miller cut the tune, "The Ballad of Black Gold," with Frankie Laine and the waxing will be used thruout the picture in the same manner as was "High Noon." Laine is not seen in the picture, but he will certainly be heard. Incidentally, the "Ballad of Black Gold" was penned by Dimitri Tiomkin (who also clefted "High Noon"), with lyrics by Paul Webster.

LP, however, brought forth something new for the disk business. Instead of selling three-minute or five-minute selections, the record firms were selling 15 or 25 minutes of entertainment, a situation similar—in a sense—to a 15-minute or half-hour radio program. At first, as far as the pop field was concerned, diskeries merely strung together four or eight pop tunes on an LP platter with a singer or an ork, and the ultimate customer was so pleased with the novelty of LP that he raised no objection to material, order, etc.

Good Example

The conception of the LP pop disk in relation to programing was best exemplified by the Benny Goodman "Carnegie Hall Concert" set issued by Columbia (Continued on page 37)

Savano Named Damone Pilot

HOLLYWOOD, Sept. 12.—Vic Damone, formerly represented by both Marvin Kane and Nick Savano, has retained the latter as his sole personal management after several meetings between the parties.

Damone, currently in Hollywood after a two-week run at the Mocambo, is set to leave on a three-week personal appearance tour taking in Pittsburgh, Boston and Montreal. Singer is on 30-day call at M-G-M pictures and is scheduled to start grinding in the feature, "Hit the Deck," with Jane Powell.

Columbia's Epic to Bow With Classic, Pop Line

NEW YORK, Sept. 12. — Columbia Records' spanking new subsidiary label, Epic, will be available to dealers some time next week. First releases will consist of classical and pop items, the classical items, in most cases, having been waxed in Europe by Philips, which is now handling the Columbia label overseas. Pop talent on Epic includes many names originally on the Okeh label. The same distributors who handle the Okeh line are now handling Epic as well, with Okeh again being limited to r.&b. ditties only.

Complete Lie

The new Epic-Okeh line will be complete with 78's, 45's, EP's and LP's. The diskery hopes to build it into a substantial subsidiary label, on the order of Decca's Coral-Brunswick line. Like the Coral-Brunswick set-up, Epic-Okeh will be distributed by indie distributors thruout the country.

Epic's initial classical releases for September are all warhorses, the object being to start out with favorite classical works. They are Dvorak's Fifth Symphony, Beethoven's Fifth, Tchaikowsky's Sixth, Strauss Waltzes, Schubert's "Unfinished," Mozart's "Haffner," the two "Peer Gynt" suites, Tchaikowsky's "Romeo and Juliet," Rachmaninoff's Second Piano Concerto and Tchaikowsky's First Piano Concerto. Orchestras used are the Concertgebouw Orchestra of Amsterdam, the Berlin Philharmonic, the Vienna Symphony and the Hague Philharmonic. Soloists are Alexander Uninsky and Cor De Groot.

First EP's

First EP's on the new label

cover show tunes, jazz, polkas, etc. Tunes from "Call Me Madam" set is the original English cast cutting with Billie Worth. Some of the material is from the diskery's old files, including EP's by Al Jolson, the Artie Shaw ork and the Bunny Berigan crew. Wild Bill Davis, Buck Clayton and Ahmad Jamal's string group round out the EP listing. Helene Dixon, Dolores Hawkins, Sandy Stewart, June Anthony, Pete Hanley, Frank Murphy and Bill Heyer are the key names on the Epic pop label.

Epic 12-inch LP's will list at \$5.95, rather than at the Columbia 12-inch masterworks LP price of \$5.45. A strong advertising and promotional push will be placed behind the new label.

The Merchandising Revolution in Records and Phonographs

A Special Section on Records and Record Playing Equipment featuring

New Profit Opportunities for Record Dealers Growing Out of the Fast-Growing Popularity of Hi-Fidelity and Other Separate Phono Equipment . . . Products and Merchandising Methods of Phono Equipment Manufacturers . . . Successful Sales Techniques Used by Leading Record Dealers . . . What All Dealers Should Do to Get the Most Out of the New Phono Sales Opportunity . . . and more.

Coming in . . . The Billboard . . . October 24 Issue

DEADPAN

Kinsey Tune Omits That Word S-x

NEW YORK, Sept. 12.—Publication of Dr. Kinsey's book, "Sexual Behavior in the Human Female," precipitated very little Tin Pan Alley activity which could be construed as in bad taste. A check with the networks last week indicated that only one tune had been placed on the verboten list—and this action was taken not because the ditty mentioned Kinsey, but because the lyric, in itself, was in bad taste.

Reports indicated that a tune inspired by the Kinsey Report and showing some early promise of getting plays was a ditty titled "Don't Believe Everything That You Read About Love," cut by Betty Cody, a WWVA, Wheeling, W. Va., thrush, for the RCA Victor label. The tune, written by Pat Anthony and Mimi Reed, is straight hillbilly in character. It's dead serious and does not even mention Kinsey. It merely recognizes the latter and his tome by implication, for it tells one and all that gals are better than what the bookish experts would seem to indicate.

The disk is kicking off with a sizable promotion. Victor is mailing the disk to 1,600 country deejays, together with a note from thrush Cody. Commenting on all the stories anent Dr. Kinsey's new book, Miss Cody opines:

"While we were deciding (back home in West Virginia) that all these experts were dead wrong about most of us girls, along came a song, sent by Mr. Sholes at Victor, which said just about what we had in mind... it's called "Don't Believe Everything That You Read About Love"... I'll bet you'll get plenty of mail with arguments for and against the experts, and we can find out how wrong or right they really are."

This intriguing disk loses no interest when it's flipped over. The other side is the answer to "I Forgot More than You'll Ever Know About Him." "It's called, "I Found Out More Than You Ever Knew."

'Concert Hall' Added to CBS

NEW YORK, Sept. 12.—Bucking the longtime trend toward the use of fewer live musicians on network radio, CBS has skedded a weekly series called "20th Century Concert Hall," which will use a chamber orchestra of about 30 men. Sponsored jointly by CBS and the American Composers' Alliance, the half-hour show debuts next Sunday (27) with Leopold Stokowski as conductor. The program represents the network's most ambitious live-music project since it disbanded the CBS Symphony ork some five years ago.

Stokowski stays with the show for six weeks, after which Luigi Antonini takes over as conductor, with other guest leaders to be designated later. Emphasis will be on serious modern music. The net will have three classical shows riding on Sunday afternoons—"Concert Hall," the Longines Symphonette and the New York Philharmonic.

BBC DIRECTS STAFF TO REDUCE U. S. MUSIC

LONDON, Sept. 12.—A recent sotto voce British Broadcasting Corporation directive to producers commanded them to play fewer American tunes and more homegrown music in their band programs, and urged them to employ no more British singers who copy the "American style and presentation." It is doubtful if the ban will work. For years a fake American accent for singers and pseudo-American name for songwriters has been a must for those up-and-comers who want to eat regularly.

Due mainly to the influence of Hollywood and the growing reputations of top American diskers here, the word American has come to have a magical pulling power in show business circles.

FISHER DISK PAIR OF FIRSTS

NEW YORK, Sept. 12.—"Just to Be With You," ditty cut by Eddie Fisher on RCA Victor recently, is not only that warbler's first rhythm tune since "Lady of Spain" the disk marks the first Fisher side landed by Trinity Music, Santly-Joy's Broadcast Music firm; and it is the first recorded tune landed by Warren Spencer, who wrote the tune in collaboration with Steve Nelson.

International Release for 'Song of India'

HOLLYWOOD, Sept. 12.—Mickey Goldsen, prexy of Criterion Music, closed a deal this week which will allow the international release of the adapted version of "Song of India," with European copyright holders Boosey & Hawkes, Ltd., and Editions M. P. Belaiesf.

"Song of India," an original Rimsky-Korsakoff melody, had special lyrics written by songscribe Johnny Mercer and subsequently was recorded by Mario Lanza on RCA Victor. Criterion formerly had licensing rights in the United States only, but as a result of his deal with European publishers, will retain sole rights in the U. S. as well as share in the royalties elsewhere. RCA Victor is scheduled to re-release the Lanza platter in other markets immediately.

RECORDING COSTS

Europe Levels Off After 4-Year Climb

NEW YORK, Sept. 12.—Recording costs in Europe have now leveled off, after a steady climb since the beginning of LP which boosted the nut for holding legitimate sessions approximately 300 per cent over a four-year period. This is the report of Imre Rozsa, record producer who had done much work for Vox and Columbia, among other Stateside diskeries, now here on a business trip.

Hectic activity of domestic record firms, which scoured Europe for suitable classical tapes to keep them in the LP catalog race, accounted for the boom abroad. More recently, the Dutch diskery, Philips, now represented here on the Columbia label, helped zoom costs by bidding for artists and orchestras at near prohibitive prices. For some years, the orchestra, soloist or conductor was in the driver's seat, constantly upping the price for his services as demands on them grew heavier. Today, according to Rozsa, musicians are again anxious to go out and round up recording work. While costs have not declined, there is no early expectation that they will rise.

Factors which influenced the leveling off process include the rapid loading of the LP catalog with duplications of popular classics, a beginning trend for many American diskeries to cut many more here, and a rounding out of the Philips artist roster. The latter company is now said to have

Most recent to cash in on the trend is British-born singer Tony Brent, hailed as Britain's best vocal bet since the war. When the lad was first heard around, critics found echoes of everyone from Frank Sinatra thru Billy Daniels to Tony Martin. The BBC showed interest but refused to book him until he "stopped singing like someone else."

But there were some who heard Brent's own particular quality thru all the echoes. Song plugger Don Agness had faith in his future and moving in to be his manager, steered him thru Columbia to such successful releases as "Make It Soon," which sold 152,000 disks, and "Walking to Missouri," which sold 138,000—fig-

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While City Talent Struggles, Country Artists Grow Fat

P. A. Business Booms in Suburbia; TV Affects Methods, But Not B. O.

• Continued from page 1

names is the tour just completed by Webb Pierce and His Wandering Boys' "Grand Ole Opry" troupe. They just wound up a very successful tour. The group played six days in Northwestern Canada and broke house records in Viking and Edmonton, Alberta. Pierce followed with 10 days in Montana and set house records in Butte on August 23 with over 12,000 paid admissions; in Billings, August 23, with over 3,800 admissions, and also set house records in Great Falls and Glasgow. Promoter John Kelly has Pierce returning in December for the same tour.

Riley's Tally
Norm Riley, artists' rep of Madison, Tenn., figures his billings on country talent are about 80 per cent higher than they were five years ago. "While we find that the bookings are just a shade better than last year insofar as the actual playing places are concerned, the money we received for the artist has been far greater than ever before. For example, in outdoor parks and fair dates we have been able to get anywhere from \$150 to \$500 more for the same kind of talent in the same locations. In regard to metropolitan centers, we find that in such cities as Akron, Cleveland;

Wichita, Kan.; Kansas City, Mo.; Dallas, etc., business has increased slightly over last year, even tho all those cities are well represented by television. Business has been helped in the country field by the upsurge in country talent in such centers as the whole New England territory and the Central and Eastern part of Canada. In the Maritime Provinces of Canada, for instance, Grandpa Jones, working as a single and taking out all expenses for seven days, grossed \$3,300 for his part." Riley adds that this same act playing, let's say, the Carolinas, would have done only about \$1,700 for the same seven days. Riley continues, "The type of artist in big demand is the country artist with a record of a song, which he has put across himself, and preferably the artist who has written and recorded the song himself."

TV's Effect
Opinions vary as to the effect television is having on the rural talent booking field. But all the tradesters are aware of changing patterns which are either entirely, or partly, traceable to television.

A. V. Bamford, booker and promoter of Nashville, states that in larger towns of 100,000 and upward, where there is TV, it is necessary to give the customers more talent—more acts—in order to keep the box office healthy. It takes a package show to do this, says Bamford. "Two performers used to be enough, but now you need four acts in such areas. Record names are best, and to a name like Ernest Tubb, Hank Snow, etc., we will add an upcoming disk attraction like Darrell Glenn, who hit with "Crying in the Chapel" on Valley Records, plus another two or three supporting artists." With this formula, says Bamford, "we have done big box office in Memphis, Louisville; Beaumont, Tex.; Corpus Christi, Tex.; Oklahoma City, Atlanta, Indianapolis, and other TV areas. This is an effort we must make in order to keep the box office on an even keel." A package of four—one name and three supporting artists—carries a nut of up to \$2,000 for one show.

Pops in P'kge
Bamford was in New York this week talking to the Arthur Godfrey office regarding the possibility of booking warbler Julius La Rosa along with a country talent package. This attempt by Bamford is the key to another trend, which astute rural talent operators are about to test. That is, the possibility of drawing a larger box office by coupling a pop attraction with country artists in a hybrid package. Bamford believes that in the larger towns—particularly semi-rural areas—TV is creating a demand for this kind of package. Hence comes Bamford's desire to corral La Rosa, strictly a TV-produced personality.

Bamford is certain that come this fall he will have this type of mixed package making the rural circuit. He notes that the idea of a hybrid package is not completely new. It was embodied in the Hadacol Caravan troupe of several years ago, which carried such talent as the late Hank Williams, plus occasional "pop" headliners as Groucho Marx, Milton Berle, Bob Hope, etc. Generally, tho, country packages have been all-country in make-up.

enough performers under exclusive contract, most with hefty disk commitments, to keep it from full-scale artist raiding for some time.

Going Rate—\$8

In Vienna, where Rozsa does most of his work, the going rate for orchestral musicians is now about \$8 (equivalent in American money) per three-hour recording session. By tradition and practice, however, it is rare for any single session to produce more than about 17 minutes of usable tape. Thus a symphony of moderate length can not be cut in less than two sessions.

A conductor, depending on his reputation and availability gets anywhere from \$60 to \$250 per session. For soloists the rate per composition rather than per session, ranges from \$50 to \$150. Royalty schedules for featured performers are the exception rather than the rule.

Added Expenses

While these basic costs are low compared to costs here, many additional expenses must be added before the finished tape is pre-

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London Plugs Heath Album

NEW YORK, Sept. 12.—London Records is prepping a major promotional drive behind its release of the new "Ted Heath at the Palladium" album, due out next week. The set features 12 selections recorded during Heath's 89th concert at the famed London theater. His appearance there is a monthly event.

The diskery drive, which will be comparable to its effort on the recent Mantovani-Victor Herbert package, will cover deejays as well as dealers, with some 300 strategically-spotted platter spinners to get copies of the LP. A special promotional disk is being prepared for jocks on which Heath explains what a Palladium concert is, giving on-the-spot impressions. This disk is also designed so that it can be used for simulated interviews between deejays and Heath.

In addition to being released as a 12-inch LP, the Heath package will be offered as three EP's, which will be sold separately. Dealers will receive easels and streamers plugging the set.

CHICAGO, Sept. 12.—The demand for live talent, in the opinion of George Ferguson, of the WLS Artist Bureau, is greater in the metropolitan area of Chicago than it has ever been. The bureau handles mainly talent connected with the WLS "National Barn Dance" shows aired over that station.

A spokesman for the station said, "If TV has had any effect, it has increased the demand for live talent."

According to the bureau, greatest demand is being made in the outdoor field. Parks and outdoor entertainment billing is way up over a period of years and the demand is constant thruout the territory. The reason for the increase in demand of live talent is the greater amount of local celebrations being staged, such as centennials.

Bookings Drop

Theater booking, which was strong five years ago, has dropped to the extent that hardly any bookings are being made in theaters of the territory for these acts anymore. Reason for the drop was attributed to the lack of draw in theaters by the same acts that went over big in other places.

Bookers are learning the hard way and are avoiding spots that

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10,000,000

Victor to Celebrate EP Event

NEW YORK, Sept. 12.—RCA Victor will mark the production of the record industry's 10,000,000th EP disk next Tuesday (15) at its 24th Street pressing plant. At the ceremony marking the event, Manie Sacks, v.-p. and general manager of the firm, will press a copy of "Rise Stevens Sings Songs by Idabelle Firestone" and present the disk to Miss Stevens.

The EP was introduced just a year ago by RCA Victor. Since then RCA Victor has produced 7,000,000 EP's while the rest of the industry has turned out 3,000,000 of the long-playing donut disks, according to Sacks. Sacks also credited the EP as being a major factor in making this summer's business the best in years, since it was "Largely plus business for the trade."

Five Singers Added to Decca Roster

NEW YORK, Sept. 12.—Milt Gabler, Decca's chief of artists and repertoire, has added to his talent stable with several new artist signings. Newly pacted are Charlie Applewhite, a chanter protege of comic Milton Berle, who cut his first sides this week; also thrush Pat Morrissey, Andy Iona and Johnny Pineapple. The latter two are specialists in Hawaiian material.

Paul Cohen, meanwhile, has added Jimmy Skinner to his c.&w. roster. Skinner was formerly with Capitol Records.

Fair Trade Pricing Turning Point Seen

WASHINGTON, Sept. 12.—Of major interest to the retail disk business, a new turning point in the controversy over fair trade pricing is expected in the upcoming term of the Supreme Court which opens next month.

The issue will come up in the case of Schwegmann Bros., owner of a chain of supermarkets in New Orleans, versus Eli Lilly & Company, makers of insulin. The Schwegmann stores sold Lilly's

insulin below fair trade prices, according to Lilly, who obtained an injunction against Schwegmann Bros. from the Fifth Circuit Court of Appeals. Schwegmann is appealing the injunction before the Supreme Court. The appeal was filed August 8. Schwegmann contends that it is "unconstitutional to enforce the fair trade price upon a merchant who has not signed a fair trade agreement."

While City Talent Struggles, Country Artists Grow Fat

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receive little draw. Where bookings are on percentage, bookers are only picking the better spots and are doing well.

Drake stated that comedy is in greater demand now than it was five years ago. The extremely rustic type hillbilly act is less in demand now. The most popular WLS acts come close to being regular pop acts such as are presented in metropolitan vaude reviews.

Top names in the WLS stable are Homer and Jethroe, and the Buccaneers, a musical team which also does comedy. The Homer and Jethroe team is now currently turning down bookings, being flooded by offers as a result of their RCA Victor records.

Demand for Acts

An interesting fact pointed out by the bureau was that there is definitely a greater demand for acts, with the exception of the theaters, and that demand doesn't differ between the TV areas and non-TV areas.

A random search of the bureau files showed increases in gross and attendance on some of the locations worked by the WLS Bureau.

The WLS "National Barn Dance," which originates in the 8th Street Theater here, is actually up 7 per cent in attendance over last year. The show uses the same talent that is booked into rural areas, and is being aired only over radio.

The Illinois State Fair in Springfield is the biggest show on the roster and the entire WLS "Barn

Dance" show is put on here each year. In 1948 the show did 11,813 in paid admissions, compared to 12,972 in 1953. This was a slow but steady climb over the five-year period.

Fair Grosses

The La Porte (Ind.) County Fair in 1948 grossed \$5,581 in receipts, compared to \$6,036 for the same number of acts in 1953.

The Fairbury (Ill.) Fair did \$1,483 gross in 1946 against \$2,850 for the same number of acts in 1953.

The Mississippi Valley Fair at Davenport, Ia., did \$2,959 gross in 1948, compared with a gross of \$3,840 for the same number of acts in 1953.

A station exec stated, "The farmer is greatly interested in TV, but evidence shows he will not increase his stay-at-home time when he gets it. The trend is to stay home the same amount of nights as he generally does, and the advent of TV will only tend to lessen his boredom."

Other reports from Chicago area bookers indicate that only one phase of the industry has been declining in the Metropolitan Chicago area and that is the supper club booking.

Club Dates Good

Club dates here are as good or better than they have been in recent years, despite the decline in steady engagement spots. Chicago still remains the best location in the nation for consumption of club date acts, due mainly to the number of conventions held here, and the relatively high salaries offered.

One booker claimed the decline in supper clubs with a result of the high salaries paid by Las Vegas niteries. He contended that most supper club acts want similar salaries and the clubs can't afford to pay the tariff. It was revealed that most supper clubs, which have dropped big acts or name policies, are now operating with small instrumental combos.

Larry Lux, of the Paul Marr Agency, said, "Our greatest obstacle in serving the Lake Club in Springfield, Ill., is finding name attractions that fit into our budget."

One factor in the rise of club dates, both metropolitan and rural, is the advent of package tours sent out by such companies as International Harvester. They play towns of all sizes and mostly perform in the showrooms and/or garages of the dealer. The dealer invites the entire area to the free show. No admission fee is charged. This type of booking is now rated one of the biggest consumers of live talent in the country.

Talent in demand both on the club-date circuit and supper club route still lists the comic in top spot. Club dates, however, do not prefer the night club type comic. They prefer the clean homespun type humorist. Next in line in demand are novelties, sight acts, and family type acts.

HOLLYWOOD, Sept. 12.—Personal appearances in rural areas throughout the West and Southwest show a definite upward trend in volume of business, despite the fact that ballrooms and clubs are operating in most cases on a one-night-per-week policy.

Attendance figures in rural locations indicate a substantial gain as against a decline of as much as 30 per cent in metropolitan Los Angeles.

Spokesmen for major talent agencies here indicate that name attractions, particularly artists who have disk popularity, are doing an increasing volume of business and are working fairly steady. This holds true in the pop and country and western fields as well.

Marty Landau, operator of the local Riverside Rancho, points out that halls in Bakersfield, Hanford, Fresno, Riverbank, Oakland, San Mateo and the famed Wills Point Ballroom in Sacramento are operating on a Saturday-night-only policy. Only Western entertainment spots running other than one night per week are the Rancho, which operates on a four-night schedule, and the local Town Hall and Harmony Park locations, both of which run twice weekly. Attendance at the Rancho has averaged 2,500 payees for four nights, with expectation that those figures should rise with the fall season setting in.

Cliffie Stone's Howetown Jam-boree at nearby El Monte Town Hall, and the Spade Cooley band

working out of the Santa Monica Ballroom are operating on a Saturday-night-only basis. Both incidentally, have live in-person television shows, which undoubtedly increases their value at the box office.

Ballroom and club operators in sparsely settled communities have the problem of lack of accommodations to contend with, and cannot maintain an artist or band on a sustaining or week-to-week basis.

Steven Stebbins, of Americana Corporation, indicates that rural business has increased by as much as 50 per cent, acknowledging the fact that ballrooms are not operating as frequently as they did five years ago. Despite this, Stebbins says, "Western artists have made strides in the last five years and advanced to the point where they now are in demand from locations that wouldn't dream of playing a country act years ago."

Stebbins advances the view that the shift of emphasis in the music business to the point where folk and western music now overlaps the realm of popular music is partially responsible for the sudden popularity of western artists.

"The caliber of the talent booked into a location in most cases depends on how well you'll do at the box office. Artists who have some following on phonograph records are in most demand. Despite the fact that you may give people a top name attraction, they still want to dance and insist that you book a well rounded western dance band into a location along with the star. Years ago you might have been able to get away with booking a small unit, paying specific attention to only the headliner. That is not the case today," Stebbins declared.

Reg Marshall, of the Reg Marshall agency, concurs in the view that only those artists with a disk following are doing well and are being booked with any amount of consistency.

Spokesmen for General Artists Corporation and Music Corporation of America likewise agree with the statements of their country and western counterparts and acknowledge that pop artists are also doing exceptionally well in rural areas. The situation with respect to the booking of "record names" prevails in the pop biz as it does in the country and western field.

Areas that never before booked in-person shows are now demanding talent in greater proportions than ever before. Artists in all fields are now finding additional locations throughout Wyoming, Colorado, Utah, Idaho, New Mexico, Washington, Arizona and Texas. Bookers also point out that many of these areas have not been subjected to the influence of television, although they believe that business conditions should continue to surge if and when TV makes its debut in these sparse communities.

Leeds Gets Catalog of Tcherepnine

NEW YORK, Sept. 12.—Leeds Music has extended its sphere of influence in the standard and educational field with the acquisition of the Alexandre Tcherepnine catalog of music from the Far East. The firm already represents serious music catalogs in Israel, Russia, Mexico and Hungary.

Tcherepnine, now teaching at De Paul University, commissioned most of the works in his catalog during an extensive stay in China and Japan. Included are compositions for piano, voice and chamber orchestra, plus much educational material. He has named Leeds sole selling agent world-wide, except for Austria and Germany.

Leeds' foreign representations include the works of many top contemporary Soviet composers via its Am-Rus edition, a deal calling for Western Hemisphere rights to scores handled by Israeli Music Publications, the publishing house of the Israeli Composers' Association, and tie-ins with Ediciones Mexicanos and MARS, the latter a performing rights group protecting the output of many contemporary Hungarian writers.

DISK PROMOTION DOES RICOCHET

SEATTLE, Sept. 12.—Jim Hepworth, sales manager of the Oregon Record Distributing Company, engineered an unusual record promotion last week when he had local disk jockeys combine on a simultaneous plug of Teresa Brewer's Coral waxing of "Ricochet." Preceded by teaser plugs, jocks on stations KING, KRSC and KIRO, all spun the disk for the first time in this area at 12:30 a.m. last Saturday (29).

Pull Pit Band From Philly Shubert House

PHILADELPHIA, Sept. 12.—Theatergoers at the season's opening legiter, "Take a Giant Step," at the Forrest, have walked to and from their seats without benefit of intermission music since Labor Day. Spokesman for Local 77, AFM, said the musicians were being withheld until final details of a contract with the Shubert Theater Corporation are worked out.

"Oklahoma!" booked for October 5 at the Shubert, has been cancelled because of the dispute, said John Shubert, assistant general manager of the Shubert interests which operate the Forrest, Shubert, Walnut St. and Locust St. theaters here.

Last month, substantial agreement between the Shuberts and the union was announced. It provided wage and personnel increases for orchestras in the theaters. The new contract was not signed, however, and the old one expired last Saturday (5).

In preparation for the final signing, snags were hit. They were described as "small" by both sides but the union decided to "hold everything in abeyance" until they were settled. The matter is now in the hands of the international union.

Shubert said the five-man pit orchestras are not vital to dramatic shows, and musicals will be canceled until the dispute is settled. No other musicals after "Oklahoma!" are booked locally until February.

Maremont Aids Jazzers, Charity

CHICAGO, Sept. 12.—An effort to bring to Chicago outstanding jazz artists, and at the same time benefit 12 charitable organizations, was announced this week by Arnold Maremont, industrialist and underwriter of the program.

Maremont arranged two concerts last spring for charity on Chicago's North Shore. He announced that the 12 charities would share benefits from a series of 12 jazz concerts, beginning November 4. The charities selected will each be granted a specific night and will be responsible for sponsoring and promoting their own concert, after repaying the talent cost to the Maremont Foundation, a non-profit organization. There will be no risk or cost to the participating charities.

The concerts will feature Billy Eckstine, Woody Herman and orchestra, and Sidney Bechet. A 25-piece orchestra will feature several well-known musicians.

Popular Charity

Maremont said his reasons for underwriting the concert series were two-fold: First, the popular demand for additional concerts of this type and, second, the concert series provides a popular means for a charity to raise funds. He pointed out that, at present, the only places where jazz performers appear regularly in Chicago are lounges, where teen-agers are not permitted.

Maremont plans to meet with heads of several local charities in the next two weeks to discuss their possible sponsorship of concerts.

The publicity and concert promotion office of Bernard L. Asbel lined up the talent and will be in charge of production of the concerts.

Palladium to Ladies' Nights As Biz Hypo

HOLLYWOOD, Sept. 12.—Palladium Ballroom has returned to a "ladies' night" policy in an effort to stimulate generally prevailing sagging box-office conditions.

The dance hall will admit ladies free on Thursday nights when accompanied by an escort. Palladium has also set two special event dance contests on Wednesday night, with trophies to the winners.

Decline in attendance has hit other dance outlets here, with the Aragon Ballroom, featuring Lawrence Welk, showing an estimated 10 per cent drop. Interesting sidelight here is that attendance for the Welk weekly TV show at the ballroom has jumped considerably, while post-TV gate has dropped. Above situation is also true of the Spade Cooley Show emanating from the Santa Monica Ballroom on Saturday nights. Cooley likewise features an hour TV show, although the unit operates only on a one-night-per-week basis.

The Palladium recently closed its doors for the first time in its history to make repairs and set up TV lines for the current Les Brown run.

Philly Skeds Conductors' Symposium

PHILADELPHIA, Sept. 12.—Thirty conductors of community and college orchestras from 20 States will attend a six-day conductors' symposium with Eugene Ormandy and the Philadelphia Orchestra at the Academy of Music, September 28 thru October 2. The workshop is presented under the joint sponsorship of the Philadelphia Orchestra, and the American Symphony Orchestra League, and the American Society of Composers, Authors and Publishers (ASCAP).

Mrs. Helen Thompson, executive secretary of the Orchestra League, remarked that "this five-day period of study and observation will combine inspiration and guidance with practical, in-service training for these people who are doing the foundation work of orchestral development in this country."

Many of those who will attend the symposium are directors of three or four groups, and several are college and university faculty members. Mrs. Caroline Bert, director of the Kewanee (Ill.) Civic Orchestra, will be the first woman conductor to attend the event.

Sampson Holds Showing Of Col Hi-Fi Phonos

CHICAGO, Sept. 12.—The Sampson Company, distributors of Columbia records and phonographs, held a showing of the new Columbia high-fidelity phonographs Tuesday (8) at the La Salle Hotel.

Highlight of the showing was the new XD attachment, which plugs into the Columbia 360 table models and consolettes. The 360 models have two speakers in the cabinet and the addition of XD (extra dimension) attachment brings the total to three. The XD is linked to the set by a 30-foot cable and by proper placement in the room, a perfect balance of sound is set up so that the lows originate in the main instrument and the highs are produced in the XD.

An electric clock is encased in the XD to add to its value as a piece of furniture. The complete fall and winter line of phonos was shown at the event.

San Antonio Symphony Opens Season Oct. 31

SAN ANTONIO, Sept. 12.—The 15th anniversary season of the San Antonio Symphony Orchestra will open here October 31 at the Municipal Auditorium, according to Victor Alessandro, musical director. There will be 15 subscription concerts, featuring 19 artists. Among the soloists are Alec Templeton, Artur Schnabel, Helen Traubel, Roberta Peters and Yehudi Menuhin. Guest conductors will be Sir Ernest MacMillan and Heitor Villa-Lobos.

Bamford Skeds Film Biog of Hank Williams

NEW YORK, Sept. 12.—A. V. Bamford, Nashville booker and promoter, is negotiating with film companies relative to a pic based on the life of the late Hank Williams. Bamford, it is known, has clearances on this project from Audrey Williams, widow of the late country singer, and from Williams' mother. Bamford has been talking with execs of M-G-M, whose disk subsidiary released Williams' sides.

Bamford is also working on a network show for Ernest Tubbs, and a transcribed program starring Hank Snow.

Ross Switches Over to Decca

NEW YORK, Sept. 12.—Mike Ross, top Coral exec until his recent trip to the West Coast, will be slotted in another post with the diskery's parent company, Decca, upon his return to New York next week. Norm Weinstroer, Coral sales manager, is expected to take over as managing head of Coral operations.

Ross, who also handled phonographs and accessories for the Decca Distributing Corporation, will continue to perform these functions, though he will probably be assigned additional supervisory duties.

Indriss, Tibbles Sue Leeds for 4G

HOLLYWOOD, Sept. 12.—Suit was filed in Los Angeles Superior Court (10) in behalf of songwriters Ramey Indriss and George Tibbles against Leeds Music Corporation, requesting an accounting of the profits of the song, "Woody Woodpecker," penned by the plaintiffs.

Involved is a claim of \$4,000 Indriss and Tibbles allege is due them. Attorneys for the songwriters acknowledge that an interpretation of law is involved dealing with Leeds' contention of their right to withhold a portion of the authors' royalties.

Leeds was originally involved in a suit some years ago filed by Mel Blanc, who claimed origination of the laugh portion of "Woody Woodpecker." Suit was subsequently settled out of court.

ELLINGTON TO CHI FOR ASA PRESS MEET . . .

Duke Ellington, founder and advisory chairman of the Artists' Society of America, will arrive in Chicago Tuesday (15) for a press conference on the formation of ASA. The Society is being formed to further young aspirants in the field of entertainment. It was recently announced that **Billy Eckstine's** name was entered for the office of president of the new group.

COLUMBIA PREPS NEW LP CATALOG . . .

Columbia Records will issue a complete 60-page LP catalog for 1953-'54 in October. It will list every LP released thru July, 1953 by the diskery. The catalog will be available thru Columbia distributors. The diskery will also issue an EP catalog as well as children's and sacred catalogs this coming winter.

MERCURY WAXES COPLAND'S 3RD . . .

Aaron Copland's Third Symphony, the first work commissioned by the Koussevitzky Music Foundation to be recorded, will soon be made available in a Mercury disk by **Artal Dorati** and the Minneapolis Symphony ork. More than 50 scores have been commissioned by the foundation since 1942.

From the MGM Picture "Lili"

Hi-Lili, Hi-Lo

ROBBINS MUSIC CORPORATION

The Terry Theme
from
"LIMELIGHT"
—instrumental—

"Eternally"
from
"LIMELIGHT"
—vocal—

BOURNE, INC.

THE HAPPY HIT! TENNESSEE WIG-WALK

JILL WHITNEY—CORAL
RUSS MORGAN—DECCA
BONNIE LOU—KING
Listed Alphabetically

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NEW YORK 19, N.Y.

just two words

IN LOVE*

and two more words of music magic

PERCY FAITH

now on

COLUMBIA RECORDS

*b/w MANY TIMES on Columbia Record No. 40076

Music as Written

KRUPA CUTS 8 CLEF SIDES . . .

Before taking off on the annual "Jazz at the Philharmonic" tour, Gene Krupa cut eight sides for Norman Granz's Clef label using a small combo consisting of himself on drums; Charlie Shavers, trumpet; Ben Webster, sax; Bill Harris, trombone; Teddy Wilson, piano; Ray Brown, bass; Herb Ellis, guitar. Most of the sides were originals written by Shavers.

New York

Al Pulley, chief engineer for RCA Victor, flies to Rome tomorrow. He will supervise the setting up of recording facilities in RCA's record plant there and then study the European high fidelity situation in Madrid, Paris and London. He'll return in three weeks.

Ralph Sharon, British jazz pianist now resident here, goes into Philadelphia's Rendezvous September 23. He follows that engagement with a stint at the Embers beginning October 5. . . . **Monte Bruce**, now in the Midwest, is half way thru a month-long promotion junket on the **Adrienne Kent** waxing of "My Lonely Heart" on Holiway Records. . . . **Eileen Barton** visited deejays in St. Louis this week plugging her "Toys" slicing on Coral.

Columbia disk star **Lefty Frizzell** and his band have been signed for an appearance at the Natatorium, Newport, Ore., October 14. **Tom Becker**, manager of KNPT, and **Bill McKeivitt**, local theater man, are handling the booking. . . . The Gold Star Unit of the **Joe Chitwood** show played to a capacity crowd the opening night of the Lincoln County Fair at Newport recently. . . . **Carrie Koffman** is putting on her own radio program over WMDN, Midland, Mich., titled "Tarry With Carrie."

Bonnie Lou, of King Records and WLW-T "Midwestern Hay Ride," started a Mutual Network program called "Bonnie Lou and Her Boys" on Tuesday (1). The program, featured Tuesdays and Thursdays from 6:50 to 7:00 p.m., alternates with Perry Como, who is heard on Monday, Wednesday and Friday at the same time.

Joe Tauss has moved the headquarters of Jaytee Distributors to 644 10th Avenue.

The **Ray Anthony** organization will open an office on the West Coast next week. Anthony's business manager, **Fred Benson**, flew to the Coast this week to set up the new office. . . . The **Sauter-Finegan** ork opens a two-week stand at the Bandbox here September 15. . . . **Eydie Gorme**, Coral Records thrush, opens a one-week engagement at the Ranch House, Providence, September 22. . . . **Cleffer Frank Hartman** is starting a new diskery, Center Records, out of Cabin John, Md. . . . **Bourne Music** will move to new offices at 136 West 53rd St. sometime next

month. . . . **Ed Lawson**, writer for Paramount News, became the father of a girl on Friday (4). Youngster is named **Mered Avis**. **Mrs. Bryna Lawson** was formerly a publicist for RCA Victor Records. . . . The tune "Walkin' Down a Country Road" snagged the first prize on the **Steve Allen** song contest Tuesday (8). Tune was clefted by **Nick Maldo**, of Providence, R. I., with lyrics by Allen. Song is being published by Miller Music, and has been cut by **Larry Clinton** on M-G-M. Maldo received a sizable advance against royalties for the tune from **Lester Sims**, general professional manager of Miller. . . . The **Neal Hefti** ork goes into the Paramount Theater here after the current show with **Guy Mitchell** is over. . . . The tune "North Wind," just waxed by **Slim Whitman** for Imperial Records, is published by Fairway Music, not Commodore Music as previously stated in The Billboard. . . . **Lione! Hampton's** new ork additions include pianist **George Wallington** and thrush **Annie Ross**. . . . **Nat Cole** is at the Twin Coaches, Pittsburgh for a week starting September 14. Cole's new drummer is **Lee Young**, brother of **Lester Young**. . . . **George Shearing** and his combo play a week at Storyville in Boston starting September 13, then a week at the Celebrity Club, Providence.

Chicago

RCA Victor gave a cocktail party Friday night (11) for the **Ames Brothers**, currently appearing at the Chicago Theater. Shindig took place at disk jockey **Linn Burton's** Steak House and was attended by disk jockeys, record librarians and the press. The brothers open September 19 at the Statler, Washington, for two weeks, and then move to the Latin Quarters, Boston. . . . **Al Morgan** currently headlining the show at the Preview, with the Dixieland stylings of **Jimmy Ille's** band also on the bill. Morgan is getting a TV show set for an early debut.

Monica Lewis, currently appearing at the Chicago Theater, and new Capitol artist, has been making the rounds of the deejays here. . . . **Florian Zabach**, violinist of "Hot Canary" fame, also on the bill at the Chicago Theater. . . . **Art Sheridan**, of Sheridan Distributing Company here, has gone into partnership with **Dave Freed**, formerly with Ohio Record Sales, in the formation of a new distribution firm, Lance Distribution, Inc., Cleveland. Sheridan is president of the firm, and Freed, vice-president. . . . **Eddy Howard**, Mercury Records artist, cut a session of EP's and pops this week.

Arren and Broderick (Broderick is the head of Nationwide Records) booked for two weeks, starting September 24, at the Thunderbird, Las Vegas, Nev. Eight weeks of West Coast night clubs follow. . . . **Norman Granz** and his "Jazz At the Philharmonic" move into the Civic Opera House, Sunday (27), for a one-nighter concert. Included in the line-up are songstress **Ella Fitzgerald**, drummer **Gene Krupa**, pianist **Oscar Peterson**, trombonist **Bill Harris**, **Roy Eldridge**, **Charlie Shavers**, **Benny Carter**, **J. C. Heard** and **Herb Ellis**. The concert

will be recorded and the portions judged to be the finest will make up Volume 16 in the JATP album series. . . . **Julie Stearns** and **Jimmy Cairns**, of BMI, are holding a cocktail party Tuesday (15) in honor of **Percy Faith**, Columbia recording star, at the Ambassador East Hotel. . . . **Singleton Palmer's** Dixieland Six, plus **Beryl Booker's** Trio, currently at the Blue Note. . . . **Jimmy Palmer** and orchestra appearing at the Melody Mill.

Hollywood

Lew Chudd, prexy of Imperial Records, off again on a short hop thru the South. . . . **Jose Greco**

Troupe into the Statler Terrace Room for two weeks. . . . **Joe Bihari**, of Modern Records, back from a three-week tour thru the Midwest, during which he signed singer **Connie Mac Booker**. . . . **Eddie Gomez** and ork begin a return engagement at the Macayo (Continued on page 37)

Strutting to the top . . .

GUY MITCHELL
singing
CHICKA BOOM
Columbia #40035
SANTLY JOY, Inc.

BMI Check List
OF TOP RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
A DEAR JOHN LETTER (American) PAT O'DAY-FOUR HORSEMEN (MGM)	✓✓✓✓✓	✓✓✓✓✓	
RICOCHET (Sheldon) TERESA BREWER (Coral)	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
TOO YOUNG TO TANGO (Hill & Range) TERESA BREWER (Coral) JOEL GREY (MGM)	✓✓✓✓	✓✓✓✓✓ ✓✓✓✓✓	✓✓✓✓ ✓✓✓✓
ELAINE (Hill & Range) HENRI RENE-HUGO WINTERHALTER (Vic.) PERCY FAITH-MITCH MILLER (Col.) LES BAXTER (Cap.)	✓✓✓✓✓ ✓ ✓	✓✓✓✓ ✓✓✓✓ ✓✓	✓✓✓✓ ✓✓✓✓ ✓✓✓
LET ME GO, DEVIL (Hill & Range) GEORGIE SHAW (Dec.)	✓✓✓✓	✓✓✓✓✓	
CARIBBEAN (American) ROBERTA LEE (Dec.) TONY MARTIN (Vic.) JOYCE PAUL (Republic)	✓✓✓✓	✓✓✓✓ ✓✓ ✓✓	
40 CUPS OF COFFEE (Arc) ELLA MAE MORSE (Cap.)	✓✓✓✓✓		
SHAKE A HAND (BMI) FAYE ADAMS (Herald) SAVANNAH CHURCHILL (Dec.) FRAN WARREN (MGM) RED FOLEY (Dec.)	✓✓✓✓✓ ✓✓ ✓ ✓✓✓✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓	✓✓✓✓✓
RELAX (Hill & Range) TONY MARTIN (Vic.)	✓✓✓✓	✓✓✓✓	✓✓✓
OH MIS'RABLE LOVE (Goday) BOBBY WAYNE (Mer.)	✓✓✓✓	✓✓✓✓	✓✓✓
I'LL WAIT FOR YOU (Mellin) VERA LYNN (Lon.)	✓✓✓✓	✓✓	✓✓✓
LET'S GO FISHIN' (Montclare) FRANKIE LAINE-JIMMY BOYD (Col.)	✓✓✓✓	✓✓	
NO MORE TEARS (Lowell) GINNY GIBSON (MGM)			✓✓✓✓
PUT SOME MONEY IN THE JUKE BOX (Dickinson) THE MODERNAIRES (Coral)	✓	✓✓✓✓	✓✓✓
MANY TIMES (BMI) PERCY FAITH (Col.) EDDIE FISHER (Vic.)	✓ ✓✓✓✓	✓✓✓✓✓	✓✓✓

"GIGI"
Recorded by . . .
LES BAXTER—Capitol
GUY LOMBARDO—Decca
PAUL WESTON—Columbia

Bing Crosby sings. . .

Mademoiselle de PAREE
DECCA #28814

MILLS MUSIC, INC.

RATINGS

Billboard	Cash Box	Variety
Best Buy	Disk & Sleeper of the week	Best Bet
New Record To Watch	Best Bet	Top Review
90-100	B+	Very Good Review
Tops	Excellent	Good Review
80-89	B	Review
Excellent	Very good	Satisfactory
70-79	C+	
Good	Good	

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Manufactured and Distributed by
Paldia Record Company

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending September 12

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

- | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. Vaya Con Dios | | 1 13 |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514. | | |
| 2. Crying in the Chapel | | 2 9 |
| By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: J. Valli, V 20-5368; Orioles, Jubilee 5122; R. Allen, Dec 28758; D. Glenn, Valley 105. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; K. Griffin, Col 40062; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosella Tharpe, Dec 48302; W. Tuttle, Cap 2545. | | |
| 3. You, You, You | | 3 11 |
| By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffin, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512. | | |
| 4. No Other Love (M) | | 4 14 |
| By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)
BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffin, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | | |
| 5. Oh | | 5 10 |
| By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffin, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 6. P.S.: I Love You | | 7 13 |
| By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)
BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 2717; C. Stapleton, London 282; S. Stitt, Prestige 757.
TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus. | | |
| 7. I'm Walking Behind You | | 6 19 |
| By Billy Reid—Published by Leeds (ASCAP)
BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314. | | |
| 8. Dragnet | | 8 4 |
| By Walter Schumann—Published by Atamo (ASCAP)
BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: B. Morrow, V 20-5398. | | |
| 9. With These Hands | | 10 10 |
| By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP)
BEST SELLING RECORD: E. Fisher, V 20-5365. OTHER RECORDS: G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.
TRANSCRIPTIONS AVAILABLE: Eddie Fisher, Thesaurus. | | |
| 10. I Believe | | 12 29 |
| By Erwin Drake; Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: R. Foley, Dec 28694; J. Froman, Cap 2332; S. Hamblen, Col 21124; E. James, Meteor 5000.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; S. Hamblen, Col 21124; Henry Jerome Ork, Lang-Worth. | | |

Second Ten

- | | | |
|-------------------------------|----|----|
| 11. SONG FROM MOULIN ROUGE | 9 | 24 |
| Published by Broadcast (BMI) | | |
| 12. EBB TIDE | 14 | 3 |
| Published by Robbins (ASCAP) | | |
| 13. APRIL IN PORTUGAL | 15 | 24 |
| Published by Chappell (ASCAP) | | |
| 14. C'EST SI BON | 11 | 9 |
| Published by Leeds (ASCAP) | | |
| 15. GAMBLER'S GUITAR | 15 | 12 |
| Published by Frederick (BMI) | | |
| 16. HEY, JOE | 13 | 3 |
| Published by Tannen (BMI) | | |
| 16. EH CUMPARI | — | 1 |
| Published by Rosarch (BMI) | | |
| 18. ETERNALLY | 17 | 4 |
| Published by Bourne (ASCAP) | | |
| 18. MY LOVE, MY LOVE | 18 | 3 |
| Published by Meridian (BMI) | | |
| 20. DEAR JOHN LETTER | 19 | 2 |
| Published by American (BMI) | | |

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.



Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. DRAGNET
DANCING IN THE DARK R. Anthony 2562
2. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
3. OH!
SAN P. Hunt 2442
4. PROUD NEW FATHER
CLAP YOUR HANDS J. Standley 2569
5. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW
OLD WITHOUT YOU) J. Shepard & F. Huskey 2502
6. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
7. I LOVE PARIS
GIGI L. Baxter 2479
8. SAN ANTONIO ROSE
DOODLE-DOO-DOO J. Carr 2557
9. FROM HERE TO ETERNITY
ANYTIME—ANYWHERE F. Sinatra 2560
10. ELAINE
CORNFLAKES L. Baxter 2579
11. IF LOVE IS GOOD TO ME
A FOOL WAS I M. Cole 2540
12. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON E. M. Morse 2539
13. JACK AND THE BEANSTALK
SNOW WHITE AND THE SEVEN DWARFS A. Collins 2580
14. TROPICANA
JULIE L. Baxter 2568
15. AFFAIR WITH A STRANGER KISS AND RUN
RICOCHET V. Young 2543
16. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
17. ALL I WANT IS A CHANCE
OU CAN'T GO ON FOREVER BREAKING
MY HEART Al Martino 2535

TOP SELLERS—

**COUNTRY
& HILLBILLY**

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard & F. Huskey 2502
2. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson 2553
3. THAT'S WHAT I'D DO FOR YOU
BABY MY HEART
F. Young 2570
4. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
5. FORGIVE ME, JOHN
MY WEDDING RING
J. Shepard & F. Huskey 2586
6. BORN AGAIN
FROM MOTHER'S ARMS TO KOREA
The Louvin Brothers 2510
7. GAMBLER'S GUITAR
SHUT UP AND DRINK YOUR BEER
M. Travis 2544
8. I HAVE BUT ONE GOAL
THE SIXNER'S DREAM
The Smith Brothers 2492
9. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James 2508
10. YOU'LL DIE A THOUSAND DEATHS
HOW MUCH ARE YOU MINE
F. Huskey 2558

BEST SELLING—

**POPULAR
ALBUMS**

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. NAT "KING" COLE SINGS FOR
TWO IN LOVE
Nat "King" Cole 420
3. CAN-CAN
Original Broadway Cast 452
4. THE DESERT SONG
Gordon MacRae & Lucille Norman 351
5. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
6. GERRY MULLIGAN AND HIS
TEN-TETTE
Gerry Mulligan 439
7. JOE "FINGERS" CARR AND HIS
RAGTIME BAND
Joe "Fingers" Carr 443
8. INCA TAQUI
Yma Sumac & Moises Vivanco 423
9. SKETCHES ON STANDARDS
Stan Kenton 426
10. THE ANTHONY CHOIR
Ray Anthony 442
11. THE PARK AVENUE HILLBILLIE
Dorothy Shay 444
12. PREMIERED BY ELLINGTON
Duke Ellington 440
13. DREAMTIME
Axel Stordahl 445

BEST SELLING—

**CHILDREN'S
ALBUMS**

Based on Actual Capitol Sales Reports

1. MICKEY MOUSE'S BIRTHDAY PARTY
Stan Freberg 3165
2. SNOWBOUND TWEETY
Mel Blanc 3169
3. HOPALONG CASSIDY AND THE
HAUNTED GOLD MINE
William Boyd 3166
4. THE LITTLE ENGINE THAT COULD
& THE OLD SOW SONG
Rufe Davis 3142
5. BOZO HAS A PARTY
Pinto Colvig 3133
6. WOODY WOODPECKER AND THE
LOST MONKEY
Mel Blanc 3164
7. WALT DISNEY'S STORY OF ROBIN
HOOD
Nesfor Paiva-Billy May 3138
8. NEVER SMILE AT A CROCODILE &
FOLLOWING THE LEADER
Jerry Lewis 3163
9. I'M A LITTLE TEAPOT & THE
TEDDY BEARS' PICNIC
Frank DeVol 3083
10. BOZO'S NURSERY SONGS
Pinto Colvig 3154
11. I TAUT I TAW A PUDDY TAT &
YOSEMITE SAM
Mel Blanc 3104
12. HOPALONG CASSIDY AND THE
MAIL TRAIN ROBBERY
William Boyd 3164
13. DINKY PINKY
Stan Freberg 3162

LATEST RELEASE

No. 386

- COLLEGIATE
THE ONE CALLED REILLY Joe "Fingers" Carr 2581
- IT'S EASY TO REMEMBER
I FEEL SO MMMM Bob Manning 2587
- SECRET KISSES
WHOLE HOG OR NONE Freddie Hart 2588
- YOU'RE THE RIGHT ONE
THAT'S AMORE Dean Martin 2589
- NOT I
WHEE BABY June Christy 2590
- A DOUBLE LIFE
NO HOPE Lee Bonds 2591
- LET ME BE THE ONE
I'M STILL A PRISONER Billy Strange 2592
- LOVE WILL SOON BE HERE
WHEN LOVE GOES WRONG Hoagy Carmichael 2593

Two exceptional performances

by **MARGARET**

★ **WHITING** ★

"I Just Love You"

★ _____ ★

"The Night Holds No Fear"

on Record No. 2599

A great debut on Capitol!

"LOVE WILL SOON BE HERE"

and

"WHEN LOVE GOES WRONG"

sung inimitably by

Hoagy Carmichael

on Record No. 2593



the DUKE

rocks every juke box!



...with

"BOO-DAH"

and

**"GIVE ME
THE RIGHT"**

vocal by Jimmy Grissom

on Capitol Record No. 2598

The Billboard's Music Popularity Charts

... for Week Ending September 12

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- EARTHA KITT**
I Want to Be Evil... 85
V 20-5442 — Finely-produced side bringing together an unusual piece of material and an uncommonly fine performer in Eartha Kitt. Henri Rene's backing is tasteful. Altho the disk has the touch of special material, it's one to watch, especially due to the sexy vocal the thrush hands it. Could bust out with exposure. (Duchess, BMI)
Annie Doesn't Live Here Anymore... 80
Eartha Kitt's vocal is insinuating as she warbles the fine old standard. It's a smartly-produced side, with excellent backing by Henri Rene. Could get oodles of spins. (Bourne, ASCAP)
- MILLS BROTHERS**
Beware... 79
DECCA 28818—A clever and sophisticated piece of material receives a most effective warble from the Mills Brothers, who sing it with a beat, helped much by the Owen Bradley ork. Unlike many Mills waxines, this one features a lead singer, with the group sounding off behind him. Tune is melodic, the boys sing it with spirit, and it has a chance to bust out. Watch it. (Jefferson, ASCAP)
Who Put the Devil in Evelyn's Eyes... 77
Cute, frothy effort receives a solid Mills Brothers treatment, a first-rate performance by one of the country's top vocal groups. Actually the performance has it over the material, and the flip has a better chance to break out. (Hartley, ASCAP)
- BOB MANNING**
It's Easy to Remember... 76
CAPITOL 2587 — This is the old favorite and it is handed a relaxed performance by Manning in his easy-to-listen-to style. This side, too, should get jock action. (Famous, ASCAP)
I Feel So MMM... 75
An intimate reading by Manning which may strike the gals as being on the sexy side. Pleasant arrangement by the Monty Kelly ork helps a lot. Could catch a lot of air play. (Hill & Range, BMI)
- RUSS MORGAN ORK**
The Tennessee Wig-Walk... 75
DECCA 28846 — Novelty dance opus in the country style is performed with engaging brightness by Betsy Gay and the group. Should please many and the slicing could attract some loot, both over the counter and thru juke boxes. (Village, BMI)
On the Carousel... 72
Merry-go-round waltz is bouncy and tuneful in this listenable waxing by the Morgan ork and chorus. Morgan handles the solo capably. (Lowell, BMI)
- CONNIE BOSWELL**
I'm Gonna Sit Right Down and Write Myself a Letter... 75
DECCA 28832—The oldie is revived prettily by Connie. A powerful performance that's going to give great pleasure to the songstress' fans. Jocks ought to hand this one plenty of twists. (De Silva, Brown & Henderson, ASCAP)
You Need Some Lovin'... 72
Miss Boswell turns in a vibrant performance of the bluesy ballad about love being the cure for whatever is wrong.
- JILL WHITNEY**
The Tennessee Wig-Walk... 75
CORAL 61055—Happy novelty effort now catching action in the country field is handled in strong style by 10-year-old Jill Whitney on her debut cutting for the label. Thrush sells the bright tune with a lot of spirit and zip, over swiny support from the band. Side could get some attention with exposure. (Village, BMI)
That Old River Line... 69
Tune recently waxed by Red Foley in the country field receives another spirited vocal by the youthful chanteuse. Jocks my use. (Northern, ASCAP)
- GEORGIA CARR**
Lonely... 74
CAPITOL 2016—Miss Carr expresses the title sentiment with warm sincerity. Tune is presented in an interesting arrangement and could move well under Georgia's appealing sponsorship.
Wasted Tears... 69
A lesser effort, tho also well done by the thrush.
- BENNY GREEN ORK**
Blow Your Horn... 73
DECCA 28824—The upbeat opus, one of Benny Green's, is read breezily by the ork. Jukes can use this one. (Molton, BMI)
Expense Account... 69
Swingy ditty is handed an okay instrumental reading. (Brownwood, BMI)
- BOB CREWE**
Pride... 73
BBS 118—A showy tune, with a gang-sing refrain, and a melody that sticks, could stir some action. Bob Crewe sings it with commendable schmalz. (Duchess, BMI)
Don't You Care?... 67
Routine performance of a new ballad. (Goday, BMI)

- BING CROSBY**
Embrasse Moi Bien... 72
DECCA 28814 — The old "Groaner" warmly breathes the pretty love ballad, a French import.
Mademoiselle De Paree... 72
Clever story ditty about the attractive French Miss is sung smoothly by Crosby. Both sides of this disk were cut in France. (MHS, ASCAP)
- ALAN DALE**
In Old Sorrento... 72
CORAL 61051—Dale shows off his knowledge of Italian as he sings the Italian folk tune first in its original language, and then in an up-tempo English version. He sings it well, and the ork backs him in big style, but the waxing does not seem fresh enough to get much action. (Azatha, BMI)
For Your Love... 71
Dale lacks excitement as he sings this new ballad, backed well by the Pleis crew. Listenable, but that's all. (Mel-Ton, BMI)
- BING CROSBY**
The Magic Window... 72
DECCA 28805 — Picture tune from Bing's new Paramount flick, "Little Boy Lost," has charm but also the limited appeal of so many special material songs. The backing here is by Bing's long time associate, John Scott Trotter. (Burke & Van Heusen, ASCAP)
Cela M'Est Egal—If It's All the Same to You... 71
Bing sings this flick tune, from "Little Boy Lost," with considerable elan. John Scott Trotter backing is neat. (Burke & Van Heusen, ASCAP)
- MARILYN MILLS**
Till They've All Gone Home... 72
CORAL 61056—Ballad about domestic romance that's kicking up a bit of regional fuss via the Joan Reean waxing on London, is covered pleasantly by Miss Mills. (E. H. Morris, ASCAP)
Darling Come Home... 70
Sentimental ditty is warbled sweetly by the thrush. Her warm and intimate style comes across appealingly on wax. (Fox, ASCAP)
- BILL HEYER**
They Must Have Changed the Corner... 72
OKEH 7007 — Nostalgic lyric belted out with good effect by Bill Heyer a supporting chorus. Ork has a good, solid sound. (Rush, BMI)
Close Your Eyes and Dream... 69
Pleasant, facile melody warbled nicely by Bill Heyer. (Al Gallico, ASCAP)
- JUNE ANTHONY**
A Great Big City Boy Like You... 72
OKEH 7008—Pert ditty gets a bright, lifting performance by thrush June Anthony. Her vocal is stylized and effective. (Folkways, BMI)
Stop Up and Ring the Bell... 67
Novelty tune has a beat, fair performance by June Anthony. Lyric has a gimmick ending which is rather weak. (B. F. Wood, ASCAP)
- HOAGY CARMICHAEL**
When Love Goes Wrong... 71
CAPITOL 2593 — Nothing goes right when something's is wrong with romance. Interesting ballad might fare better in the care of a more forceful warbler.
Love Will Soon Be Here... 70
Hoagy chants a reassuring message to march-beat backing. His fans will take.
- BETTY CLOONEY**
How Many Sweethearts Have I?... 71
CORAL 61050 — Betty sounds more like Rosie here than Rosie. She sings the effort with feeling, and the ork backs her smoothly. Someday the gal is certain to get a tune better suited to her talents. (Bregman, Vocco & Conn, ASCAP)
My Love is a Wanderer... 70
Betty Clooney sings this one warmly and tho the tune lacks very much oomph or excitement a lot of jocks should place this one on the turntable. When the thrush gets the right song much could happen. (Hollis, BMI)
- BETTY AND JANE KEAN**
No Call At All... 71
V 20-5437—Ditty is special material, but sophisticated and better than average. The performance by the duo is pat. This is the night club comic pair's first cutting for the label, but they'll need songs to make it on records. (Wells & Barry, BMI)
You're So Much a Part of Me... 65
Like the flip, this ditty is material and not too impressive in spite of the chatter. (Frank, ASCAP)
- CASS DALEY**
These Are the Things I Remember... 70
DECCA 28840 — Comedienne Cass Daley shows that she can sing too as she turns in a better-than-average rendition of a tune from the flick "Let's

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ABBOTT	1	1	1
ATLANTIC	3	3	3
BBS	1	1	1
BRUNSWICK	2	2	2
CAPITOL	4	2	2
COLUMBIA	3	3	3
CORAL	4	2	2
DECCA	8	2	2
FLAIR	1	1	1
GATEWAY	1	1	1
HERALD	1	1	1
HORIZON	2	2	2
IMPERIAL	1	1	3
JAY DEE	1	1	1
KENTUCKY	1	1	1
KING	1	1	1
KORD	1	1	1
MAJORETTE	1	1	1
MODERN	1	1	1
OKEH	2	2	2
RCA VICTOR	3	3	3
RITA	1	1	1
RPM	1	1	2
THE THRILLERS	1	1	1
TIMELY	1	1	1
VEGA	2	2	2
TOTAL	26	16	17

Do It Again." It's difficult to see, however, how very much can happen to the platter, thus some spins could come as a result of the flick. (MHS, ASCAP)
The Call of the Wild... 68
Cass Daley does an effective job with another novelty tune from the flick "Let's Do It Again." On records the tune is too far in the special material vein to mean very much. (Mills, ASCAP)

MILES NICOLA
Why Not Say Yes?... 70
MAJORETTE 102—This new ditty is based on the "chopstick" melody, and it's most cleverly done too. Warbler Miles Nicola hands it a bright rendition, and the ork lends him a lot of support via a fine arrangement. Singer sounds a lot like Nelson Eddy, and the cutting has a chance for many jock spins. Listenable first release from the label.

JOSE MORAND ORK
Dream Mist... 70
V 20-5395—The melody of this ballad with a bolero beat is mighty pleasant. Played engagingly by the ork, it could do well if awarded sufficient exposure. (Pemora, BMI)
Las Vegas Mambo... 64
Good instrumental mambo, played in danceable tempo by the Morand ork should attract spins. (Pemora, BMI)

DON CHERRY
MUSIC BY CAMARATA
Too Long... 69
DECCA 28844—In spite of backing by Camarata, Don Cherry fails to impress on this cutting of a new novelty ballad. More heart would help the warbler. (Rytoc, ASCAP)
For Now and Always... 67
Same comment. (Hill & Range, BMI)

GINI PATTON
I Can't Get You Out of My Heart... 68
Thrush Gini Patton shows off a warm, tender voice, with touches of Clooney, on her first waxing for the new label. She sells the ballad with much charm. Backing by the large ork is good. This material may not be strong enough to make it for the thrush, but she has a chance with the right song.

JAN RAYE TRIO
Only Yesterday... 67
RITA 106—The Jan Raye trio sings and plays in neat fashion a slight, new effort. Best word to describe the vocal and the instrumental work is: pleasant. Late night jocks can use this for the wee hours.
Exactly... 63
Not as smooth as the flip, due to the material. Vocal and combo work are good.

THE DON LARGE SINGERS
Birth of the Blues... 65
HORIZON 702 — A mixed chorus turns in a nice reading of the oldie. Arranger of this deserves a bow. It makes for pleasant listening. Deejays getting this will have a pleasant surprise.
Maybe You'll Be There... 64
Same comment here. An EP record

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

Country & Western

- SLIM WHITMAN**
North Wind... 88
IMPERIAL 8208 — Whitman has a fine piece of material here, and he turns in a first-rate performance. Tune is in the minor key and has a folk flavor. It's a very good record, one that could really go places. Pop dealers could easily handle this one, too. (Commodore, BMI)
Darlin' Don't Cry... 77
Sincer switches to a standard country ballad. Normally this might make a dent in the market, but the other side shapes up as the strong one. (Commodore, BMI)
- RUDY GRAYZELL**
Looking at the Moon and Whining on a Star... 80
ABBOTT 145—Rudy Grayzell, new chancer on the label, turns in an impressive performance on his debut platter, with attention-getting reading on a swiny new effort, which is in the ranchero-styled tradition. Grayzell's distinctive vocal-style, and his manner of holding a note, could help this one move out. Watch it; the warbler's a comer, and the disk is a bright one. (American, BMI)
The Heart That Once Was Mine... 77
Grayzell shows that he can also sell a weeper on this side. It's another good performance by the singer, but the flip has more power. This side will grab spins tho. (American, BMI)
- GRADY MARTIN AND THE SLEW FOOT FIVE**
Dragnet... 80
DECCA 28845—Tune fast becoming a smash hit in the pop field, receives a clever novelty treatment from Martin and the Slew Foot Five. Instrumental effort (outside of the talk intro) is performed well by the quintet, and the side should receive a lot of jock programing in many areas. It has merit for the boxes too. (Alamo, ASCAP)
The Velvet Glove... 75
The boys turn to another pop tune here as they sell the instrumental country style. Pleasant for dancing and listening, but without the excitement of the flip. (E. H. Morris, ASCAP)
- TEX RITTER**
Let Me Go Devil... 77
CAPITOL 2594—Powerful new ditty that has been much waxed in both the country and the pop fields is sung mightily effectively by Ritter, who sells it with all the feeling the tune needs. If the tune makes it, this version has a chance for loot.
The Long Black Rifle... 76
A mournful and moving new tune, with a haunting quality, receives a most persuasive reading from the chanter, as he tells a tale of love and death. The dramatic story is in the folk tradition and it could get action.
- ROSE MADDON**
I'm a Little Red Caboose... 75
COLUMBIA 21155—Fine up-tempo novelty is sung brightly by Rose. There's a real good beat here and thrush sells the song well. Could win a lot of operator acceptance. (Ark-La-Tex, BMI)
These Wasted Years... 73
Thrush has a few words of advice for those who think they can play around and then find true love. It's a good weeper and well performed. (Ark-La-Tex, BMI)
- HANK LOCKLIN**
Lessons in Love... 75
DECCA 28826 — Mighty pleasant warble by Locklin on a clever and melodic country effort. It has a lot of charm and deejays can use it often. (Four Star, BMI)
Shadows... 73
Locklin shows off his clear pipes again, this time with an unusual weeper. (Four Star, BMI)
- BILLY WALKER**
Don't Let Your Pride Break Your Heart... 73
COLUMBIA 21154 — Good country ballad is given a sincere performance. Billy Walker's does okay as both writer and artist. Lyric has a good idea. (Peer, BMI)

(Continued on page 37)

of these two plus a couple of other standards might do all right.

SPELLBINDERS-LOIS BANTA
Sweet Marguerite... 69
HORIZON 704—Quintet turns in a lot of nice harmonizing as they wend their way thru this tribute tune.
You Are There... 45
Spellbinders back Lois Banta on this side. Result is so-so.

Rhythm & Blues

- RUTH BROWN**
The Tears Keep Tumbling Down... 85
ATLANTIC 1005—This side, by the great r.&b. star, is a pulsating rumba blues. The performance has drive, mood and beat. It should be another smash for the thrush. (Atlantic, BMI)
I Wonder If I Could... 78
A change of pace from the flip. This side is faster; but lacks the quality of the top side. (Fisher, ASCAP)
- FATS DOMINO**
You Sold You Love Me... 84
IMPERIAL 5251—Domino has a potential big one in this one. There's a melancholy warmth in the singer's voice that is hard to resist. Solid beat by ork adds to strength of disk. Watch this one. (Commodore, BMI)
Rose Mary... 80
Tempo picks up on this side with Domino turning in another fine performance. Again the ork provides a compelling rhythmic backing. Two potent sides. (Commodore, BMI)
- JOE MORRIS ORK**
I Had a Notion... 84
HERALD 417—Al Savage is the impressive vocalist who turns in a mighty strong reading of rhythmic ballad to great backing by the Joe Morris ork. A strong entry that could earn plenty of loot. A solid follow-up to the orkster's current "Shake a Hand."
Just Your Way Baby... 77
Another good reading by Savage and the ork. Material, tho less attractive than on flip, could also please many.
- CLYDE McPATTER**
Money Honey... 82
ATLANTIC 1006—The ork sets a real infectious beat behind the high piping of McPatter for a powerful slicing for the market. This could pull well over the air and thru jukes, in addition to retailer loot. (Progressive, BMI)
The Way I Fell... 80
McPatter's voice soars to stratospheric heights as he tackles this romantic ballad. An outstanding effort that's also due for plenty of action. This is McPatter's first waxing for the label since leaving the Dominoes. (Mood, ASCAP)
- THE THRILLERS**
The Drunkard... 79
THE THRILLERS 170—Here's a wild performance by a new group on a new label. Tune is a semi-spiritual type of opus, which is talked by the lead, and then the group swings into action behind him. The story-ballad is attention-getting and the vocal swings. It's a weirdie, and with promotion it may catch loot. Watch this one. Story tells of the sad end of a man who imbibed too much. (Four Star, BMI)
Mattie, Leave Me Alone... 78
The Thrillers have another solid one here, which makes it due to the boys' performance more than the material, which is routine. In addition, the group is aided by a pulsating rumba beat from the ork. This side too has a good chance for coins with exposure. (Four Star, BMI)
- BOBBY MITCHELL AND THE TOPPERS**
4-11-41... 78
IMPERIAL 5250 — Bobby Mitchell and the Toppers hand this wild tune a solid reading, with the chanter selling the tune nicely while the group chants the title behind him. It's different enough to get some action, so watch it. (Commodore, BMI)
One Friday Morning... 76
Another good job by the warbler, helmed again by the Toppers and a solid beat from the ork. Mitchell talks as well as sings the lyrics. (Commodore, BMI)
- JOE MORRIS-FAYE ADAMS**
Sweet Talk... 77
ATLANTIC 1007—Sinuous musicianship, an appealing vocal and unusual production make this an uncommon rhythm and blues side. Should merit plenty of exposure. Talk is done by deejay Jack Walker, and Faye Adams turns in a strong vocal. With the hot Joe Morris-Faye Adams "Shake-a-Hand" this could get action.
Watch Out I Told You... 76
Interesting chant blues, with Joe Morris ork achieving unusual sound patterns. The Faye Adams vocal is moody, and really supplies a type of backing for the ork. (Progressive, BMI)

(Continued on page 33)

Latin American

- TITO PUENTE ORK**
Tropicana... 79
TICO 10-189—The hit instrumental is awarded an authentic Latin-type treatment for a strong Puente slicing, which means good action in any language. (Eastwest, BMI)
Mambo... 74
Rapid mambo is negotiated slickly by the versatile ork. A good instrumental.

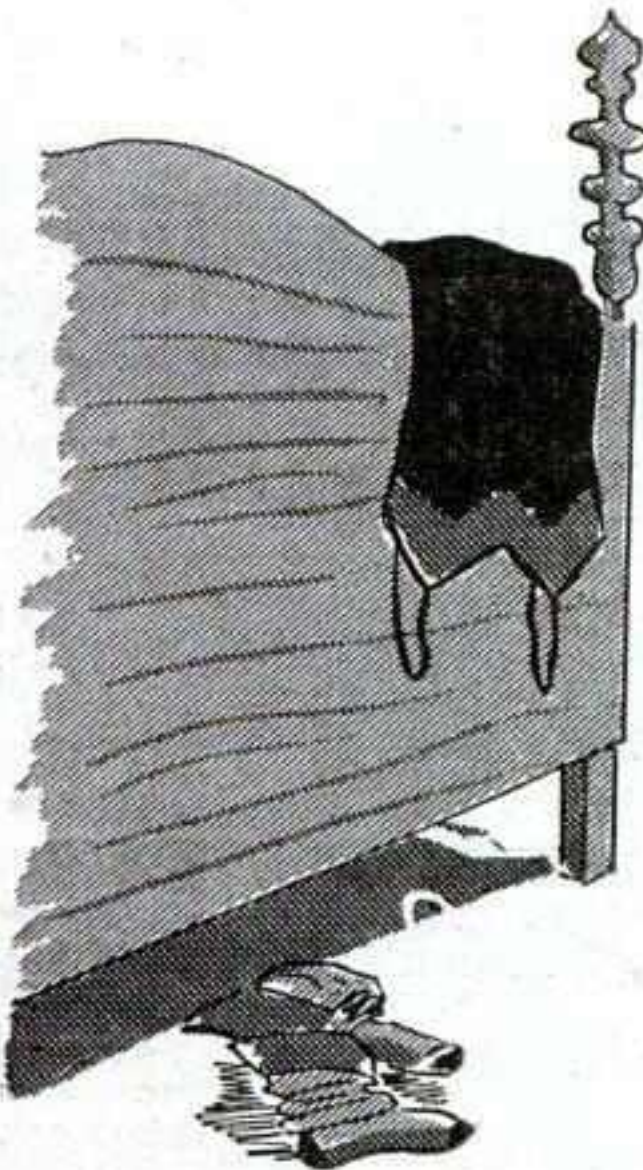
BILL DARNEL

will set you

AFLAME

SINGING

TONIGHT, LOVE



JOHNNY BROWN, Pers. Mgt.
 CBS Building
 1697 Broadway, New York, N. Y.

DECCA
 RECORDS

DECCA
 28706
 9-28706

The Billboard's Music Popularity Charts

... for Week Ending September 12

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

ST. LOUIS BLUES (Parts 1 & 2) (Handy, ASCAP)—Billy Eckstine—M-G-M 11573

Very good reports on this from Detroit, St. Louis, Dallas, Philadelphia and Milwaukee. It's a good one for pop, r.&b. and jazz markets. A previous "New Record to Watch."

MISSION OF ST. AUGUSTINE—Sammy Kaye—Columbia 40061

One of the top records in Philadelphia. Also very good reports from Cleveland, Detroit, Pittsburgh and Milwaukee. Flip is "No Stone Unturned."

I WANT TO BE EVIL (Duchess, BMI)—Eartha Kitt—RCA Victor 20-5442

Off to a fast start in some New York stores. Good reports also from Cleveland, St. Louis, Milwaukee, L. A. and Dallas. A number of areas reported not having received record yet. Several stores noted that they had been selling her album for this side. Flip is "Annie Doesn't Live Here Anymore" (Bourne, ASCAP). A previous "New Record to Watch."

PROUD NEW FATHER — John Standley — Capitol 2569

Strong in St. Louis and Milwaukee. Also good in Buffalo, Cincinnati, Cleveland and Detroit according to reports. Flip is "Clap Your Hands."

OH MIS'RABLE LOVE (Goday, BMI)—Bobby Wayne—Mercury 70211

Good reports from Chicago, Cincinnati, St. Louis, Cleveland, Milwaukee and Pittsburgh. Flip is "His Business Is Love." A previous "New Record to Watch."

Country & Western

GAMBLER'S GIT BOX (Frederick, BMI)
YOUR CLOBBED HEART (Acuff-Rose, BMI) — Homer and Jethro—RCA Victor 20-5429

Strong on Cleveland and St. Louis reports. Good reports received from Philadelphia, and several Southern sections. Most action on "Git Box." Pop sales also reported. A previous "New Record to Watch."

WHY DON'T YOU OPEN THE DOOR—York Brothers—King 1248

Strong in Memphis. Good reports from several other hillbilly areas including Cincinnati, Tennessee, Dallas and St. Louis. Flip is "You're My Every Dream Come True."

FORGIVE ME JOHN — Jean Shepard-Ferlin Huskey—Capitol 2586

DEAR JOAN—Jack Cardwell—King 1269

Both of these are answers to the "Dear John Letter" tho different tunes. The third version, "John's Reply" by Pete Lane and

Bernice Stabile on Imperial was listed as a "Best Buy" a week ago. All three are reported to be selling well. Some stores reported selling all equally well. In upper New England it's the Imperial record. St. Louis favors the Capitol and King as does Milwaukee. Pittsburgh reports the Capitol and Imperial as selling equally well. A Cleveland report said the Imperial and King next. Dallas reports the Imperial strong and the other two as good.

Rhythm & Blues

**QUARTER TO TWELVE
BLUES WITH A FEELING**—Little Walter—Checker 780

Strong in Cleveland, Dallas, St. Louis and Detroit. Good reports from Chicago. Most action on "Twelve." A previous "New Record to Watch."

DRUNK—Jimmy Liggins—Specialty 470

Shapes up as Jimmy's first big one in a long time. Reports are good from L. A., Dallas, Durham, New York, and Philadelphia. Flip is "I'll Never Let You Go."

**I LOVE YOU SO
GEE**—Crows—Rama 5

Very strong in L. A. Reports from Dallas and St. Louis are strong. Central Tennessee and Philadelphia say good. Most areas favor "Love."

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

PERRY COMO

Pa-paya Mama (Sheldon, BMI)—RCA Victor 20-5447—Borrowing from the opening and the rhythm of "Don't Let the Stars Get in Your Eyes," Perry wheels easily thru this gay ranchero. First listen doesn't stack it alongside of his recent disks, but it's hard to see how it can miss getting a lot of action. Flip is a ballad, "You Alone" (Roncom, ASCAP).

MONTY KELLY ORK

Three o'Clock in the Morning (Feist, ASCAP)—Essex 328—The Kelly ork comes closer to duplicating the Mantovani sound than any American ork yet has. Strings are real lush, and it's full of waterfalls. Should pull a lot of jockey play. Flip is "Doreen" (Meadows, ASCAP).

KAY STARR

When Your Dreamboat Comes Home (Witmark, ASCAP)—Capitol 2595—Thrush sells this old favorite in the way only she can. It's up-tempo and she really punches the lyrics. Could be another big one for her. Flip is "Swamp-Fire" (Lutz Brothers, ASCAP).

LANCERS

Sweet Mama Tree Top Tall (Hollis, BMI)—Trend 63—This record is listed to spotlight a fine performance by a group on a small label. Maybe it won't be a hit, but this rhythm effort points up very well what a small indie can do.

Classical

ARTURO TOSCANINI-NBC SYMPHONY

Respighi: Pines of Rome; Fountains of Rome—RCA Victor LM 1768—This has every chance of being to this fall's classical business what Beethoven Ninth Symphony by Toscanini was last fall. (See review in the Packaged Record section of this issue.)

Country & Western

RUDY GRAYZELL

Looking at the Moon and Wishing on a Star (American, BMI)—Abbott 145—Label has come up with quite a few hot ones in recent months and now bids for another. This is a ranchero which Grayzell, a new artist, really belts. Watch it and watch him. This could happen. Flip is "The Heart That Once Was Mine" (American, BMI).

WEBB PIERCE

There Stands the Glass (Country, BMI)
I'm Walking the Dog (Cedarwood, BMI)—Decca 28834—Two very fine sides by the warbler that should catch heavy activity in the country markets.

GRADY MARTIN

Dragnet (Alamo, ASCAP)—Decca 85047—Here's a small combo treatment of the TV theme that is causing all kinds of recording activity. This is done in the hokey Martin style and could do a lot of business for boys. Flip is "Velvet Glove" (E. H. Morris, ASCAP).

Sacred

STUART HAMBLEN

You Must Be Born Again (Hamblen, BMI)
Partners With the Lord (Hamblen, BMI)—Columbia 21158—Two very fine new songs written by Hamblen. He projects them well. Disk should do alright in the "Gospel Belt."

Rhythm & Blues

B. B. KING

Please Come Home (Modern, BMI)—RPM 391—Fine ballad is sung with a lot of feeling by King. Could easily keep him hot as a disk attraction. Flip is "Neighborhood Affair" (Modern, BMI)

CLYDE McPHATTER

Money Honey (Progressive, BMI)—Atlantic 1006—McPhatter, former lead singer with the Dominoes, starts his disk contract with Atlantic with a disk that could grab a lot of loot. He's effectively backed by the Drifters. Flip is "The Way I Feel" (Fisher, ASCAP).

Spiritual

CHRISTIAN TRAVELERS

Make More Room for Jesus in Your Life (Lion, BMI)
Well Done (Lion, BMI) — Peacock 1715—Group sets a strong beat as they sell both of these sides. Should do okay in the market.

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

DIPSY DOODLE
ALEXANDER'S RAGTIME BAND
Johnny Maddox—Dot 15102

FALSE LOVE
Four Aces—Decca 28744

FOOL WAS I, A
Nat (King) Cole—Capitol 2450

FROM HERE TO ETERNITY
Frank Sinatra—Capitol 2560

I LOVE PARIS
Les Baxter Ork—Capitol 2479

LIGHTHOUSE
Rusty Draper—Mercury 70183

LOVE ME AGAIN
BEFORE IT'S TOO LATE
Sunny Gale—RCA Victor 20-5424

RICOCHET

Teresa Brewer—Coral 61043

STORY OF THREE LOVES
Jerry Murad—Mercury 70202

TONIGHT, LOVE
Bill Darnell—Decca 28706

THE VELVET GLOVE
Henri Rene-Hugo Winterhalter—RCA Victor 20-5405

Country & Western

FOR NOW AND ALWAYS
TRADEWINDS
Hank Snow—RCA Victor 20-5380

HEY, JOE!
Kitty Wells—Decca 28797

I CAN'T ESCAPE
WEARY BLUES FROM WAITIN'

Hank Williams—M-G-M 11574

IF I NEVER GET TO HEAVEN
MAMA, COME GET YOUR BABY BOY
Eddy Arnold—RCA Victor 20-5115

JOHN'S REPLY
Pete Lane-Bernice Stabile—Imperial 8206

MARRIAGE OF MEXICAN JOE
Carolyn Bradshaw—Abbott 141

DON'T BRUSH THEM ON ME
MY WASTED PAST
Ernest Tubb—Decca 28777

SHAKE A HAND
Red Foley—Decca 28839

YESTERDAY'S GIRL
Hank Thompson—Capitol 2553

Rhythm & Blues

COME BACK, THE
Memphis Slim—United 156

FEELIN' GOOD
Little Junior's Blue Flames—Sun 187

SEND FOR ME
JINNY MULE
Big Maybelle—Okeh 6993

ONE SCOTCH, ONE BOURBON, ONE BEER
Amos Milburn—Aladdin 3197

NADINE
Coronets—Chess 1549

SHE WANTS TO ROCK
I HAD A LOVE
The Flairs—Flair 1012

SOMEBODY WORK ON MY BABY'S MIND
WHATEVER YOU'RE DOIN'
Du Droppers—RCA Victor 20-5425

VERY THOUGHT OF YOU, THE MEMORIES
Earl Bostic—King 4653

CURRENT TOP RECORDS

See page 26 for the current top pop records.
See page 34 for the current top c.&w. records.
See page 38 for the current top r.&b. records.
See page 32 for the current top packaged records.

It's Miserable But Great!



**BOBBY
WAYNE**

**"Oh,
Miserable
Love"**

coupled with
"HIS BUSINESS IS LOVE"
MERCURY 70211 • 70211X45



JUST OUT!

**BERNICE
PARKS**

SINGS

'Embrasse'

AND

**'Shake
A Hand'**

MERCURY 70224 • 70224X45

BEST BUYS!

*DENOTES AVAILABLE ON 45 RPM

1. **GAMBLER'S GUITAR**
Free Home Demonstration... **RUSTY DRAPER**... No. 70167*
2. **MISERABLE LOVE**
His Business Is Love... **BOBBY WAYNE**... No. 70211*
3. **ETERNALLY**
Simonetta... **VIC DAMONE**... No. 70186*
4. **BUTTERFLIES**
This Is My Song... **PATTI PAGE**... No. 70183*
5. **LIGHTHOUSE**
I Love To Jump... **RUSTY DRAPER**... No. 70188*
6. **JUST IN CASE YOU CHANGE YOUR MIND**
Marcheta... **RONNIE GAYLORD**... No. 70212*
7. **MOONLIGHT**
Lonely... **RICHARD HAYES**... No. 70215*
8. **CATTLE CALL**
A Smile For Suzette... **BILLY WILLIAMS**... No. 70210*
9. **WARSAW CONCERTO**
Lazy River... **RALPH MARGERIE**... No. 70221*

RHYTHM & BLUES HITS

1. **TV IS THE THING**
Fat Daddy... **DINAH WASHINGTON**... No. 70214*
2. **ROUGH RIDIN'**
Who'll Be The Fool... **THE RAVENS**... No. 70213*

COUNTRY HITS

1. **IS ZAT YOU, MYRTLE**
Something Different... **THE CARLISLES**... No. 70174*
2. **RED LIPS AND WARM RED WINE**
You, You, You... **JOHNNY HORTON**... No. 70198*
3. **COME ON CHERE**
Why Can't You Be Mine... **TIBBY EDWARDS**... No. 70189*
4. **HONOLULU MARCH**
Gold Coast March... **JERRY BYRD**... No. 70184*

Billboard Selects These

Classical Records As Best Sellers

Rimsky-Korsakov—SCHEHERAZADE,
Symphonic Suite, Op. 35.
ANTAL DORATI conducting
The Minneapolis Symphony
Orchestra. MG 50009



Respighi—THE PINES OF ROME;
THE FOUNTAINS OF ROME.
ANTAL DORATI conducting
The Minneapolis Symphony
Orchestra. MG 50011



Moussorgsky-Ravel — PICTURES
AT AN EXHIBITION. RAFAEL
KUBELIK conducting The Chicago
Symphony Orchestra. MG 50000



Smetana — MA VLAST ("My
Fatherland") (complete). RAFAEL
KUBELIK conducting The Chicago
Symphony Orchestra. OL-2-100



Gershwin-Bennett — Porgy and
Bess, Symphonic Picture; GOULD
Spirituels. ANTAL DORATI
conducting The Minneapolis
Symphony Orchestra. MG 50016



RAVEL Bolero; RIMSKY-
KORSAKOV Capriccio Espagnol.
PAUL PARAY conducting
The Detroit Symphony
Orchestra. MG 50020



The Billboard's Music Popularity Charts

... for Week Ending September 12

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		14	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
2		13	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3		11	OH	Pee Wee Hunt	San-Cap 2442-ASCAP
4		4	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
5		14	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
6		13	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
7		8	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
8		2	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
9		3	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
10		18	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293-ASCAP
11		3	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
12		10	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
13		4	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543-BMI
14		5	CRYING IN THE CHAPEL	Orioles	Don't You Think I Ought to Know?-Jubilee 5122-BMI
15		11	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
16		7	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
17		12	GAMBLER'S GUITAR	R. Draper	Free Home Demonstration-Mercury 70167-BMI
18		10	CRYING IN THE CHAPEL	D. Glenn	Hang Up That Telephone-Valley 105-BMI
19		3	DEAR JOHN LETTER	J. Shepard-F. Huskey	I'd Rather Die Young-Cap 2502-BMI
20		1	RAGS TO RICHES	T. Bennett	Here Comes That Heartache Again-Col 40048-ASCAP

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		13	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
2		12	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3		10	OH	P. W. Hunt	San-Cap 2442-ASCAP
4		20	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293-ASCAP
5		13	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
6		17	CRYING IN THE CHAPEL	D. Glenn	Hang Up That Telephone-Valley 105-BMI
7		12	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
8		5	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
9		8	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
9		12	GAMBLER'S GUITAR	R. Draper	Free Home Demonstration-Mercury 70167-BMI
11		5	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
12		2	CRYING IN THE CHAPEL	Orioles	Don't You Think I Ought to Know?-Jubilee 5122-BMI
13		2	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
13		10	BUTTERFLIES	P. Page	This is My Song-Mercury 70183-ASCAP
13		2	DEAR JOHN LETTER	J. Shepard	I'd Rather Die Young-Cap 2505-BMI
16		4	YOU'RE FOOLING SOMEONE	J. James	My Love, My Love-M-G-M 11543-ASCAP
16		9	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
18		1	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543-BMI
18		1	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
20		7	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
20		1	I SEE THE MOON	Mariners	I Just Want You-Col 40047-ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		13	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
2		12	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3		13	NO OTHER LOVE	P. Como	Keep It Gay-V 20-5317-ASCAP
4		4	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
5		8	CRYING IN THE CHAPEL	J. Valli	Love Every Moment You Live-V 20-5368-BMI
6		10	OH	P. W. Hunt	San-Cap 2442-ASCAP
7		4	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
8		15	P. S.: I LOVE YOU	Hilltoppers	I'd Rather Die Young-Dot 15085-ASCAP
9		10	C'EST SI BON	E. Kitt	African Lullaby-V 20-5358-ASCAP
10		10	WITH THESE HANDS	E. Fisher	When I Was Young-V 20-5365-ASCAP
11		11	GAMBLER'S GUITAR	R. Draper	Free Home Demonstration-Mercury 70167-BMI
12		19	I'M WALKING BEHIND YOU	E. Fisher	Just Another Polka-V 20-5293-ASCAP
13		8	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI
14		4	MY LOVE, MY LOVE	J. James	You're Fooling Someone-M-G-M 11543-BMI
15		1	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1231-BMI
16		5	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
17		5	BUTTERFLIES	P. Page	This is My Song-Mercury 70183-ASCAP
18		2	PLEASE PLAY OUR SONG	D. Cornell	When the Hands of the Clock Pray at Midnight-Coral 61030-BMI
19		5	CRYING IN THE CHAPEL	D. Glenn	Hang Up That Telephone-Valley 105-BMI
19		5	ETERNALLY	V. Damone	Simonetta-Mercury 70186-ASCAP

VOX JOX

B. CHARLOTTE SUMMERS

Jox Trix

"Early bird" deejay Don Emerson, WHEP, Foley, Ala., pulled a male Flo Chadwick recently, via a local channel swim from Dauphin Island to Fort Morgan. The stunt started out as a gag, but so many listeners took him up on it that Emerson was finally forced to take the plunge. . . . Sandy Singer, KCRG, Cedar Rapids, Ia., estimates that he has given away more than \$4,500 worth of merchandise prizes donated by local retailers on his program during the last four months. . . . Jack Gale, WSRB, Cleveland, recuperating from an appendectomy, is doing his show from a hospital bed at Mount Sinai. . . . Jack Garrett, WQBC, Vicksburg, Miss., is spotlighting recorded segs by other deejays, and would like to receive wax portions of same from spinners across the country.

Surface Noises

Al (Jazzbo) Collins, WNEW, New York, is making a big hit with listeners in Albuquerque, N.M., according to Sy Levy, KABQ, Albuquerque. Sy says even parents have written to praise Jazzbo's boiland kid yarns, one citing them as "a welcome change from the same old fairy tale drag." . . . Sherm Olson, WMAY, Springfield, Ill., gripes, "Still no good Mercury records received here in months. Never Patti Page, etc. Just unknown blues by unknown artists." . . . In a happier vein, Raun Marshall, KSIB, Creston, Ia., writes, "Hats off to Columbia for the fine job they are doing in servicing not just the larger stations but the smaller ones too. Our programming is 80 per cent Columbia." . . . Altho Mercury is plugging the flip Vince Ford, WSNY, Schenectady, N. Y., says he'll "go out on a limb and predict 'A Smile for Su- (Continued on page 30)

See PAGES 32 AND 33

for



Best Sellers in These Categories:
SYMPHONY
OPERA EXCERPTS
CHILDREN'S RECORDS
 Packaged Record REVIEWS

Diamond to Build Own Coast Offices

HOLLYWOOD, Sept. 12.—Abe Diamond, prexy of Diamond Record Distributing Company, has purchased property in the heart of Los Angeles' "Record Row" for the construction of a two-story building to house new offices and showrooms of the firm and company-owned label, Ambassador Records.

Move is part of an expansion program planned by Diamond due to an increasing volume of business. Construction is scheduled to start shortly, Diamond disclosed, with plans presently being drawn.

Summers, Kamin Join Pancho Medell Band

DULUTH, Minn., Sept. 12.—Carol Summers, Mary Ford's sister, and her husband, Wally Kamin, have joined Pancho Medell's orchestra currently appearing at the Hotel Duluth. Carol recently was on tour with

Tefi Tape-Phono Does Many Jobs

COLOGNE, Germany, Sept. 12.—New improvements to the Tefi tape-phonograph, manufactured here and now sold in several European countries, make it probably one of the most versatile playback units known anywhere.

The basic machine plays an endless tape upon which as many as 15 separate grooves are engraved. A stylus is used, and the tape is, in effect, a ribbon record. A recent development has the unit also playing regular disks via a special attachment. And now the Tefi device is also being fitted for magnetic tape, both for recording and playback purposes.

Les Paul and Mary Ford and did the echo voice into a mike backstage to create the multiple effect of the Paul-Ford recordings. Her husband was also on tour with the group as bassist. He was previously with the Medell orchestra for 10 years prior to his joining the Paul-Ford team.

Medell formerly headed the orchestra at the Chez Paree, Chicago, and more recently the Vine Gardens in Chicago.

NEW RELEASES

RCA VICTOR—Release #53-38

POPULAR

MANY TIMES
JUST TO BE WITH YOU
Eddie Fisher with Hugo Winterhalter's
Orch. and Chorus...20-5453 (47-5453)*

PETER PIER BOOGIE
SOMETHING SPECIAL
Ralph Flanagan and
his Orch.20-5451 (47-5451)*

UNHAPPY LOVER—Polka
KATARINA—Polka
The Six Fat Dutchmen under dir.
of H. Loeffelmacher 20-5452 (47-5452)*

COUNTRY/WESTERN

I NEVER HAD IT SO GOOD BEFORE
ONE BY ONE
Ken Marvin20-5448 (47-5448)*

TWO STEP SIDE STEP
SOLD OUT, DOC
Johnnie Lee Willis and
his boys20-5449 (47-5449)*

RICOCHET
OH MISERABLE LOVE
Pee Wee King and his band, featuring
Redd Stewart20-5454 (47-5454)*

ALBUMS

CHRISTMAS GREETINGS BY EDDY ARNOLD
Eddy Arnold, the Tennessee Plow-
boy and his GuitarEPA-473*

CHRISTMAS IN POLAND
Schola Cantorum of Ss. Cyril and
Methodius Seminary
Father H. Waraksa, Cond.
.....LPM-3166** EPB-3166*

POLISH CHRISTMAS SONGS
Schola Cantorum of Ss. Cyril and
Methodius Seminary
Father H. Waraksa, Cond.
...P-3172*** LPM-3172** EPB-3172*

TITO GUIZAR
Tito Guizar with guitar
accompaniment LPM-3165** EPB-3165*

AROUND THE WORLD IN JAZZ—Sweden—Vol. II
Arne Domnerus and his Orch. with
Roffe Ericson...LPT-3045** EPBT-3045*

FERNANDO FERANDEZ
Fernanda Fernandez with
Avelino Munoz and his Orch.
Rafael de Paz and his Orch.
.....LPT-3047** EPBT-3047*

MAMBO ON BROADWAY
Tito Puente and his Orch.
Vocal refrain by Vicentico Valdes
.....LPM-3164** EPB-3164*

*45 rpm cat. nos.
**33 1/3 rpm cat. nos.
***78 rpm cat. nos.

BEST SELLERS

POPULAR

I Want To Be Evil/Annie Doesn't Live Here
Anymore
Eartha Kitt20-5442 (47-5442)

You, You, You/Once Upon a Tune
Ames Brothers20-5325 (47-5325)

The Velvet Glove/Elaine
Hugo Winterhalter-
Henri Rene20-5405 (47-5405)

My Love, My Life, My Happiness/If You Want
My Heart
Ames Brothers20-5404 (47-5404)

No Other Love/Keep It Gay
Perry Como20-5317 (47-5317)

Love Me Again/Before It's Too Late
Sunny Gale20-5424 (47-5424)

Crying in the Chapel/Love Every Moment
You Live
June Valli20-5368 (47-5368)

With These Hands/When I Was Young
Eddie Fisher20-5365 (47-5365)

C'est Si Bon/African Lullaby
Eartha Kitt20-5358 (47-5358)

I'm Walking Behind You/Just Another Polka
Eddie Fisher20-5293 (47-5293)

Gambler's Gil Box/Your Clobbered Heart
Homer & Jethro20-5429 (47-5429)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns20-5347 (47-5347)

Eighteenth Variation/Introduction, Theme and
Five Variations
William Kapell10-4210 (49-4210)

Relax/Caribbean
Tony Martin20-5414 (47-5414)

Taps/Whiffenpoof Song
Rudy Vallee20-5441 (47-5441)

COUNTRY/WESTERN

I Forgot More Than You'll Ever Know/Rock-A-Bye
Boogie
Davis Sisters20-5345 (47-5345)

Mama, Come Get Your Baby Boy/If I Never Get
to Heaven
Eddy Arnold20-5415 (47-5415)

The Mark 'Round My Finger/A Heap of Lovin'
Hawkshaw Hawkins20-5444 (47-5444)

I'm Casting My Lasso Towards the Sky/There's a
Rainbow in Ev'ry Teardrop
Slim Whitman20-5431 (47-5431)

How's the World Treating You/Free Home
Demonstration
Eddy Arnold20-5305 (47-5305)

For Now and Always/A Message From the
Trade Winds
Hank Snow20-5380 (47-5380)

How Many Times/At the End of the Trail
Blackwood Bros.' Quartet
.....20-5443 (47-5443)

Let Me Go, Devil/Too Late to —
Wade Roy20-5440 (47-5440)

Maybe I Was Wrong/I Feel the Blues Comin' On
Elton Britt20-5402 (47-5402)

Honky Tonk Blues/Dirty Dishes Blues
Lonesome Pine Fiddlers 20-5445 (47-5445)

RHYTHM/BLUES

There's No Other Way/Flat Foot Boogie
Jackson Bros.' Orch.20-5446 (47-5446)

Sombody Work on My Baby's Mind/Whatever
You're Doin'
Du Droppers20-5425 (47-5425)

Beginning to Miss You/Rhythm in the Breeze
John Greer20-5370 (47-5370)

Just...

great!



eddie fisher

sings

many times : just to be
with you

With Hugo Winterhalter's Orchestra and Chorus



SALES GROW
WHEN YOU GO 45



20/47-5453

The Billboard's Music Popularity Charts

... For Week Ending September 12

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cleveland... **VELVET GLOVE**
H. Winterhalter-H. Rene, Victor 20-5405

Philadelphia... **IN THE MISSION OF ST. AUGUSTINE**
S. Kaye, Columbia 40061

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. No Other Love
P. Como, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. You, You, You
Ames Brothers, Victor
4. Dragnet
R. Anthony, Capitol
5. Crying in the Chapel
Orioles, Jubilee
6. Crying in the Chapel
J. Valli, Victor
7. P. S.: I Love You
Hilltoppers, Dot
8. With These Hands
E. Fisher, Victor

Boston

1. Dear John Letter
P. O'Day, M-G-M
2. Eh Cumpari
J. La Rosa, Cadence
3. Ebb Tide
F. Chacksfield, London
4. Vaya Con Dios
L. Paul & M. Ford, Capitol
5. You, You, You
Ames Brothers, Victor
6. I See the Moon
Mariners, Columbia
7. Too Long
B. Dini, Derby
8. Rags to Riches
T. Bennett, Columbia

Buffalo

1. Eh Cumpari
J. La Rosa, Cadence
2. Oh
P. W. Hunt, Capitol
3. You, You, You
Ames Brothers, Victor
4. Dragnet
R. Anthony, Capitol
5. Crying in the Chapel
R. Allen, Decca

Chicago

1. Crying in the Chapel
J. Valli, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Ebb Tide
F. Chacksfield, London
4. You, You, You
Ames Brothers, Victor
5. Eh Cumpari
J. La Rosa, Cadence
6. Dragnet
R. Anthony, Capitol
7. Oh
P. W. Hunt, Capitol
8. I Love Paris
L. Baxter, Capitol
9. C'Est Si Bon
E. Kitt, Victor
10. I Am In Love
Nat (King) Cole, Capitol

Cincinnati

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. You, You, You
Ames Brothers, Victor
3. Dragnet
R. Anthony, Capitol
4. Crying in the Chapel
J. Valli, Victor

5. Oh
P. W. Hunt, Capitol
6. No Other Love
P. Como, Victor
7. I'm Walking Behind You
E. Fisher, Victor
8. Ebb Tide
F. Chacksfield, London
9. With These Hands
E. Fisher, Victor
10. I See the Moon
Mariners, Columbia

Cleveland

1. Eh Cumpari
J. La Rosa, Cadence
2. I Love Paris
L. Baxter, Capitol
3. Ebb Tide
F. Chacksfield, London
4. Velvet Glove
H. Winterhalter-H. Rene, Victor
5. Rags to Riches
T. Bennett, Columbia
6. Vaya Con Dios
L. Paul-M. Ford, Capitol

Dallas-Ft. Worth

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. You, You, You
Ames Brothers, Victor
3. Oh
P. W. Hunt, Capitol
4. No Other Love
P. Como, Victor
5. Dragnet
R. Anthony, Capitol

Denver

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Crying in the Chapel
J. Valli, Victor
3. You, You, You
Ames Brothers, Victor
4. No Other Love
P. Como, Victor
5. Dragnet
R. Anthony, Capitol
6. Oh
P. W. Hunt, Capitol
7. P. S.: I Love You
Hilltoppers, Dot

Detroit

1. Dragnet
R. Anthony, Capitol
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Ebb Tide
F. Chacksfield, London
4. You, You, You
Ames Brothers, Victor
5. My Love, My Love
J. James, M-G-M
6. P. S.: I Love You
Hilltoppers, Dot
7. No Other Love
P. Como, Victor
8. Tonight Love
B. Darnell, Decca
9. Fool Was I
Nat (King) Cole, Capitol
10. Crying in the Chapel
D. Glenn, Valley

Kansas City, Mo.

1. Vaya Con Dios
L. Paul-M. Ford, Capitol

2. You, You, You
Ames Brothers, Victor
3. Oh
P. W. Hunt, Capitol
4. Dragnet
R. Anthony, Capitol
5. Hey Joe
F. Laine, Columbia
6. P. S.: I Love You
Hilltoppers, Dot

Los Angeles

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. No Other Love
P. Como, Victor
3. Crying in the Chapel
Orioles, Jubilee
4. P. S.: I Love You
Hilltoppers, Dot
5. C'Est Si Bon
E. Kitt, Victor
6. You, You, You
Ames Brothers, Victor
7. Oh
P. W. Hunt, Capitol
8. Dragnet
R. Anthony, Capitol
9. Ebb Tide
F. Chacksfield, London

Milwaukee

1. Crying in the Chapel
Rex Allen, Decca
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. My Love, My Love
J. James, M-G-M
4. You, You, You
Ames Brothers, Victor
5. Dragnet
R. Anthony, Capitol
6. Down by the Riverside
Four Lads, Columbia

New Orleans

1. Oh
P. W. Hunt, Capitol
2. No Other Love
P. Como, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Ebb Tide
F. Chacksfield, London
5. I'm Loved
Liberace, Columbia
6. With These Hands
E. Fisher, Victor
7. Crying in the Chapel
D. Glenn, Valley

New York

1. Eh Cumpari
J. La Rosa, Cadence
2. No Other Love
P. Como, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. My Love, My Love
J. James, M-G-M
5. Oh
P. W. Hunt, Capitol
6. P. S.: I Love You
Hilltoppers, Dot
7. Ebb Tide
F. Chacksfield, London
8. Limelight
F. Chacksfield, London
9. Dragnet
R. Anthony, Capitol
10. With These Hands
E. Fisher, Victor

Philadelphia

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. No Other Love
P. Como, Victor
4. P. S.: I Love You
Hilltoppers, Dot
5. Crying in the Chapel
Orioles, Jubilee
6. Oh
P. W. Hunt, Capitol

7. Crying in the Chapel
D. Glenn, Valley
8. Ebb Tide
F. Chacksfield, London
9. In the Mission of St. Augustine
S. Kaye, Columbia
10. Dragnet
R. Anthony, Capitol

Pittsburgh

1. Eh Cumpari
J. La Rosa, Cadence
2. Rags to Riches
T. Bennett, Columbia
3. No Other Love
P. Como, Victor
4. My Love, My Love
J. James, M-G-M
5. Dear John Letter
J. Shepard-F. Huskey, Capitol
6. Story of Three Loves
R. Hayman-J. Murad, Columbia
7. Vaya Con Dios
L. Paul-M. Ford, Capitol
8. Hey Joe
F. Laine, Columbia
9. You, You, You
Ames Brothers, Victor

St. Louis

1. Dragnet
R. Anthony, Capitol
2. Ebb Tide
F. Chacksfield, London
3. Oh
P. W. Hunt, Capitol
4. You, You, You
Ames Brothers, Victor
5. Hey Joe
F. Laine, Columbia
6. Eh Cumpari
J. La Rosa, Cadence
7. No Other Love
P. Como, Victor

San Francisco

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. P. S.: I Love You
Hilltoppers, Dot
4. C'Est Si Bon
E. Kitt, Victor
5. Dragnet
R. Anthony, Capitol
6. Oh
P. W. Hunt, Capitol
7. No Other Love
P. Como, Victor
8. Crying in the Chapel
J. Valli, Victor

Seattle

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. Ebb Tide
F. Chacksfield, London
3. Dragnet
R. Anthony, Capitol
4. Crying in the Chapel
J. Valli, Victor
5. Oh
P. W. Hunt, Capitol
6. You, You, You
Ames Brothers, Victor
7. No Other Love
P. Como, Victor

Washington, D. C.

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. P. S.: I Love You
Hilltoppers, Dot
3. You, You, You
Ames Brothers, Victor
4. Oh
P. W. Hunt, Capitol
5. No Other Love
P. Como, Victor
6. Song of India
M. Lanza, Victor
7. God Bless Us All
B. Weil, Barbour
8. Dragnet
R. Anthony, Capitol
9. With These Hands
E. Fisher, Victor
10. You're Fooling Someone
J. James, M-G-M

The LANCERS



"SWEET MAMA"
"TREE TOP TALL"

DJs, write for your copy by Jerry Meacham on

TREND RECORDS
650 N. Sepulveda
AR-72117

★ ★ LATEST DOT RELEASES ★ ★

ROY WIGGINS
"WIGGLE WAGGLE"
"BOUQUET OF ROSES"
Dot 15092

★ **HANK GARLAND** ★
"STEEL GUITAR RAG"
"MOONLIGHT ON THE COLORADO"
Dot 15089

★ **LEON BERRY** ★
"BLACKSMITH BLUES"
"LA BORRACHITA"
Dot 15093

★ ★ DOT RECORDS ★ ★

LONDON
RECORDS



"The finest sound on record"

JOE VENUTI
and
BOBBY MAXWELL

combine their outstanding talents

10" LP #TT2236

TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

You Haven't Lived Until You've Heard

DEL WOOD'S "RICKY-TIC PIANO"

Vocal by **DON ESTES**
b/w "MOONLIGHT COCKTAIL"
#7051

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DEL WOOD'S 2 Brilliant Albums.

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—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending September 12

RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
NO STONE UNTURNED IN THE MISSION OF ST. AUGUSTINE	Sammy Kaye	40061 • 4-40061
HEY, JOE! SITTIN' IN THE S'N	Frankie Laine	40036 • 4-40036
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 • 4-40047
ISTANBUL I SHOULD HAVE TOLD YOU LONG AGO	The Four Lads	40082 • 4-40082
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN	Doris Day	40063 • 4-40063
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
CHICKA-BOOM CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035
POOR LITTLE PIGGY BANK LET'S GO FISHIN'	Frankie Laine and Jimmy Boyd	40069 • 4-40069
LINGER A-WHILE TIME	Sarah Vaughan	40041 • 4-40041
I FORGOT MORE THAN YOU'LL EVER KNOW ANYMORE	Tony Arden	40081 • 4-40081
GOD BLESS US ALL MARCO, THE POLO PONY	Jimmy Boyd	40049 • 4-40049
MANY TIMES IN LOVE	Percy Faith	40076 • 4-40076

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending September 12

HEY, JOE! DARLIN', AM I THE ONE	Carl Smith	21129 • 4-21129
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN	Ray Price	21149 • 4-21149
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
BEFORE YOU GO, MAKE SURE YOU KNOW TWO FRIENDS OF MINE	Lefty Frizzell	21142 • 4-21142
I'LL FURNISH THE SHOULDER YOU CRY ON THE LONESOME WALTZ	George Morgan	21151 • 4-21151
I'M WORKIN' ON A ROAD HE TOOK YOUR PLACE	Lester Flatt and Earl Scruggs	21147-s • 4-21147-s
MEXICAN JOE YOU HAVE MY HEART NOW	Bill Walker	21085 • 4-21085
LOVE LEADS THE WAY HOME OF THE SOUL	The Chuck Wagon Gang	21153-s • 4-21153-s

the greatest yet from

THE FOUR LADS

I SHOULD HAVE TOLD YOU LONG AGO
ISTANBUL (Not Constantinople)

78 rpm 40082 • 45 rpm 4-40082

NEW FOLK MUSIC RELEASES

WILMA LEE and STONEY COOPER IDLE GOSSIP, IDLE WORDS WHAT CAN I SAY	21161 • 4-21161
CURLY DAULTON CRYIN' AGAIN JUST ANOTHER NICKEL WASTED	21162 • 4-21162

NEW CHILDREN'S RELEASES

FRANKIE LAINE and JIMMY BOYD POOR LITTLE PIGGY BANK LET'S GO FISHIN'	Set J-173 • Set J 4-173
ROSEMARY CLOONEY and JIMMY BOYD DENNIS THE MENACE LITTLE JOSEY	Set J-182 • Set J 4-182

NEW POPULAR RELEASES

like coupling "I Believe" with "High Noon" FRANKIE LAINE ANSWER ME, LORD ABOVE (Mutterlein) BLOWING WILD (The Ballad of Black Gold) from United States Picture Prod. "Blowing Wild" Released thru Warner Bros.	40079 • 4-40079
the "Moulin Rouge" stars in another hit FELICIA SANDERS with PERCY FAITH EMBRASSE (Hold Me Close) MELANCOLIE	40085 • 4-40085

NEW EXTENDED PLAY RELEASES

KEN GRIFFIN PLAYS Dreamer of Dreams • If You Knew Susie • Pretend • When You Wore a Tulip	Set B-1778
SUGAR AND SPICE—Volume II— OTTO CESANA Devotion • Whirlwind • Mine at Last! • Marionette	Set B-1779
RAGTIME PIANO—VOLUME II—WALLY ROSE Hot House Rag • Scott Joplin's New Rag • Hot Chocolate • Castle House Rag	Set B-1780
PERCY FAITH PLAYS CONTINENTAL MUSIC PERCY FAITH and his Orchestra Vola, Colomba • In love • Suddenly • Petite Bolero	Set B-1781

SWING AND SWAY
with
SAMMY KAYE
NO STONE UNTURNED
Vocal by Jeffrey Clay and The Kaydets
IN THE MISSION OF ST. AUGUSTINE
Vocal by Jeffrey Clay and The Kaye Choir
78 rpm 40061 • 45 rpm 4-40061

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CORAL 61058 (78 rpm) and 9-61058 (45 rpm)

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VOX JOX

• Continued from page 26

zette' by the Billy Williams Quartet will be a hit within a month."

Change of Theme

Two key deejay spots are open in Manhattan. WNEW is still looking for an ace spinner to take over when Martin Block moves to ABC in January, and WNBC is auditioning prospective platter men for Gene Rayburn's early morning spot. Rayburn is slated to enter TV this season. . . . Jack Dugan has moved from WPTR, Albany, N.Y., to WGAT, Utica, N.Y. . . . Will Lenay, formerly with WCPO, Cincinnati, is now spinning 'em at WSAI, same city. . . . Tom Finn, WSPD, Toledo, O., joins WKNH, Detroit, this month. . . . Charlie Stark, WINS, New York, moves to an early morning slot this month, replacing Art Scanlon, who moves up to a mid-morning and early afternoon schedule. . . . Tom Jones Jr. has taken over all pop record spinning chores at WSA, Harrisonburg, Va. . . . Wally Dunlap, Frank Delfino and Harry Luke are subbing for Bob Crane on WICC, Bridgeport, Conn., while latter recuperates from a throat infection. . . . Ivor Hugh, musical director of WCCC, Hartford, Conn., is readying a new Sunday afternoon series tagged "Good Afternoon Good Music," featuring "complete recordings of good music." . . . Bill Taylor, WOR, New York, leaves on a three-week broadcasting and fact-finding junket of the European music scene this week. On his return in October he'll air tapes of his interviews with European recording artists. . . . Fannybelle, new folk spinner, WHEP, Foley, Ala., pulled so much mail that she landed a sponsor by her eighth broadcast. Gal does the show in hillbilly garb to a studio audience.

This 'n' That

Bob E. Lloyd, WAVZ, New Haven, Conn., claims to have a listener who times her eggs by his three minute platters. Bob, incidentally, commutes 41 miles to the studio every morning, signing in at 5:30. . . . In response to audience requests, Jay Giles, WSOY, Decatur, Ill., has scheduled a 15-minute weekly Mantovani record seg on his show. . . . Joe Ryan, W A L L, Middletown, N. Y., laments that Lita Roza's "Return to Paradise" disk fills him with wanderlust, and "vacation is nine months off!" . . . Dave Jensen, WBTA, Batavia, N. Y., has spotted a "steady flow of requests for Margaret Whiting's 'Everlasting'." . . . Len Ross, KENO, Las Vegas, Nev., thinks "Dorothy Collins is the greatest thing to come along since Rosemary Clooney." . . . Herb Fontaine, WCOU, Lewiston, Me., dug up an oldie, "Samba Sud," by R. Bloch, that he thinks has "terrific commercial appeal and all-around potential. Listeners are already requesting it." . . . Jackie Butler, 13-year-old deejay at WRRZ, Clinton, N. C., says he'll "give plenty of spins" to all hillbilly and Western waxings he receives.

Guestings

In an off-beat gag to plug his new recording, "Miserable Love," Mercury artist Bobby Wayne did a "how not to conduct an interview" bit on Rex Dale's WCKY show in Cincinnati this month. The routine called for Dale to give Wayne the business — introduce him by the wrong name, play somebody else's record, etc. "Miserable" outcome was that irate listeners thought Dale was on the level. . . . Roy Leonard, WKOK, Framingham, Mass., played host to Columbia's Jerry Vale and King artists Peggy Marshall and Tom Eldridge of the Holiday group. . . . Martin Block, WNEW, New York, interviewed Frank Sinatra this month, in conjunction with the showing here of the crooner's hit movie "From Here to Eternity." They talked about the "old days" when Sinatra got his first break warbling at Block's station. . . . Big name guest list

for Fred Robbins, WOR, New York, last week, included Frankie Laine, Perry Como, June Hutton, Axel Stordahl and Red Buttons. . . . Gil Sheppard, WCPO disk rider, heard five nights a week from the Colony, popular downtown Cincinnati eating spot, celebrates his first anniversary of airing from the eatery Friday night (18). Colony management is holding open house to celebrate the event, with members of the trade and local teenage and fan club members invited.

7 Events, 2 Extras on San Antone Sked

SAN ANTONIO, Sept. 12. — James E. Devoe, sponsor of the Friends of Music series of concerts, has announced that a series of seven events will be sponsored this year, instead of the usual four in recent years. In addition, there will be two extra attractions, making a total of nine concerts to be staged here. Most of them will be given at the Municipal Auditorium.

The series will open November 10 with the Charles L. Wagner Company in "Il Trovatore." Gustav Haenschen directing soloists, chorus and orchestra in "The American Album of Familiar Music" will come in November 16.

Agnes De Mille Dance Theater is booked for December 14. The Drama Trio—Tyrone Power, Raymond Massey and Anne Baxter, with a chorus of 20, will do "John Brown's Body" January 29. There will be a Gershwin concert on February 24, followed by a Sigmund Romberg Festival March 5, and Whittmore & Lows on March 15.

Non-series attractions include the Ballet Theater, on February 2, and Anna Russell on February 22.

Tickets are being sold for a complete seven-series, or a four-number series. Season was scheduled to open on November 2 with Kathryn Grayson, but she has been cancelled due to illness.

Harold Holt Dies, London Impresario

LONDON, Sept. 12.—Impresario Harold Holt died here this week, aged 67. Holt worked closely with Sol Hurok. Just before the war they formed a business partnership after years of friendship. Holt began the Celebrity Concerts at London's Royal Albert Hall and presented the world's greatest artists there. He handled Pachmann in his old age and Menuhin when he was a boy. Paderewski, Chaliapin, Kreisler, Rachmaninoff, Melba, Gigli, Heifitz, Grace Moore, Horowitz, Paul Robeson, Marian Anderson and Rosa Ponselle were among some of his top names.

He once offered Caruso \$36,000 for 10 appearances in Britain. The tenor cabled back it was not enough. Holt scrubbed his name off his list. His greatest wish was to present Moscow's State Opera in London. But neither he—nor the opera — could get thru the Iron Curtain.

Tiffany Preps Branch Office in Los Angeles

CHICAGO, Sept. 12.—Henry E. Doney, head of Tiffany Records, is on an extended tour of the Southwest and West Coast, readying an announcement of the opening of a branch office in Los Angeles.

Tiffany is a new company and its first release, "Granada" and "My Love for You," sung by Clark Dennis, is prompting the expansion program. Doney, who formerly managed the Merry Macs and Earl Father Hines, announced the following distributors as joining the company's set-up: Benart Distributing Company, Cleveland; Cosnat Distributing Company, New York and Philadelphia; Diamond Record Distribution Company, Los Angeles; Dobbs, Dallas; Hit Record Distributor Company, Cincinnati; M. S. Distributing Company, Chicago; Music Suppliers of New England, Boston; Oklahoma Supply Record Company, Oklahoma City; Pan-American, Detroit, and Schwartz Bros., Washington.

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The Billboard Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONY

LISZT: A SYMPHONY TO DANTE'S DIVINE COMEDY (1-12") Los Angeles Philharmonic; A. Wallenstein, Cond. Decca DL 9670 68

EXTENDED ORCHESTRAL WORKS

RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (1-12") -NBC Symphony; Toscanini, Cond. RCA Victor LM 1768 95

SHORT ORCHESTRAL WORKS

WAGNER: SIEGFRIED'S RHINE JOURNEY; FUNERAL MARCH; MAGIC FIRE MUSIC (1-10")-Wurttemberg State Ork; F. Leitner, Cond. Decca DL 4072 74

WEBER: OVERTURE TO DER FREISCHUTZ; GLUCK: OVERTURE TO ALCESTE (1-10") - Berlin Philharmonic Ork; F. Lehmann, Cond. Decca DL 4075 72

HAYDN: DIVERTIMENTO IN F MAJOR; MARCH FOR THE PRINCE OF WALES; FOURTH LONDON TRIO IN C MAJOR; GRENADEIER MARCH (1-10")-London Baroque Ensemble; Karl Haas, Cond. Decca DL 4076 70

HANDEL: OVERTURE SUITE; ARIA FOR TWO HORNS NOS. 1 AND 2; GAVOTTE AND MARCH (1-10")-London Baroque Ensemble; K. Haas, Cond. Decca DL 4070 69

COMPLETE OPERAS

WAGNER: THE FLYING DUTCHMAN (3-12") - Rias Symphony Ork, Chorus and Soloists; F. Fricstay, Cond. Decca DX 124 72

OPERATIC EXCERPTS

RAMEAU: OPERATIC EXCERPTS (1-12")-Nadia Boulanger, Cond. Decca DL 9683 66

INSTRUMENTAL

LISZT PIANO MUSIC (1-10")-Andor Foldes, Piano. Decca DL 4071 73

VOCAL

ERNA BERGER SINGS: BRAHMS AND RICHARD STRAUSS LIEDER (1-12")-Decca DL 9666 74

BRAHMS: RINALDO; CANTATA FOR TENOR SOLO, MALE CHORUS AND ORK, OP. 50 (1-12")-New Paris Symphony Association Chorus; Padeloup Ork; Rene Leibowitz, Cond. Vox PL 8180 72

BRAHMS: ALTO RHAPSODY; ZIGEUNERLIEDER, OP. 103 (1-10")-Berlin Philharmonic; F. Leitner, Cond. Decca DL 4074 70

POPULAR ALBUMS

DANCE BAND

DANCE TIME (1-10")-Jerry Gray Ork. Decca DL 5478 72

VOCAL

BARBERSHOP FAVORITES (1-10")-The Buffalo Bills. Decca DL 5494 65

INSTRUMENTAL

THE FEMININE TOUCH (1-10") - Hazel Scott, Piano Solos. Decca DL 5486 60

JAZZ

THE DAVE BRUBECK QUARTET (1-10")-Fantasy 3-7 77

GERRY MULLIGAN AND HIS TEN-TETTE (1-10")-Capitol H 439 77

IN A CHINESE GARDEN (1-EP)-George Shearing Quintet. M-G-M X1017 76

CHARLIE PARKER: BIG BAND (1-12")-Clef MG C-609 75

OSCAR PETERSON COLLATES NO. 2 (1-10")-Clef MG C-127. 74

ANITA O'DAY COLLATES (1-10")-Clef MG C-130 72

THINGS TO COME (1-EP)-Dizzy Gillespie, Don Byas. M-G-M X1023 72

JOE (FINGERS) CARR AND HIS RAGTIME BAND (1-10")-Capitol H 443 70

BILL HARRIS COLLATES (1-10")-Clef MG C-125 69

CHICO O'FARRILL AFRO-CUBAN (1-10")-Clef MG C-131 65

CHILDREN'S RECORDS

KITTY KAT'S PARTY; TEDDY BEAR'S PICNIC (1-10")-Rosemary Clooney. Columbia J-168 81

SANDY, THE SANDMAN; LITTLE RAG DOLL (1-10") - Lu Ann Simms. Columbia J-169 73

AMERICAN FOLK SONGS FOR CHILDREN (1-10") - Pete Seeger. Folkways FP 701 65

FOLLOW THE SUN (1-10")-Charity Bailey and Robert Emmett. Folkways FP 706 62

RING GAMES (1-10")-Folkways FP 704 60

INTERNATIONAL

WITH LOVE: LINE RENAUD (1-10")-Vox VL 3210 80

POLKAS

GENE WISNIEWSKI ORK: HIT POLKAS (2-EP) - Dana E. P. No. 3 80

FRANK WOJNAROWSKI ORK: HIT POLKAS (2-EP) - Dana E. P. No. 1 80

RAY HENRY ORK: HIT POLKAS (2-EP)-Dana E. P. No. 2 75

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

"Firsts"

Rare Works by Liszt, Brahms In LP Debuts

It's getting tougher and tougher for classical artist and repertoire men to search out salable works by important composers that have not already been recorded. When they do, they often rack up a minor coup in a phase of the industry that's becoming increasingly competitive. Two disks among the current releases fit this select category.

Liszt's Symphony to Dante's Divine Comedy, new to records via a robust reading by the Los Angeles Philharmonic under Alfred Wallenstein, could probably not be heard by the average music lover in years of persistent concert-going. And put in the same class Rinaldo, a little known Brahms cantata on a text by Goethe. The latter is offered by Vox in a performance led by Rene Leibowitz. While neither can be expected to sell heavily, classical dealers should be able to move a respectable number of copies to serious collectors. The luster of the composer's name is the prime commercial factor here.

Another new disk that presents little-known music of great charm is Decca's collection of Rameau Operatic Excerpts, with Nadia Boulanger directing the orchestra and a fine group of soloists. Here, too, the collector with exploratory tastes can be approached with good prospects.

No retailer who has any sales contact with the relatively small, tho avid, group of lieder collectors should ignore a new collection of Brahms and Richard Strauss songs by soprano Erna Berger. Response among this group should be enthusiastic despite an occasional pitch waver built into the disk. Enterprising clerks can try to widen the market by auditioning the famous Brahms "Lullaby" for sometime disk purchasers. Is Horowitz.

Kiddie Packs

For Pleasure Or Knowledge

In the past few years the children's records catalogs have expanded to the extent where parents have a particularly wide choice of material which can serve either to entertain or to educate. At more frequent intervals lately, manufacturers have been turning out material which both entertains and educates. Several new releases illustrate the latter point.

Two new Columbia packages are aimed at entertainment, tho there is a modicum of education available from listening. These are Kitty Kat's Party backed with the now standard Teddy Bear's Picnic. Both are sung by Rosemary Clooney, who was a kidisk star long before "Come On-A My House." Also, two new tunes, "Sandy the Sandman" and "Little Rag Doll" as performed by

Competition, Beware!

Toscanini "Pines" & "Fountains" Spells Dealer Roman Holiday

There ought to be a law. That might well be the protest voiced by Mercury and Westminster execs who will figuratively blast RCA Victor's latest Toscanini release as unfair competition carried to the Nth degree. Both aforementioned diskeries have recently released Respighi's Pines and Fountains of Rome backed up on single disks. And both entries are of undisputed excellence; they have already racked up enviable sales records.

Now along comes Victor with the identical coupling, but with plus factors that raise its version into an impossible competitive area. First of all there is the performance; Toscanini's reading with the NBC Symphony is one of his finest. Then the sound; the disk is perhaps Victor's best effort along high fidelity lines. The excellent balance has been maintained, there are bursts of sheer brilliance that will gladden the heart of any hi-fi addict.

Then Victor has packaged the disk in a hard-cover, 24-page book containing more than a dozen full-page photos of places in Rome that may have inspired the Respighi works. There is also a descriptive text by author Vincent Sheean. And the whole

works is offered at the price of a single 12-inch LP.

The package is likely to become one of the best-selling LP's in recent years. Dealers can promote it on several levels. Good music, great performance, terrific sound, handsome packaging, etc., etc. The sales picture could well approximate that of the fabulous Toscanini-Beethoven Ninth.

Is Horowitz.

Decca Enters Bid for Share Of Opera \$\$

With the opening of the opera season only weeks away, the release of new opera recordings is to be expected. The start of the Metropolitan season and its nationwide radio broadcasts is always a good time for dealers to plan a strong opera promotion, co-ordinating in-store display and other promotional efforts behind the opera theme.

Along with releases already available, opera-conscious dealers will want to add Wagner's The Flying Dutchman, newly-released on Decca. It's the label's first really big effort in the form (the only other complete opera in Decca's catalog is Menotti's Medium) and it's an excellent package. Tho this is hardly Wagner's best-known opera and receives few performances compared to such works as Tristan, Lohengrin or Die Walkure, there is much appeal in this romantic opera for all lovers of the medium.

The performances by the Rias Symphony and Chorus under the baton of Ference Fricstay and the entire cast are of a high level. Included are such European stars as Annelies Kupper, Josef Greindl, Sieglinde Wagner, Josef Metternich and Wolfgang Windgassen.

The set, which is handsomely packaged, includes a complete German and English libretto, as well as an interesting analysis of the opera. All in all, it's a set that has a lot of sales potential, and if Decca's pending release of Lohengrin is up to the merit of this one, the label will certainly assume a position of growing importance in this field.

Nev Gehman.

Modern Jazz

New Disks for Cool Collectors

Jazz fans have their favorite artists just as do fans of any other field of music. Two of the brightest names of the modern school of jazz are Dave Brubeck and Gerry Mulligan, both of whom have built up comparatively large and very loyal followings over the past two years. Their fans will have no reason to be disappointed in the latest releases of either of these young men, and any dealer with a jazz clientele should be able to move many copies of their latest sets. The Brubeck release on Fantasy, a label created especially for the jazz pianist, features the 88-ers with his quartet playing a group of jazz standards in his own distinctive and startling style (some of which have been released as singles), and with all the excitement his fans have come to expect. The Mulligan release is the bary-man's first on Capitol. It stars Mulligan with his Ten-Tette on a group of original compositions, all penned by Mulligan himself.

Brubeck and Mulligan are (Continued on page 41)

Sex & Polkas

Woo Int'l Set With LP, EP's

France is noted for many things, one of which is her women. And one of these, whose voice is as sexy as her appearance, is Line Renaud, who has established a strong coterie of followers in some quarters of this country thru her Vox recordings. A listen to this set, aptly titled With Love, discloses why. The thrush can really turn on the warmth and sell a song, torch-style. Whether in French or her charmingly-accented English, the effect on the listener is the same. Best of the lot is her intimate "Seule Avec Toi." For those who demand something more familiar there's "Moulin Rouge" and "April in Portugal" (both in English).

Also of appeal primarily to the foreign disk buyer are three sets (each holding two EP records) of polkas released by Dana, the key label in this field. Orks spotlighted are Gene Wisniewski and His Harmony Bells Ork, Frank Wojnarowski and Ray Henry. It's hard to split the difference here altho the first two are probably better-known bands. Some lyrics are in English and some in Polish (the Wisniewski is all English), but whatever the language, all are played with the spirit typical of the polka, just right for dancing. With the revived interest in the more athletic type of dance (polkas, square dancing, etc.) sets such as these have potential beyond dealers in Polish and Slavic neighborhoods. Nev Gehman.

Lu Ann Simms. The former figures to be a fairly potent item, while the latter could build into good catalog material.

Folkways Records has issued three new items in the series of educational long-playing albums. Pete Seeger sings American Folk Songs for Children in a most appealing way, Charity Bailey and Robert Emmett combine to offer a geography lesson in Follow the Sun, while on-the-spot taping of Southern children results in Ring Games. The latter three sets are more easily sold to parents than to children, tho the moppets will enjoy listening to ring games and folk songs no matter how young. Joe Martin.

The Billboard Music Popularity Charts

PACKAGED RECORD REVIEWS

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Alphabetically Listed)

- BEETHOVEN: SYMPHONY NO. 8; MENDELSSOHN: SYMPHONY NO. 4 (Royal Philharmonic-Beecham) Columbia ML 4631
- BEETHOVEN: SYMPHONIES NOS. 8 AND 9 (Vienna Philharmonic-von Karajan) Entree EL 51
- BERLIOZ: ROMEO AND JULIET SYMPHONY (N. Y. Philharmonic-Mitropoulos) Columbia ML 4632
- BRAHMS: SYMPHONY NO. 2 (NBC Symphony-Toscanini) RCA Victor LM 1731
- CHERUBINI: SYMPHONY IN D MAJOR (NBC Symphony-Toscanini) RCA Victor LM 1745
- HANSON: SYMPHONY NO. 2; MACDOWELL: PIANO CONCERTO NO. 2 (Eastman-Rochester Symphony-Hanson) Columbia ML 4638
- MOZART: SYMPHONIES NOS. 39 AND 40 (London Philharmonic-Beecham) Columbia ML 4674
- PROKOFIEV: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Symphony-Ormandy) Columbia ML 4683
- SIBELIUS: SYMPHONY NO. 1 (Royal Philharmonic-Beecham) Columbia ML 4563
- WILLIAMS: PASTORAL SYMPHONY (London Philharmonic-Boult) London LL 721

OPERATIC EXCERPTS (Vocal)

(Alphabetically Listed)

- DONIZETTI: LUCIA DI LAMMERMOOR ("MAD SCENE"); THOMAS: HAMLET ("MAD SCENE") (Robin, Paris Conservatoire-Blareau) London LS 676
- GERSHWIN: PORGY AND BESS (Winters, Matthews, Ork-Engel) Columbia AAL 31
- GOUNOD: FAUST (Caruso, Farrar, Scotti) RCA Victor LCT 1103
- GOUNOD: FAUST (Geori-Boue, Nore, Saint-Arnaud, Royal Philharmonic-Beecham) RCA Victor LCT 1100
- PUCCINI: LA BOHEME (Tebaldi, Gueden, Prandelli, Corena) London LL 649
- PUCCINI: MADAME BUTTERFLY (Tebaldi, Campora) London LL 650
- PUCCINI: TOSCA (Gigli, Caniglia) RCA Victor LCT 1102
- STRAUSS: ROSENKAVALIER (Lehmann, Schuman) RCA Victor LCT 6005
- OF GODS AND DEMONS (London, Vienna Symphony-Moralt) Columbia ML 4658

Best-Selling Children's Records

The following children's records are the current best sellers according to a survey of key dealers throughout the country.

1. HANS CHRISTIAN ANDERSEN—Danny Kaye Decca 5433
2. PETER PAN—Bobby Driscoll RCA Victor Y-4001
3. ME AND MY TEDDY BEAR—Rosemary Clooney Columbia J-70
4. LITTLE WHITE DUCK—Burl Ives Columbia J-85
5. CINDERELLA—Ilene Woods RCA Victor Y-399
6. NEVER SMILE AT A CROCODILE: FOLLOWING THE LEADER—Jerry Lewis Capitol 3163
7. THUMBELINA—Danny Kaye Decca K 96
8. SNOW WHITE AND THE SEVEN DWARFS—Ilene Woods RCA Victor Y-33
9. IT'S HOWDY DOODY TIME—Howdy Doody RCA Victor Y-446
10. TRAIN TO THE ZOO Children's Record Guild 1001
11. THE LITTLE ENGINE THAT COULD—Rufe Davis Capitol 3142
12. TEDDY BEAR'S PICNIC—Harry Babbit; Rosemary Clooney Columbia J-54; J-168
13. PETER AND THE WOLF—Sterling Holloway RCA Victor Y-386
14. THE ADVENTURES OF THE LONE RANGER, NO. 6 Decca K-77
15. PINOCCHIO—Cliff Edwards RCA Victor Y-385

Specialty Items Among New Popular Offerings

Diskeries, in spite of their huge release schedule of albums, do not overlook the special material purchaser, whether the field be dance music or barber shop singing. Decca's latest Jerry Gray album *Dance Time* should interest those who like swing music of the middle '30's. Decca has also brought forth the second set of *Barbershop Favorites* sung by the Buffalo Bills, one of the top barbershop quartets in the country. The group sings the standards with heart and harmony. Joe (Fingers) Carr's latest on Capitol with his Ragtime Band is a happy collection of yesteryear's ragtime hits, such as "Wabash Blues," "Canadian Capers" and "Alabama Bound." These rollicking arrangements could be great fun at a party or dance. Five of the country's top fem jazz pianists show off their wares on a new

Decca set, *The Feminine Touch*. Artists include Hazel Scott, Mary Lou Williams, Dorothy Donegan, Cleo Brown and Ann Jenkins. Sets of this type rarely break records, but fans of the gals might be interested. Bob Rolontz.

AH, THAT OLD ELUSIVE TYPE

Blues pianist Blind Lemon Jefferson gained new laurels in last week's issue by joining company with such concert keyboard artists as Solomon, Benno Moiseiwitsch and Dinu Lipatti on the best-selling classical instrumental chart. The Jefferson disk should have been listed on the preceding page under "Packaged Record Review Ratings." The gremlins in our Cincinnati printing plant also erroneously slipped three reviews of classical piano disks into the instrumental best-sellers.

CHART COMMENTS

SYMPHONY

This issue gives the first opportunity to compare selling results with those on earlier charts. Three weeks ago when the Packaged Record Buying Guide was introduced best sellers in the Symphony category were reported. The same category is charted again this week. A comparison of these results is of great interest to the dealer. It shows the great stability of the classical catalog and accents the wisdom of making sure that the best sellers are always in stock and exposed.

Take the catalog best seller chart, for example. These records have all been on the market for more than six months. All symphonies listed on this week's chart appeared as best selling catalog disks in the survey reported three weeks ago.

The merchandising history of classical records is one of consistency. Thus it is expected that as the categories are repeated the bulk of the chart entries will show up again and again. Naturally the recent release charts

Next Week

CLASSICAL

- ★ Extended Orchestral Works
- ★ Chamber Music

will show the greater change. New disks will be released and appear on the chart; others will become older than six months and be considered in the catalog classification. Some of these latter records will continue to sell well enough to appear among the catalog best-sellers.

For the dealer, nothing can be better than this consistent pattern. It means a safe investment in inventory; it means regular turnover. Each dealer, of course, must determine the proper quantity of each disk to carry. This will depend on the extent of his classical volume and what turnover rate he has set. One thing is important for every dealer—to make sure he is never out of stock on this key, steady selling merchandise.

CHILDREN'S RECORDS

Because comparatively few new children's records are released during the late spring and summer months, no attempt has been made to segregate recent releases from catalog sellers as is normally done on packaged record surveys. The chart shown is for all children's records, and the sets are listed in order of sales importance as reported by dealers.

The results point up that in the children's field, just as among classical records, the standouts sell and sell and sell. Most of the records listed have been out for well over six months; several have passed the three-year mark on the market. In other words, a good children's record is just as essential to a basic inventory as is the most popular classical warhorse.

OPERATIC EXCERPTS

The chart results in this category closely parallel what was seen several weeks ago in the complete opera charts. The catalog chart this week, for example, lists seven highlight disks from specific operas. Five of these (exceptions are *Lucia* and *Rigoletto*) showed up on the complete opera chart.

The catalog chart is dominated by RCA Victor. This label also

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Alphabetically Listed)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 1042
- BERLIOZ: HAROLD IN ITALY (Primrose, Royal Philharmonic-Beecham) Columbia ML 4542
- BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia - Ormandy) Columbia ML 4467
- BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
- DVORAK: SYMPHONY NO. 5 ("NEW WORLD") (Chicago Symphony-Kubelik) Mercury MG 50002
- DVORAK: SYMPHONY NO. 5 ("NEW WORLD") (Stokowski Ork-Stokowski) RCA Victor LM 1013
- FRANCK: SYMPHONY IN D MINOR (San Francisco Symphony-Monteux) RCA Victor LM 1065
- SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED"); MOZART: SYMPHONY NO. 31 ("PARIS") (Royal Philharmonic-Beecham) Columbia ML 4474
- TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHETIQUE") (Philadelphia-Ormandy) Columbia ML 4544

OPERATIC EXCERPTS (Vocal)

(Alphabetically Listed)

- BIZET: CARMEN (Stevens, Pearce, Albanese, Merrill) RCA Victor LM 1749
- DONIZETTI: LUCIA DI LAMMERMOOR (Merrill, Pinza, Pearce, Munsel) RCA Victor LM 1710
- GREAT TENOR ARIAS (Bjoerling) RCA Victor LM 105
- LEONCAVALLO: PAGLIACCI (Albanese, Merrill, Pearce) RCA Victor LM 1160
- PUCCINI: LA BOHEME (di Stefano, Munsel, Albanese, Warren) RCA Victor LM 1709
- STRAUSS: DIE FLEDERMAUS (Gueden, Lipp, Dermotta) London LLP 305
- TEN TENORS, TEN ARIAS (Bjoerling, Caruso, McCormack, etc.) RCA Victor LM 1202
- VERDI: RIGOLETTO (Berger, Pearce, Warren) RCA Victor LM 1104
- VERDI: LA TRAVIATA (Albanese, Pearce, Merrill) RCA Victor LM 1115

accounted for half of the recent release best-sellers listed, with London garnering three places.

These opera excerpt charts can be especially helpful to dealers who are edging slowly but gradually into the classical business. While initially they may be reluctant to handle the more expensive complete operas, these highlight disks can be stocked with confidence and prove steady sellers.

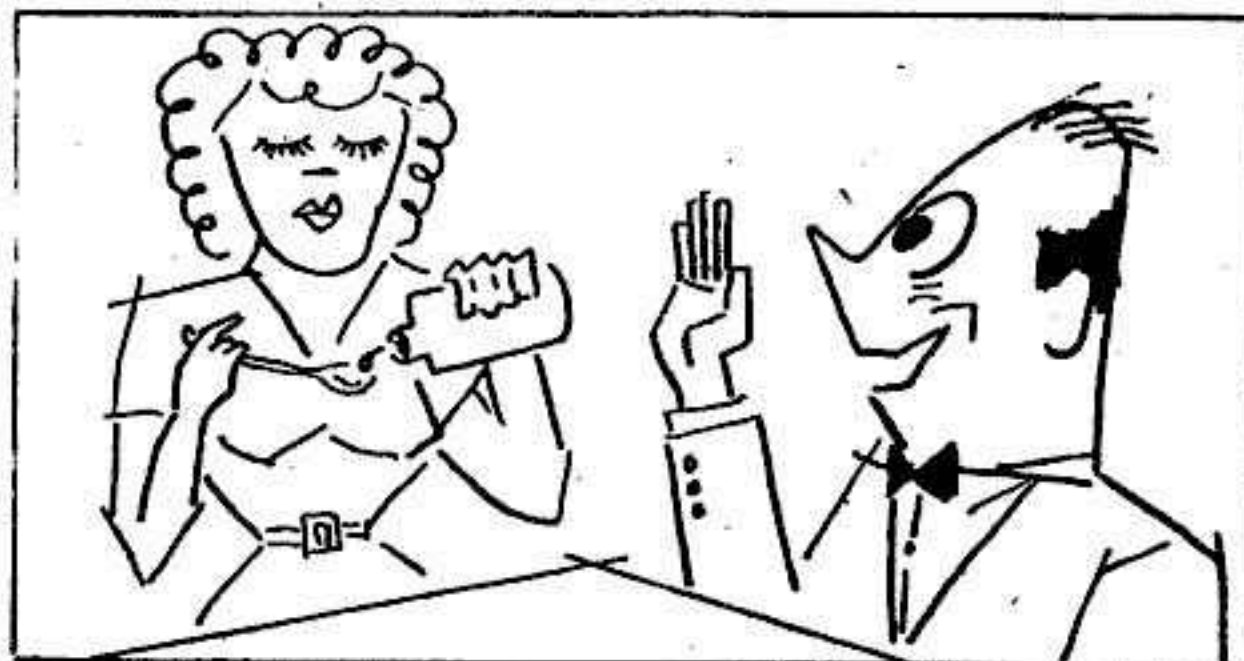
Decca's "4000" Series Held Good Shelf Stock

Decca Records this past week released a half dozen 10-inch LP's in the 4000 series (\$2.50 sellers). These disks, which are all additions to the company's Gold Label category, should be seriously considered as good inventory by dealers who feel the need to offer classical material at a sharply competitive price. For here, in

these six disks, are surely good artists and standard repertoire at prices which must be considered attractive for recordings of such quality.

The range of repertoire here is rather wide, extending from material verging on the light classical to selections of a rather heavy, intricate nature, and including compositions from both the romantic and classical periods. There is for instance *Piano Music of Liszt* played by *Andor Foldes*, who captures brilliantly the romantic spell of the several pieces. Another item of more than usual interest is the *Berlin Philharmonic Orchestra's* recording of *Brahms Alto Rhapsody* with contralto *Elizabeth Hongen*, coupled with the same composer's *Zigeunlieder*. There are also *Wagner* excerpts, *Weber* and *Gluck* overtures, and two LP's of *Haydn* and *Handel* music by the *London Baroque Ensemble*, conducted by *Karl Haas*.

Paul Ackerman.



NEVER MIND THE ULCER MEDICINE, MISS BROWN, I'VE TURNED THE RECORD JOB OVER TO RCA VICTORI

THE BEST CURE for any platter problem is RCA Victor's custom service. You can be sure of top quality, quick delivery . . . at competitive prices. That's why over 100 indie labels come to RCA Victor with their recording, processing and pressing problems. Dept. A-90.

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HERE'S THE ONE
THEY'RE WAITING FOR!

Faron Young's

"BABY
MY
HEART"



2570

b/w
"THAT'S
WHAT I DO
FOR YOU"

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending September 12

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throuth the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

Week This		Last Week	Weeks on Chart
1.	HEY JOE—Carl Smith..... Darlin' Am I the One?—Col 21129—BMI	2	9
2.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... I'd Rather Die Young—Cap 2502—BMI	1	8
3.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... Rock-A-Bye Boogie—V 20-5345—BMI	3	6
4.	IT'S BEEN SO LONG—W. Pierce..... Don't Throw Your Life Away—Dec 28725—BMI	3	12
5.	CRYING IN THE CHAPEL—Rex Allen..... I Thank the Lord—Dec 28758—BMI	5	7
6.	CARRIBEAN—M. Torok..... Weep Away—Abbott 140—BMI	6	5
7.	GAMBLER'S GUITAR—R. Draper..... Free Home Demonstration—Mercury 70167—BMI	6	4
8.	YESTERDAY'S GIRL—H. Thompson..... John Henry—Cap 2553—BMI	—	1
9.	LET ME BE THE ONE—H. Locklin..... I'm Tired of Bumming Around—Four Star 1641—BMI	—	1
10.	RUB-A-DUB-DUB—H. Thompson..... I'll Sign My Heart Away—Cap 2445—BMI	9	17
10.	TENNESSEE WIG-WALK—Bonnie Lou..... Hand Me Down Heart—King 1237—BMI	—	1

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throuth the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

Week This		Last Week	Weeks on Chart
1.	IT'S BEEN SO LONG—W. Pierce..... Dec 28725—BMI	2	12
2.	HEY JOE—Carl Smith..... Col 21129—BMI	1	8
3.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	3	9
4.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	4	4
5.	CARRIBEAN—M. Torok..... Abbott 140—BMI	7	3
6.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	—	8
7.	LET ME BE THE ONE—H. Locklin..... Four Star 1641—BMI	10	3
8.	HOW'S THE WORLD TREATING YOU?—E. Arnold.... V 20-5305—BMI	9	10
9.	CRYING IN THE CHAPEL—Rex Allen..... Dec 28758—BMI	8	4
10.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	6	6

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throuth the country. Results are based on The Billboard's weekly survey among operators throuth the country using a high proportion of country and western records.

This Week		Last Week	Weeks on Chart
1.	HEY JOE—Carl Smith..... Col 21129—BMI	1	8
2.	DEAR JOHN LETTER—J. Shepard..... Cap 2502—BMI	2	5
3.	IT'S BEEN SO LONG—W. Pierce..... Dec 28725—BMI	3	12
4.	MEXICAN JOE—J. Reeves..... Abbott 116	4	25
4.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	9	2
6.	RUB-A-DUB-DUB—H. Thompson..... Cap 2445—BMI	5	16
7.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	6	8
8.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	—	5
9.	TRADEMARK—Carl Smith..... Col 21119—ASCAP	—	10
10.	CRYING IN THE CHAPEL—Rex Allen..... Dec 28758—BMI	9	3

FOLK TALENT AND TUNES

Nashville

Col. Tom Parker indicates that for an indefinite period he will be devoting full time to his Jamboree Attractions c. & w. booking office. Since the Parker-Eddy Arnold split, the vet manager says he has no plans for fronting for another single name. Both parties say the parting was amicable with Parker getting fair payment for unexpired contract. To date Arnold has no plans for management in addition to his MCA handling, altho he may use various contacts in key areas. Harry Stone, Houston, was in Nashville last week for talks and Arnold may turn his Houston Fat Stock Show business thru Stone.

Roy Acuff readying for Korean tour of service installations and set to leave Nashville September 20. Moon Mullican is taking Robert Lunn's place on tour since Lunn could not satisfy medical checks. Jerry Johnson, sister of Wilma Lee Cooper, set last week to replace Radio Dot and Smokey for same reason. Group expects to be gone for 30 days.

Hank Snow's mother, Mrs. Charles Tanner, critically ill in Liverpool, N. S. . . . Gabe Tucker (KATL-Houston) lost his father at Russellville, Ky., home last week. . . . Bill Dudley's grandmother, Mrs. Rose Hamilton, passed away in Springfield, Mo., last week.

Hardrock Gunter has left his WWVA, Wheeling, W. Va., duties to return to hometown, Birmingham, Ala. Gunter begins immediately with WJLD, Birmingham, doing four hours a day of country records. Entire time is being made available to a six-station net. He'll also do club and p. a. work in the area. . . . Sheriff Ed doing five hours oat records daily from new 1 kw. WGSW, Greenwood, S. C. . . . WJJM, Lewisburg, Tenn., has J. W. Anderson, Uncle Chez Milam and Leon Harrison spinning three hours of country ditties daily. . . . David Taylor doing his WRIC, Richlands, Va., country shows from remote home studio in Grundy. . . . Dave Stone and Hippockets Duncan, top deejay country men in the Lubbock, Tex., area go on the air September 15 with own station—KDAV. Programming will be to rural listeners. They'll also continue their practice of bringing top entertainers in for p.a.s. at Lubbock's Jamboree Hall. . . . Ed Kobak on WGAC, Augusta, Ga., with new daily spinner. . . . Ed Moseley doing two-hour "Western Request" each evening from KREM, Spokane, Wash. Ed says Nashville artists have taken over top spots on show. . . . Omer (Shorty) Chesler doing the spinning on WHAS's "Early Morning Frolic" from Louisville. . . . Joe Long and Frank Thomas share country spinning chores at WTNC, Thomasville, N. C., and also handle area booking. . . . Billy Wilks has replaced Hay Honaker at the country tables of WOKE, Oak Ridge, Tenn. . . . Cactus Joe Nixon, KXLA, Pasadena, Calif., on with new night times—a half hour at 7 and full hour at 8:30, five nights a week. He recently hosted Lefty Frizzell, Skeets McDonald, Wayne Raney, Eddie Kirk, Slim Willett, the Carlises and Freddie Hart on his show.

After four months of weekly shows, Johnny Rion has closed his St. Louis Chain of Rocks Park for the season. He's still spinning five hours daily from KSTL, with an additional two-hour taped stint from KSGM, St. Genevieve, Mo. . . . Roy Acuff's Dunbar Cave also has discontinued its week-end shows after a big Labor Day celebration. The regular Tuesday and Friday night square dances will go on thru the winter and facilities will remain open week-ends until bad weather. Mildred (Roy's wife) says past season has been biggest to date by far.

Cowboy Copas set for Marion, Ill., showing September 25 with Orv Jackson, of WGGH, promoting. . . . WSM's Gatlinburg, Tenn., nightly "Grand Ole Opry" show

closing after impromptu season showing a black figure. Plans already set for same thing next summer with Gatlinburg's advertising tied in. . . . Thirteen-year-old Mallie Ann now set with her own 15 minutes from WFAA, Dallas, along with her "Saturday Night Shindig" feature. She's daughter of Slim Harbert formerly with the Sunshine Boys. Her dad and 10-year-old sister help with trio work. . . . Blackie Crawford and his Cherokees also on WFAA's "Shindig" as regulars. They're coming up under Jack Starnes' management and waxing on his Starday label. . . . Nita Baggett reports her "Tears Have Washed Away Your Smile" showing a revival in Australia. It was first waxed on Victor in 1939. . . . E. C. McCarty and missus returning from Spokane vacation. They visited their son in service. He's deejay and songwriter of WCTT, Corbin, Ky. . . . Ernie Lee, Bradley Kincaid, Roland Gaines, Billy Keith Williams, Slim Miller and the Coon Creek Girls, Red Foley's daughters; Jimmie Skinner and Ray Lunsford were on hand for recent Berea, Ky., homecoming with Skinner and Gaines being made Kentucky colonels during celebration. . . . Tex Justis now on with five hours daily from WBNL, Boonville, Ill. . . . Gene Estes playing dance dates thru Central Arizona in addition to his five nights a week of c.&w. records from KWJB, Globe, Ariz. . . . Edythe Klinger heads library staff at KFVD, Los Angeles, and welcomes country record service for station's daily and Saturday night country shows. . . . Jimmy Thomson doing two "Quartet Hour" shows from WNPT, Tuscaloosa, Ala., each Sunday with an increase in time coming. . . . Doug Garron set for an early USO European tour. He's deejay-singer on WCRB, Waltham, Mass., and WCOP, Boston, daily. . . . KOTA, Rapid City, S. D., has Verne Lotz in its top record spot doing country and pop together. Carl Smith, Red Foley and Hank Williams are top artists there. . . . Dean Tiller is the top country man at KTER, Terrell, Tex., getting over 100 pieces of mail daily on his two hourer.

Pee Wee King was again selected as nation's No. 1 western band for the Orchestra World award for the fourth consecutive time. He's busy this month with his regular WAVE schedule and p. a. traveling. His shows are being broadcast from Kentucky State Fairgrounds (11-19). September 25 will find him in Waycross, Ga., and he's set for Elks convention, Mt. Carmel, Ill. (26-27). . . . Tommy Sands in Nashville last week for guest spots on WSM. He's top man under Jamboree Attractions with his second RCA Victor platter on current release. He's set for guesting on Kate Smith TV'er and with Pee Wee King in Louisville. . . . Carolina Cotton being set for Eastern and Southeastern dates by manager, Bobbie Bennett. She's been held in the West for some time due to TV and movie commitments. . . . Smiley Burnette out on 41-day tour from Louisiana to Wisconsin. He's just finished a successful three days at Monroe, La., fair. . . . Brewton, Ala., now boasts of modern Butts Radio Shop record department brought about by Joe Sikes, of WEBJ. Joe's country shows have made it worth while for the record venture. . . . Marty Robertis, night man at WCKY, Cincinnati, and Coral waxer, guested on Curtis Gordon's "Radio Ranch" in Mobile, Ala., September 9 during vacation. He was in Nashville for "Grand Ole Opry" (12) on way back home. WCKY's Nelson King and wife met him for Nashville week-end. . . . Curtis Gordon just back in Mobile from a record-breaking engagement at New Orleans' Keyhole Club.

Hank Snow set as top man on

(Continued on page 37)

the Hawk of the West Virginia Hills...



has
a
new
hit!

HAWKSHAW HAWKINS

THE MARK 'ROUND MY FINGER

and

A HEAP OF LIVIN'

20/47-5444

"RICOCHET" b/w "OH MISERABLE LOVE"

RCA VICTOR #20-5454 (47-5454)

also

"MY ADOBE HACIENDA"

RCA VICTOR #20-4969

Pee Wee King AND HIS BAND ★ NBC SAT.



SALES GROW
WHEN YOU GO 45

RCA VICTOR
FIRST IN RECORDED MUSIC



The Nation's #1 Western Band Leader



**PEE
WEE
KING**

AND HIS BAND

kicks off with

2

BIG COIN CATCHERS

RICOCHET

featuring **REDD STEWART**

and

OH MIS'RABLE

LOVE

Vocal by the Trio

20/47-5454



SALES GROW
WHEN YOU GO 45

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending September 12

**This Week's New Territorial
Best Sellers to Watch**

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Memphis... **WHY DON'T YOU OPEN THE DOOR?**
York Brothers, King 1248
- Nashville... **I'D RATHER DIE YOUNG**
J. Shepard, Capitol 2502

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
2. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
3. **Hey Joe**
Carl Smith, Columbia
4. **Is Zat You Myrtle?**
Carlises, Mercury
5. **It's Been So Long**
W. Pierce, Decca
6. **Carribean**
M. Torok, Abbott
7. **I Won't Be Home No More**
H. Williams, M-G-M
8. **Crying in the Chapel**
Rex Allen, Decca
9. **Oh, Miserable Love**
C. Gore, King
10. **Jealous Love**
Davis Sisters, Fortune

Memphis

1. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
2. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
3. **Hey Joe**
Carl Smith, Columbia
4. **Tennessee Wig-Walk**
Bonnie Lou, King
5. **Crying in the Chapel**
Rex Allen, Decca
6. **It's Been So Long**
W. Pierce, Decca
7. **Why Don't You Open the Door?**
York Brothers, King
8. **Is Zat You Myrtle?**
Carlises, Mercury
9. **For Now and Always**
H. Snow, Victor
10. **Hey Joe**
K. Wells, Decca

Dallas-Ft. Worth

1. **Carribean**
M. Torok, Abbott
2. **Let Me Be the One**
H. Locklin, Four Star
3. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
4. **Hey Joe**
Carl Smith, Columbia
5. **Crying in the Chapel**
D. Glenn, Valley
6. **It's Been So Long**
W. Pierce, Decca
7. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
8. **Mexican Joe**
J. Reeves, Abbott
9. **Rub-A-Dub-Dub**
H. Thompson, Capitol
10. **Hey Joe**
K. Wells, Decca

Nashville

1. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
2. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
3. **Hey Joe**
Carl Smith, Columbia
4. **It's Been So Long**
W. Pierce, Decca
5. **Hey Joe**
K. Wells, Decca
6. **I'd Rather Die Young**
J. Shepard, Capitol
7. **Don't Brush Them on Me**
E. Tubb, Decca
8. **How's the World Treating You?**
E. Arnold, Victor
9. **Carribean**
M. Torok, Abbott
10. **Yesterday's Girl**
H. Thompson, Capitol

Houston

1. **I Won't Be Home No More**
H. Williams, M-G-M
2. **That's All Right**
A. Inman, Decca
3. **Let Me Be the One**
H. Locklin, Four Star
4. **Hey Joe**
K. Wells, Decca
5. **Carribean**
M. Torok, Abbott
6. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
7. **Crying in the Chapel**
Rex Allen, Decca
8. **Hey Joe**
Carl Smith, Columbia
9. **Don't Brush Them on Me**
E. Tubb, Decca
10. **Red Rose**
S. Willet, Four Star

New Orleans

1. **Hey Joe**
Carl Smith, Columbia
2. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
3. **Carribean**
M. Torok, Abbott
4. **Before You Go Make Sure You Know**
L. Frizzell, Columbia
5. **Let Me Be the One**
H. Locklin, Four Star
6. **Crying in the Chapel**
Rex Allen, Decca
7. **For Now and Always**
H. Snow, Victor
8. **Trademark**
Carl Smith, Columbia
9. **Rub-A-Dub-Dub**
H. Thompson, Capitol
10. **I Won't Be Home No More**
H. Williams, M-G-M

FOLK TALENT AND TUNES

Continued from page 35

WSM's Prince Albert "Grand Ole Opry" NBC'er for 12th with appearance depending on mother's illness in Canada. Jimmie Davis set for featured guest spot. Carl Smith and Jean Shepard set for spots September 19 with Ray Price and Darrell Glen taking the 26th show. . . . WSM's "Mr. Deejay USA" show featured Marty Licklider, of WICA, Ashtabula, O. (11), with Shel Horton, WHUN, Huntingdon, Pa., coming in on 18th. Dal Stallard, KCMO, Kansas City, and Red Webb, WLBG, Laurens, S. C., coming in following weeks. . . . Faron Young with his army manager, Maj. J. H. Jigandet, in Nashville last weekend for Faron's Prince Albert "Grand Ole Opry" feature. Young did an Army recruiting spot on the show in addition to his two songs.

WSM's week-end park dates decreasing with school openings. September 20th will find Carl Smith doing a ball park show at Elmira, N. Y. Cowboy Copas set for Staunton, Va., with Moon Mullican in Mexico, Mo. Ernest Tubb has an Indianapolis show set for the day. . . . Carl Smith, Rod Brasfield, the Carter Family and Ray Price to head Tennessee State Fair bill beginning September 23 with a "Grand Ole Opry" show. . . . The Duke of Paducah doing guest spots on Eddy Arnold's Chicago TV'er 15th and 17th. . . . Grandpa Jones set for 20-26 week in Canada. George Morgan doing Oklahoma, and New Mexico and completing week with El Paso date and missing Nashville "Opry." Johnnie and Jack with Kitty Wells set for week in Georgia with Bill Monroe touring Virginia. Martha Carson will be seen thru Virginia and South Carolina with the Duke of Paducah doing fairs at Clinton, N. C. and Delmore, O.

Carl Roberts, top man at KEUN, Eunice, La., with his two-hour morning show, "Cousin Carl's Corral." . . . Ward Goodrich has extended his WINK, Ft. Myers, Fla., show 15 minutes with Carnation Milk sponsoring. . . . Cousin Lou Stevens back at his KXLA, Pasadena, Calif., tables without his listeners knowing he was away on two-week vacation. He had taped all his shows before

leaving and reports a fine Southern California rest. . . . Carl Smith's "Hey, Joe" on top of Sheriff Tex Davis' Norfolk newspaper listing for four consecutive weeks. . . . Lew Banks set up with records at WMOC, Covington, Ga., after leaving Atlanta's WBGE, according to Bill Martin, of Atlanta.

Capitol's Ken Nelson, Decca's Paul Cohen and RCA Victor's Steve Sholes due in Nashville for what looks like Nashville's busiest two weeks of recording in history. . . . Jimmie Skinner set to do Decca sides after anklng Capitol.

Programing

Continued from page 14

in 1950. Basically, since the Goodman ork was taped at a concert, the program was right on the tapes. Sales of the set indicated the fact that this type of program material was eminently suited to the requisites of the LP platter.

The slew of jazz concerts that hit the market after the B. G. disk indicated the recognition on the part of recording brass of the need for special material for pop LP records. And the success, generally speaking, of M-G-M movie sound track albums, and various diskeries' show albums, as well as the plethora of releases of this type, also prove the same point. It has been noted by many that the top-selling pop albums have consistently been the solidly programmed sets.

The coming of EP has added a new factor to the situation. It is fairly common practice among all record companies to issue the same packaged pop material in two ways today, on both LP and EP disks. A 10-inch LP release will be used on two EP platters or some of the top selections will be used for one EP.

Creates New Problem

This, however, creates new problems. Since EP will only take up to seven minutes of music per side satisfactorily, no selection can exceed this limitation even tho the LP record could take much more music. Thus, as one a.&r. head puts it, "I now program all my material in six minute blocks." In addition, if two tunes are to be placed on one EP side, as is commonly done, they must amount to no less than five minutes of playing time all told. It seems the public is extremely reluctant to purchase EP's with less than five minutes of playing time per side.

This mechanical problem is only one of those now concerning recording execs. The longer playing records create programing problems by the very fact that they are long playing. Altho diskeries have come up with sound programing ideas in jazz concerts, show tunes, complete shows, movie scores, et. al., they have had to rack their brains to come up with new ideas for orks and singers.

Trend to Themes

There is a trend today to build themes for the album packages, similar to the albums of Christmas music released each year by top vocalists, combos and bands. One major record company exec is working on 12-inch LP platters with orks, and notes that he is able to program a full ork much more interestingly than an individual vocalist. Another a.&r. exec states that sales of vocalists albums never stand up to their single record sales because any

C & W Record Reviews

Continued from page 22

I'm Looking for Love...72
Sensitive performance by Billy Walker of a philosophic country ballad. (Hill & Range, BMI)

MARTY ROBERTS
A Gambler's Love...73
CORAL 64162—Melodic and evocative effort is sung with spirit by Roberts, with good help from the combo. Cute side could pull spins. (Meridian, BMI)

You Fool, You Fool...65
Adequate rendition of a country weeper by the new chanter on the label. (Meridian, BMI)

RUSTY KEEFER
Castaway...73
CORAL 64163—Warm reading by the singer on a heart-breaking effort in which he tells of his sorrows. Tune is a good one and the lyrics have merit. (Southern, ASCAP)

I'm Just Here to Get My Baby Out of Jail...64
Keefer sings this with more feeling and heart than the tune deserves. (Peer, BMI)

BILLY STRANGE
Let Me Be the One...70
CAPITOL 2592—Billy Strange does adequately with this undistinguished country ballad.

I'm Still a Prisoner...67
He's no longer a prisoner of war—but a prisoner of love. Midway it develops into a recitative. A crazy mixed up lyric.

DON GIBSON
Waltz Down the Road...67
COLUMBIA 21156—Gibson is a one-way guy. He's got a gal and he wants her all to himself, but she's waiting down the road for someone else. Satisfactory. (Tannen, BMI)

You Cast Me Out...65
Standard weeper is sung with feeling by Gibson, but there are a hundred like it on the market. (Acuff-Rose, BMI)

JOE (CANNONBALL) LEWIS
I'm Gonna Tear Your Playhouse Down...65
GATEWAY 3006—Lewis attacks this rhythm ditty with a lot of vigor. Lyric is a good twist on the standard theme of one-way love. Could grab sectional action.

Before I Met You...60
This is the story of new-found love. Good job by both Lewis and the strings.

BOBBY MUSGROVE
Dollar Sign Heart...65
KENTUCKY 584 — Musgrove has found himself a gold digger, and he's not too happy about the whole experience. It's a nice bouncy side that could find some juke box acceptance in his home territory. (Gateway, BMI)

Be Still My Heart...60
This is not the old standard and will probably never challenge it. It's a pleasant enough tune tho, and Musgrove works hard in selling it. (Gateway, BMI)

BILLY MIZE
I'm Still a Prisoner...64
KORD 100—Timely ballad about a returning prisoner whose spirits were sustained by thoughts of his loved one thru the long years, is chanted touchingly by Mize. An okay slicing by the new diskery.

Pusan...58
Another ditty, this a novelty effort, about Korea is presented smoothly.

LINDY NESS-THE CITY DUDES
Saddle Leather...45
VEGA 452—The warbler tries his best to put over this new effort, but his performance is listless. Heavy backing doesn't help.

My Heart's in Montana...35
Not much here.

LINDY NESS-THE CITY DUDES
Destiny Waltz...46
VEGA 453—So-so performance by Ness on a routine country effort.

Ever Ever True...35
Same comment.

singer gets rather monotonous after eight songs in a row. In the jazz field there is much attention being paid to themes for albums, in order to come up with an interesting program for jazz stars and orks. Clef Records, for instance has released sets by pianist Oscar Peterson titled "Peterson Plays Cole Porter," "Peterson Plays Irving Berlin," etc. Other sets, in the jazz field, via their title, tell the theme of the set even ahead of the artists name, thus selling programing as much as performance.

Latest Experiment
Another noteworthy programing facet, as well as a method of using the EP-LP exchange to its fullest extent, is the beginning trend of recording tunes that take up five to six minutes. Columbia Records has cut some sides this way with orks, and Good Time Jazz has cut a side this way with one of its combos.

This utilization of the EP may start something new, but it can be used on both EP and LP, and it does show the extent to which diskeries are concentrating on the vital programing problem for the EP and LP disk.

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Music—As Written

Continued from page 17

in Santa Monica this week (15). . . . Allan and Ashton booked for a tour which will take them to the Roosevelt Hotel in New Orleans, the Baker in Dallas and the Shamrock in Houston, starting Tuesday (15). . . . Lawrence Welk to cut four sides each for Coral and Decca this week. . . . Francis, Day and Hunter have nabbed overseas rights to "Friends and Neighbors," published here by Lura Music Company. Song has an RCA Victor etching by Mary Rose Bruce. . . . Les Brown and crew played to 14,053 in their first week at the Palladium. . . . Danny Kessler, of RCA Victor Records, in town this week. . . . The Lancers back from the London Palladium, where they appeared with chirp Kay Starr, and into the local Tiffany for two weeks. . . . The "White Christmas" Irving Berlin film currently in production at Paramount will have 12 new tunes by the veteran songscribe and two oldies. . . . Capitol Records planning a heavy promotion campaign for the Ray Anthony opening at the Hollywood Palladium September 22.

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 b/w
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The Billboard's Music Popularity Charts

TOP R & B RECORDS

For Week Ending September 12

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. SHAKE A HAND BABY —F. Adams <i>I've Gotta Leave You—Herald 416—BMI</i>	2	5
2. CRYING IN THE CHAPEL —Orioles <i>Don't You Think I Ought to Know?—Jubilee 5122—BMI</i>	1	8
3. GOOD LOVIN' —Clovers <i>Here Goes a Fool—Atlantic 1000—BMI</i>	3	12
4. TOO MUCH LOVIN' —Five Royales <i>Laudromat Blues—Apollo 448—BMI</i>	4	5
5. CLOCK —J. Ace <i>Acas Wild—Duke 112—BMI</i>	5	12
6. PLEASE LOVE ME —B. B. King <i>Highway Bound—RPM 386—BMI</i>	6	13
7. DON'T DECEIVE ME —C. Willis <i>I've Been Treated Wrong Too Long—Okeh 6985—BMI</i>	7	9
8. GET IT —Royals <i>No It Ain't—Federal 12133—BMI</i>	10	6
9. PLEASE DON'T LEAVE ME —Fats Domino <i>Girl I Love—Imperial 5240—BMI</i>	8	9
10. BABY IT'S YOU —Spaniels <i>Bounce—Chance 1141—BMI</i>	—	2

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. SHAKE A HAND —F. Adams <i>Herald 416—BMI</i>	2	4
2. CRYING IN THE CHAPEL —Orioles <i>Jubilee 5122—BMI</i>	1	8
3. PLEASE DON'T LEAVE ME —Fats Domino <i>Imperial 5240—BMI</i>	6	8
4. GOOD LOVIN' —Clovers <i>Atlantic 1000—BMI</i>	3	7
5. TOO MUCH LOVIN' —Five Royales <i>Apollo 448—BMI</i>	7	6
6. CLOCK —J. Ace <i>Duke 112—BMI</i>	4	10
7. NADINE —Coronets <i>Chess 1549—BMI</i>	—	1
8. PLEASE LOVE ME —B. B. King <i>RPM 386—BMI</i>	5	13
9. HONEY HUSH —J. Turner <i>Atlantic 1001—BMI</i>	—	1
10. YOU CAN'T KEEP A GOOD MAN DOWN —Dominoes <i>Federal 12139—BMI</i>	8	3

RHYTHM AND BLUES NOTES

"Shake a Hand," Faye Adams' and Joe Morris' first slicing for the Herald label, is now in the top spot on both the best-selling and the most played in juke box charts. The record has only been out about five weeks. The charts this week point out again the current strength of vocal groups in the r.&b. field, with seven quartets and quintets in the top 10, either on the best-seller or the juke box chart or both. Groups include the Orioles, the Clovers, the Five Royales, the Royals, the Spaniels, the Dominoes and the Coronets. Another point of interest concerning the charts this week is that only one fem singer is represented. This latter situation will probably change shortly tho, since Ruth Brown, Willie Mae Thornton and Varetta Dillard are out with new releases.

Fats Domino is on a one-nighter tour of the West Coast. . . . The Ward Singers with Clare Ward appeared at the National Baptist Convention, U.S.A., in Miami this week. . . . Louis Jordan and his combo will play two weeks in Las Vegas, Nev., starting September 16, and then the group will hit the road for engagements in Los Angeles, Seattle, New York and Montreal. . . . Danny Kessler, new RCA Victor r.&b. chief was in New Orleans last week cutting disks for the label.

Lots of musical activity taking place these days in the Windy City. Red Saunders and his ork are now at the New Club DeLisa; Arnett Cobb and his crew set to follow Earl Bostic at the Capitol Lounge; Rudi Richardson is at the Clover Club; the Five Blazes and thrush Babel Hunter are now at the Bagdad; the Pershing Hotel Lounge is featuring the Fritz Jones combo. A new spot, the "Toast of the Town," has booked T-Bone Walker for an upcoming show, and has set dates for the following top r.&b. artists over the rest of the year: Wynonie Harris, B. B. King, Eddie Boyd, and Joe Hunter. Joe Holliday is at the Bee Hive, Lefty Bates and his ork plus baritone man Leo Parker are at the Nob Hill, and Horace Henderson and his band are set for a limited engagement at the Strand Lounge.



Little Walter's Checker 780 waxing of "Quarter to Twelve," backed with "Blues With a Feeling," is going real big. It was listed in The Billboard's New Records to Watch section.

The Coronets' version of "Nadine," backed by "I'm All Alone," is getting better every week. The boys do a great job on this disk and juke ops shouldn't pass this by. Another disk headed for the top of the heap is Willie Mabon's new release on Chess 1548. He does "You're a Fool," backed with "Monday Woman." Willie has been doing consistently good on records and this new slicing is better than his previous. Will grab plenty of coin and spins.

A new group called the Five Echos are out with a new release this week on the Sabre label number 102. Both sides, "Lonely Mood" and "Baby, Come Back to Me," have received plenty of action in Chicago and Cleveland on the playing of the dub alone. Watch this one build up big. Big Bertha Henderson's version of "Rock, Daddy, Rock" and "Tears in My Eyes" on Chance 1143 is moving fast.

JOB 1016, featuring J. B. Lenore and her voicing of "I'll Die Trying," backed with "I Want My Baby," heading high on the list of top tunes. No decline in sight.

A hot tip on a hot item should issue for the States number 125, featuring Jack Cooley. The one side, "Rain on My Window," is a good blues tune, and the other, "Could, But I Ain't," carries a real solid beat. Both good juke sides and should get plenty of coin. Keep your eyes on the United 158 recording by the Four Blazers and a Horn. Both sides, "Perfect Woman" and "Ella Louise," get a fine reading from the group.

States 120, with Tommy Dean and His Gleam Raiders doing "How Can I Let You Go?," backed with "Scammon Boogie," will go high on the charts. This is a flash prediction.

Your dealer has these "picks" in stock now. Call or see him today.

(Adv.)

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Atlanta... FEELIN' GOOD Little Junior's Blue Flames, Sun 187
- Charlotte... ONE SCOTCH, ONE BOURBON, ONE BEER A. Milburn, Aladdin 3197
- St. Louis... SHAKE A HAND S. Churchill, Decca 28836

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Good Lovin' Clovers, Atlantic
2. Crying in the Chapel Orioles, Jubilee
3. Shake a Hand F. Adams, Herald
4. Too Much Lovin' Five Royales, Apollo
5. Please Don't Leave Me Fats Domino, Imperial
6. Please Love Me B. B. King, RPM
7. Feelin' Good Little Junior's Blue Flames, Sun
8. Clock J. Ace, Duke
9. Mercy, Mr. Percy V. Dillard, Savoy
10. Dragnet Blues J. Moore, Modern

Charlotte

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Crying in the Chapel Orioles, Jubilee
4. Mercy, Mr. Percy V. Dillard, Savoy
5. Too Much Lovin' Five Royales, Apollo
6. Don't Deceive Me C. Willis, Okeh
7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
8. Clock J. Ace, Duke
9. Please Love Me B. B. King, RPM
10. Please Don't Leave Me Fats Domino, Imperial

Chicago

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Too Much Lovin' Five Royales, Apollo
4. Crying in the Chapel Orioles, Jubilee
5. Hound Dog W. M. Thornton, Peacock
6. Don't Deceive Me C. Willis, Okeh
7. I Wanna Know Du Droppers, Victor
8. Clock J. Ace, Duke
9. Is It a Dream? Vocaleers, Robin
10. Please Love Me B. B. King, RPM

Cincinnati

1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Good Lovin' Clovers, Atlantic
4. Get It Royals, Federal
5. Please Love Me B. B. King, RPM
6. Too Much Lovin' Five Royales, Apollo
7. Clock J. Ace, Duke
8. Baby It's You Spaniels, Chance
9. Mercy, Mr. Percy V. Dillard, Savoy
10. Don't Deceive Me C. Willis, Okeh

Detroit

1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Too Much Lovin' Five Royales, Apollo
4. Please Love Me B. B. King, RPM
5. Good Lovin' Clovers, Atlantic
6. Clock J. Ace, Duke
7. Please Don't Leave Me Fats Domino, Imperial
8. The Come Back Memphis Slim, United
9. Help Me Somebody Five Royales, Apollo
10. Baby It's You Spaniels, Chance

Los Angeles

1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. Baby It's You Spaniels, Chance
4. Too Much Lovin' Five Royales, Apollo
5. Don't Deceive Me C. Willis, Okeh
6. Please Love Me B. B. King, RPM
7. The Come Back Memphis Slim, United
8. Get It Royals, Federal
9. Clock J. Ace, Duke
10. Good Lovin' Clovers, Atlantic

New Orleans

1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. Please Don't Leave Me Fats Domino, Imperial
4. Too Much Lovin' Five Royales, Apollo
5. Good Lovin' Clovers, Atlantic
6. Please Love Me B. B. King, RPM
7. Honey Hush J. Turner, Atlantic
8. Third Degree E. Boyd, Chess
9. Don't Deceive Me C. Willis, Okeh
10. Goin' to the River Fats Domino, Imperial

New York

1. Crying in the Chapel Orioles, Jubilee
2. Shake a Hand F. Adams, Herald
3. C'est Si Bon E. Kitt, Victor
4. Good Lovin' Clovers, Atlantic
5. Don't Deceive Me C. Willis, Okeh
6. Clock J. Ace, Duke
7. Too Much Lovin' Five Royales, Apollo
8. Goin' to the River Fats Domino, Imperial
9. Soft T. Bradshaw, King
10. Mend Your Ways Ruth Brown, Atlantic

Philadelphia

1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. Please Don't Leave Me Fats Domino, Imperial
4. Good Lovin' Clovers, Atlantic
5. Too Much Lovin' Five Royales, Apollo
6. Clock J. Ace, Duke
7. Don't Deceive Me C. Willis, Okeh
8. Why Oh Why Kings, Jax
9. Early in the Morning R. Milton, Specialty
10. Going to the River Fats Domino, Imperial

St. Louis

1. Shake a Hand F. Adams, Herald
2. Good Lovin' Clovers, Atlantic
3. Crying in the Chapel Orioles, Jubilee
4. Get It Royals, Federal
5. Please Don't Leave Me Fats Domino, Imperial
6. Shake a Hand S. Churchill, Decca
7. Nadine Coronets, Chess
8. Baby, It's You Spaniels, Chance
9. Too Much Lovin' Five Royales, Apollo
10. Clock J. Ace, Duke

Washington - Baltimore

1. Shake a Hand F. Adams, Herald
2. Crying in the Chapel Orioles, Jubilee
3. C'est Si Bon E. Kitt, Victor
4. Clock J. Ace, Duke
5. Good Lovin' Clovers, Atlantic
6. Please Don't Leave Me Fats Domino, Imperial
7. Help Me Somebody Five Royales, Apollo
8. Wild, Wild Young Men Ruth Brown, Atlantic
9. Get It Royals, Federal
10. These Foolish Things Dominoes, Federal

Rhythm & Blues Record Reviews

Continued from page 22

JIMMY NELSON

Big Mouth...76
RPM 389—Whatever he says, it's the wrong thing, but he just can't keep his big mouth shut. That's the sad story that Nelson has to tell, and he sings it well with his strong voice.
Second Hand Fool...74
Strong performance by Nelson on this slow blues. As the title suggests he's been taken by his girl. Could do alright in some areas.

THE BLENDERS

You'll Never Be Mine Again...76
JAY DEE 780—Slow and attractive weeper ballad is sung convincingly by the group. A good side. Should pull many spins. (Wemar, BMI)
Don't Play Around With Love...72
The Blendens tackle this cute ditty with infectious spirit. (Beacon, BMI)

JOHNNY ACE

Midnight Hours Journey...74
FLAIR 1015—This doesn't sound like the Johnny Ace now on Duke Records, but it may have been made a while ago. Under any circumstances it is an effective performance and it should pull spins and loot on the basis of the name, if for no other reason. (Flair, BMI)

EARL FORREST

Trouble and Me...7
Here's a listenable reading of a sad blues weeper, by Earl Forrest, now on the Peacock-Duke label. The warbler sells it with feeling, and the backing is strong. (Flair, BMI)

LAWRENCE STONE

I'll Surrender Anytime...73
MODERN 913—Slow blues is sung in convincing fashion by Stone. Good after-hours wax. (Modern, BMI)
Please Remember Me...73
More of the same. (Modern, BMI)

SARAH McLAWLER

Your Fool Again...73
BRUNSWICK 84018—Slow and bluesy is this story of love's sacrifice. Sarah McLawler, backed with organ accompaniment, exhibits range and technique. (Popular, ASCAP)
Blues for Rex...71
Bluesy instrumental, with slow, strong beat, featuring Sarah McLawler's organ playing. (Challenge, BMI)

DAVE BARTHOLOMEW

No More Black Nights...72
IMPERIAL 5249—This is about a soldier returning home from Korea. It's a slow blues with Bartholomew handling the vocal. Timeliness of lyric could help catch a little action. (Commodore, BMI)
Air Tight...68
Instrumental set to a comfortable dance tempo. It's built around a riff, but except for a few sections it lacks sparkle. (Commodore, BMI)

THE ORCHIDS

I've Been a Fool From the Start...70
KING 4663—Distinctive sound of the lead vocalist soars above the harmony in unusual fashion. Could attract some spins. (Jay & Cee, BMI)
Beginning to Miss You...65
The group handles the sentimental ballad smoothly. An okay effort. (Sunbeam, BMI)

THE FOUR FRIENDS

Blue Skies...70
BRUNSWICK 80227—The great Irving Berlin standard gets a new treatment—vocal quartet against an insistent r.&b. beat. (Berlin, ASCAP)
Don't Ever Change...50
Weird harmonies. That's about all.

JIMMIE HIFF

Don't You Know...68
RPM 390—A fast blues with singer shouting in adequate style. Ork helps out with a jumpy backing.
Big City Bound...65
Using a slow blues for his framework, Huff tells about going to the big city. It's a sad story he has to tell.

THE GAY TUNES

Wh-y Leave Me This Wa-ay-ay...62
TIMELY 1002—Novelty ditty is kinda cute and is chanted pleasantly by the group.
Thrill of Romance...58
Mournful style of the group is distinctive enough and for that reason may excite some response in listeners. Material here is so-so.

#1 Across the Nation
THE ORIOLES
"CRYING IN THE CHAPEL"
Jubilee 5122

Just Released and HITTING!
HOLE IN THE GROUND
Freddie Kohlman
Jubilee 5123

OUTSIDE OF PARADISE
The Ray-O-Vacs
Jubilee 5124

12-Year-Old
Andrew Wideman
singing
FINE AND DANDY
Jubilee 5126

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Decca Records Paying 17½-Cent Dividend

NEW YORK, Sept. 12.—Directors of Decca Records this week declared a regular quarterly dividend of 17½ cents per share on the company's capital stock. The dividend is payable September 30 to shareholders of record September 18.

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"The Tears Keep Tumbling
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and
"I Would If I Could"
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BBC Directs

Continued from page 15

ures that compare favorably with the best-known American names here.

An Eye-opener

Watching this rising curve of popularity was Palladium manager Val Parnell, who found somewhat to his own surprise a little while ago that record reputations have as big a drawing power as the top film names—and what is more can usually put on a better act. At that time the only American thing about Brent was his style and slight accent — hangover from an 11-year stay in the States.

Calling him in for conference, Parnell indicated his interest, but said regretfully he couldn't book the lad in the top spot because of his policy to feature American names there. Upon which Brent and Agness went away and thought a great thought. Now—on Brent's current vaudeville tour which is booked thru to the end of 1954 — his billing reads, "Tony Brent—Columbia's recording sensation from America," which, if it isn't exactly true, isn't exactly untrue.

Policy Pays

Apart from one critical slash from a buy-British paper, the policy is paying off in a big way. At Blackpool one Sunday a few weeks back Brent had as many standees at the Palace as Frankie Laine had at the Opera House across the way.

A recent poll by the "New Musical Express" brought him out as the most popular British vocalist.

Whether the BBC likes it or not, Brent's "American" style has put him on top. In the face of his increasing popularity it is doubtful if they can carry out the ban in his case.

Recording Costs

Continued from page 15

sented to an American diskery for processing. In many cases, equipment and technical experts must be transported to the scene of the date. Export duties are high and the costs of doing business and co-ordinating efforts on both sides of the Atlantic can pad the nut substantially.

Rozsa, who acts as producer for most of Vox's recordings made in Vienna, has also done considerable work for Columbia. Many of his ventures for firms other than Vox are independently financed and then sold to one company or another. Among the recordings he handled for Columbia are the Johann Strauss "One Night in Venice," the Alban Berg opera, "Lulu," and the recently-issued set of Schoenberg's "A Survivor From Warsaw."

Heading for Hits!

NO. 3066 "WHAT WOULD I DO"

flip "I'll Tell The World, I Love You"

NO. 3067 "ENJOY WHAT YOU'RE DOING"

flip "Gi-Gi-Gi-Gira Con Me"

vocals by

JO ANN LEAR

orchestrations by STEVE MAIK

45 rpm 78 rpm



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TENNESSEE WIG-WALK

HAND-ME-DOWN HEART

Bonnie Lou KING 1237

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YOU MUST LOSE THE BAIT TO CATCH THE FISH!



Paramount, N. Y.

Continued from page 12

ous comedy chatter. On show caught Ray just about knocked himself out, even doing a prat-fall that almost took him into the front seats. The audience howled and whooped it up. When Ray finally walked off there was little doubt he was a solid hit.

Show started with the Art Mooney band belting it out in typical Mooney-band fashion. There was a minor attempt to put a little comedy into the band spot thru the use of the guitar sideman, a guy with a funny mug, but it didn't come off.

First act were the Los Gatos

with their standard hand-to-hand aeros done to a j-bug beat. When the three boys ended in their three high and topple the applause was tremendous.

Jane Pickens, looked lovely, even if she was visibly nervous coming around that narrow bandstand corner to center stage, obviously scared of a possible fall. She started it with "No Other Love" in a rich contralto that seemed far from her usual higher range. Then came "La Vie en Rose," followed by a bouncy spiritual "Noah Built the Ark" calling for the band to give hand-clapping and vocal effects. The idea was all right, tho it didn't come off. Sidemen seemed more concerned with minor horseplay than helping with crowd effects. Gal finished with a saccharing intro to "Never Walk Alone" walking off to polite hands.

Pic: "Island in the Sky." Bill Smith.

Bill Miller's

Continued from page 12

the reference brought an additional comment from Sinatra which got the laughs.

The show started off with Bud and Cece Robinson (billed as Robbins here), probably one of the best opening acts in the business. Their youthful bounce, more familiar to presentation houses than local night clubs, was refreshing and deserved the big mitt it got.

George DeWitt was seldom better as a comic than on the show caught. From his opening lighthouse gag he belted across a series of situation gags that built from chuckles to yocks. His routine, built on "I Can't Give You Anything but Love," was an excellent vehicle for his brand of acid take-offs on various names. DeWitt later explained that his act was cut. If so, whoever scissored it rates thanks from the comic. It kept in the fast yock stuff and threw out the slow draggy material that DeWitt frequently uses.

The rest of the show, productions, etc., remained the same. Bill Smith.

Mocambo, Hwd.

Continued from page 12

Dandy," to her seductive and suggestive closer, "You Gotta See Your Baby Every Night," Miss Dandridge had her listeners enraptured. Clever intro verses accentuated her showbiz know-how. This was particularly in evidence with her "Taking a Chance on Love." "Blow Out the Candle," complete with candelabra, was a standout.

Miss Dandridge's sensuous lips came in full sway with "Our Love Is Here to Stay." There was no doubting she meant it. She parlayed a vocally underplayed rendition of "Just One of Those Things" to heavy mitting.

Singer was gracious with her intro of Morty Jacobs, who did a top-drawer job at the piano. Band did its usual outstanding backing, with Paul Hebert wielding the baton while leader Eddie Oliver travels. Ed Velarde.

WOR-TV Quits

Continued from page 5

more than 10 days must notify the FCC within the ten-day period. Absence of a similar rule for TV is regarded as an oversight, and, according to FCC legalists, chances are that one now will be drafted. Meanwhile, FCC assumes that TV licensees will comply with the AM blackout rule, altho it apparently will not be considered a violation even if the station fails to notify the FCC.

Jack Sloan, WOR-TV sales manager, said that 99 per cent of the station's advertisers have promised to come back providing the blackout doesn't last too long. At the same time, it was rumored that other stations here were out after the business, tho none had been nabbed at press time. Meanwhile, WOR-TV will endeavor to divest itself by sale or rental of its plant at West 67th Street here, which has been in operation since January, 1952.

HOLLYWOOD, Sept. 12.—Capitol Records added to what it hopes will be another bonanza in the highly popular "dragnet" series, via the release of their comedy etching of Stan Freberg's "St. George and the Dragonet" backed with "Little Blue Riding Hood."

Blue Angel, N. Y.

Continued from page 12

canaries, if she's to make it on a competitive basis.

Odetta Felious, a kinky-haired, pleasant, round-faced, chubby gal, working on a stool with a guitar, showed considerable promise in the voice department. She needs considerable experience to round off the crude edges of presentation and salesmanship, but these should come in time. Her routine is a medley of folk tunes, slave songs and at least one delightful children's chant. There's a peculiar quality in Miss Felious' voice that should interest record people. Audience reaction was only tepid. But this could change, once the nervousness and minor amateur traits are eliminated.

The Jimmy Lyons Trio, new here—piano, bass, guitar—did a fine backing job. Bill Smith.

Modern Jazz

Continued from page 32

only two of the modern jazz masters who have built strong names for themselves. Clef Records, Norman Granz' jazz label, has just released five new LP sets. Outstanding among them all is the new Charlie Parker With a Big Band 12-incher. The tunes are standards, such as "Temptation," "Autumn in New York," etc. some of the sides with strings and some without, but thru them all the Bird swings out as only he can, which should be good news for all his bop fans. This is the fourth in a series of Parker albums featuring the saxist with a big band, and it should help sell the previously issued sets as well. The other Clef sets are all "Col-lates," which means that they are collections of singles previously released, and now issued on 10 inch LP's. One set features Oscar Peterson displaying his great pi-

ano talents on standards and originals; another, jazz singer Anita O'Day on some of her best sides, including "Love for Sale," "No Soap, No Hope Blues" and "Lover Come Back to Me"; a good collection with trombonist Bill Harris, and an LP of Afro-Cuban rhythms played by the Chico O'Farrill Ork. The Peterson and

O'Day sets will interest many. Probably no single artist in the field of modern jazz has a larger following today than George Shearing. While his latest EP set on M-G-M does not contain his best work, it is strong enough to move off dealers' shelves quickly, since it includes "In a Chinese Garden." Bob Rolnitz.

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The Final Curtain

ARLEY—Charles,
49, head of construction at Columbia Pictures Ranch Studio, September 3 of a heart attack. Survived by his widow, Irma Ward.

DONN—Walter,
64, stage actor, September 4 in Hollywood. Born in Germany, he resided in California 24 years. Interment in Valhalla Memorial Park.

In Memory
Of a Wonderful Husband

MARTIN
BALENSIEFER

Who Passed Away
September 16, 1952
GLADYS BALENSIEFER

COOPER—Mrs. Nona,
77, known professionally as Lady Dolly, once prominent midget, September 5 in Los Angeles. She was the widow of Tex (Buffalo Bill) Cooper, six-foot-three-inch cowboy who died two years ago. For 25 years he and his wife toured with the Miller Bros.' 101 Ranch Show before going to Hollywood. A native of Maryland, she was a school teacher before entering show business. She was 43 inches tall and appeared in midget villages in every World's Fair held in the last 50 years. Recently she worked in motion pictures. Burial in Valhalla Memorial Park, Hollywood.

DELLA CHIESA—Ettore,
building contractor, September 3 in East Chicago, Ind. Survived by his widow; two daughters, Vivian della Chiesa, operatic, television, radio and concert singer, and Mrs. Vera Thompson.

DICKSON—Mrs. George,
mother of Albert Dickson, playwright, head of the Drama Department of the University of Bridgeport, Conn., and director of Lucille Lortel's White Barn Theater, Westport, Conn., in Montpelier, Ind., September 1.

DI FALCO—James,
67, September 2 in Detroit. He was night manager of the Colonial Theater, former vaudeville house. Survived by two sons, James Jr. and Richard. Interment in Mount Olivet Cemetery.

DONAHUE—Ella,
62, September 3 in Detroit. Known as a teacher of music and dancing, she became the mother of nine children, who under her direction were organized into a troupe appearing for some years as the "Nine Dancing Donahues." Survived by her husband, Emmett, and the nine children: Emmett Jr., Jack, Dennis, Thomas, Richard, Mrs. Betty Lederman, Mrs. Kathryn Meconi, Mrs. Nancy Fotiu, and Sister Mary Leah, S.S.J. Burial in Holy Sepulchre Cemetery.

FOGLE—L. F.,
61, operator of the cookhouse on Schafer's Just for Fun Shows, September 10, in Marshalltown, Ia. (Details in Carnival department).

FORD—Francis,
71, one-time serial knig of the silent screen and brother of film director John Ford, September 5 in Los Angeles. In 1935 he appeared in Darryl F. Zanuck's production, "The Prisoner of Shark Island." His film career dated back to the 1920's. Survived by his widow; two other brothers, Eddie O'Perna and Patrick Feeney; three sons, Phil, Robert and Francis Jr.; and two sisters, Josephine Feeney and Mrs. Mamie McClain, both of Los Angeles.

FINLEY JACKSON
GRAVES
Passed Away
September 15, 1948
As our memory goes on, we
await for our prayers to be
answered.
Sisters and Brother
Evelyn Archer,
Mertyle Carroll, Helen James,
Johnny Graves.

HARPER—Dixie Ruth,
suddenly September 2 in Sacramento, Calif. Survived by her husband, Roy. Burial in Alhambra Cemetery, Martinez, Calif.

HART—Gay W.,
81, veteran show printer, September 3 at his home in Lake Odessa, Mich., after a long illness. He is survived by his sister Irene. Interment took place in Lakside Cemetery.

HOTT—Charles,
89, veteran performer with the Al G. Barnes Circus, September 5 in Los Angeles. Burial in Woodlawn Cemetery. He was born in Chicago and had lived in California for 35 years.

KANE—Jack,
58, operator of one of the biggest burlesque chains in the U. S., September 2 in Philadelphia. He began his career as a juvenile and trouped for several seasons, later playing in "Bought and Paid For." In 1921 he organized touring tab shows of abbreviated Broadway hits, and formed his first burlesque company in 1927. Beginning in 1929 with the lease of the Rialto, Indianapolis, Kane started a burly circuit that took in Milwaukee, Nashville, Cincinnati and Louisville. Later it was expanded to include theaters throughout the State of Ohio. His widow, a daughter, two brothers and three sisters survive.

KILLINGSWORTH—Owen,
owner of the Athens Amusement Company, Athens, Tex., and an associate with the E. N. Smith Theater Circuit in the Rio Grande Valley, recently. Surviving are a son, his parents, a brother and a sister.

KNOTT—William (Bill),
83, former circus owner and outdoor showman, died September 8 at the Pine Crest Nursing Home, St. Louis, Mo. Funeral was held September 10 at Hoppe Funeral Home, interment at Oak Grove Cemetery. No known relatives.

KUDER—Mrs. Nina B.,
mother-in-law of news commentator Elmer Peterson, September 7 in Good Samaritan Hospital, Los Angeles. She is survived by her husband, Gene E.; a daughter, Mrs. Elmer Peterson, and one grandchild.

MacDONALD—Betty,
35, widely known musical comedy performer, in New York after a long illness. She appeared in revivals of "Ziegfeld Follies" and "Showboat" and also appeared with Eddie Cantor in "Whoopie." Survived by her mother, Charlotte Young, and a brother, Gilbert Young.

MANDELL—Howard M.,
35, former night club and vaude performer, recently at his home in Toledo of a heart attack. He was Martin of the team of Martin and Allen, a slow-motion tumbling and balancing act that played vaude circuits and night clubs. He retired from show business 10 years ago because of illness. Survived by his widow, Letah; two daughters, Kathleen and Shirley; two sons, Frank and Carl; his father, Joseph, and grandmother, Mrs. Johanna Gross.

McCORMICK—Lawrence O.,
owner and manager of the New Texas Theater, at Anthony, Tex.

McGILL—William Byron,
54, advertising and promotion director of Westinghouse Radio Stations, Inc., September 6 in Atlantic City. He had formerly been a radio production director in Pittsburgh before joining Westinghouse 10 years ago.

MOORE—Mrs. Sarah,
84, mother of Buck Reger, banner man, September 3 while vacationing in Colorado Springs, Colo. In the past she had been a visitor on many shows with which Reger had been connected and was well known to circus people. Body was returned to the home in Lincoln, Neb., for September 5 services and burial in West Lawn Cemetery. In addition to her son, she is survived by a daughter, Mrs. Arlo M. Dunn, Omaha.

RAYE—Nina,
47, former creative producer in burlesque and wife of Merle Gibson, for many years pianist at the Plantation Club, Nashville, August 31 of a circulatory ailment in St. Mary's Hospital, Rochester, Minn. Before her marriage to Gibson in 1931 Miss Raye had worked for Billy Graves, Halton Powell, Marshall Walker and Minsky at the Apollo Theater, New York. She retired from active professional work at the time of her marriage. She had been taken to the Mayo Clinic at Rochester in late July for treatment. Besides her husband, she is survived by her parents and a daughter, all of Fort Worth.

REDMOND—John,
79, veteran Kansas fair executive, September 7 in Burlington, Kan. (Details in Fair Section.)

ROOD—John E.,
73, Detroit musician, September 1 at Long Beach, Calif. He was an organist and choral organizer. Burial at Bellefontaine, O.

ROSSKAM—Gertrude McClanahan,
81, wife of Charles H. RossKam, owner-manager of the old touring rep troupe, the Chicago Stock Company, September 2 at her home in Wildwood, N. J. She was musical director with the show at the time of her marriage. She later was an actress with the show until her retirement in 1914. Survived by her husband; a son, Charles A. RossKam, a musician-newspaperman of Providence; a daughter, Mrs. Sheila Furstenburg, Wildwood; seven grandchildren, two great-grandchildren, and her mother, Mrs. Louise McClanahan, aged 102, of Cresthaven, Cape May C. H., N. J., formerly of Sullivan, Ind.

SCOTT—Winnegene,
89, at Manistee, Mich. She was for years associated with the Ramsdell Opera House at Manistee, built by her father, the late T. J. Ramsdell, and in recent years assisted to establish a summer theater there. A son, Winthrop, survives.

SMITH—J. Owen,
74, radio pioneer and former consultant to the Radio Corporation of America, September 4 in West Haven, Conn. One of the highlights of his career was the broadcast of the Dempsey-Carpentier fight. His widow and a sister survive.

SPRINGFIELD—Lee,
56, ride superintendent on the Roland Smith Shows, September 2 at Atlanta of a heart attack. He was previously with Beckmann & Gerey and Hennies Bros.' shows. Survived by his widow; two sons, Johnny Lee and Jimmy, and a daughter, Leona. Burial in Myrtle Hill Cemetery, Rome, Ga.

STARR—M. Harlan,
71, veteran showman, September 7 in Detroit. Originally a song-book boy with roadshows, he became advance man,

Marriages

KALECK-ROBINSON—
John Kaleck and Marcia L. Robinson, both of Bridgeport, Conn., in Bar Harbor, Me., recently. Miss Robinson is a pianist and radio performer on WNAB and WICC, Bridgeport.

MELVIN-COOPER—
Richard Melvin to June Horne Cooper, August 24 in Beverly Hills, Calif. He is a Florida sportsman; she is ex-wife of actor Jackie Cooper.

HIDEY-SMYLE—
Hal Hidey, piano player, to strip teaser Jean Smyle, August 20 in Los Angeles.

HORTON-RUICK—
Meade Howard Morton Jr., actor, to Barbara Ruick, film starlet, in Las Vegas, Nev., August 22.

booking agent and company manager for traveling shows and stock companies. He was also lecturer with Wild West Shows, including 101 Ranch, Buffalo Bill and Pawnee Bill, and was press agent for circuses. He later became a motion picture theater manager and in more recent years, up to the time of his death, had been a film salesman. Survived by his widow, Sally, and a son, Clint. Interment in Acacia Cemetery, Detroit.

STOVER—Daniel S.,
80, concession man with the Zucker carnival, recently in Los Angeles. He played Santa Claus the past three years at the May Company, Los Angeles. Surviving is his sister, Margaret S. Knox. Interment in Evergreen Cemetery.

YOELSON—Meyer (Mike),
49, half-brother of the late Al Jolson, September 4 in Washington. A sister and two brothers survive.

Births

ADSHEAD—
A daughter to Mr. and Mrs. James Adshead Jr. September 6 in Wilmington, Del. Father is program director WDEL-TV, that city.

BERNSTEIN—
To Mr. and Mrs. Jerry Bernstein, a daughter, Teri Beth, August 20 in Cedars of Lebanon Hospital, Los Angeles. Father is a Columbia Pictures assistant director.

BLACKMON—
A son to Mr. and Mrs. Thomas A. Blackmon, August 25 at Illinois Masonic Hospital, Chicago. Mother is the alligator girl at Riverview Park, Chicago.

BOONE—
To Mr. and Mrs. Richard Boone, a son, August 23, in St. John's Hospital, Santa Monica, Calif. Father is a 20th-Century Fox actor.

BURRUD—
To Mr. and Mrs. Bill Burrud, a son, John William, August 21 in Hollywood Hospital. Father is TV producer.

CAGNEY—
A son, August 26 in Good Samaritan Hospital, Los Angeles, to Mr. and Mrs. William Cagney. Father is film producer.

COLLIER—
A son, Michael, to Mr. and Mrs. Lester Collier in Seneca, S. C. Father and mother have kiddieland on Brown & Wallace Shows.

CURLS—
A daughter, Jane Isabel, to Mr. and Mrs. Joseph N. Curls September 1 in New York. Father is sales manager of WOW.

EISMAN—
A daughter to Mr. and Mrs. Walt Eisman August 12 in Philadelphia. Father is guitarist-singer with the Tommy Ferguson Trio on the staff of WCAU-TV in that city and at Chubby's, Collingswood, N. J., night club.

FRITZ—
A daughter to Mr. and Mrs. Joe Fritz August 28. Mother was former chorine at Grand Theater, St. Louis. Father is head doorman at theater.

FRYOU—
A daughter, Vickie Lenorane, to Mr. and Mrs. N. E. Fryou, August 11 in Blue Island, Ill. Parents are Derby Racer concessionaires on Chicago area lots.

GILLY—
A daughter, Corbie Sheila, to Mr. and Mrs. Ralph E. Gilly, of the L. J. Heth Shows, August 4 at Morgantfield, Ky.

GROSSMAN—
A daughter, Amy Susan, to Mr. and Mrs. Morton E. Grossman August 23 in San Antonio. Father is promotion manager there for WOAI (AM-TV).

HOVELL—
To Mr. and Mrs. Richard (Swede) Hovell a daughter August 23 at Municipal Hospital, Tampa. Parents were formerly with 20th Century Shows.

HUNT—
A son to Mr. and Mrs. Lee Hunt August 17 in the Albert Einstein Medical Center, Philadelphia. Father is radio announcer and television package producer in that city.

JONES—
A son, John Thomas, to Mr. and Mrs. John Thomas (Doc) Jones, July 24. Father is Side Show and Girl Show operator on Coleman Bros.' Shows. Mother is a dancer.

McMAHON—
A daughter to Mr. and Mrs. Tom McMahon, August 21 in St. Vincent's Hospital, New York. Father is director for sports for Du Mont.

PAXTON—
A daughter, Linda, to Mr. and Mrs. Charles E. Paxton August 15 in St. Mary's and Elizabeth Hospital, Louisville.

PRESS—
To Mr. and Mrs. Marvin Press, a son, Chaney, August 20 in Cedars of Lebanon Hospital, Los Angeles. Father is film and TV character actor.

RIND—
A son, Bruce, to Mr. and Mrs. Jules Rind August 27 in Philadelphia. Father is special events director of Station WPEA, that city.

SHIMKIN—
A son, Jonathan, to Mr. and Mrs. Arthur Shimkin August 15 in New York. Father is artist and repertoire chief for the Golden and Bell record firms.

TOLLIN—
A son to Mr. and Mrs. Ellis Tollin August 13 in Philadelphia. Father is a drummer and combo leader in that city.

VOELKER—
A daughter recently to Mr. and Mrs. Harry Voelker. Father is promotion manager of KTBC-TV, Austin, Tex.

Hocus-Pocus

By BILL SACHS

PERCY ABBOTT'S 18th Annual Magic Get-Together held at Three Rivers, Mich., September 5, chalked an official registration of 652, with many who came in on the final day of the five-day meet failing to sign the docket. As all of its predecessors, the event again proved one of the magical highlights of the year. This marked the first time the shindig was held in Three Rivers. Previous gatherings were held in Colon, Mich., where Abbott maintains his headquarters. The affair this year was sponsored by the local Chamber of Commerce, which handled much of the detail work. All activities, however, were under the supervision of Abbott himself. Featured on the program for magicians were **Chang** and **Bill Neff**, who lectured and gave frequent demonstrations in the well-stocked showroom set up in the high school gym. Heading the list of featured performers on the four public shows were **Chang**; **Susy Wandas**, of Belgium; **Bill Neff**, and **Fred Grundy**, New Zealand magician. With **W. C. (Dorny) Dornfield** emceeing, the following also appeared on the various programs: **Don Sweet**, **Alexander**, **Jack Rensch**, **Bob Morehead**, **Bill Pitts**, **John Straub** and **Company**, **Dr. Bondreau**, **Vernon Carr**, **Bill Talent**, **Phil D'Hey**, **Al Saal**, **Earl Davis**, and **the Dell Davis Girls**, juvenile tumblers. The Night-Before Party show was made up of the Davis tumblers, **Mel's Chalk Act**, **Dr. Zina Bennett**, **Jim Ryan**, **George Coom**,

Bob Lewis, **Earl Davis**, and **Rose Mary Daley**, dancing magician.

ROBERT LUND has a piece, "Michigan—Magicians' Mecca," occupying a double-page spread, including photos, in the September issue of Motor News, published by the Automobile Club of Michigan. . . . Showing their wares in the Montreal sector the past week were **Roy Benson**, at the Continental Cafe, and **Cleopatra and Company**, at the Seville Theater. **The Valenos** have taken their bag of tricks into the former spot for a fortnight's stand. . . . **Thebor**, Hindu magician, has just closed a week at the St. Maurice Hotel, Three Rivers, Que. . . . **Stanfield and Company** is working the Louisiana territory to good returns, according to **M. H. Frazier**, manager of the Mansfield Theater, Mansfield, La., who says the area is hot for a good-spook opry. . . . **Doc Weiss**, assisted by **Miss Terry Lee**, is still playing Jersey and New York spots as a bally for the "Houdini" flicker. . . . **Guy Gerber** posts from his headquarters at Magic Shores, West Alton, Mo.: "The big show is ready to roll for the fall and winter, with 30 shows already lined up and more coming in daily, many of them repeat dates. Have just bought a baggage trailer, as show is being enlarged. Am featuring a good levitation, a barrel escape, rod-thru-the-girl, and Invulnerable Lady and shooting thru a woman, and am carrying an assortment of livestock. I expect to go South for the winter."

Burlesque Bits

By UNO

Jessica Rogers, the Wow Girl, was brought back to a featured spot in the Club Samoa, New York, on September 4 for a return run of four weeks as an evidence of her tremendous popularity and drawing power at that niter. Other talent includes **Ann Duncan**, femsee; **Joan Black** and **Pierette**, vocalists; **June Sullivan**, dancers, and **Tommy King's** ork. **Lou Raymond** continues as host. . . . **Jackie Richards**, in his third year as producer at The Follies, Chicago, celebrated his 36th birthday last week. . . . Three comics in New York, all suffering from heart ailments and ordered to keep in retirement, are **Joe Emerson**, in from the Coast, **Abs Gore** and **Bob Collins**. . . . **Roy Van Grafan**, baseball umpire, well known to burleskers, died September 5 in the Genesee Hospital in Rochester, N. Y. An injury in an auto accident in Toledo, O., on July 19 was the cause of his death. . . . **Dave Kayne**, spotlight man at the Hudson, Union City, N. J., is back in St. Mary's Hospital, Hoboken, N. J., undergoing further treatment for a leg ailment. He entered the hospital eight weeks ago and is expected to be out in a fortnight. . . . Magician and hypnotist **Harry Szerlip**, who is also a creator and manufacturer of evening gowns, together with his able and good looking assistant, **Martha Phillips**, were among the first-nighters at the Vanderbilt, New York, September 7 to help applaud fellow magician **Paul Duke** at the opening of **Anna Russell** and "Her Little Show." . . . **Jack Railey**, comic, and **Tony Locicero**, straight man, left the LaConga niter, San Francisco.

Jack Montgomery is absent from the Milt Schuster office in Chicago for eight weeks, during which he filled eight days (September 5-12) in Syracuse for the New York State Fair and later, another fair date in York, Pa., with a girlie unit headed by **Sally Lane** and her two monkeys, **Fifi**, and **Fifi Jr.** and her angora cat **Mimi**. . . . The news of the death of **Jack Kane**, 56, on September 2, came as a shock to many in the burlesque field. Kane was taken ill with a hay fever attack on his way to New York and died in a Philadelphia hospital. From New York to attend the funeral on September 5 in his home between North Lima and Columbiana, O., came **Oscar Markovich** and **Phil Rosenberg**. Survivors are his wife, the former **Evelyn Cordray**, a daughter; two brothers, and three sisters. His chain of burly theaters on the Kane Ohio circuit comprise the **Mayfair**, **Dayton**; **Gaiety**, **Columbus**; **State**, **Canton**; **Park**, **Youngstown**; the circuit's headquarters, **Gayety**, **Cincinnati**; **Town Hall**, **Toledo**, and **Geneva**, in Geneva-on-the-Lake, as well as the **Embassy**, **Rochester**, N. Y. He started in show biz at the age of 20 as a juvenile with a repertoire company and, at one time, was an advance and publicity agent. He organized his first burlesque company in 1927. In 1929 he leased his first theater, the **Rialto**, Indianapolis. In 1935 he established his first circuit operation with houses in **Milwaukee**, **Indianapolis**, **Cincinnati**, **Nashville** and **Louisville**. The **Park** in **Youngstown** was acquired in 1945. . . . **Carrie Finnell** and **Gaby DeLys** followed **Nadine** and **Bettina** on September 11 as features in **Minsky's Adams Theater** in **Newark**, N. J. Holdovers are **Carol Shannon**, **Marcia Edgington** and **Joe DeRita**.

Gayland Shuttles; Gear to Quarters

NELSON, B. C., Sept. 12.—Gayland Shows of Calgary closed their season here today and will go into winter quarters. Organized up big grosses at the **Penticton, B. C.**, **Peach Festival**, with the best business on **Friday** and **Saturday**. Line-up at the close included 9 rides, 6 shows and 18 concessions.

Rink News
Appears This Week
on Page 45

THEATER AVAILABLE

Dayton, Ohio. Pop. 500,000. Heart of City. Now running, 1000 seats. Fully equipped stage, screen, sound, modern. Suitable any stage show, screen policy. Life time opportunity. Gold mine for right party.
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Nebraska State Fair In Strong Run; Gate, Stand, Midway Up

Attendance Tops '52; Final Figures May Hit Record; Auto Races Draw

By HERR DOTTEN

LINCOLN, Neb., Sept. 12.—The well-balanced, soundly managed and vigorously publicized Nebraska State Fair ran counter to the '53 trend for most fairs of the Midwest and Central States. It closed its six-day run Friday night (11) with attendance that not only surpassed last year's 274,000 gate but may have topped the record '51 run when it pulled 285,270. Determination of this awaited a count of the closing day's gate.

The event opened in the wake of a good rain, the first the State has had in many years. And, once open, the fair was given clear weather, with temperatures generally favorable. Per capita spending was off slightly, but the increased attendance off-set this, and some segments of the fair, the midway and the grandstand particularly, were up substantially from last year.

On the midway, the William T. Collins Shows, with the strongest line-up of attractions seen here in years, registered thumping business, approximating the peak years when the amusement buck was free. And in the grandstand estimated combined day and night business up almost 10 per cent over last year.

Auto Races Score

Auto races are the big daytime draw here, and National Speedways (Al Sweeney-Gaylor White) did an intensive exploitation job. And it paid off. Sunday's speed events were run off to an overflow crowd in a grandstand that seats 14,000, with payees estimated at 20,000. On Thursday big cars were back and this time were run before a practically capacity grandstand, while a 125-lap stock car race on closing day

was staged to a sellout grandstand.

Thrill shows (Tournament of Thrills Monday and Joie Chitwood Wednesday), both presented by Leo Overland, played to 8,000 and 6,000 respectively for what are regarded as good thrill show turnouts and sturly matinee crowds for those particular days here.

Motorcycle races, introduced for the first time, played to 5,500 persons Tuesday, and Ed Schultz, fair secretary, and fair board members were elated. The crowd was more than double for a bill of circus type acts last year on the same day, and Schultz and his associates believe the strong initial response to motorcycle races suggests that they will build to greater attendance in the future. The motorcycle events were staged by National Speedways, with Jerry Marlott supervising details.

The night grandstand bill consisted of a Barnes-Carruthers revue and fireworks, the latter presented by Thearle-Duffield Fireworks Company, Chicago. Acts working the Barnes-Carruthers show included Hawthorn's Bears; Pape and Renee, perch; Risko and Nina, plate-spinning; Lopez Trio, comedy casting; Bobo Barnett with dog and car; Frank Libuse and Margot Brander, comedy piano; Torina and Eric, high act; Skyrettos, bike and unicycle; Ming and Ling, Oriental hillbillies; Maraschinos, acrobats; Martell and Mignon, adagio, and Johnny Mack, tap dancer, with Preston Lambert as emcee. Rube Liebman and Sam J. Levy Jr. were in charge.

Half-way thru the fair the fair's board of directors met and voted (Continued on page 45)

ALLAN HERSCHELL SALE AWAITS COURT APPROVAL

Buffalo Tool Plant to Buy Ride Manufacturing Company

BUFFALO, Sept. 12.—Court approval for the sale of the Allan Herschell Company, Inc., leading manufacturers of riding devices for 75 years, is expected to be granted early next week.

The buyer will be the Weisner-Rapp Company, Inc., of Buffalo, manufacturers of machine tools for aviation, textile and concrete industries. The transfer is virtually assured, it was stated Friday (11), but final action depends upon the Surrogate Court. There was no positive indication as to when the court action would be taken.

Edwain F. Rapp, vice-president of the company, stressed that, if the sale goes thru, the new owners will definitely continue the ride business and will manufacture the full present line of Allan Herschell devices.

Policy, Staff Unchanged

He stated that for the foreseeable

future, policies would remain unchanged. Operation would be dictated by past policy because the Weisner-Rapp company is not familiar with the ride business, he said. The plant operation will remain in North Tonawanda, N. Y., and Rapp said that almost all of the present Allan-Herschell executive personnel is expected to remain with the firm.

Rapp said that Allen Tober, works manager, indicated he would stay with the new organization.

Present owners of the Allan Herschell Company are Mrs. Sarah Wendler, widow of William Wendler, and Mary E. Wendler, sister of William Wendler and daughter of the late John Wendler.

No announcement was made regarding the proposed sale price, but it was understood that terms

have been worked out and signing of final papers awaits only the court approval.

The Allen Herschell firm has long been in a dominate position to be of highest quality. The Wendler father-son operating team ended with the death of William Wendler, in October, 1951, and of John Wendler in December, 1952.

The company had its beginning in the Tonawanda Engine & Machine Company, which became the Armitage-Herschell Company in 1879. John Wendler joined the firm a year later. That company passed to new ownership in 1900, and soon closed, while the late Allan Herschell became a partner in the new Herschell-Spillman Company. In 1915 Herschell-Spillman split into the Allan Herschell Company, with Wendler as a partner, and the Spillman Merry-Go-Round division of the Spillman Engineering Company. William Wendler joined Allan Herschell in 1927.

Merry-Go-Rounds always have been the backbone of the company's business, but in 1929 they began production of other types of rides and in 1932 they introduced their first kiddie rides, a field in which the pioneering company has become the leader. In 1945 the Wendlers, by then full owners of the corporation, bought out the Spillman firm.

The company once built truck and boat motors and during World War I turned out Liberty engines. During World War II, Allan Herschell Company handled sub-contract defense work, which led to considerable expansion of its ride-making facilities later. Early in the Herschell company's history it set up a factory for building mechanical organs for use on Merry-Go-Rounds and this plant grew into today's Rudolph Wurlitzer Company.

NEW ARENA SHOW

Hippodrome of '53 Nears \$150,000

Continued from page 1

the dormant Vanities as a nucleus, Steinman has added two major sight features, Dancing Waters, the aqua spectacle which he imported with Hans Hasslach, and the long time feature in virtually all show business media, Lottie Mayer's Disappearing Water Ballet. In addition there are the litesome ballerina, Patricia Bowman; Larry Griswold, knockabout comic, and the Peters, a balancing quartet, for additional variety. The show will be further strengthened, it is believed, with the addition of the Rhonwells, in a novel rolling hoop routine, who missed the opening here because of immigration difficulties.

Steinman obviously dug deep to costume his show and make it lavishly beautiful. The sets are limited to the usual arena-show format, with the seats on one end of the arena blacked out to make their erection possible. The lighting was excellent, and the vocalizing of Harry Stockwell considerably aids the presentation.

First Act

Beginning with the overture, there are 10 displays, with the chorus highlighted in four spectacular production numbers. Dancing Water climaxes the first part of the show, and an intermission follows. The water spec is used as background thru much of the

second half of the presentation in which the Mayer troupe is also featured.

The audience reaction to the water display in the 10,000-seat Coliseum (13,000 were jammed in one night) was terrific. The disappearing water ballet also had the audience agog as they sought to fathom the mechanics of the appearance and disappearance of the 10 girls in a shallow-tank of water.

Audience Builds

The audience here built steadily thruout the run—a most heartening sign to Steinman and his associates. It is judged that the building of an audience after opening has to do principally with word of mouth advertising, and those who saw the spectacle sold it to their friends and neighbors here.

Besides Steinman and Miss Foster, the staff includes Harry Miller, executive director; Merrill Steinman, company manager; Joan Personette, costumes; Carl Boughton, electrician; Kenny Springer, lighting and dance director; Ken Warfield, stage manager; Benjamin Schwartz, musical director; Flo Kelly and Analine Arden, choreography; Emma Steinberg, wardrobe, and Billy Walker, properties.

Calif. State Fair Reaches for Record

Sacramento Event Holds 25,000 Gate Lead at End of Sixth Day of 11-Day Run

By SAM ABBOTT

SACRAMENTO, Sept. 12.—At the end of the sixth of its 11-day run, the 99th annual California State Fair was ahead of its '52 attendance for the same period by nearly 25,000. Spending was reported brisk with the increased attendance indicating that it would be a record year. During the six days, the fair chalked up 481,079 as against an attendance of 456,846 for the same period a year ago.

The fair got off to a good start, beating its opening day last year by 2,893 and chalking up a total attendance of 49,644. Out in front from the start, the State Fair continued to best its 1952 turnstile clicker marks.

The Labor Day week-end helped to swell the total with the three-day business recess bringing in 320,147 people as against 309,947 for the same period a year ago. Tuesday (8) set a new sixth day mark with an attendance of 56,351. Last year the day's report was 46,757.

Big Opening

The fair opened Thursday (3) with the usual ceremonies and with Governor Warren on hand for the festivities. A large golden bear on a plastic "carpet" located on the mall symbolizes the exposition's theme, "California Magic." The queen this year is designated as the "Maid of Magic." The "carpet" is lighted at night to give the effect of motion.

Concessionaires on the independent midway were generally pleased with the revenue, particularly over the Labor Day week-end. Unofficial figures showed

even small stands grossing over \$1,000 on Monday. Frank W. Babcock, owner of the Frank W. Babcock United Shows who contracted for the midway, said that practically all of his concession stands were off the nut Sunday. Babcock reported 101 stands as (Continued on page 46)

CNE NEEDLES CLOSING

Trys Wind-Up Day Hypo to Offset Heat, Polio Inroads

TORONTO, Sept. 12.—Officials of the Canadian National Exhibition reached for the needle this week and, in contrast to recent years, went all-out on an intensive closing day promotion in an effort to gain back some of the 100,000 attendance deficit caused by the heat and polio uneasiness. Thru Wednesday (9), 11th day of the run, a total of 2,050,500 had come thru the big outside gates compared with 2,150,500 to the same point last year.

The big finale program, put into effect by Bert Powell, CNE public relations director, included full page ads in the Friday (11) newspapers and two-color ads in the Saturday morning paper, themed as a pitch to the family trade. A mardi gras type of closing was planned, including a parade of the cast of the grand-

stand show, thru the grounds, a swimming meet between former champions and a big pitch for the kid trade.

Included in the moppet features were free admission to the coronation coach exhibit, pony show and championship softball games as well as a nickel tab on all rides in the expo's big Kiddieland.

Midway, operated by Conklin Bros., was down about 12 per cent from last year, altho this figure did not include grosses of the Flyer, the new Roller Coaster, which was expected to bring the total above last year. In addition to the Coaster, which was doing an average daily business of close to \$5,000, the Rotor was scoring big.

Grandstand business on the whole held up strongly with all records broken Saturday night

(5) when over \$38,000 was taken in, which is more than capacity. Low was Tuesday's \$27,000. The big Saturday figure was chalked up despite rain that stopped just prior to showtime. While business has been good at the grandstand, the operation has not been without its problems such as scenery damage from the storm which came with the break in the heat wave.

Matinees have been weak because of polio fears and opening of schools. Polio has been played down by the local papers but nevertheless over-all average business in the afternoons was off some 50 per cent. Comments on B. Ward Beam's thrill show and George Hamid acts, the afternoon fare, were good.

A sensation was caused in all (Continued on page 46)

Detroit Fair Forges Ahead Of 1952 Pace

Pulls 382,612 for First Eight Days; Name Show Clicks

By CHARLIE BYRNES

DETROIT, Sept. 12.—The Michigan State Fair was heading for a winner here this week, and thru Friday (11), eighth day of the 10-day run, paid attendance thru the outside gates was up over 75,000 from a year ago. For the eight-day period an aggregate of 382,612 had paid their way in against 305,091 a year ago.

In addition to attendance, many of the fair's attractions were well ahead of last year's pace. The Coliseum show, split into four and three-day periods was a winner. The first segment, which wound up its four-day stand Labor Day, jumped nearly 25 per cent ahead of last year. A total of 39,930 people paid \$39,730.08 to see the show. This compared with 32,958 who spent \$31,758 a year ago.

With Eddie Fisher coming in (Continued on page 45)

Jacobsen Brothers End Partnership; Circus May Go On

VAIL, Ia., Sept. 12.—Charles Jacobsen announced this week that he and his brother, H. W. Jacobsen, operators of the Hollywood Circus Corporation had ended their partnership. He said that he would concentrate in the future on vaude-type shows and that it was probable his brother would continue with indoor circuses.

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- LOOPER.

ALLAN HERSHELL
COMPANY, INC.
NORTH TONAWANDA, N.Y.

Estimate 38,000 Draw At Grayville Oil Show

GRAYVILLE, Ill., Sept. 12.—The Tri-State Oil Show here, September 5-7, which featured Danny O'Neil and Rufe Davis, Rudy Vallee and Jerry Colonna, wound up with increased attendance and profit. The gate, which taps all over 12 years of age for 60 cents, tax included, was an estimated 38,000, up about 30 per cent over last year's figure.

Ideal weather prevailed except for a slight rain which preceded the Vallee show Sunday night (6) and forced presentation of his 15-people offering to be switched from the open-air stage to a tented dance pavilion. Lalo and Musette, Clark and Durante, Joyce and Michael Ayers, Doris King and Denny Denton's ork rounded out the Vallee company, which scored well at both performances. Davis, O'Neil and his band, Beverley Hudson and Mercury thrush Lola Amecche got the fourth annual off to a good start with two well received shows Saturday. O'Neil's band also played the Saturday night dance.

Jerry Colonna, on Labor Day, slightly topped Vallee's draw at the gate, but his show in general registered weakly. The Wilfred Mae Trio, Yonely, Cissie Rose, George Rank's orchestra, and Hank the Comedy Mule supported Colonna. Rank's ork played the Queen's Coronation and closing night dance.

Vanell Smith, entertainment and publicity chairman, set talent thru Bill King and Associated Booking, Chicago.

An opening-day parade drew an estimated 16,000 persons to Grayville. It featured antique auto entries, riding saddle-club groups, scores of floats, American Legion groups, amphibious "ducks," 16 beauty queen candidates, high school bands and the 505th Air Force Band from Chanute Field, Ill. A flight of four thunderjets from O'Hare Field, Chicago, triggered the parade into action.

Brig. Gen. Alfred H. Johnson, chief of the Joint Petroleum Committee, which operates under the Department of National Defense, was guest of honor at opening ceremonies and later addressed visiting oil men and dignitaries.

Forty-two exhibitors participated in the event.

Labor Day afternoon, in a final queen candidate judging, Pat Bruce, Fairfield, Ill., won the honor. She received \$300 in cash. Ruth Ann Sill, Evansville, Ind., won \$200 and placed second. Patty Parson, Crossville, Ill., was third and received \$100.

John D. Finch, veteran press agent, again covered this year's offering for The Evansville Courier. The Courier gave generously of space. Earlier this season, Finch was one of several press representatives ahead of the Bill Bailey minstrel company.

Sunbrock Show Draws 43,000 At Cincy Park

CINCINNATI, Sept. 12.—Close to 43,000 people attended six performances of Larry Sunbrock's Rogers Rodeo at Crosley Field here, September 5-7. Clear, cool weather favored the show, with Sunday's matinee bringing out the best crowd, estimated at 12,000.

Prices were scaled at 50 cents for general admission seats for kids and \$1 for adults. Box seats went for 75 cents and \$1.25.

Local radio and TV personalities made personal appearances at the show on alternate days. Besides the rodeo features Sunbrock offered the Sky Kings, high swaying pole; the Codys, knife throwers; a tramoline act and Lucy Maynard, auto leap and crash.

Body to Handle Concessions At Troy Hills

TROY HILLS, N. J., Sept. 12.—Fair President John J. Kennedy said today a committee of directors will be named shortly to study the problems of midway concessions for the 1954 Morris County Fair. Last month's annual was the first for which a fence-to-fence contract was let.

FAIR REVIEW

Detroit Disk Artist Show Rates Solid

DETROIT, Sept. 12.—Michigan State Fair this year again reached into the recording field for its Coliseum name attraction show and has come up with a package that, judging from local enthusiasm, surpasses last year's offering by a wide margin.

Altho the presentation is marked by a lack of femininity, with Teresa Brewer the only gal, it is fast-paced and boasts some of the biggest names in the disk industry.

Top attraction in the performance caught Saturday (12), RCA Victor's Eddie Fisher, walked away with top honors. While the show was solid thruout, it was mostly a build-up to Fisher's appearance, and once he came on stage the bobby-sox clan wouldn't let him retire.

First part of the show is made up of male quartets and quintets, vocal and instrumental, or a combination of both. The Four Freshmen opened and scored big with their rendition of "It's a Blue World." The Kirby Stone Quartet followed to do a half dozen numbers, blending in impersonations that ranged from Count Basie to Al Jolson. Their take-off on Cab Calloway drew a big hand.

Billy Warren and the Dominoes ran thru many of their recorded numbers, including "These Foolish Things Remind Me of You" and "The Bells." Teresa Brewer then came on, and the males in the audience perked up. She delivered several of her favorites, including "Till I Waltz Again With You" and her latest Coral label release, "Ricochet." Then Fisher came on to climax the show. He ran thru almost a dozen songs, including "Any Time" and some old favorites such as "Am I Blue," which set the teen-agers howling. Louie Armstrong and his quintet closed the show with his usual solid offerings but his appearance after Fisher was unfortunate. Herschell Lieb's ork cut the show. Danny Crystall emceed capably and did his impersonating routine.

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Rank	Owner	State	Wheel Receipts
1	Art Thomas	Minn.	No. 5 \$1355.10
2	Otto Stephens	Iowa	No. 5 900.58
3	Wm. H. Meyer	Calif.	No. 5 892.75
4	Rex Sanders	Ark.	No. 5 861.00
5	Wm. T. Collins	N. Dak.	No. 5 756.00
6	Lance Stipe	Minn.	No. 5 743.00
			Total.....\$5508.25

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Williams Grove Bounces Back

WILLIAMS GROVE, Pa., Sept. 12.—Held down by rains Saturday and Sunday (5-6), the fair here bounced back on the strength of warmth and sunshine on Labor Day as 22,000 persons thronged the grounds. There are several independent rides present, and Penn Premier Shows sent two girl shows and a Side Show to complement the midway. J. Robert Richwine, fair manager, said the holiday turnout made the stand a success.

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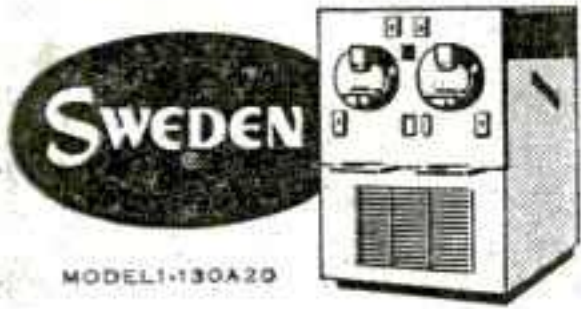
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Nebraska State Fair Winner

• Continued from page 43

to build a new \$60,000 poultry building, a combination \$50,000 livestock-race horse barn, rebuild a hay and feed barn at a cost of \$10,000, erect a new \$6,000 work shop, and rebuild the high power lines on the fairgrounds at a cost of \$4,000, all in time for the '54 fair.

New to the fair plant this year is an \$80,000 Administration Building that represents the latest and finest in fair office buildings. Of two-story, brick and concrete construction, the building is air-conditioned, acoustically treated, brightly lighted, and designed by Schultz himself to house not only all of the fair's departmental offices but also a post office, barber shop, restaurant, and sleeping quarters for Pinkerton men who man the gates.

Retires Bonds

The fair here has been on an upswing ever since Schultz took over as secretary eight fairs back. At the time he stepped into the job the fair was saddled with debt. Bonds for \$209,000 were outstanding against the grandstand. But, under Schultz, the fair has paid off the bonds and pushed an intensive building and rebuilding campaign.

Besides the new Administration Building, two horse barns, together costing \$42,000, were erected, two new toilet-rest rooms, costing \$25,000, were constructed, the electrical distribution system was modernized at a cost of \$30,000, parking areas were rocked and filled at a cost of

\$60,000, storm sewers costing \$30,000 were installed, and trucks and tractors costing \$30,000 were purchased.

Schultz and his board members over the years have tightened up the financial operations in many ways. In '50, for instance, they brought in Pinkerton men to man the gates and gate receipts soared \$20,000, far more proportionately than did attendance that year.

Schultz and his associates also have pushed those things which have clicked here. When auto racing showed its strong pulling power here, the fair supported good racing, with the result that Lincoln is one of the country's best cities for auto racing.

Plans for next year tentatively call for the fair to tie in with the territorial centennial. Schultz doesn't propose to disturb the already successful attraction program but instead to add centennial features to it.

**Report Martin,
Brown Heart
Attack Victims**

CINCINNATI, Sept. 12.—Unconfirmed reports were received by The Billboard this week that Fred A. Martin, former operator of the old Arena Gardens Roller Rink, Detroit, and Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., are heart attack victims.

According to the report Martin, the former president and secretary of the Roller Skating Rink Operators' Association, and Brown are hospitalized. No details were received regarding their illnesses. It is understood that Brown has been under a doctor's care for some time and had been ordered to reduce his weight 25 pounds. According to the report he took off 50 pounds, and this is believed to be responsible for his illness.

Along with the report came word that Harry Portugal, a staff man for the Johnny Jones Jr. Company, Pittsburgh rink equipment supply house, is back on the job at the office after recovering from a heart ailment.

**Glynn County,
Ga., Skatery**

ST. SIMONS ISLAND, Ga., Sept. 12.—Glynn County is adding another form of recreation to its list of attractions for tourists and residents. By October 1 it will have in operation a completely equipped skating rink, according to Fred Fishel, manager of Glynn County Casino. The project will be operated by the Glynn County commissioners.

The rink will have a 48 by 91-foot maple skating floor, space for spectators and the best in music and lighting, said Fishel. It will be located on the second floor of the Casino which fronts on the Atlantic Ocean. All windows are of overhead type which fold into the ceiling.

**B'port Skateland
Has Grand Opening**

BRIDGEPORT, Conn., Sept. 12.—Park City Skateland here began its second season with a grand opening this week. In addition to its regular skating program, there were a chicken scratch contest, a skating quiz and a revue. An hour was added to the opening night schedule. A presiding king and queen, chosen in the first of a series of popularity contests at the rink, presented the prizes.

The chicken scratch contest was open to everyone. The show included dance numbers and free skating. Winners of the USARSA State competition skated waltzes, fox trots, tangos, spins and jumps.

New Mid-City Policy

SOUTH NORWALK, Conn., Sept. 12.—Albert E. Corey has put into effect a new policy of Monday-Wednesday-Friday-Saturday-Sunday evening and Sunday afternoon roller skating at Mid-City Roller Rink here. Evening schedule runs from 7:30 to 11, with matinees from 2 to 5.

**Meyer Skatery
In Newspaper
Polio Tie-Up**

CINCINNATI, Sept. 12.—An anti-polio campaign tie-up has been made between Lou Meyer's Price Hill Roller Rink and The Cincinnati Post, according to C. V. (Cap) Sefferino, manager of the rink, who said that there is a strong possibility that the Price Hill Merchants' Association, which recently co-operated with the rink in its Cincinnati skate queen contest, will assist in the promotion.

Sefferino said that a skating show will be staged at the rink this winter in connection with the Post's "Mile of Dimes" campaign, a polio benefit. All money taken in at the show will go to the Post fund. The Post has guaranteed the appearance at the rink on show night of a number of local radio and TV celebrities. Sefferino also reported that Anthony Anselmy, operator of the Pontiac (Mich.) Rolladium, has assured him that he will send his daughter, Laurene, long a topflight skater in RSROA competitions, to Cincinnati to skate in the show.

**Milam Hosts
Pony League
Competitors**

WASHINGTON, Pa., Sept. 12.—Cecil Milam, operator of Arena Recreation Center, and members of the Arena Dance and Figure Club, in conjunction with the Optimist Club, gave a private roller skating party on August 21 for members of regional championship teams were competing in the recent Pony League Baseball Championships at Washington.

The party was the second in two years staged at the Recreation Center for members of regional teams who compete each year at Washington, Pony League headquarters. All members of teams are also permitted to skate free of charge during regular sessions at the rink. The league is composed of 120 boys 13 to 14 years of age.

Eight regional teams competed in the nationals here during the week of August 17 and Milam and other local businessmen pitched in during the championships to assist in selling and taking tickets, selling refreshments, etc.

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Crowds Off 6,500 From Last Year; Race Washed Out

ESSEX JUNCTION, Vt., Sept. 12.—The week's heat was followed by rains Saturday (5), sixth and final day of the 32d Champlain Valley Exposition. Final attendance total was about 86,500, a drop of about 6,500 from last year's figure, but the annual still was a winner, as heavy crowds turned out evenings during the week after the heat abated.

"Considering the heat and the last day's rain," President James S. Grow said, "I think the attendance was excellent. It wasn't up to the totals of 1948, 1951 or last year, but it was ahead of both 1949 and 1950."

Altho the final day was a wet one, 16,500 persons thronged the grounds, and the big car races were attended by 13,000. Rain washed out the feature race and caused cancellation of part of the Hamid "Fantasies of 1953" revue due to the wet stage. The 2,000 patrons in the grandstand were offered their choice of seeing the abbreviated show or getting their money refunded, and voted overwhelmingly for the show.

Varied Attractions

A heavy dose of attractions was fired at customers, dominated by the World of Mirth midway. Irish Horan's Hell Drivers and trotting races got the stand off to a flying start as 6,500 attended opening day Monday (31). Also on tap during the week were the big car races and the Jack Kochman Hell Drivers.

The Hamid line-up consisted of 18 Gae Foster dancers, singer Dorothy Manning; Anna Mae and Henry Balabanos, electric accordions; the Briants, pantomime;

DALLAS FAIR INKS GUIZAR

DALLAS, Sept. 12.—Tito Guizar has been booked by State Fair of Texas to entertain at the livestock Parade of Champions which will climax the fair's Pan-American Livestock Exposition October 15. Guitarist-singer also will perform at the fair's barbecue for guests from Central and South American countries.

Heat Smacks Attendance at Columbus, O.

COLUMBUS, O., Sept. 12.—The Ohio State Fair shuttered its outside gates Friday (4) after pulling an estimated 480,000 people, a decline from last year. Temperatures that at times soared over 100 degrees kept the Buckeye patrons home and the torrid heat cut into many of the fair's daytime activities.

Biggest day of the run was Sunday (30) when a new one-day record crowd of 133,000 came out to see the fair. The historical pageant "17th Star," a tie-in with Ohio's 150th birthday, pulled capacity turnouts to 10 of its scheduled grandstand performances, two being lost to rain and wind. The Coliseum horse show was down due to the heat.

Biggest winners during the eight-day run were the soft drink and ice cream concessionaires, who racked up record-breaking sales.

J. C. Huskisson, manager of the Florida State Fair, Tampa, spent three days at the fair.

Art Craig Mathues, emcee; Harris & Shore, comedy dance, and Winifred Colleano, trapeze. Organist Jean Wilkins and the Charley Basile band provided the music.

CNE Tries Wind-Up Day Hypo

Continued from page 43

three daily newspapers on the week-end when a power failure during a performance of the night show plunged the stand into darkness, jeopardizing the safety of the fair's \$15,000,000 exhibit of jewelry. A cordon of Toronto policemen was rushed to the scene to protect the gems. The dailies played the story to the hilt with big headlines.

Calif. State Fair

Continued from page 43

against approximately 150 last year.

Names Draw

Spike Jones presented his "Insanities of 1954" as a grandstand attraction the first five nights, closing Monday (7). Phil Harris headlines the show for the remaining six, closing tomorrow night (13). In lieu of racing on Sunday when it is prohibited, Fred Heitfeld, special events director, produced a circus-type show as an afternoon attraction.

Also under Heitfeld's direction were the shows in the new Open Air Theater at the north end of the grounds. Shows were presented twice daily. Line-up here, booked by Fanchon & Marco of Hollywood, includes Patsy Speer, State baton twirling champion; Ken Card, banjoist and comic; The Mercer Bros., song and dance; Andy Mayo and Pansy the Horse; Lois Ray, tap dancer; and Felix Valie, comic and rope artist. Clowns appearing here are Y. Natarno, Goo-Goo the Clown, and Art LaRue. Burl Ives, Golden Gate Quartette, and Tristan, California's Magic Horse opened Tuesday for the remaining six days of the fair's run.

Tomorrow's afternoon grandstand attraction is Joie Chitwood's Auto Daredevils.

Pari-mutuel money was also running ahead with the first four days turning in a handle of \$1,812,826, compared with \$1,732,314 in 1952. Only on one day, the third (Saturday 5), did this year's betting lag behind. The take then was \$527,148 to trail last year's \$532,307. The Labor Day handle was \$682,309.

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All Valley: Kennedy, Tex.; Floresville 20-27.
American Beauty: (Fair) Lamar, Mo.; (Fair) Neosho 21-26.
Amusement Co. of America: (Fair) Knoxville, Tenn.
Badger State: Breckenridge, Minn., 18-21.

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Buck, Edgar B.: Rector, Ark., 16; Piggott 17; Gideon, Mo., 18; Parma 19.

Du Quoin Tabs 401,825 to Top All-Time High

Pack Grandstand For Lombardo Show, AAA Big Car Races

DU QUOIN, Ill., Sept. 12.—The Du Quoin State Fair demonstrated its strength over the Labor Day week-end to regain heat-incurred attendance losses and wind up its nine-day run here Monday (7) with a new gate record. Total figure for the run aggregated 401,825, topping the previous record of 377,772 set last year.

While spending as a whole was reportedly down on the grounds, the fair patrons spent to see the two featured attractions over the week-end.

The Labor Day evening grandstand show, headed up by Guy Lombardo, was a complete sell-out. In addition to all space in the 10,000-seat grandstand show being occupied, several hundred paid to sit in the remote bleachers.

Races Pull Big

The second attraction, AAA big car races on Monday afternoon drew the biggest crowd on record, and estimates placed the turnout at close to 20,000. In addition to the stand extra bleachers were filled and hundreds more race fans poured into the infield and occupied standing room around the oval.

The Bob Crosby show, which occupied the grandstand during the major part of the run, wound up its show Sunday night on a par with last year's revue, which was headed by Margaret Whiting and Joe (Fingers) Carr. The Crosby week-end business, however, topped last year's show. AAA midget races on Saturday afternoon drew a fair crowd but Sunday's AMA motorcycle events drew close to capacity.

Week-end business on the midway, where Blue Grass Shows held forth, was big. Crowds jammed the shows and rides reportedly ahead of a year ago despite a dip in daytime patronage during the mid-week heat.



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Altamont Gross Dips; Turnout Sets Record

ALTAMONT, N. Y., Sept. 12.—Gate receipts were \$1,000 behind last year's for the Tri-County Fair which ran six days and five nights, closing Friday (29). But also gate money was smaller, a record attendance of 51,460 was established, passing the mark of 37,295 set last year.

Children were admitted free at all times for general admission and for the 10 grandstand performances, and it was estimated that 23,400 youngsters took advantage of the opportunity. Excellent weather graced the running and enabled good turnouts to populate the Coleman Bros.' Shows midway.

Tex. Events Drops Swine

DALLAS, Sept. 12.—Four large livestock shows in Texas have abandoned plans for swine shows this season because of the presence in Texas of vesicular exanthema, a virus disease.

State Fair of Texas is the latest to suspend its swine divisions. General Manager James H. Stewart said action was taken in the best interests of all swine breeders in the State. The fair had classes for breeding swine and fat barrows in the Pan-American Livestock Exposition and Junior Livestock Show.

The move will mean intensified emphasis on cattle, horse, sheep and goat shows, Stewart said. The expo acted after counseling with Livestock Sanitary Commission of Texas and the Bureau of Animal Industry.

Previously, the Southwestern Exposition and Fat Stock Show in Fort Worth, San Antonio Fat Stock Show and Houston Fat Stock Show had dropped plans for swine classes at expos in early 1954.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50 LIGHT WEIGHT BINGO CARDS White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

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Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25
Middleweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow. Per 100... 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M. Scalloped Edge, Green only, M... 2.50
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319,432 in 3 Days Causes Syracuse To Eye New Record

Dewey Promises Cleanup Plus New Parking for 16,000 Cars

By JIM McHUGH

SYRACUSE, Sept. 12.—Two big things were in the making at the New York State Fair this week. First, the attendance on Wednesday (9), at the start of the second half of the eight-day event, was 1,662 ahead of last year and a new mark seemed to be in the offing if the weather holds thru today's closing. Second, Governor Dewey, in his annual appearance on Thursday (10) promised the elimination before next year's event of the unsightly dump which borders one side of the exposition, the addition of a thruway which will eliminate a traffic bottleneck, and the creation of a 16,000-car parking area.

The thruway and the added parking facilities will make it possible for the fair to top its record single day attendance figure of 103,651 set on Labor Day in 1951. At the time it was necessary to warn late starters away from the area as the traffic became unmanageable.

Since then the fair has been expanded to an eight-day event and the single day pressure of attendance has been eased somewhat by the addition of a Saturday and Sunday. Even so, attendance on Labor Day this year and last topped the 80,000 mark and it is likely that improved traffic and parking facilities will further build this and other big days.

Dewey Interested

Dewey promised that the fair would gain beauty in the expansion process and be on a par with any other event in the country. He displayed unusual interest in the event by remaining on the grounds thruout the day.

With an estimated attendance of 45,000 on Thursday the total gate figure was set at 319,432. Last year a record was set when 417,366 saw the event. In 1951 the gate was 379,898.

Efforts have been made in recent years to expand the drawing area of the event and these, apparently, are proving successful. For many years the bulk of the attendance came from the Syracuse area with other sections of the State regarding the fair as belonging to the section in which it was located rather than to the State as a whole.

Rodeo a Hit

The staging of a George A. Hamid Rodeo in the Coliseum, replacing the name-star format in use for several years, proved a tremendous success. Opening on Wednesday night the show immediately generated notable interest with the result that the Thursday night performance played to standing room only at a \$2.40 top. The demand for tickets for the remainder of the run was said to be equally great.

Harness racing was abandoned this year as being too costly. Since its resumption in the postwar period, the fair had allotted some \$50,000 annually for races but the hay-burners raced to empty stands.

Grandstand events this year include a strong program of George A. Hamid acts, the daredevil antics of the Jack Kochman and Irish Horan hell drivers, fireworks, stock and big car automobile races.

John Redmond Dies in Kansas

BURLINGTON, Kan., Sept. 12.—John Redmond, 79, veteran fair executive and well known Kansas newspaperman, died in his home here Monday (7).

He was one of the founders of the fair in this city and served for many years as its secretary. He was a past president of the Kansas Fairs Association.

ACE EXHIBITOR AT BARRINGTON FOR 73d YEAR

GREAT BARRINGTON, Mass., Sept. 12.—Something of a record is being claimed for 84-year-old Miss Margaret Mullen, of Sheffield, who is exhibiting for the 73d consecutive year at the Barrington Fair, to run tomorrow (13) thru Saturday (19). Miss Mullen, at the age of 14, took home a ribbon in the 1880 domestic arts classes. She has not missed a single fair since then.

This year the octogenarian has entered in classes for homemade bread, flowers, and vegetables.

The James E. Strates Shows on the midway are putting together a healthy gross that will probably be about the same as last year. Attendance and dollar earnings of all fair units were hampered on Saturday (5) by rain.

QUEBEC A WINNER DESPITE COLD, RAIN

400,000 Hoped for; Hippodrome Clicks; Parking and Exhibit Space Pose Problems

QUEBEC, Sept. 12.—Efforts of the Provincial Exposition to set a new attendance mark this year were thwarted by inclement weather on Labor Day (7) and chilly nights. A paid goal of 400,000—some 40,000 more than the event attracted in setting a record last year—appeared out of sight late in the week, but officials still expressed the hope that the former mark would at least be equalled, and perhaps surpassed by a few thousand.

Despite the bad break in the weather, fair income will probably top that of last year. Every foot of paid commercial exhibit space was sold weeks ago. Harold Steinman's new arena spectacle, Hippodrome of 1953, is well on its way to a \$130,000-plus gross in the Coliseum and the combination of Conklin and Sullivan show activities on the midway, while a few percentage points behind last year by midweek because of the weather, can still surge ahead with banner business for today's closing sessions.

On the whole, the event has been very successful and Director Emery Boucher, with the job of staging the giant exposition past, is concentrating now on expansion. A principal need is more space to satisfy the demands of manufacturers and plans call for the construction of a new building before the staging of next year's event. The new structure will measure 200 by 150 feet and relieve much of the pressure, although not all of it.

More Land Added

The fair has acquired additional and much needed land which has a 700-foot frontage on the highway and runs about 1,200 feet in depth. The development of this property will take time since considerable fill will be needed.

The parking problem is acute, as with many other fairs, and the exposition's 2,300 capacity was used up by early afternoon on both Sunday and Monday (6-7).

Show features are limited to the Coliseum and the midway with the grandstand harboring only pari-mutuel harness racing. Talent was formerly used in front of the grandstand but the racing-betting interest—a summer-long activity—apparently eliminates the need for other show features.

Gate Prizes Aid

A number of gate prizes, including a new automobile, are credited with bringing out the crowds. Attendance will run as high as 70,000 when the weather is clear on Labor Day. Nights the grounds are heavily populated, despite unseasonable cold.

A festive air is created with the outlining of all of the major buildings facing the quadrangle with colored light bulbs. This year

Cresco, Ia., Pulls Record 26,809 Gate

CRESCO, Ia., Sept. 12.—The 30th annual Howard County Fair broke all records this year with total attendance of 26,809 for its four-day run, an increase of 8,000 over a year ago. Receipts were up \$4,000, totaling \$13,301, officials announced.

lighting standards in this area were all topped with the revolving, flashing red and green lights commonly used on ambulances. The novel use of these lights created considerable interest.

Square dancing was offered free this year in the cattle judging ring at nights. Next year it is hoped to have the free fun frolic sponsored by a national concern.

Bob Boudrea, publicist, has ballyhooed the event in fine style. Nearly all, and certainly all of the important, media are in the French language.

PNE TOPS RECORD FOR SECOND YEAR

Draws 835,035 During 11-Day Run; Polack Circus Beats Previous Mark

VANCOUVER, B. C., Sept. 12.—The Pacific National Exhibition shuttered its gate at midnight Labor Day (7) after an 11-day run that drew a total of 835,035 customers, 119,000 greater than the former record set last year.

With the exception of the first two days, when it rained, the expo was favored with ideal weather. Closing day, 114,241 patrons clicked thru the turnstiles, but Saturday (29) was still tops with 115,575 paid admissions. V. Ben Williams, general manager, announced.

According to Louis Stern, manager of Polack Bros. Circus, attendance at its performances in the Forum topped any of the previous years' figures.

Spokane Event Pulls 60,000

SPOKANE, Sept. 12.—Spokane Interstate Fair drew an estimated 60,000 persons during its four-day run ending Labor Day, compared to approximately 40,000 last year, according to H. P. Welch, manager. Advance ticket sale totaled 25,000 general admissions at 50 cents.

Attendance Labor Day was somewhat larger than Sunday's 18,000. Stock car races in the afternoon attracted 7,800 persons. Joie Chitwood's auto thrill show was the featured grandstand attraction Sunday and Monday nights.

Attractions included Ralph Higgins, balloon ascensions and jumps; Clark Torrell and his trained dog in a herding demonstration; rodeo of bronk riding, roping, chuckwagon, chariot and pony express races; fire fighting exhibition; bands; Western song contest and fireworks. Inland Empire Shows, operated by Mr. and Mrs. Ray Barber, Lewiston, Idaho, had the midway contract.

Iowa State Gate Up; Spending, Profits Dip

Net Off \$110,000 as Grandstand, Midway Grosses Decline Sharply

DES MOINES, Sept. 12.—The Iowa State Fair wound up its 10-day run here Labor Day with attendance figures that topped the half-million mark but spending was off and profits, estimated at \$45,000, were sharply below those of a year ago.

The fair opened strong and closed the same way but mid-week attendance fell off during the heat wave and total attendance reached 513,861, compared with 511,008 the previous year and 543,461 in '51, the first 10-day run.

Attendance over the week-end was ahead of last year with a total of 78,718 coming out Saturday (5) against 74,006 last year, and 65,158 on the grounds Sunday (6), compared with 50,276 in '52. Labor Day was down again, however, 27,928 attending against 33,308 last year, although this year's figure does not include the turnout for the night auto racing Monday night.

Night Races Draw

The evening big car races, staged by National Speedways, Inc. (Al Sweeney-Gaylord White) proved a success from several standpoints, mostly on pulling in a final night grandstand crowd. Some 8,349 fans were in the stands against 2,253, who turned out for the rodeo show last year.

Total gross for the fair totaled \$629,000 with a \$588,000 budget. Fair Secretary Lloyd Cunningham,

however, said he expects expenditures to be about \$4,000 under the budget which would give the fair a \$45,000 profit compared with \$155,000 in '52.

The dip in profits resulted largely from a drop-off in grandstand attendance and a similar drop in midway receipts. The fair's share of the Amusement Company of America midway receipts was nearly 20 per cent off from last year.

Total afternoon grandstand attendance was 103,908, compared with 138,310 in '52 while the night grandstand attractions pulled 78,179 against 80,310. Best grandstand crowd was the 20,476 attending the stock car races on the final Sunday after 6,057 had paid to see a Sunday morning performance of Tournament of Thrills. The latter had lost its scheduled Thursday show to rain.

Colo. State Gate Up 10%; Spending Off

Grandstand Biz Tabs 10% Hike; Midway Does OK

PUEBLO, Colo., Sept. 12.—The Colorado State Fair went into the final day of its seven day run here Friday (11) with an attendance increase that was estimated to be 10 per cent ahead of last year. A new record of 42,000 was chalked up Labor Day.

According to W. H. (Bill) Kittle, secretary-manager, ideal weather on the final day was expected to sustain this increase. Grandstand business was estimated by Kittle to be up around 10 per cent although spending in general was below that of last year.

Rodeo Contest

Featured grandstand attraction the first four days and nights was the Leo Cremer contest rodeo, with acts interspersed between the events. Running races alternated with the bronk busters in the afternoon. Fireworks by Thearle-Duffield Fireworks, Inc., were featured on five evenings. Joie Chitwood auto thrill show, with Eddie Allen, balloon ascension and parachute jump, were in front of the grandstand Friday for a matinee and night show.

The independent midway, which includes rides and shows brought in by Brodbreck & Sehrader and Ralph Forsyth, was doing a satisfactory business. Sally Rand, featured in a midway show, was also reportedly getting good grosses.

Gov. Dan Thornton and Sen. Ed Johnson were guests Wednesday (9).

Poor Weather Holds Peekskill To 30,000 for Opening Days

PEEKSKILL, N. Y., Sept. 12.—Rain, together with bad forecasts which threatened gale winds and more rain, held down the anticipated attendance on the important opening days at the Westchester County Fair, Indian Point Park, here.

Another obstacle on Labor Day (7) was the staging locally of a 25th anniversary firemen's celebration. The hours-long parade, which attracted and held thousands of persons, as any good free show will do, was topped off by free food and beer at all of the fire houses.

Attendance thru the week, relatively light, as expected, was looked to increase last night and for today's closing sessions. The gate on the opening two days ranged around 30,000. E. D. Kelmans, president, reported.

The advertising-publicity campaign was notably strong and the public for miles around was aware of the staging of the annual—the second to be held at Indian Point.

The exhibits this year, much better in quantity and quality than a year ago, were housed in 12 tents which ranged in size up to 128 feet long. The grandstand area was enclosed with a permanent wooden fence with an entrance arch. New steel bleachers, purchased by the fair, seat 1,500. Additional bleachers brought the capacity to about 3,000. A special stage was constructed for the George A. Hamid Showboat Revue. The Joie Chitwood Hell Drivers worked on the grass field, a former baseball diamond. The O. C. Buck Shows were on the midway.

Gate, Receipts Dip At Indiana State

8-Day Attendance Tab Off 42,750; Coliseum Show Falls 10 Per Cent

INDIANAPOLIS, Sept. 12.—The Indiana State Fair went into its final day Friday (11) with an attendance deficit of 42,750 that could not be made up by midnight of that day. Total attendance during the first eight days of the nine-day run was 562,496 paid, against 605,246 to the same point last year.

The dip in attendance was also reflected in the receipts of most attractions. The big Coliseum show, which featured Guy Lombardo and Patti Page in four performances over the Labor Day week-end, wound up 10 per cent under last year when Phil Harris and an all-Hoosier troupe was in for the same number of shows.

The Barnes - Carruthers night revue, which took over the grandstand Sunday night (6) for six shows, was off a few percentage points, according to fair officials. The dip in grandstand patronage also showed up at the two performances of the Irish Horan

thrill show, who lost the initial show to rain.

The horse show, the night Coliseum attraction this week, was surprisingly up attendance-wise. The scheduled appearance of Mrs. Arthur Godfrey on Wednesday night was cancelled due to sickness at home, but the Godfrey string of thoroughbreds was shown. Grand circuit harness races, leading matinee feature during the week, drew its usual good interest. As a post-fair attraction, AMA motorcycle races are set for Saturday afternoon.

The fair office reported that gross business done by Cetlin & Wilson Shows and also by independent concessionaires in most cases matched takes of last year.

Fair has scheduled a National Championship AAA 100-mile auto race for Saturday (19).

Attendance Off Slightly, Spending Up at Oregon State

SALEM, Ore., Sept. 12.—Attendance at the Oregon State Fair was holding close to last year's record turnout this week. Spending, however, was up with horse race handle and carnival business topping figures for a year ago.

Paid attendance for the first five days thru Wednesday (9) totaled 132,186, compared with 135,656. Opening day, Saturday (5), with 21,743 surpassed last year's opener which drew 19,845. Good weather prevailed most of the week, the overcast Labor Day (7) cut the crowd to 37,722, compared with 40,063 in 1952.

Rainer Shows reported opening-day business 50 per cent ahead of last year's opener; the second day, Sunday (6), was 30 per cent ahead with the rest of the week holding even.

Horse race pari-mutuel handle was running 20 per cent ahead of last year.

Revue Off

The grandstand show, produced by Helen Hughes Attractions of San Francisco, pulled 5,148 opening day to top last year's 5,020, but the attendance the rest of the week was off about 10 per cent. The show, with ducats at \$1.50, is a Hawaiian revue starring Princess Luana, dancer. Singing, dancing and knife dancing make up the revue with music by the Jack Seltenridge orchestra of San Francisco.

Other acts are Gene Sheldon, comedy banjoist; Amin Brothers, balancing; Hubert Castle, tight wire; Evie and Joe Slack, comedy acrobats, and the Arnauts, comedians.

Christensen Bros., of Eugene, Ore., provided stock for the rodeo, which also did better opening night than a year ago, 3,962 compared with 3,896. Opening matinee figures were lower, 3,195 compared with 3,839, and attendance the rest of the week was proportionately lower. Night rodeo competes with the grandstand revue for patronage, but this is deemed an attendance builder. With the low gate charge—50 cents—customers of one attraction are found to return another night to catch the other event.

The free midway show at 6 p.m. has been a good crowd puller.

Near Record Crowds Jam Dunkirk Run

DUNKIRK, N. Y., Sept. 12.—Better-than-average crowds got the Chautauqua County Fair off flying on Labor Day (7), with brief afternoon showers no deterrent to the turnout. The following day, children's day, saw record throngs of moppets jam the grounds, as the annual rolled along with attendance on a par with the best runs of past years.

Television clown Clarabell entertained grandstand patrons at two shows Tuesday (8). Other attractions included quarter-horse racing, new to the annual; horse

RESUMING PAY GATE AT LA.

CINCINNATI, Sept. 12.—A fumble by a headline writer in The Billboard of September 12 caused execs of Louisiana State Fair, Shreveport, to receive numerous phone calls and letters seeking verification of the report that the annual is resuming a paid gate, last in effect in 1942. The article correctly related that a paid gate is being reinstated, but the headline proclaimed a free gate for the October 24-November 1 fair.

High Prices Help Concord

CONCORD, N. C., Sept. 12.—With seasonal high prices being posted for tobacco crops, farmers thonged the Cabarrus County Agricultural Fair Tuesday and Wednesday (8-9), boosting the first two day's attendance to 10,000. The fair will end tonight. Gold Medal Shows is providing the midway attractions.

er. Show features aerial acrobats, the Silhouettes, booked thru Bert Levy, of San Francisco. The Paul Armstrong Studio, Salem, also provided kid dancers.

The freer spending is noticed also among the concessions, with food and drink stand doing good business.

Two days before opening, the fair board announced the long-standing ban against beer sales would be lifted with brew allowed beneath the grandstand in the pari-mutuel area. Next day, however, a quick reversal followed after protests reached Gov. Paul L. Patterson, who overruled the fair board.

RUTLAND 13% OFF 1952 AS RAIN HURTS OPENER

RUTLAND, Vt., Sept. 12 — Attendance for the first three days of the Rutland Fair was off 13 per cent, only 59,000 persons having turned out compared with 68,000 for the comparable period last year. All-night rains Sunday (6) soaked the grounds and forced cancellation of the opening Labor Day (7) harness race program.

Despite the threatening skies 27,000 persons attended the 108th annual opening day, 5,000 less than the 32,000 first day patrons of 1952. The record total set in 1946 was 39,000. Three races were run off Tuesday (8) and a six-race card was presented the following afternoon.

Attendance Tuesday was 19,000 of which 6,500 were children under 12 who went in free, and Wednesday's crowd was 13,000 compared with 12,000 on that day last year.

Showers made the grandstand stage difficult to operate on Monday. George Hamid, present for the opening, directed burn-off of gasoline sprayed on the stage to dry it for the Moulin Rouge number, in which the chorus girls go thru their routine on bicycles. That night's showing of the revue, *Movieland, USA*, drew 6,000 payees. The Hamid troupe includes singers Jimmie Grosso and Roberta Lee, Leon & Elena's Great Dane Circus, Alf Landon and company; the Virginians, jugglers; the Skating Berrys; Jackie, balancing act; Roby and Dell, adagio; Two Chords, mimics; Vince Borelli band; Arthur J. Bosse, organ, and Fosterettes, chorus line.

On Tuesday (8) William Edelson of the Flying Hartzells was hurt while working out on a practice rigging. He suffered severe bruises and the act was replaced with the Mike Bersolini high act.

Altho this year's showing will be off the record somewhat, attendance-wise, it is a success from the exhibit standpoint. All available space is taken.

pulling contests, children's fishing contest, Hamid's Fantasies of 1953, the Jack Kochman Hell Drivers, and Carl Ferris Shows midway. The fair is offering \$40,000 in prize money.

St. Paul Whips Heat, Polio; Gate Zooms

RAS Tops 1952 With 194G Gross; Grandstand Up, Night Biz Dips

ST. PAUL, Sept. 12. — The Minnesota State Fair brought its 10-day run to a close Labor Day (7) with the best attendance since '51 and the fourth largest on record.

Total traffic thru the outside gates was 865,523, nearly 50,000 better than last year's 819,015. Doug Baldwin, fair secretary, announced. All-time high of 905,563 was set in '50, with the '47 figure of 902,693 second and the 900,399 chalked up in '51 third.

Baldwin pointed out that this year's attendance total was racked up despite an unusual late summer heat wave from opening day thru Wednesday (2), when gate figures were running behind the 1952 comparables.

Gate Picks Up

Starting Thursday (30) however, the gate picked up sharply to regain the ground lost earlier in the week and surge ahead to a higher total for the entire run.

Another factor that hit attendance to a degree, according to Baldwin, was the polio scare in the State, with well over 1,000 cases reported. For a while polio caseload exceeded the 1952 all-time high figure, but during the tag end of fair week the totals started to fall behind those of a year ago.

Gross Up

While Baldwin had no figure on gross receipts from tickets for the outside gates, it was estimated that an increase of just under 10 per cent from the \$350,953.50 of last year was recorded. Final figures will be completed at a report meeting of the State Agricultural Society board of governors September 26.

Royal American Shows went sharply over the '52 gross of \$178,000, with totals of \$194,000 for this year, which still remained

far short of the all-time high of \$283,000 set here in 1950.

Day grandstand figures were up 6,000 over 1952, but night attendance was 5,000 under that of last year. Total day grandstand attendance this year was 171,199 compared with 165,038. Total night grandstand attendance sagged from the 1952 figure of 83,491 to 78,439.

Harry Frost, concessions superintendent, estimated that grandstand receipts would be 10 to 12 per cent better than the \$256,400.88 taken in during the 1952 exposition.

The horse show gross of \$32,610 of a year ago was just matched this year. Receipts from space and concessions totaled approximately \$195,000, the same as last year, with some 500 exhibitors participating. Frost said there were a few less concessionaires but a few more machinery exhibits this year.

Stock car races operated by Frank Winkley's Auto Racing, Inc., Thursday (3) chalked up a new all-time afternoon grandstand record of 24,532, according to fair board figures.

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171,954 Visit Timonium as Record Looms

All Segs Profit; Labor Day Turnout Sets 71,104 Mark

TIMONIUM, Md., Sept. 12.—Attendance at the Maryland State Fair up thru Wednesday (9) was 171,954 for eight days, giving rise to officials' hopes that a quarter-million persons will have visited the grounds by closing time tonight. General Manager John M. Heil said all attendance records were smashed on Labor Day (7) when 71,104 persons turned out. Previous record for the date was 68,595 set last year. The 1952 all-time attendance mark was 221,850.

Independent midway operators supervised by a Jake Shapiro-headed local group were prospering, as was the State from pari-mutuel takes at the flat races.

The weather took a turn from last week's sweltering heat to mild days and chilly nights, and thousands took advantage of the dropping temperatures to jam the exhibit tents. Cash premiums this year total over \$91,000, largest in the 72-year history of the event.

Rhinebeck Off 20,000 as Sat. Rainfall Hurts

RHINEBECK, N. Y., Sept. 12.—Crowds which had been somewhat smaller than last year's during the week, were held off completely by rains Saturday night (5) as the 108th Dutchess County Fair came to a close.

Altho the annual held up fairly well during the week-long heat spell, the Saturday cloudburst virtually closed off admissions between 6 and 9 p.m. and washed out the grandstand show. Total attendance for the five-day event was about 55,000, or about 20,000 under last year's turnout, according to Richard Murray, fair secretary.

It was said that the Dutchess County Agricultural Association, sponsor of the fair, may "break even" financially when a final accounting is held. High winds preceding the rain forced cancellation of the matinee showing of the "Ice Follies of 1953" which was presented thruout the week with film actor Tim Holt. Other entertainment was offered in trotting races and the O. C. Buck-Model Shows midway.

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Batt Raps Operators For Journal Quotes; Sees 'Sales Pitch'

Charges 'Irresponsible Publicity,' 'False Prosperity' Hurt Tax Effort

NEW ORLEANS, Sept. 12.—Harry J. Batt, chairman of the NAAPPB legislative committee, this week charged that some operators quoted in recent interviews with the Wall Street Journal painted an inaccurate picture of the business being done by amusement parks.

He alleged that some of the quotes, which appeared in the August 28 issue of the newspaper, amounted to sales pitches by operators who want to sell their funspot properties.

Taking issue with part of those parkmen who were quoted, Batt charged that "bragging" about business was not in line with the situation facing other operators or with statements made by parkmen who sought excise tax cuts during Congressional committee hearings this summer.

Makes Statement

"I am at a loss to reconcile the moaning of park operators, especially those along the Eastern seaboard, just a few months ago with the unabashed bragging of certain parkmen on the front page of the Wall Street Journal of August 28," Batt said.

"Can it be that the 'lost weekends,' the extended rainy and stormy periods of the early season left so much red ink that these Eastern seaboard operators are trying to sell their properties? I have personally heard that a few of those quoted are trying to sell. So I can only assume that the current wave of bragging prosperity by these few must be a sales pitch. If so, it is certainly an ill-timed one that can

accomplish no good for the industry as a whole.

"That typical Broadway trait of 'putting up paper' for one's self seems to be part and parcel of our outdoor amusement industry. But it is inconceivable to me how supposedly sound park businessmen can make such tactless and ridiculous statements at this time.

"Irresponsible Publicity"

"While our tax fate—involving millions of our patrons—is being judged in congressional halls, there seems to be no excuse for such irresponsible publicity," Batt continued.

"As chairman of the legislative committee of the NAAPPB, I was besieged by many park operators throughout the spring and summer complaining of conditions that necessitated immediate relief from the burdensome excise tax. We carried their fight, and ours, to the Ways and Means Committee, and I think our plea has received due consideration from our congressmen who promised relief in the next Congress.

"I personally cannot see anything in the present picture to justify switching to this sudden rosy outlook of false prosperity.

"At my park, we have just suffered thru eight weeks of rain during July and August.

"The Wall Street Journal quotes figures claiming to show that amusement rides may pay out their original cost in two to five years. But they naively overlook the spiraling costs of maintaining and operating these devices. Nor have they considered the mounting costs of promoting and advertising this seasonal operation.

Park Overhead Highest

"In a business requiring great overhead, in fact, the highest of any in the entertainment field, let's consider specific cases:

"My payroll overhead alone is 25 per cent over last year. Increased expenditures for promotion and extra advertising in all media may bring our gross up to last year's total. But with all operating costs rising more and more, even the 10, 12 or 14 per cent increase, which leads certain Eastern park operators to rush into print, would scarcely match my increased cost of doing business.

"Tell me again, what is there to brag about?" Batt asked.

TOP PATRON AT CONEY RIDES EVERY DEVICE

NEW YORK, Sept. 12.—Alexander McIntyre, who every week rides 125 devices at Coney Island, was featured in The New York Times on Wednesday (16). From March thru October, seven days a week, McIntyre makes the rounds from one end of the funspot to the other, riding every ride—Wonder Wheel, Bobsled, Whips, Roller Coasters, Merry-Go-Rounds—all of them.

You guessed it: He inspects them. William F. Farrell, writing in the "About New York" column, describes the work of McIntyre, an elevator inspector for the City, Department of Housing and Buildings. McIntyre's job is to see that the rides are always in safe operating order. And he lives it, the writer says.

SPENDING SAGS IN MIDDLE WEST

Most Funspots Draw More People To Make Up for Per Capita Drop

CHICAGO, Sept. 12.—Middle Western funspots found attendance up and spending down as the three-day Labor Day weekend (5-7) brought them to the close of the season. While there were exceptions, most park owners told the same story of tighter money. At the same time, according to The Billboard's holiday survey, parks enjoyed good seasons, and many reported gains over 1952.

Washington Park, at Michigan City, Ind., was an exception to the general reports of good holiday business. Operation there was rained out. However, that spot's report on the season was typical. Attendance was up, but per capita spending was down 15 per cent, leaving the park about even with 1952.

E. D. Jones, at Forest Park Highlands, St. Louis, said gross business there was practically the same as that of last year. First half of the season was up, but the second half was down because of several local strikes.

At Oklahoma City, Roy Staton said Spring Lake's Holiday business was off slightly, with spending down 2 per cent. He blamed six weeks of poor weather for part of the drop. Free acts and heavy promotion failed to make up the difference, he said.

Tom Spackman said his Indiana Beach resort, Monticello, Ind., fared only slightly better than a year ago because of cold weather. On the season, he said, the spot was up 15 per cent or more. But that gain was scored despite a dip in spending. Spackman credited a heavy use of television for bringing in enough additional people to make up for the lighter spending.

From Akron, Ed Palmer reported that his Summit Beach Park drew an estimated 25,000 persons on Labor Day to hear Walter Reuther, of the CIO. Season's business was up about 10 per cent, he said. Free gate policy was new this season, and free acts were dropped.

Schools Start Early

Hitting hard at Harry Smythe's Buck Lake Ranch, Angola, Ind., spot was the fact that schools reopened August 31, first time they had started prior to Labor Day. Smythe said business was the worst in the funspot's holiday history. Spending during the season was okay and attendance was about the same as in 1952, he said.

Omaha's Carter Lake Pleasure Pier scored its best Labor Day business, with a big CIO picnic contributing. Attendance was four times that of 1952, when polio and cool weather rapped business, according to James D. Carpenter. He said spending dropped 20 per cent late in the season, but attendance was holding up well.

Canton, O., residents jammed Meyers Lake Park on Labor Day, when the Howdy Doody Show was an attraction.

Jimmy Johnson had a fireworks display on Labor Day at Playland Park, San Antonio. He said spending has been off and that his layout has dropped 25 per cent from the 1952 business level.

Heat Creates Boom For NE Shore Spots

BOSTON, Sept. 12.—As New England fried under a heat wave which broke all records, beach fun spots recorded their biggest attendances in history. Peak of the torrid stretch came Wednesday (2) when the mercury went to 100.2 degrees in Boston. As the hot one continued into its seventh straight day Thursday (3), all available housing space at ocean resorts was booked solid thru the Labor Day week-end.

The heat wave started Friday (28) with a reading of 96. Saturday was 96; Sunday, 93.3 (new record); Monday, 97.1 (tied record); Tuesday, 86; Wednesday, 100.2 (new record); Thursday, 86.

Saturday (29), a crowd of 140,000 was at Nantasket and Paragon Park and two lanes of traffic choked off the boulevard all day long. At Revere Beach, a crowd of more than 250,000 was reported. Hampton Beach, Salisbury Beach and Old Orchard Beach reported an influx of heat refugees averaging over 100,000 for each spot. Parking space was at a premium. All spots set all-time records.

Concessionaires reported sell-outs on food, cold drinks and ice cream. Rides were grinding overtime as the moppet and teen-age crowds swarmed the amusement areas at the beaches.

A pyro show at Nantasket celebrating "Gala Night," end of the season, brought additional thousands the night of the 29th.

The heat wave gave a final hypo to fun spot business, which had suffered because of a cool spell the previous week. It was expected to bring volume to an all-time high for the season.

Rocky Point's Season Termed Best Since '48

WARWICK, R. I., Sept. 12.—Rocky Point Park, owned by Vincent Ferla, has rolled up its best season since reopening in 1948, Manager Paul S. Haney said this week. The spot was hit by a hurricane in 1938 and was inactive for nine years.

Haney said the featured Shore Dinner Hall has set a new high, and preliminary thought is being given to enlargement of the 3,400-seater. The pool had one of its best seasons, with the 80 by 200-foot tank frequently taxed to capacity. Ivan Fuqua, track coach at Brown University, and Robert Bennet, Brown athlete, managed the pool.

Midway Up

Midway profits were up, according to Haney, who said a full schedule of free acts from the Al Martin Agency, Boston, hyped attendance in that department. Picnic business was up by a thumping 20 per cent and some already are booked for 1954.

Haney said daily operation ended Monday (14) but that most of the midway would continue on week-ends until the end of September. Ferla is planning extensive improvements during the winter.

Fire Destroys Restaurant at Bland Park

ALTOONA, Pa., Sept. 12.—The Bland Park restaurant, long a landmark at that funspot in near-by Tipton, was destroyed by fire of undetermined origin early Monday morning (7). General Manager Ferdinand Delgrosso said the loss of about \$30,000 was partly covered by insurance.

The blaze was reported by concessionaire William Iley who lives close by in a trailer. By the time firemen arrived there was little they could do except let the blaze burn itself out while protecting other structures. Concessionaire Earl Benner said he lost his popcorn machine in the building, and an orchestra which had left part of its instruments inside reported the loss of an uninsured \$450 xylophone.

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Portland Spots Score Good Holiday Crowds

PORTLAND, Ore., Sept. 12.—Parks drew heavy attendance over the Labor Day holiday in the Portland area, despite cool weather and overcast skies. The good gates served to refute the theory that resorts tend to pull spenders out of town over three-day holidays.

At Jantzen Beach, Manager Erle G. Swanson reported attendance good, with many family picnics Sunday (6) giving good play to the park attractions. Weather Monday (7), tho, was estimated to have cut attendance 30 per cent. This wound up daily operations at Jantzen Beach, the park and pool to close for the season after the Saturday (12) and Sunday (13) week-end.

Business was better than usual

over Labor Day, Manager Robert Bollinger said, tho several of the rides had been moved to Salem for opening of the Oregon State Fair Saturday (5). Except for the roller rink, park operations have closed for the season.

Blue Lake Park, going out of business after 28 years of operation, drew 2,000 Sunday (6), according to N. B. Welch, who is converting the property to country club use. A picnic for the Reynolds Aluminum Company Sunday (13) will be the final event for Blue Lake.

The parks' good attendance was in the face of competition from other outdoor events, including auto races that drew 5,000 Monday (7) and motorcycle racing Sunday (6), pulling 4,500. Pacific Coast League baseball drew 7,202 Saturday (5), and professional football pulled 26,210 Monday (7).

Mary K. Sarlow, sister of Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, is co-author of the song "Give Me One More Chance," being featured in the current Raynell Revue on the Cetlin & Wilson midway.

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Kelly-Miller Gross Sags; Bulls, Bally Sparkle

By TOM PARKINSON
CHICAGO, Sept. 12. — Most recent weeks have been mediocre for Al G. Kelly & Miller Bros. Circus, at least when compared to the big scores of two and three years ago, and the season as a whole has shown a drop of about 20 per cent, according to Co-Owner D. R. Miller.

Where the show formerly counted on eight strong weeks in a season and drew no blanks, it now has four poor weeks and no big ones, it was reported. But on the brighter side, Kelly-Miller's business still seems better than the best some shows could point to. For the first time, losing days have crept into K-M books. Yet the number of losers is only about a half dozen and many other shows would settle for an equal score.

Meanwhile, the show is dishing up entertainment with an amended layout for its featured animals. While seriously short of labor, it is moving in good time. Show was caught at De Kalb, Ill.

Animals Relocated
Midway again includes pit shows, bally cage and Side Show. Latter, which heretofore housed most of the animals, now has one cage and several standard Side Show platform acts.

Four big cages, 11 elephants, four camels and other lead stock are in the menagerie top, making a good spread there. Cages are spotted at the outside edge of the tent, leaving more room inside, and trucks which tow the cage semi-trailers are masked with canvas banners. When the lot shape permits, the Side Show is placed alongside the menagerie and the cages are placed between the two tops so animals are visible from either tent.

Downtown bally is sparked by the flashy six-up hitch and wagon, which carries a polar bear and refrigerator tie-in. Unusually showy harness is new this year. Noon elephant march to an auto agency is continued, and bull men are neatly dressed in red coats and sun helmets. A privately owned calliope made the elephant bally for several weeks but since has closed.

New this season is a red goose float with a six-pony hitch. The show is not using the water wagon, which formerly went on bally trips, nor is it using airplane advertising this season. Difficulty in hiring pilots and loss of several planes caused the show to quit the airborne loud-speaker idea. Heralds and billing are used in usual Kelly-Miller profusion.

Long Weekend Brings Crowds To Kelly-Miller

BOONVILLE, Ind., Sept. 12.—Al G. Kelly & Miller Bros. Circus played to generally good business in Indiana this week. Some matinees were light, but night houses were okay and week-end takes were strong.

Crawfordsville gave a half house in the afternoon and three-quarters at night on Thursday (3) with hot weather.

The holiday week-end got underway Saturday (5) with a near-full matinee and three-quarter night at Linton. Weather was cool. Mrs. Elmira Cuthbert, mother of the show's bandmaster, Charles Cuthbert, suffered a stroke there and was taken to Linton Hospital.

The next day, at Spencer, Ind., the show had a Sunday (6) matinee only and attracted near-capacity business in hot weather. Boonville turned out a light matinee on Wednesday (9), but the night house was three-quarters filled. The Beatty show's stand at near-by Evansville (12-13) may have been a factor.

Dressing Room Gossip Appears on Page 63

Several styles of new paper are in evidence, among them a menagerie sheet and a price bill, both stressing the fact that the animals now go with the tickets from the red wagon.

Elephants Shine
Program is highlighted by Fred Logan's elephant numbers, bar and casting work by the Wells Brothers and Hanel Troupe, single traps by Evalina Rossi, and the Florenz Trio's wire work.

Logan has five small elephants in the center ring for a quick-time drill that puts the act among the best. Two three-acts work at the same time. Among a half dozen bulls which make single appearances, the outstanding is one worked by Logan in the center spot and its routine includes a novel hop-and-skip bit that is new.

The Wells bar number is strong and the Hanel bar-casting gets laughs for the little fellow's work. Young Nina Hanel also appears now in a center ring iron jaw number, the concert, and other displays. Evalina Rossi solos and her ankle catch and breakaway are among the bits that earn good applause. The Florenz group fills its spot well. Shirley Logan was substituting for Grace McIntosh, who was injured but not as seriously as first reported. Flo McIntosh and Tommy Bentley are the regulars.

Don McLennon handles a Liberty act in good manner and Pinky Barnes is working the second Liberty number into shape. Charles Cuthbert's band cuts it and the leader also is announcer, equestrian director and vocalist.

Staff includes Obert Miller, general manager; D. R. and Kelly Miller, co-owners; Art Miller, agent; Pete Lindemann, contracting agent; Francis Kitzman, brigade manager; Tiger Bill Snyder, superintendent; R. O. Scatterday, national advertising; John Staley, cookhouse; Joe B. Webb, grandstand tickets; Tommy Thompson, purchasing; Tone Stevens, concessions; and Fred Jones, Side Show.

Tobacco Cash Restores King-Cristiani Business

WILSON, N. C., Sept. 12.—Early September stands in North Carolina were fair for King Bros. & Cristiani Circus, but at Wilson the show exhibited during the tobacco market and crowds packed the top despite rain.

At Roanoke Rapids on Wednesday (2), the King show had a three-quarters matinee and near-full night with Shrine auspices. Temperature reached 92 degrees. Rocky Mount followed with Elks auspices for Thursday (3). Matinee was delayed an hour while repairs were made on the top, and

Under the Marquee

Vince F. Hattrecht, former cook on the James M. Cole Circus, writes that he has visited the Beers-Barnes Circus recently.

A lot of back-yard jackpots were cut up when Sylvia Watkins, Josephine Gasca and Helen Haag, owner of Haag's trained chimpanzees, played Wapakoneta, O., with the Sun Bros. Circus recently.

Paul Jung, Ringling-Barnum clown, is getting the full treatment in the Kellogg cereal company's current advertising campaign for a new variety. The cereal boxes feature Jung's picture and newspaper ads, some of them in color, also bear his likeness.

Mr. and Mrs. Jethro Almond, Albemarle, N. C., and Mr. and Mrs. Lloyd Kirtley, St. Louis, spent a day with the Rex M. Inghams at Ruffin, N. C. Kirtley was with Almond circuses and rep shows for 30 years. Bill Adcox, Uncle Bill of radio shows, and Ingham have returned from a booking trip thru Western

CLOWNS DOING ATOM ROUTINE?

LOS ALAMOS, N. M., Sept. 12.—Gil Gray Circus becomes the first circus to play this city, which houses a major atomic bomb center. About 150 persons, members of the show company, were screened by security officers before the event.

Cole Signs '54 Shrine Contract At Cincinnati

CHICAGO, Sept. 12.—Cole Bros. Circus has won a repeat contract with the Shrine Temple at Cincinnati and will produce the show there next spring. Signing of the contract was announced by Bill Horstman, of the Cole-Chicago Stadium organization. The date first was produced by Cole this year.

Horstman also revealed that Cole elephants will play the Fort Worth Shrine date in November. Art Eldridge, Cole elephant superintendent, now has three bulls on the World of Mirth. They joined recently for a week and have been signed for the remainder of the season. Three other Cole elephants are still with Wallace & Clark Circus in the West.

Fort Worth Matinee Okay for Hagen

FORT WORTH, Sept. 12.—Hagen Bros. Circus pulled a three-quarter house for its matinee here Saturday (5), under Texas State Guard auspices. Show was day-and-dating a rodeo.

Earlier, the show had light business at Vandalia, Ill.; a big matinee at Murphysboro, Ill.; small houses at Chaffee, Mo., and a good night house but handful matinee at Sapulpa, Okla. (31).

a half house waited in the hot weather for that performance. Night house was a full one.

Showers began in the afternoon at Raleigh on Friday (4), cutting the matinee to half. Weather cleared at night and attendance was close to three-quarters. Civitan Club was the sponsor.

The circus made Wilson on Saturday (5), with Shrine auspices. The matinee was just short of a full house altho rain began, and the evening performance attracted capacity business in heavy rain.

North Carolina. Ingham will handle Adcox's school dates this season.

James McKenna, Pawtucket, R. I., fan, visited the Barretts, high act, with the Colbert Shows.

August issue of the Texas Druggist features the Gainesville Community Circus, Leland Antes' miniature circus and Lou Jacobs' picture.

James Allen Winters, Wallace Bros. general agent, recently visited in Macon, Ga., where he formerly had a paint contracting business. Several Macon City officials will go to Augusta, Ga., to officially welcome the King-Cristiani show back to the State. Jacob B. Jones, Bridgeton, N. J., fan, visited the King show in Perth Amboy, N. J. He was recovering following an earlier operation.

Justus Edwards, press agent for Polack Bros. Western unit, was the subject of a feature yarn in the Vancouver Sun during the show's run there.

Ringling Registers Straw at Idaho Falls

Tell Teigen Injured in Plunge; Spokane Business Big on Labor Day

SPOKANE, Sept. 12.—Ringling Bros. and Barnum & Bailey Circus scored winners this week, with topper coming at Idaho Falls, Idaho, on Wednesday (2). The Friday (4) matinee at Great Falls, Mont., was lost because of a late arrival.

Ogden, Utah, came up with only a one-quarter matinee but a three-quarter night house on Tuesday (1). A 149-mile run put the show into Idaho Falls for its first appearance there in years. The matinee drew a strawed turnout, with 9,500 estimated attendance. No night show was scheduled, allowing time for the 212-mile jump to Butte, Mont., where cold weather hurt.

The Great Falls matinee was advertised for 3 p.m., Friday (4); however, it was lost when the third section was delayed three hours by a broken drawbar. Flying act rigging was not erected. The day closed better than it started, however, with a near-capacity house on hand.

Ringling Family Visits
Helena, Mont., the Saturday (5) stand brought out two three-quarter houses for a good day. Jump was only 98 miles. Visitors included State Sen. Paul Ringling, son of the late Richard Ringling, and members of his family from Ringling, Mont.

Tell Teigen, high act, was injured when he fell from his pole during a balancing act at the

night performance. He was admitted to St. Peter Hospital, where early diagnosis revealed a fractured rib and a punctured lung. He was expected to rejoin the show later.

A Sunday (6) matinee-only at Missoula, Mont., was expected to cash in on three-day Labor Day week-end business, but attendance was estimated at about one-half of capacity. That 120-mile jump was followed by the 175-mile jaunt to Spokane for Labor Day (7).

Despite day-and-date competition from a fair, home show and races, the Ringling show attracted a full house for the Spokane matinee and a near-capacity house at night. A 330-mile move was to take the show into Seattle for a three-day, five-performance stand.

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Starting now, our annual industrial issue of the LABOR JOURNAL. New set-up, phones in—cards ready to be called; 35% paid daily—pick-up same day. This is the best deal in Pennsylvania. This is just outside of Philadelphia.
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Who can sell. You can get it here. Good auspices. Strong show. Collections daily. Pay daily. Tickets, Banners and program. Contact
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WRITE WANTED WRITE
To purchase—Dog Act—Prefer German Shepherd or other large dog. Write giving full particulars and send snaps. Must be young and good natured. Also want other animal act, what have you? Write
MR. LORAIN THOMAS
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Evenings after 7 p.m. or Saturdays and Sundays.

Weather Paces Ind. Turnouts For Beatty Show

ANDERSON, Ind., Sept. 12.—Weather made the difference for the Clyde Beatty Circus in Indiana. At Marion on Wednesday (2), the railroad show bucked 99-degree temperature and pulled only a one-quarter matinee. Three-quarters of capacity was on hand in the evening.

At Anderson on Saturday (5), weather was cool and both performances were for near-capacity houses; it was reported. Both stands were under Junior Chamber of Commerce auspices.

After more Indiana and Kentucky stands, which will keep the show busy until September 24, it swings eastward to play West Virginia, Virginia and North Carolina.

McLaughlin Penguin Show Doing Okay

MINOT, N. D., Sept. 12.—Tom McLaughlin, veteran circus agent, said business in the West has been good for the penguin show he is operating this season. One to three-day stands on downtown locations in larger cities and with auspices have proved okay, he said. The outfit played under Lions Club auspices here September 7-8.

Personnel includes Tom and Dick McLaughlin, owners; Art Rich, manager; Mrs. Tom McLaughlin, tickets. Show moved next to Bismarck and is headed eastward.

6-PHONEMEN-6
EXPERIENCED • RELIABLE • SOBER
Phones installed and ready. Town carded with cut-offs. First time this deal has ever been on promotion. It's big time, sure fire. BOOK, TICKETS, BANNERS.
"You will get well here." Only two yard a week men wanted.
Phone, Wire, Write: CHAIRMAN, FATHER FLANAGAN BOYS' TOWN CHOIR
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Scranton, Allentown, Bethlehem, Pa., follow.
P.S.: No collects, please.

WANTED WANTED WANTED
For balance '53 season and all season '54. Acts of all kinds: clowns, NEED FEATURE ACT FOR BIG SHOW. Girls for webbs and ladders. Want MAN WHO CAN MOVE SHOW. Need boss Canvasman and SAIL MAKER, RIGGERS. This show is growing fast. Need acts now. IF YOU WANT WORK AND PAY EVERY NIGHT, WIRE AT ONCE.
RING BROS. CIRCUS—FRANCO RICHARDS, Mgr.
Red Springs, N. C., Sept. 15; Aberdeen, 16; McCall, S. C., 17; Homingsway, 18; Summerville, 19; Sylvania, Ga., 20-21; Waynesboro, 22; Sandersville, 23.
P.S.: HAPPY DAVIS, LOIS GUTHERIE, JIMMY DOUGLASS, will see you.

Collins Register Big Lincoln Gross

Fair Board Breaks Precedent, Re-Pacts Show for '54; Canadians Eye Operation

LINCOLN, Neb. Sept. 12.—The William T. Collins Shows had a record-breaking engagement at the Nebraska State Fair, which closed its six-day run here Friday (11).

It piled up the biggest ride and show gross since the show was started in 1943. And, while final figures were lacking, indications were that such tabulation would give the show the distinction of at least approaching, if not surpassing the fair's all-time high for midway receipts even though the amusement dollar is tighter than it was when the record (\$61,000) was set several years ago.

Unprecedented Action

To add to Collins' jubilation, the fair board Thursday (10), with one day of the run still to go, awarded the midway contract to Collins for 1954. This action, fair board members said, was without precedent. In the past, the board has not closed for the contract before mid-winter.

The early award, Collins pointed out, would enable him to do early planning for '54 and thus permit him to strengthen his show. There was an abundance of money-getting potential in his line-up this year. No fewer than 16 major rides, 6 kiddie rides, 10 shows, plus many concessions worked.

As it was, Collins could not set up all of the many attractions he had for the spot, due to space limitations. If anything, Collins pointed out, his ride and show line-up—and concessions, too—were more than enough for the spot.

Canadians Enthused

Collins had still another reason than the big business and the re-pacting for '54 to be elated.

A delegation of three representatives of the Western Canadian Class B. Fair circuit spent several days on the lot, inspecting the show thoroly, and they praised the appearance of the equipment, the caliber of its personnel, the many, varied rides and shows, and the high quality of the show's rolling stock.

The Canadian fairmen pointed out that the five-year midway contract for the "B" circuit with Jimmie Sullivan's Wallace Bros. Shows had lapsed and that the circuit faces an early decision as to who to sign for next year. The circuit, they said, would meet October 18-20 at Moose Jaw, at which time a decision would be made.

Early Set Up

The Collins aggregation of rides, shows and concessions was up and ready to go well in advance of the fair's formal opening here Sunday (6), a contrast to last year, when another show was still setting up some equipment late opening day.

Higher fair attendance, coupled with the vastly stronger line-up of attractions, enabled Collins to do more business in the first two days of the fair than was done by another show for the full run of the fair in '52. This the Collins aggregation did tho a city power plant failure cut off operations at the peak of play one night.

Eight Light Towers

Eight light towers, carried by Collins, flashed up the midway at night. Rides are well-painted, and were attractive, both day and night.

Shows which worked here included four office-owned units, one of which was a Funhouse. Other office-owned shows were the revue, managed and produced by Charlie Tiechnor; Side Show, managed by Gene Kight; Hawaiian Show, managed by Gene Woods, and a Hillbilly Show, which featured Lou Millet and Tabby West, singers with a rep built on records.

Other back-end units were a Crime Show, operated by Elizabeth Meyers; Tim Kettwig's Snake Show, Flash Williams' Motordrome, Marion Fulkerson's Turtle Show, and Lloyd Templeton's Car of Tomorrow.

Jamboree Nets \$820

A jamboree for the benefit of the Showmen's League of America was held Wednesday night (9) in the fair's outdoor theater, with Slim Wells, assistant to Collins, handling details. The show netted about \$820. A novel twist was that admission was confined to buyers of tickets in the League's queen contest.

Talent for the benefit was recruited from the midway shows and also from the grandstand revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago. Preston Lambert, of the latter show, emceed. Acts included Jack Cervone and his band, Bobo Barnett, Lou Mellet, and dancers from the Collins revue.



ENTRIES continue to flock in to beat the September 15 deadline in the contest to select Miss Outdoor Show Business of 1953, sponsored by the Showmen's League of America. Latest candidates are Sonja Glasgow (top), representing Gayland Shows of Canada; Evelyn Fordyce (center), of American Beauty Shows, and Mrs. Elmerett Lucia, candidate of the Blue Ribbon Shows.

Sullivan Biz at Par; Rich Dates Coming

Weather Spotty But Grosses Hold Up; Quebec Pays Off for 38-Car Combine

By JIM McHUGH

QUEBEC, Sept. 12.—Altho buffeted by vindictive weather since opening last April 12, J. P. (Jimmy) Sullivan's Wallace Bros. Shows are only a few percentage points away from equalling last year's grosses. With some of its most lucrative dates still to come, in collaboration with the Conklin interests, before closing next October 19 in Simcoe, Ont., the Canadian showman is pretty sure, right now, that his Dominion-wide enterprise will wind up with a few more of the extra-value Canadian dollars than it did a year ago.

At the Provincial Exposition here, for example, the show has had to buck some poor weather on important days. But even so the prospects of equalling, or even topping last year's handle, were considered very good as the 10-day event neared its end.

With an attendance of 350,000-plus making for a jammed-up midway nightly and on many days, the Sullivan units were clicking along at a capacity rate. Coming up are Renfrew, Lindsay, Chatham and Simcoe, Ont. Slated for October, considered the "best" month in terms of weather, the prospects are naturally bright and Sullivan, when he journeys to Chicago in December to preside at the Showmen's League convention, being president, should be well heeled.

Plays B Circuit

Rounding out this season a five-year contract with the Canadian B Circuit of fairs, the Wallace organization fought mud and rain at many of the three-day events which make up the route. But, while the weather held down earnings at a number of events, others, favored by clear skies, soared to new heights and the over-all earnings just about matched up with those of last year.

The big operation, traveling on 38 cars, including 18 system flats, features 8 kiddie rides, 8 major rides and 7 shows. Making jumps

up to 1,800 miles, Sullivan is paying the Canadian railroads a big bundle this year—15 per cent more than a year ago, actually, as the result of a tariff hike.

Beginning the B Circuit at Lethbridge the Sullivan organization coupled the biggest kid's day at the fair with helpings of overcoat weather and rain. A 700-mile jump to Weyburn was mostly wasted when rain and mud made it impossible to get all of the units up. At Moose Jaw business was reported good despite rain.

Plenty of Rain

At Estevan water was being pumped off the grounds for two days in advance of opening and the show units had to be bulldozed on and off. Portage La Prairie caught rain on one day and Carman, which followed, altho favored by good weather, was light business-wise. Yorkton was good and the 300-mile move to Melfort was well worth while with record business resulting on two days.

Lloydminster caught rain on the final day. At Vermillion the weather and business were good. Business was okay at Vegreville but then the show caught three days of rain at Red Deer. A record gross was scored at North Battleford and Prince Albert, which followed.

Babcock Wins At California State Fair

Kid Rides Match Major Midway \$\$; Concessions Cut

SACRAMENTO, Sept. 12.—Business on the carnival midway for the Frank W. Babcock United Shows at the California State Fair is exceeding expectations, Frank W. Babcock, owner, said. Attendance at the fair for the first five of the 11-day run was up 25,000 with spending ahead by some 10 per cent.

According to Larry Ferris, show's manager, Labor Day turned in good grosses with the office's take from the Kiddieland running neck and neck with that from the midway. Crafts Exposition Shows of North Hollywood came in to augment the Babcock equipment.

Show is using 26 major rides on the main midway and 22 kid rides in a separate section near the main entrance.

Babcock cut the number of concessions approximately one third over 1952. The owner said that year, Crafts Shows had about 150 concessions. This year there are 101 on the lot. Also featured are six shows instead of the scheduled 10. Four shows that were lined up failed to show.

The Babcock organization received the contract to play the date on the basis of a 13 cents per capita bid.

At the close of this run tomorrow, the equipment rolls south to Downie to play a community fair.

One of the attractions booked on the grounds is a fish show, which Babcock said was inked so his manager would not be far from his favorite sport.

L. F. Fogle Dies at 61

MARSHALLTOWN, Ia., Sept. 12.—L. F. Fogle, 61, operator of the cookhouse on Schafer's Just for Fun Shows, died here Thursday (10) following a heart attack. He had formerly been with Dyer's Greater, Harry Craig, Ray Brewer and Model shows. His widow survives. Funeral and burial was in Bonham, Tex.

Expansion Set By Metro; Levy Sold on Rails

CHARLOTTESVILLE, Va., Sept. 12.—Business was bad for Metropolitan Shows at the fair here, with very light turnouts reported. Shirley Lawrence Levy, with a disappointing season behind, was enthusiastic about the results of her switch to railroad cars. She declared she intends to enlarge her organization and will not return to truck operation because of a shortage of qualified help.

Metropolitan Shows, with 18 rides, 11 shows, and 60 concessions, drew huge grosses for rides and shows at the West Virginia State Fair, Roncevert, but concessionaires' business dropped somewhat behind last year's.



WILLIAM T. COLLINS, owner of the shows bearing his name, and Ed Schultz (right), secretary of the Nebraska State Fair, Lincoln, discuss details of midway plans for 1954. The Nebraska fair board Thursday (10), a day before the close of the 1953 event, awarded Collins the contract for the 1954 fair, the first time in the memory of fair board members that such early action was taken.

SYRACUSE BIG ONE FOR STRATES ORG

Grosses Hold Even With 1952; Outfit Heads for Lush Dates at York, South

SYRACUSE, Sept. 12.—With attendance pushing toward a new record that will bring the total to more than 400,000, the James E. Strates Shows were making out nicely on the midway of the New York State Fair.

Owner James E. Strates opined that the earnings of the fun organization would at least par last year's take. The show has eight days in which to put together its gross—rumored at around the \$130,000 mark in the past—so the inclement weather which hampered midway activities during the first part of the run was not as serious as it might otherwise be.

The event, one of the best on the Strates roster, will neatly

round out the organization's earnings in New York State.

Hamburg (N. Y.) Fair was exceptionally good this year and Strates chalked up a healthy gross. At other spots weather and polio hurt, but, on the whole, the show appears to have done very well in New York.

Governor Dewey, in his annual visit Thursday (10), congratulated Strates on a job well done in front of fair officials. While the governor personally did not visit the midway zone, his son did and brought in a full report.

Much of the cream of the fair season still lies ahead for the Strates organization. The York (Pa.) Interstate Fair is next. Thereafter the show heads south for some big stands, including the North Carolina State Fair, Raleigh, the best on its route.

Concession space was at a premium, with high prices asked and paid for the privilege of catering to the huge crowds. From reports, it was apparent that profits for all will be healthy.

Carroll Org Wins in Neb.

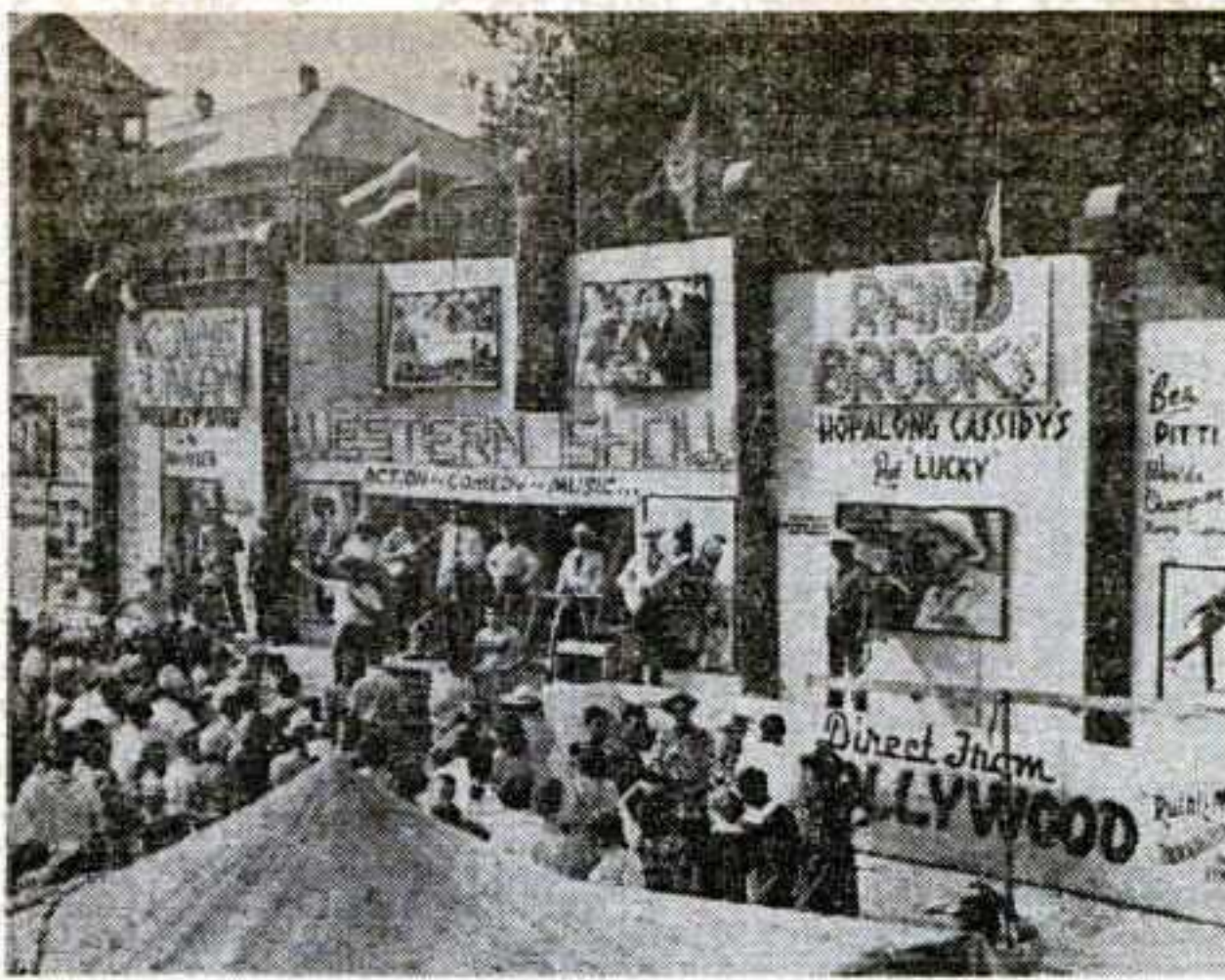
ST. PAUL, Sept. 12.—Veterans United Shows, despite heat and dust, was racking up winning takes at the Howard County Fair this week.

Altho daytime business was curtailed by the heat, evening turnouts were big and grosses were ahead of last year, according to Charles Carroll, show's owner-manager.

From here the org moves to the Douglas County Fair, Waterloo, Neb., the season's finale. Gear will then be stored at the Hutchinson, Minn., fairgrounds.

Walter Nealand, Bill Snyder Leave Cavalcade at Gary

GARY, Ind., Sept. 12.—Walter Nealand and W. E. (Bill) Snyder, press agent and general agent respectively of the Cavalcade of Amusements, severed their connections with that show at the close of its stand here this week. Snyder entered Methodist Hospital here for treatment. Nealand said that his future plans were indefinite.



WESTERN SHOW with the Amusement Company of America makes a strong pitch for patronage, as indicated by bally and front of the unit. Show is owned and operated by Kenne Duncan, Rand Brooks and Charles Campbell, and features Duncan and Brooks, of movie note, who are on a carnival for the first time this season.

Midway Confab

J. C. Admire, booking agent for the Ray Williams Shows, reports he recently bumped into W. E. Jack, advertising agent for the Gooding Shows, in Decatur, Ala., the first time they had seen each other since their meeting in Moberly, Mo., 30 years ago. At that time Jack was an agent for the Ed C. Nutt Players, dramatic show under canvas, and Admire had been agent for the Dickey & Terry two-car Tom show. . . Mrs. Josephine Smith (Jolly Josephine) was taken to Los Angeles General Hospital August 30 for treatment of a kidney infection. She expects to remain there for some time and would like to receive mail from friends.

Standard Shows went into winter quarters at Powell, Wyo., after playing Douglas, Wyo., recently. C. R. Thompson will take a unit out thru Colorado for a few dates and then head south for several Arizona fairs. . . R. A. (Don) Todd and Ronda Rondell have left the George Clyde Smith Shows. They moved to the Side Show on the Mighty Page Shows and are working to fair tips. Sideshow personnel includes R. A. Todd, front; Bill Brent, No. 1 ticket box; Catherine Todd, No. 2 box; Floyd Hurnell, burned alive; Whitey Willet, alligator boy; Prof. Ramos, magic and emcee; Sudan, fire eater, and Ronda Rondell, annex.

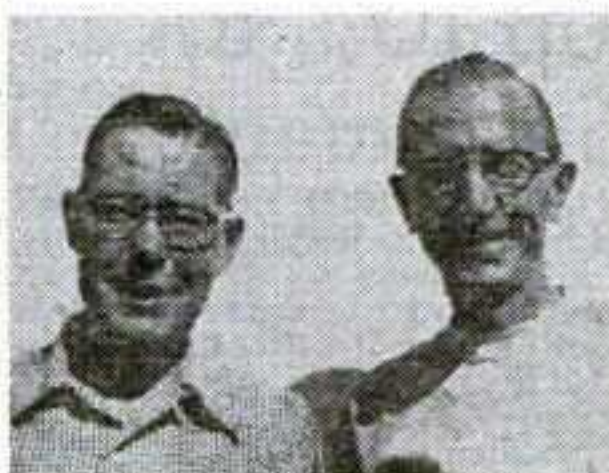
Benny Wolfe's Amusements played Williamston, N. C., last week when the local bank was robbed. Bill Porter, legal adjuster for the show, volunteered his services as a deputy and single handedly captured and arrested one of the robbers while he was asleep in a church yard. Local papers were generous in their praise of Bill, and the public spirit displayed by all personnel of the show.

Jackie Lywn, mentalist with Shan Bros.' Shows, is taking a stageshow out during the winter to play theaters and night clubs.

General agent Bill Breese, of Eddie Young's Sterling Crown Shows, scribes from Pensacola, Fla., that his org hit pay dirt at the Winchester, Tenn., Fair recently. The fair, which had been inactive for some time, was taken over this year by the old board of directors who left nothing undone to create interest in the 1953 event, Breese says. Breese recently visited Walter B. Fox at his new apartment on South

Broad Street, Mobile, Ala. That old-timer Frank W. Griffith cards from Whitesboro, W. Va., that Klenke Amusement Company, which he is booking, has been having satisfactory grosses at its early West Virginia fairs. Griffith was general agent of Jones Greater Shows, out of Huntington, W. Va., for several years and still makes his home in that city.

Max Cohen, general counsel of the American Carnivals Association, and his family were recently entertained in Macon, Ga., by Paul M. Conaway, Southeastern ACA regional counsel. The Cohen family was en route to Miami where Max was a delegate to the national convention of the Moose. . . Charles Drill, retired ride op and concessionaire, who now owns a 20-unit motor court in Macon, was a delegate to the recent Southeastern Shrine Convention in Atlanta.



OFFICE STAFF of the Amusement Company of America, Chester Mays and J. L. (Ed) Mackamer (right), caught with broad smiles at the Iowa State Fair, Des Moines.

Doc E. S. Raggett, veteran outdoor showman, recently paid off a \$2 debt of 20 years standing when he met Bob Noell, chimp show operator on the American Eagle Shows. It was the first time they had met since the loan was made.

J. K. (Jerry) Sherrow, press agent for L. P. Brady's United States Shows, is now driving a new sound truck to bally the org. The mobile sound unit uses high fidelity tape recordings, playing calliope music thru a speaker atop the truck which is in the form of a clown's head. . . Mrs. Dorothy Williams of the Buff Hottle Show, won a national trophy and two blue ribbons at the Pecatonica, Ill., fair with her crocheted bed spread.

Joe Hammond, former show owner, has been off the road for the past two years operating the Mint Club, a nitery in Glade-water, Tex. . . Jay and Ruth Williams, of Brown and Wallace Shows, took a quickie plane trip to Ocala, Fla., recently on business. During their absence, Jimmy Conway took care of the Williams' concessions.

Raynell, Girl Show impresario with the Cetlin & Wilson Shows, has brought out her own version of the old Spidora illusion, which she says is attracting considerable attention at the fairs. Altho modernized for this year's fair trek, Raynell credits the old showmen with picking this winner many

(Continued on page 55)

VIRGINIA STATE FAIR

RICHMOND, VA., SEPTEMBER 24 TO OCTOBER 3, INCLUSIVE

ANDERSON FAIR

ANDERSON, S. C., OCTOBER 5 TO 10 INCLUSIVE
 CAN PLACE to join immediately Man to take full charge and Dip for the Cetlin & Wilson Frozen Custard Truck. Salary and bonus percentage.
 The Great Lester can place Talker to join immediately for one of the finest Illusion Shows in America.
 Can place all legitimate Hanky Pank Merchandise Concessions. WANT experienced Workingmen in all departments. All address
CETLIN & WILSON SHOWS Reading Fair, Reading, Pa., this week

STERLING CROWN Shows

Eddie Young's

WANT FOR — TRI-STATE FAIR, CORINTH, MISS., WEEK OF SEPT. 28 AND UNION COUNTY FAIR, NEW ALBANY, MISS., NEXT WEEK, WITH 4 OTHER MISSISSIPPI FAIRS IN THE HEART OF THE COTTON COUNTRY, GOOD CROPS, PLENTY OF MONEY — WIRE FOR SPACE NOW.

- CONCESSIONS
- CONCESSION AGENTS
- RIDES
- SHOWS
- SHOWMEN

Custard, Ice Cream, Eating Stands, Jewelry, Novelties, Long Range, Ball Games, Fish Ponds or any Hanky Pank Concessions.
 Whitey Weiss wants Buckets, also for Count and Peek Stores, and useful Help for same. Truck drivers preferred.
 Caterpillar, Octopus, Dark Rides, Kid Rides, Live Pony Ride. Want Ride Help on all Rides.
 Drome, Fun House, Jig Show (Or Colored Girl Show), Wild Life or any well framed Show not conflicting.
 Want small organized Jig Show, have complete Show for same, must have own wardrobe and P.A. sets. Stan Wrisley can place useful people for Side Show.

ALL REPLIES: E. L. YOUNG, MGR., Greenville, Miss., this week; New Albany, next week.

BROWN & WALLACE Shows

FITZIE AL

LEWISBURG, TENN., THIS WEEK
 WANT FOR ALL A-1 FAIRS

Boaz, Ala. | Kosciusko, Miss. | Vicksburg, Miss. | Alexandria, La.

CONCESSIONS
 Age, Scales, Water Games, Long and Short Range, Milk Can, Bumper, String, Glass and Pottery Pitches. Any Hanky Panks. No overloading. Buckets, Six Cats, etc.

RIDES
 Want Flat Rides to enlarge for these spots, especially Octopus, Rolloplane, Rockoplane, Looper, Flyoplane, Skooter, Live Ponies. Sammie, join Boaz.

SHOWS
 Have wagon fronts—can place capable people with earning ability for finest back end any show this size. Playing in real show territory.

NOTICE
 Bob Buffington, come in Boaz. Frankie Daze, contact. Fitzie Brown wants Agents for Count and Pin Stores. Join now. P.S.: Can place at once experienced Mechanic; must have own tools. Top salary.

Schafer's JUST FOR FUN SHOWS

SHOWS PLAYING DALLAS

Got two red ones ahead at the Ardmore, Okla., and Longview, Tex., Fairs. Show is then headed south for seven Southern Fairs in Oklahoma and Texas. Ardmore Fair is September 21st to 27th.

Want Hanky Panks of all kinds. Can place American Mitt Camp. Will book one Major Ride not conflicting, also Wild Life and MonKey Show complete, etc. Girl Show wanted, will furnish complete outfit for a reliable party with three or more girls. Need talker for Side Show and can also place good Acts for same.

Can use good Ride Help at all times. Can place Hanky Pank Agents for a good Southern season yet to come.

CONTACT: W. A. SCHAFER

ARDMORE, OKLAHOMA

DesBro Shows, Inc.

WANTED FOR THE VERNON, N. Y., FAIR

ONEIDA COUNTY, SEPT. 26th TO 29th

All Concessions open. Wanted—Cookhouse, Grab, Penny Arcade, Balloon Darts, Break the Dish, Ball Game, French Fries, Frozen Custard, Dart Stores. Will book all stock Concessions.

All replies this week, Geneva, N. Y. Will be at Vernon, N. Y., Sept. 24th to layout lot.

ANGELO DESIDERIO, Gen. Mgr. c/o Seneca Hotel, Geneva, N. Y.



HUSBAND-AND-WIFE team, Mr. and Mrs. Eric Charles (Alberta Slim) Edwards, operate three midway shows in Western Canada. Of the three, one is a circus-type show in which Slim and his wife and their daughter, Betty Lou, all perform. In off-season, Alberta Slim, a popular singer in Western Canada, writes music, sings over a British Columbia radio station and makes recordings.

Wade Has 10% Gain At Michigan State

Per Capita Down But Better Turnouts Hike Take; Labor Day Weekend Big

DETROIT, Sept. 12. — W. G. Wade Shows, despite a drop-off in per capita spending, was running ahead of its '52 pace at Michigan State Fair as a result of fair turnouts that were sharply ahead of a year ago. According to W. G. Wade, up to today, next to the final day of the 10-day run, ride and show grosses showed an increase of approximately 10 per cent.

Much of this surplus was registered over the big Labor Day weekend. Sunday, biggest day

of the run, takes were up 20 per cent, while the holiday crowd spent some 15 per cent more money on the Wade midway. Tuesday (8), Kids' Day, was another big winner, with moppets keeping the rides busy.

In view of bigger attendance, Wade expected a bigger increase than the 10 per cent, but due to a lull in employment caused by the recent big General Motors transmission plant fire, many auto-worker fair patrons are watching their dollars.

Midway

The Wade organization was loaded with potential money-winners. For the first time here, rides and one show were spotted in a kiddieland arrangement located at the other end of the grounds, from the main midway. Here Cameron Murray, Wade exec, had a Merry-Go-Round, Ferris Wheel, Kiddie Train, Autos, Boats, Tilt-a-Whirl, ponies and an office-owned Funhouse.

On the big midway, 25 major and kid rides operated, including Eddie Ingle's dark ride; Mullin's Rockplane and W. O. King's Dodgem, Comet and Scooter.

In the strong back end were Charlie Hodges' Side Show and Jezebel, Irvin Miller's "Brown-skin Revue," Dianne Ross' gal show Joe Sciortino's posing unit, Cash Miller's sloths, Bob McCarthy's Jungle Show, Rex Sutton's crime unit, J. W. Byers' Funship, Les Evans' Motordrome, Sailor Katzy's snakes, Walter Stoeffel's Ark, Harold Ross and his ice revue, W. O. King's Scandals, the Welch two-headed baby, dogs and midjet horses; G. W. Nelson's Swiss Village, George Sharp's python and Monkeydrome, J. M. Morton's Rocket Ship, Abel Mack's Mechanical Show, R. Rossier's animals, W. L. Wilson's motorcycle, Mark Williams with Cowbelle Annie, the March Lord's Supper, and Doc White with snakes.

For flash, the show had six towers up and was using two searchlights.

C-W Matches '52 Pace at Ind. State Fair

INDIANAPOLIS, Sept. 12.—Despite a dip in attendance at the Indiana State Fair, Cetlin & Wilson Shows reported midway business was matching that of last year and in some cases was slightly ahead of '52 figures.

The ability to match last year was attributed by Co-Owner Izzy Cetlin to a stronger back-end and for the most part, good weather conditions. Rides scored heavy on most days and concessions brought in by the show reported satisfactory business.

Fair officials reported that independent concessionaires on the grounds also said their business was satisfactory.

Geo. Smith Unit Heads For Fairs

WINCHESTER, Va., Sept. 12.—Fairs are expected to hold up and perhaps surge ahead for the George Clyde Smith Shows. If the show does click at annuals then the lagging season documented to date could turn into a winning one.

Rain and generally poor weather have taken their toll thru the season but even so the earnings, while far from the best, have been good enough to promise good earnings at fairs. The org will be playing familiar events and the personnel is optimistic.

The show is one of the few traveling in the east and outside of New England to carry a free act this season. Jack Knoll is featured on the high trapeze.

The show is now carrying 7 rides, 8 shows and 30 concessions.

WOM Doing OK At Rutland; Brockton Next

RUTLAND, Vt., Sept. 12.—Despite rain in the forenoon of opening day Monday (7) and chilly evenings thruout the week, the World of Mirth organization is having a good stand here. Tuesday, children's day, was a big one for all rides and the attractions in the Kiddieland area. Club 18 continues to turn in top grosses, with the water show and Gay New Orleans making a strong bid for runner-up. Hermine's Midgets are also in the win column and other shows are doing their share of business here.

Ritchie Cox, public relations director with the show, ushered the local press around the lot. The various shows and rides have been featured in news stories and picture spreads in The Rutland Herald.

Due to lack of space a few of the rides did not set up but were shipped along to Brockton, Mass., for next week's stand. Eva White of Club 18 purchased a daschund at the fair at Essex Junction last week and has christened it "Schnapps." Maxine and Bob Camp sent their son Johnny to Jacksonville, Fla., this week to enter school.

Detroit Club Nets \$1,500 From Benefit

DETROIT, Sept. 12.—The treasury of the Michigan Showmen's Association was increased by an estimated \$1,500 from the annual benefit show held here Wednesday night (9) at the Michigan State Fair. Festivities took place in the Diane Ross Girl Show top and were attended by close to 900, including showfolk, State, city and county officials and a number of civic leaders.

L. H. (Doc) Firestone, MSA president, owner of Flint (Mich.) Park and a member of the State Fair board, was chairman of the event. Also on the committee were Bob Morrison, Sammy Berg, Joe Kemper, Douglas Brown and Walter (Wingy) Schafer. Terrell Jacobs had an elephant doing advance bally for the event.

Talent on the program included the Brownskin Revue; Diane Ross and her show cast; Murray (Hats) Watson, juggling; Mel Snyder, equestrian director of the grandstand show, and Danny Crystal, emcee of the Coliseum show. Others appearing were Nelson's Pigs, Great Telesco, Bob Nelson, California Joe and Montana Frank.

Crafts Moves To Grape Cele

SACRAMENTO, Sept. 12.—With the California State Fair closing its 11-day run here tomorrow, Orville N. Crafts will move out his Crafts Exposition Shows, which augmented the Frank W. Babcock United Shows which held the contract, to Lodi for the Grape and Wine Festival. His Crafts 20 Big Shows is scheduled to end a four-day run at the Antelope Valley Fair in Lancaster tomorrow.

The 20 Big unit, managed by Frank Warren, moves to Chula Vista for the Fiesta de Luna, followed by a date in Florence. The unit will close September 27. However, some of the rides will augment those of the Exposition unit, managed by Roger Warren, at the Fresno District Fair in Fresno early in October. For this date, Crafts said he would feature 20 major and 15 kid rides. An Octopus from 20 Big will be one of the major equipment loan-outs.

While here, Crafts marked a birthday with a party at the Del Prado. Among those attending, in addition to Mr. and Mrs. Crafts, were Mr. and Mrs. Ted Rosequist, Roger Warren, Carol Anne Warren, Frank Warren, Mr. and Mrs. Jack Dyke, Mrs. Billie Bryant, Ethel Krug, and Al Cecchini.

PNE RIDES, SHOWS TOP 1952 FIGURES

Fair's Share Up for Nine Days; Concession Takes Match Last Year

VANCOUVER, B. C., Sept. 12.—Midway operators, aided by record-breaking attendance, racked up '52-topping grosses at the 11-day Pacific National Exhibition, which closed its run here Labor Day (7).

According to Dave Dauphinee, midway superintendent, the fair's 30 per cent share of the ride and show take, thru Thursday (3), was \$20,000 ahead of the same period last year.

Top money-winner among the rides was Bob Bollinger's Looper, which collected a straight 35 cents per ride; runner-up was the Tilt-a-Whirl belonging to Royal Canadian Shows, which collected 15 cents for children and a quarter for adults. According to Jerry Crawshaw, manager of Royal Canadian, the ride alone was up 50 per cent in earning while other rides were reported to be up a whopping 25 per cent.

Games Even

Games of all kinds were on a par with '52 with the exception of bingo and diggers, which showed a gain. Eat spots were also up. Jimmy Stephens' big 100 by 165-foot cafe under canvas, with its 480-seat capacity and 200 employees, led the parade. On Labor Day, Stephens reported using upwards of six tons of potatoes.

On the back-end, Baker and Cowan's "Satan's Angels," a revue, was away out in the lead, customers dishing out 75 cents up until 9 p. m. on Monday when the ante went up to a buck. Alberta Slim Edwards' Funhouse was the second big grosser at 15 and 25 cents and had them lined up afternoon and night. Baker and Cowan's "Harlem Revue" was a poor third.

The fair's Kiddieland, set up south of the Administration Building and separated from the big

midway, was an all-time big winner over any previous year. The 14 rides belonged to R. Hayworth, of Portland, Ore., and they ran to capacity much of the time.

On Kid's Day the Boats handled close to 6,000, altho the Little Dipper was ultimate leader for the 11-day period. The only show on the moppet midway was Don George's Puppets, which played to big business. Rides went for 10 cents straight, six for 50 cents.

Rainier Tabs Big Winner at Oregon State

SALEM, Ore., Sept. 12.—The Oregon State Fair brought whopping midway business to Rainier Shows during the eight-day event closing Saturday (12).

Carnival Manager K. R. Anderson said business opening day Saturday (5) was up 50 per cent over last year's first day. The second day was 30 per cent higher, and business was holding at least even thru the rest of the week.

Rainier, which played here last year, brought 14 rides and 8 shows. Unveiled for the first time was a new giant Roller Coaster, which topped all rides for business. Track is 20 feet high and fills an area 120 by 50 feet. The cars accommodate 21 passengers with rides at 35 cents. Other rides are 25 cents. The Coaster was built for Rainier by the Miller Manufacturing Company of Portland, Ore., and Anderson says it is the first of its size in this part of the country.

An illusion show, "Hell's Belles," a girl attraction, was topping the midway, Anderson said. Second favorite among the customers was the Motordrome.

Rainier closes after this fair, going to winter quarters at Tacoma.

Freedman Biz Up 10% at Sacramento

SACRAMENTO, Sept. 12.—Sale of novelties, jewelry, souvenirs, and take from scales and guess-your-age at the California State Fair here for the first three of the 11-day run were 10 per cent ahead of 1950. Alex Freedman, of Freedman Concessions, said. That year Freedman had the set-up fence-to-fence the same as this year.

Freedman, who is assisted by Morry Levy, his manager, said that he had 48 stands, including jewelry and scales, Cowboy hats, big plush monkeys, Fido dogs, and badges were reported the big sellers.

Reporting on grosses, Freedman said Sunday (6) business was on a par with the same day three years ago.

Freedman moves from here to the Santa Clara County Fair, San Jose. He also reported that he again has the novelties in the Rose Bowl in Pasadena for New Year's Day. This will be his third year at the famed football game and his contract runs until 1956.

Weaver Wins At Iowa Fairs

UNIONVILLE, Mo., Sept. 12.—Grand American Shows trucked to the Putnam County Fair here this week after chalking up a red one at the Vandalia, Mo., annual last week.

According to L. O. Weaver, org's owner-manager, business in Iowa was sharply ahead of last year and the six fairs played in that State brought grosses that were between \$1,000 and \$2,000 ahead of last year. Iowa events played included those at Allison, Maquoketa, Iowa Falls, Eldora, Waverly and Nashua. Iowa Falls showed the biggest gross and increase, while Eldora was far beyond expectations, Weaver said.

Jimmie Henson Opens Good at Bethany Fair

BETHANY, Mo., Sept. 12.—Greater Dixieland Shows, moving into the Northwest Missouri State Fair here on two weeks' notice, got off to a good business and given weather expected to wind up with a winning stand.

J. L. (Jimmie) Henson, owner-manager of the show, had nine rides, five shows and upwards of 40 concessions in operation here.

Business thus far is running ahead of last year, according to Henson, altho expenses are also increasing. Iowa fairs including those at Mount Pleasant, Vinton, Traer, Independence, Waukon, Jampton and Cresco all came up with satisfactory grosses, he said.

Org makes a long jump from here to Russellville, Ark., to be following by the Dumas, Ark., fair and three Louisiana annuals at Winfield, Marksville and Winnsboro.

Staff, in addition to Henson, who also handles the general agent chores, includes John McKee, lot superintendent, and Mrs. Florence McKee, secretary-treasurer.

RIDES FOR SALE

- Seven-car TILT
- #12 ELI WHEEL
- COMET

All with V-belt pulleys. In A-1 shape. Can be seen in operation until September 22.

Phone Van Buren 6-6867
Chicago, Illinois

WANT AGENTS

For Scales, Age and Novelties. Best Southern Route. World of Mirth Shows.

LARRY M. NATHAN
210 West 80th Street
New York 24, N. Y.
(Opening Allentown, Pa.)

WANT

Bingo, Shooting Gallery, Balloon Darts, Scales, Slum Spindle, Glass Pitch and all other Hunky Punks. We will be at Mulberry, Ark., Fair, Sept. 20 thru 26. Privilege is low. We need Agents. Have a good route, Arkansas and Missouri. Wire

WM. DAVIS & SON AMUSEMENT CO.
MULBERRY, ARK.

WANTED

2 Gallery Agents, 1 African Dip Rider, Kiddie Ride Man who can handle Midgeo-Racer and Hobby Horse.

V. E. JAMESON
Gold Medal Shows, Hendersonville, N. C.

Thank You SAM PRELL

Owner of Prell's Broadway Shows, for your purchase of 5 Chevrolet Tractors.

JOHNNY CANOLE
Altoona, Pa.
Phone 9347 or 3-3003

AMERICAN BEAUTY SHOWS WANT

Bingo for 5 more fairs. Can use a few more Concessions. Want to book Shows of all kinds, especially Girl Show.

Address:
Lamar, Mo., this week; Neosho, Mo., next.

AGENTS WANTED

For Dunn, N. C., Sept. 21 to 26, and eight more A-1 Fairs. Opening for capable man for only wheel on show. Head of Razzle open to reliable man with crew. One Pin Store Agent, Bucket Store workers. No drunks. All replies to Marke "Curley" Graham, Bus. Mgr.; or Roland Page, Concession Mgr.

Mighty Page Shows

Rutherfordton, N. C., Fair Ground, Sept. 14 to 19.

CONCESSIONS WANTED

Can place Merchandise Concessions of all kinds for ENGLISH AVENUE & LALSALLE STREETS, INDIANAPOLIS, ALL NEXT WEEK. Sponsored by P. R. Mallory Employees. All replies to

TOM L. BAKER

2257 Madison Avenue, Indianapolis, Ind. Phone Garfield 4584 or to Ernie Allen, Baker United Shows, Sullivan, Indiana.

WANTED

Blower, Count Store Agents, also for Slum Stores.

ART HUNT RAY WILLIAMS SHOW

Shelbyville, Tenn.

FOR SALE

The only Russian Pobeda car that was smuggled out from behind the iron curtain. A great attraction. Sacrifice at \$7,500.

ISAAC F. WHITE

2 Oxford Circle Norristown, Pa.

Midway Confab

Continued from page 53

years ago when the attraction was originally introduced. . . . **Earl Chambers**, who has the Monkey Speedway, Wild Animal Show and Glass House on the Cetlin & Wilson Shows, has been attracting much favorable comment on the flashy appearance of his attractions. But Earl modestly admits that he never passes up a bet to modernize and improve them with the latest ideas in showmanship.

Pete Krekos spent considerable time at the CNE relating his many and varied experiences in Cuba where he toured last winter. Following his Canadian dates, Krekos will head for the Dallas fair. . . . **Bill Donovan** handled sales of The Billboard on the CNE midway again. . . . **Neill Webb**, secretary of the Conklin Shows, was one of the busiest at the CNE, meeting the large number of visiting showmen.

Mrs. Frank Conklin came to Toronto from Brantford, Ont., to show **Patty** and **Frank's** sister, **Grace**, what the CNE midway was all about. . . . **Clif Wilson** cut up many jackpots with **Jimmy Hurd** under **Pete Kortez's** canopy. . . . **Joe Shreibich**, secretary of the Showmen's League of America, spent Labor Day at Toronto before pushing on to Ottawa.

Harry T. (Sheriff) Williams, altho confined in a New Orleans vet hospital, is planning to operate several concessions at the Louisiana Purchase celebration in the Crescent City this fall.

WANT DIESEL ELECTRICIAN
Must be sober, reliable and furnish references.
BOX D-70
Billboard Pub. Co.
2160 Patterson St., Cincinnati 22, Ohio

WANT MECHANIC
With tools to join on wire. Don't misrepresent. References required.
BOX D-71
Billboard Pub. Co.
2160 Patterson St., Cincinnati 22, Ohio

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT FOR CARTERSVILLE AND GAINESVILLE, GA., FAIRS AND ALL FAIRS UNTIL NOVEMBER

Cookhouse, Photos, Novelties, American Palmistry, and any prize-every-time Concession. Want Trumpet and Trombone for Minstrel Show; salary \$50.00 a week; pay every night.

Replies to
SHAN WILCOX
Athens, Tenn., this week; Cartersville, Ga., next week.

INTERSTATE SHOWS

WANT FOR DECATUR COUNTY FAIR, PARSONS AND DECATURVILLE, TENN., COMBINED; FOLLOWED BY LAWRENCE COUNTY FAIR, MOULTON, ALA. ALL FAIRS UNTIL CLOSING

CONCESSIONS—Hanky Panks of all kinds, Eating and Drinking Stands. Good opening for Long Range, Short Range, Age and Weight, Gadgets and Hats.

SHOWS—Will book any worthwhile Grind Shows. Will give good proposition to Motordrome, Penny Arcade, Funhouse, Glass House.

Want to book Roller Coaster, Octopus, Looper, Little Dipper and Spitfire.

RIDE HELP—Foreman for Tilt, Second Men on all rides. Want Man and Wife to take complete charge of Cookhouse. Can place useful Show People in all departments. All replies to

H. B. ROSEN
Tipton County Fair, Covington, Tenn., this week.

STATE EXPOSITION SHOWS

OUT ALL WINTER

OPENING CADDO COUNTY FREE FAIR, ANADARKO, OKLA., SEPT. 22 thru 26; then Vernon, Tex., to follow.

Fair Secretaries and Celebration Committees, get in touch with us for a good Show.

CONCESSIONS: Bingo, Ball Games, Balloon Darts, Photos, Popcorn and Peanuts, Candy Floss, Sno, Candy Apples, Novelties, Bowling Alley, Coca-Cola Bottles, Hoop-La, Hi-Striker, Palmistry, Slum Spindle, Huckley Bucks and other legitimate Concessions, wire or write.

SHOWS: Funhouse, Big Snakes, Wild Life, Mechanical City.

RIDES: Can place Tilt, Roll-o-Plane and Octopus. Can place Electrician. Ride Men with wives who can work Concessions or sell Tickets.

Wire STATE EXPOSITION SHOWS, Anadarko, Okla.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL

For Carroll County Fair, Huntingdon, Tenn.; Jackson, Tenn., A. M. & I. Fair; Jackson County Fair, Scottsboro, Ala., and Roanoke, Ala., County Fair. Those joining now will be given preference.

CONCESSIONS WANTED—Grab, Scale and Age, Jewelry, Custard, Long Range, Hit and Miss, Coke Bottles, Fishpond, Cork Gallery, Bumper, Balloon Dart, Pitch-Till-You-Win, African Dip, Set Spindle, String Game, Watch-La, Milk Bottle and Knife Rack. **AGENTS WANTED** for Pea Pool and Mouse Game. **SHOWS WANTED**—Snake, Monkey and organized Girl Show. **HELP WANTED**—Wheel Foreman and Second Man (Cornbread Red, contact, please.) All replies:

JOHN PORTEMONT, Lexington, Tenn., Fair this week

C. A. STEPHENS SHOWS

CAN PLACE FOR MAYNARDVILLE, TENN., SEPT. 21-26; CONYERS, GA., FOLLOWS

CONCESSIONS—Fish Pond, Jewelry, Glass Pitches, Hoop-La, Custard, Bumper, Agents for Buckets, Swinger and Nail Store. Counter Men for Cookhouse. Dixie, get in touch with Chuck Howington.

RIDES—Octopus, Fly-o-Plane, Spitfire. Second Men on all rides who drive. Grind Shows, Ball Girls, Ticket Sellers for Side Show.

Dungannon, Va., this week.

MIGHTY GEM CITY SHOWS

BOOKING FOR 3 BIG FAIRS NOW

ETOWAH COUNTY FAIR, SEPT. 21, ATTALLA, ALABAMA; AMERICAN LEGION FAIR, SEPT. 29 THRU OCT. 4, CARUTHERSVILLE, MO. THEN THE BIG ONE ALBANY, GEORGIA—SOUTHWEST GEORGIA STATE FAIR—OCT. 12-17

CONCESSIONS

Will book Concessions of all kinds that work for Stock. Want Water and Ball Games, African Dip, Six Cats, Buckets, Peek Store and other types of Grind Stores. Also Hanky Panks of all kinds.

RIDES-SHOWS

Will book Rides and Shows of all types, including Girl Shows, Organized Jig Show, Grind Shows and Ding Shows, such as Wild Life, Animal Shows, Dark Ride, Glass House or Fun House. Can place Girls for Girl Shows. Paid thru Office. Top Salary.

HELP

Can place Ride Help and General Carnival Help in all departments. CONTACT

THOMAS D. HICKEY
Fairgrounds, Fayetteville, Tenn.

or
DON GRECO
Largen Hotel, Fayetteville, Tenn.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR

MT. AIRY, N. C. SEPT. 21-26	To Follow	ROCKY MOUNT, N. C. SEPT. 28 to Oct. 3	To Follow	GREAT FREDERICK FAIR FREDERICK, MD. OCT. 5-10
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CONCESSIONS—Cook House for balance of season. Eating, Drink Stand, Age and Scales, Novelties, Hanky Panks, Derby Racer, Mike Bosco, answer.

RIDES—Octopus, Rocket, Dark Ride, Glass House, Fun House or any Ride not conflicting. Ride Help in all departments. Semi Drivers preferred. **SHOWS**—Wild Life, Fat Show, Midget Show.

All Answer—Sam Prell, Goldsboro, N. C.

VICTORY EXPOSITION SHOWS

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS

6 DAYS — SEPTEMBER 28 THRU OCTOBER 3 — 6 NIGHTS
35,000 AIRMEN AT SHEPPARD FIELD

WANT

CONCESSIONS—PHOTOS, LONG AND SHORT RANGE GALLERIES, CUSTARD, HANKY PANKS OF ALL KINDS.

SHOWS—FUN HOUSE, MOTORDROME, SNAKE SHOW, MONKEY SHOW, MECHANICAL OR ANY WORTHWHILE SHOW.

RIDES—WANT LOOPER, SPITFIRE, PONY, ROCK-O-PLANE.

Address: ALVIN VANDIKE, Muleshoe, Texas, this week.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT FOR NEWNAN, LA GRANGE, WINDER AND MORE TO FOLLOW

RIDES Boat Ride, Sky Fighter, Coaster and any Major Rides not conflicting.

SHOWS Monkey, Wild Life, Animal Show and Side Show.

CONCESSIONS Frozen Custard, Ice Cream, French Fries, Pronto Pups, Mitt Camp, Long Range Shooting Gallery, Kitchen Gadgets, Straight Sales and Hanky Panks of all kinds.

All Address JOHNNY T. TINSLEY, Mgr., Easley, S. C.

PENN PREMIER SHOWS

worlds * cleanest * midway

DURHAM COUNTY (WHITE) FAIR DURHAM, N. C., SEPT. 21-26	DAVIDSON COUNTY FAIR LEXINGTON, N. C., SEPT. 28-OCT. 3
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CONCESSIONS Can place Novelties, Fish Pond, Derby Racers, Jewelry, String Games, Pitches, Eats, Drinks, French Fries and any other legitimate Concessions. Can place some Percentage if you have Hanky Panks. Howard Piercy can place head for Pin Store.

SHOWS Can place Wild Life, Arcade, Snake Show, Working World or any other Shows not conflicting. Can place Man with cycles to manage Motordrome. (Will pay reward for information as to the whereabouts of Mickey Donahue, Motordrome operator.)

RIDES I can place Fly-o-Plane, Spitfire, Caterpillar or Rock-o-Plane if they are in good condition, painted and in keeping with our Show. No other Rides needed.

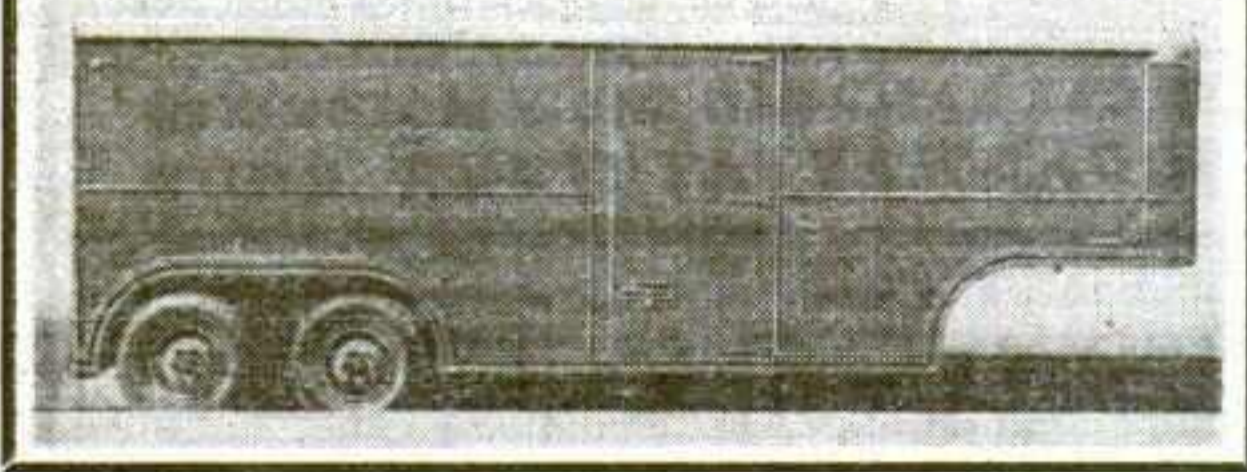
Address all mail and wires to
Lloyd D. Serfass, Gen. Mgr.
PENN PREMIER SHOWS, Emporia, Va.

All phone calls to
Harry (Buster) Westbrook, Bus. Mgr.
Bellfield Hotel, Emporia, Va.



FOR SALE! THIS BEAUTIFUL 28' TRAILMOBILE DROP-FRAME VAN. FRONT HAS OVER 500 SOCKETS FOR 10W. LIGHTS THAT ALL FLASH OFF AND ON MAKING A DAZZLING DISPLAY. THE WORDS "KIDNIE LAND" ARE CUT-OUT LETTERS, TEMPORARILY MOUNTED AND EASILY REMOVED. ABSOLUTELY LIKE NEW INSIDE AND OUT. PERFECT FOR SHOW FRONT, GATE, COOKHOUSE KITCHEN, FUN HOUSE, KIDDIE RIDES, OFFICE, GLASS OR BINGO STOCK, ETC. IF WANTED WITHOUT LIGHTING, FACTORY HERE WILL REMOVE SAME, REPLACE WITH NEW PANELS AND REPAINT AT MY EXPENSE.

WITH LIGHTING . . . \$2,300.00 WITHOUT LIGHTING . . . \$1,800.00
P. O. BOX 927 • Phone Riverside 6-6289 • YOUNGSTOWN, OHIO



Anderson Sets 3d C&W Midway

ANDERSON, S. C., Sept. 12.—The 1953 edition of the Anderson County Fair will be expanded to include a third midway, general manager I. V. Hulme says, enabling Cetlin & Wilson Shows to get all its rides and shows on the grounds for the annual October 5-10.

This is being made possible thru relocation of the free acts grandstand and stage, Hulme explained. These have been transferred from the center of the old race track area to the north end, near the poultry and livestock exhibits.

The new midway will run north and south parallel to the old midway. Both will be bisected by a perpendicular midway extending from the main entrance.

New Miami HQ Nearly Finished

MIAMI, Sept. 12. — All signs point toward early completion of the new Miami Showmen's Association headquarters, with the roof now finished and work being speeded on the interior. Secretary Phil Cook said today the building should be ready for occupancy in the fall. He reminded members that dues are payable and should be sent to the office.

Ruth Schreiber, president of the Ladies' Auxiliary, reports favorable news from throughout the country, with members working for funds from which to furnish the new building.

Detroit Fair Concession List

DETROIT, Sept. 12. — The following concessionaires were listed at the Michigan State Fair: Cookhouses and grab joints—Sam Adler and Sons, Howard O. Briggs, Charles E. Boots, Anna J. Brown, Brown and Williams, Paul M. Buback, Carpenter and McBride, Warren F. Chalton, Donald R. Conrad, Mrs. John Daskaloff, Joe Dermer, Gwendolyn Dombrowski, James Dorlet, Fred M. Dulin, Genevieve Dutkiewicz, Jack C. Giroux, Gordon Havesy.

Arthur Hines, Julia Horner, Julia E. and Clary Hovey, Jennings Johnson, Walter S. Kozak, Robert Kutzen, F. Ira Labadie, Raymond Lindsey, Cecelia Lohse, J. D. McCullough, Frank D. Marth, W. S. Myers, John L. Norman, John Obielecki, Michael J. O'Shea, Mrs. Mary L. Pohl, W. C. Rettich, Russell G. Ryckman, Wanda Sadowski, Margaret Ann Schneider, Tillie Silverman, Helen Skowronski, Charles and Richard Swain, G. H. Tucker, and Jimmy Tucker.

Popcorn—Hrayr Agababian, Albert Goodballian, Jake Goodballian, Joe Johnson, Mrs. Mike Johnson, Dorothy G. Lutz, Arthur Mahlebashian, John Mahlebashian, Mrs. Galust May, Henry May, Dajad Dan Nabbandian, Albert Ohanesian, Charles H. Ohanesian, Morrison Smith, H. A. Yavruian, S. A. Yavruian, and H. Zakarian.

Frozen custard—Frederick G. Brown, William C. Dwyer, and W. S. Myers. Salt water taffy—William J. Coffelt and Stanley S. Powell.

Vitamins—Martin A. Brown, William E. Boyce, J. Arthur McCool, and Chester Nairne, Colton candy—Sidney Ayles (5), Paul Delaney, Earl R. Floyd, Jay Hotchkiss, Maurice G. Layne, Arthur Earl Moon, and W. S. Myers. French fries—George and Helen Fraze, Fred A. Mullen, and Troy V. Grady.

Auto polish—John Branscombe, J. Arthur McCool, and John C. Poelsira. Photo galleries—Gerald Levine, and W. Stein (2). Horoscopes—Edward G. Edwards, I. Singh Hanspal, and Randolph Mathura. Shooting galleries—W. O. King (5), Charles Stapleton, and Thomas Sulton.

Novelties—Edward Bennett, Daughters of the Nile, Andy Day, Paul Delaney, Despiter Brothers (2), Leonard Luxenberg (2), Thomas Payne (2), and Abraham T. Younan (2). Hats—Jack Durand, Leonard Luxenberg (2), Raymond F. Madigan, Harry Moore (2), Thomas Payne, Ray C. Schafjan (2), and Abraham T. Younan.

Jewelry—Harry Cusella, Gus DeQuatro, E. N. Golden (2), Harry Kibel, Martin J. Lawless, Lawrence H. LoPatin and Jack Zaichick. Kitchen gadgets—Henri J. Bordeaux and Company, William Hecker, William J. Pollard, Alex Salem, and R. W. Linenfeller.

Miscellaneous—Clement Adam, candied apples; Charles Antell, shampoo; B. G. Bussano, cigarette holder; Mae Billings, ceramics; Art Braver, general merchandise; Lillie Mae Brewer, flowers; Phil Dermer, toys and cedar wood; Donald T. Elliott, cigars, 3 and vending; Samuel S. Field, art booths, 2; Murray Fien, chameleons; Robert W. Henderson, strollers; Mrs. Jerline Jones, fudge candy; George Kehoe, handwriting analysis; Charles Horowitz, program sales; William A. Loninger, ice-cream stands (15); Marie Trading, spiral saw; Thomas J. Norton, saw blades (2); Marge Russell, general merchandise; Jerry Samet, stuffed animals; Albert Sarkees, balloons (2); Mike Soneschine, fountain pens; Charles H. Stapleton, African dip; Fred Valle, humature; Jerome H. Weinberg, Lollipop; Mrs. Irene Weiss, perfume; Russel A. Whitehurst, African dip; E. B. Wilson, baseball batting; Norman R. Zemer, root beer; Gus De Quatro, windup toys; Mildred Nickels, handwriting analysis, and Chief Beatty, Indian lecture.

EVANS' Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

EAST TENNESSEE FAIR

NEWPORT, TENN., September 21 to 26 Inclusive

FRANKLIN COUNTY FAIR

LAVONIA, GA., September 28 to October 3 Inclusive

WILL PLACE—Legitimate Merchandise Concessions. Exclusive Novelties, Custard and Hats for sale.

WILL PLACE—Any Grind or Bally Show not conflicting with what we have. Good opening for Monkey, Wild Life, Glass House, Drome, etc. All replies WIRE

JAMES H. DREW SHOWS
IRVINE, KENTUCKY, all this week.

MIGHTY PAGE SHOWS

WANT FOR DUNN, N. C., FOUR COUNTY FAIR, September 21-26, Day and Night, and eight more big Fairs to follow including Charleston, S. C., and Savannah, Ga., Colored Fairs.

CONCESSIONS all open. Now selling space. This is the best Concession date in the East. No exclusives except Bingo and Custard. Will book one American Mitt Camp. Good proposition for Penny Arcade. SHOWS: Can place Glass or Fun House, Wild Life, Mechanical, Big Snake or anything not conflicting. Book one Girl Show with nice front for this date. Want Comedian, Chorus Girls and Musicians for Jig Show. RIDE HELP: Need good Ride Men at all times. Top salaries. All replies to

BILL PAGE
Rutherfordton, N. C., Fairgrounds, this week.

RALEY BROS.' EXPOSITION

BREAKING ALL RECORDS FOR COMMITTEES

RICH SQUARE, N. C., THIS WEEK

THEN THE BIG ONE

11th ANNUAL LIONS FAIR, SEABOARD, N. C.
Week of Sept. 21st.

Good opening for Bingo, Scale, Hi-Striker, French Fries, etc. Hanky Panks, come on, privilege reasonable. No racket or gyms tolerated. Grind Shows with own outfits. 25 per cent. Place any Rides not conflicting. Herb Mac, contact. Will buy more tops for reliable Showmen. Need Street Decorator for Armistice Day Celebration. Wire or phone. 2513 Rich Square.

HAROLD RALEY, Mgr.—ETHEL RALEY, Socy.—FRANK DICKERSON, Gen. Agent

FOR SALE MAD CODY FLEMING SHOWS

One of the Finest Carnivals in America

Merry-Go-Round, Speedway, Caterpillar, Spiffire, Roller Coaster, Flying Scooter, plenty Kid Rides. Show Front, Canvas, Trucks, Electric Equipment, office-owned Concessions. Making money right now. Can be seen at our Fairs. No promoters or people just with a desire. Reason for sale, old age. Want capable Foreman, good Mechanic. Eight more Fairs.

Cumming, Ga., this week; Fayetteville, Sept. 21 to 26; McDonough, Sept. 28-Oct. 3; Greensboro, Oct. 5 to 10, and 5 more Fairs.

RED RIBBON SHOW

Wants for Newton, Miss., Fair, commencing Sept. 21; followed by Aberdeen, Miss., Fair; Hancock County Fair; Gulfport Greater Fair; Biloxi-Keester Fair; Pascagoula, Miss., Fair. Want Cookhouse, Bingo and all Concessions for Stock. Want Merry-Go-Round and Ferris Wheel for No. 2 Show. Will book Octopus, Tilt-a-Whirl and Fly-o-Plane. Will book shows of all kinds for committee money. Johnny Gambino, get in touch.

BOB MYERS or JAY WARNER
PURVIS, MISS., This Week.

THOMAS JOYLAND SHOWS

CAN PLACE FOR FOLLOWING WEST VIRGINIA FAIRS—ON THE STREETS—STARTING AT PARSONS, SEPT. 21; ELKINS, SEPT. 28; KINGWOOD, OCT. 6; BUCHANAN, OCT. 12. Can place Bingo Countermen, Agents for Hanky Panks.

CAN PLACE ARCADE

Want the following Concessions: Hoop-La, Photos, Short Range, Long Range, Hi-Striker, Dart Game, Balloons, Water Games, Ducks, Milk Bottles, Cigarette Gallery, Age and Scales, Ice Cream, Grab, Popcorn, Custard (Harry Schwartz, wire). All wire: L. I. THOMAS, Mgr. (Fairgrounds), Montpelier, Ohio, this week.

B. & H. AMUSEMENT CO.

WANTS for the Dorchester County Fair, Sept. 28 thru Oct. 3; Orangeburg County Colored Fair, Oct. 5 thru 10, and other Fairs and Celebrations to follow. RIDES—Tilt, Octopus, Fly-o-Plane or any Flat Rides. SHOWS—Jungle, Animal or any strong Shows. Concessions all open except Glass, Pop Corn, Candy Apples. This State has the best crops in years. These spots are in the heart of the cotton and tobacco belt. Get with it and get it together. Anna Lee King, join Sept. 28. Mrs. Williams, please contact by wire about Rides.

W. E. HOBBS, Mgr.
LYNCHBURG, S. C., THIS WEEK.

WANTED FOR BROWN COUNTY FAIR

NASHVILLE, IND., SEPT. 23 TO 26

ALSO

VFW FALL FESTIVAL

MONTEZUMA, IND., SEPT. 29 TO OCT. 3

Ordnance plant four miles, plenty of payroll. Others to follow. CONCESSIONS—Fish Pond, Scales, Hi Striker, all Hanky Panks, Ball Games, Short Range. What have you? Don't phone, wire Ellettsville, Ind., this week.

PAUL T. ROBERTSON—IDEAL RIDES

HIGH POINT, N. C., FAIR

SEPT. 21-26

CONCESSIONS—Long and Short Range Gallery, Ball Game, Novelty, Grab, P.C. with Hankys, Water Games, Basket Ball, French Fry, Popcorn, Candy Apples, Hoop-La, Six Cat, Hats, Darts.

SHOWS—Grind Show.

Max Sharp and Toby Turbin can place Agents for Count Store and Alley.

Write or wire

ROSS MANNING

Leaksville, N. C. (Fairgrounds)

P.S.—Have for sale; 60-inch G.E. Searchlight with 7½ Kw. Gas Motor D.C. Current, mounted on semi. Both \$650.00. Can put Transformers in semi.

CARAVELLA AMUSEMENTS

LAST CALL GRATZ FAIR, SEPTEMBER 21-26 LAST CALL
Playing Trevorton, Pa., Week of Sept 14-19

WANT CONCESSIONS: Cookhouse, Custard, Scales and Age, Novelties, Jewelry, Six Cats, Shooting Gallery, Photo, Ball Games. All Legitimate Concessions open. P.C. Games, can use Dealers or your own outfit. WANT RIDES: Ferris Wheel, Chairplane, Roll-o-Plane, Octopus, Tilt, good proposition. Want Help on Rides. WANT SHOWS: Girl Shows, Side Show, Wild Life, Mechanical City, Motor Drome. Michael Donahue, please contact me. Phone or Wire

F. H. CARAVELLA

ISLAND PARK

PHONE: 2063

SUNBURY, PA.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS,
MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvases for Over
Fifty Years.

Underwriters' Approved Flame
Resistant Materials Available.

5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

C. A. GOREE SHOWS

Want for Pawnee, Okla., Sept. 17-19; Bristow, Sept. 21-25; both County Fairs. All Concessions: Hanky Panks, Bingo, Cookhouse, Diggers, Ball Games. P.C. all open. Mitt Camps. Also want Shows, including Side Show, Girls, Grind Shows. FOR SALE: Tilt, late model, 7-car, with trucks and trailers. Octopus, long arm, 8-tub, with truck and trailer. 32 ft. 1952 Three-Abreast Merry-Go-Round, 30 aluminum horses. Kid Ferris Wheel, cage type seats, built on trailer. Fun House, 26 ft. Lowboy Trailer, Dark Walk-Thru. One 60 ft. Wagon Show Front, built on semi trailer. Two 60 ft. Panel Fronts. One 30x50 ft. Top and Wall, used 6 weeks, same as new. 30 Cast Aluminum Merry-Go-Round Horses, adult size, fits any swing. One 75 KVA G.E. Pot. Rides can be seen at Bristow in operation. Wire: C. A. GOREE, Pawnee, Okla. Home Address: P. O. Box 27 (Phone 4J2), Azle, Tex. (Keep This Ad for Future Reference)

I. T. SHOWS

WANTED FOR MINEOLA FAIR

October 10 to 18 inclusive

CONCESSIONS: STRICTLY HANKY PANKS—NO OTHERS. DRINKS, SANDWICHES AND FRANKS SOLD. CAN ALSO USE ANY GOOD CLEAN SHOW FOR DANBURY, CONN., OCT. 3rd. MINEOLA TO FOLLOW.

JOHNNY BRANNEL—tried to contact you Glen Falls—no success.

PHIL ISSER, General Manager

Phone NAvarre 8-8960, 1539 East 29th Street, Brooklyn, New York

EXHIBITORS and CONCESSIONS CHRISTMAS VILLAGE

Sponsoring a Dealer-Distr. Mfr. Show at the Civic Auditorium in Toledo Nov. 5 to 13, inclusive. Show includes Stage Show with famous entertainers, Miniature Circus, Santa Claus Workshop, etc. If you have a good item for Xmas that needs promotion, this is the ideal time to feature this item. From all indications this should be the best show to be presented in Toledo.

For information write

Christmas Village

2144 Madison Ave., Toledo, Ohio, or call FU 2571

WOLF GREATER SHOWS

WANT CONCESSIONS OF ALL KINDS. ESPECIALLY WANT PHOTOS, BINGO, POPCORN, PENNY ARCADE. FOR LONG SEASON IN THE COTTON, STARTING AT GREENWOOD, ARK., FOLLOWED BY NEWPORT, SPARKMAN, ENGLAND, MANILA, ARK., AND STEELE, MO. ALL FAIRS. OUT UNTIL NOV. 15.

FOR SALE—1947 Spitfire, 1947 Roll-o-Plane. Also Pretzel. All in good running condition. Singer Hat Machine for sale, price reasonable. Address: Greenwood, Ark., 14-19; then per route.

FUNHOUSE

FOR SALE

Factory built Funhouse with 50 foot all aluminum front, very well lighted; has all the usual inside features, heavy duty Westinghouse compressor built on 26 foot Kentucky trailer, tractor is 1947 GMC with two speed rear end. Both tractor and trailer are in excellent condition in every respect and have good rubber. Can be seen at Rochester, N. H., Fairgrounds, Sept. 11-19; then Stafford Springs, Conn., Sept. 21-27. Immediate possession. This is good, clean equipment and is reasonably priced for cash. Photo if interested. Act quick, as this must be sold now.

PAUL TOWNS

c/o COLEMAN BROS. SHOWS

BILL CHALKIAS

WANTS

Side Show Acts, Magician, Inside Lecturer, Mental Act. Also Cookhouse Help, Griddle Man, General Help. Contact Hendersonville, N. C., this week, Cherokee following.

FOR SALE

Pinto Kiddy Roller Coaster. Can be seen in operation at

NUNLEY'S CAROUSEL
Sunrise Highway Baldwin, N. Y.

WANNA REST?

Join us, Ride Men, White Collar Men, Concessionaires, Shows and Showmen. Forrest City, Ark., week Sept. 21; Marianna follows. Will book or place if clean as a whistle.

DYER'S GREATER SHOWS
Sikeston, Mo., this week.

FOR SALE

IRON LUNG

New, never used. At your price.

DOBLER

447 Maxwell West Hempstead, N. Y.

Wanted To Lease

for 1954 Season

FUN HOUSE

In excellent condition. Good show with proven money route. Best manager in business to handle.

BOX D-69
c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

BAND ORGANS

Repairing at Your Winterquarters.

Now Taking Orders.

A. L. (TONY) CRESCIO

P. O. Box 2453 Little Rock, Ark.

WANT

Bingo and Show, Snake Show or what have you? Second Men on Tilt and Scooter, must drive semi. Can use Hanky Panks of all kinds.

BURKHART SHOWS

Clarksville, Ark., Fair, this week; Paris, Ark., Fair, next.

HANKY PANK AGENTS

WANTED

For Evansville, Atlanta, Dothan and Pensacola. Your bank roll on these Fairs.

HERB PENCE

c/o Majestic Shows, General Delivery, Indianapolis, Ind., this week.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT WANT WANT
for
HAGERSTOWN, MD., Sept. 21-26

FOLLOWED BY

WASHINGTON, D. C.—PETERSBURG, VA.

and 6 more good Southern Fairs.

SHOWS

Have finest route for good ORGANIZED MINSTREL SHOW Want MONKEY SHOW OPERATOR Have Monks and Outfit

Can Place WILD LIFE, GLASS HOUSE, and good GRIND SHOW.

RIDES

Want DARK RIDE and LITTLE DIPPER.

CONCESSIONS

Custard, Popcorn, Long and Short Range, French Fries, Novelties, Age, Scale, any legitimate Concession.

HELP

Foremen and Second Men for CAT-ERPILLAR, RIDEE-O and WHIP. CANVASMAN for Big Top. LOT MAN who can handle Railroad Show.

All Address

SHIRLEY LEVY

CUMBERLAND HOTEL, BRIDGETON, N. J., This Week.

THIS IS IT!

Sesquicentennial and Fall Festival on the main streets

HILLSBORO, OHIO, Oct. 12-17

Want legitimate Concessions of all kinds, must work for 15¢ and 25¢ only; Ball Games, High Striker, Age and Weight, Darts, Novelties, Jewelry, Waffles, French Fries, Cookhouse, Fish Fry, Custard, Carmel Corn, etc. Concessions must be clean and meet approval of Centennial Committee. Limited number being sold. GET IN EARLY. No grift, flats or gypsies wanted. Can use Ride Help on all Rides.

All replies to:

Lee Becht Amusements

Circleville, Ohio, Sept. 14-19; Johns- town, Ohio, Sept. 21-26.

Walter J. Hilton

140 Catherine St. Hillsboro, Ohio

Permanent Address: P. O. BOX 92, MT. HEALTHY, OHIO.

Outstanding Colored Fair in the South

EASTERN GEORGIA STATE FAIR

Sponsored by the Colored Savannah Shriners

Savannah, Georgia—Week November 9 to 14

Write, Wire or phone for SPACE.

HARRY GRAFTON, Sec'y.

1002 Montgomery St., Savannah, Ga.

CARL D. FERRIS SHOWS

WANT FOR WARRENTON, NORTH CAROLINA, FAIR, SEPT. 21

And Seven Fairs following, all kinds of Concessions, Free Act to join at once. All wires

CARL D. FERRIS

Martinsburg, W. Va.

LEO LANE SHOWS

The South's Finest

Wanted for Allendale Cotton Festival, Allendale, S. C., Sept. 21 to 26; Jenkins Co. Fair, Millen, Ga., follows. Eight other good Fairs follow, closing Nov. 28 at Belle Glade, Fla., Bean Festival. CONCESSIONS: Hanky Panks of all kind, Short Range, Eats and Drinks, Age and Weight, Custard, Novelties. SHOWS: Snake, Monkey or any clean Show catering to families. HELP: Merry-Go-Round Foreman, Second Men on all Rides. Must drive semis. Good proposition for Mgr. and Inside Man for Monkey Motor Drome. All address

LEO LANE SHOWS, Aiken, S. C.

RIDE HELP

Foremen and Second Men for Wheel, Merry-Go-Round, Fly-o-Plane, Roll-o-Plane and Tilt. Also Second Men for other Rides. Must be sober and drive trucks. Long season, good treatment. Come on.

E. L. YOUNG, Mgr., STERLING CROWN SHOWS

GREENVILLE, MISS., THIS WEEK.

RUSTY WAGNER WANTS AGENTS

All Slum Stores; Fish Pond, Slum Blower, Bumper, Strings and others. Prefer truck drivers. Those interested, come on and be in Ardmore, Oklahoma, for set-up by Friday, Sept. 18. Fair date is Sept. 21 to 26. I have several outfits, so don't worry about not getting placed. Ardmore is followed by several Fairs in Texas. Address:

c/o SCHAFFER'S JUST FOR FUN SHOWS
Marshalltown, Iowa, Till Sept. 15.

MAJESTIC GREATER SHOWS

Can place Merchandise Concessions of all kinds. Counter Men for Bingo, also Jewelry Spindle Agent. Roll-o-Plane Foreman and Second Men on five rides. Out all winter. Indianapolis, Indiana, this week; Atlanta, Georgia, starting September 25.

SAM GOLDSTEIN

ANTLERS HOTEL, INDIANAPOLIS, IND.

P.S.: Doug Pope, contact immediately.

Ray Williams Shows

WANT

Ride Help, come on. Concessions, come on, Open Midway.

TEN STRAIGHT FAIRS

Shorty Graves wants Bucket and Hanky Pank Agents. H. D. Melvin wants Scale & Age Agents. Art Hunt wants Peek, Count Store and Slum Store Agents. Dave Picard, adjuster, wants Skillo, Pin and Count Store Agents. Come on if I know you or phone Dixie Hotel, Shelbyville, Tenn., now. If you have been sick all summer, get well here. Ask those who know. We don't play blanks.

Shelbyville, Tenn., this week; Athens, Ala., next week

FIVE COUNTY FAIR

FARMVILLE, VA., WEEK SEPT. 14

Want Ball Games, Basket Ball, Coke Bottle, Six Cats, Buckets, Swinger, Fish Pond, Duck Pond, Pitch-Till-You-Win, Grab, Popcorn, Apples, Candy Floss, Guess-Your-Age, Scales, Penny Pitch, Glass Pitch, Balloon Darts, Hoop-La. All Concessions open except Bingo and Custard. Want Girl Show, Side Show Acts, Monkey Show, Wild Life, Unborn Show, Spitfire Foreman, Chairplane Foreman, Wheel Foreman, General Ride Help, Ticket Sellers, Agents for office Hanky Panks, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS

Warsaw, Va., This Week; Farmville, Va., Next Week.

NOTICE!

DUE TO UNAVOIDABLE LAST MOMENT CHANGE IN FAIR DATES

All people contracted with me for my eight Fairs please take notice of the dates. We show Lewiston, N. C., Fireman's Fair, Sept. 14-19, then the following Fairs in succession: Murfreesboro, N. C., Lions Fair; Weldon, N. C., American Legion Fair; Pembroke, N. C., Indian Fair; Tabor City, N. C., Yam Festival; Marion County Fair, Marion, S. C.; then the Great Loris County Fair, Loris, S. C. Want Hanky Panks. All open, no X. Want shows with or without own outfit. Have complete Jig Show outfit for right party. Can place White and Colored Girl Show. Want Ride Help that drive. Want Concession Agents. All contact

Sherman Husted, Mgr., Central Amusement Co.
Lewiston, N. C., this week, then Murfreesboro, N. C., Fair, September 21-26, then as per route.

BILL HAMES SHOWS

WANT FOR TEXAS FAIRS

OUTSTANDING FREE ACT

Want to book Girl Show with own outfit. Also Monkey Show and other Shows not conflicting. Want Monkey Drome. Bob Perry, call. Can place capable Ride Help.

Address:

TYLER, TEX., This Week; AMARILLO, TEX., Next Week.

GIRLS—WANTED—ACTS

For Nashville, Tenn., Sept. 21; Memphis, Sept. 23, and other State Fairs to follow. Best salaries, pay nightly. Tickets if we know you.

Don't write, wire

RED MARCUS or PAT MURPHY

c/o W. G. Wade Shows, Fort Wayne, Ind., this week.

FLOYD O. KILE SHOWS

Want for No. 1 and No. 2, Unit Stock Concessions of all kinds, Eats and Drinks, Grind Shows. Will place Rides—Major and Kiddie Rides. Eli Foreman, join at once. Ten more Bona Fide Fairs. Get placed now for long season. All replies

FLOYD O. KILE

MENA, ARK., this week; followed by MT. IDA and De Queen, ARK., all Fairs.

PALMETTO EXPOSITION SHOWS

Want Shows and Concessions of all kinds—Grab, Photo, Fish Pond, Penny Pitch, Lead and Cork Gallery or any other Grind Concession. Can place any Show with own outfit. Want Foreman for Smith & Smith Chairplane.

All replies to

MILTON McNEACE, Fair Bluff, N. C., this week

LEE AMUSEMENT CO.

ALL FAIRS—Decatur, Ala., Sept. 14 to 19. Will Book Penny Arcade, Mechanical City, Monkey Show, Fat Show, Wild Life. All replies to

N. L. CRESON, as per route

LAST CALL! LAST CALL!
MID SOUTH FAIR
 MEMPHIS, TENN.
 10 Days, Thursday, Sept. 24, thru Saturday, October 3
**ONE OF THE BIGGEST FAIRS IN THE SOUTH
 DRAWS FROM 5 STATES**

Can place all straight sales Concessions! All foods such as Cotton Candy, Grab, Floss, Foot Long, Candy Apples, Taffy, Root Beer, Fudge, French Fries, Pronto Pups, Waffles, Show Cones, Popcorn, Peanuts and every other item.

Can place Long and Short Range Galleries, Pottery, Jewelry, Lord's Prayer on Penny, Mechanical Toys, Dolls, Perfume and all other Merchandise Items.

SHOWS—Can use 2 or 3 outstanding Shows of merit such as Motordrome, Life, Midgets, Walk-Thru, Fat, Crime, Penny Arcade, etc. Excellent territory. Wire what you have available.

RIDES—Have locations for two more major Rides such as Octopus, Pretzel, Fly-a-Plane or Flying Scooter, Caterpillar, Roto Whip, Sky Fighter or one other Kiddie Ride or whatever you might have not conflicting.



Wire now! Northeastern Indiana Fair, Speedway and Fairgrounds, Fort Wayne, Indiana, now thru Sept. 20; then Fairgrounds, Memphis, Tenn.

VIVONA BROS. Combined SHOWS

WANT WANT WANT
 Center of North Carolina Fair, Asheboro, N. C., Sept. 21-26; big public wedding, 2 Kid Days, Lee County Fair, Sanford, N. C., Sept. 28-Oct. 3; twin contest, 3 Kid Days, special prize awards.
 Can place Hanky Panks of all descriptions, Long and Short Range Galleries, Snow, Ball Games, Huckley Buck or any other legitimate Concession, RIDES—Caterpillar, Tilt, Dark Ride or any Flat Ride. **SHOWS**—Girls for Girl Show, Drome, Arcade, Glass House or any Grind Show, Singers, Dancers, Musicians, Chorus Girls for Colored Revue.
 Address: Christiansburg, Va., this week; followed by Asheboro, N. C.; then Sanford, N. C.

WANT FOR NORTH ALABAMA STATE FAIR
 Florence, Ala., Sept. 21 to 26

Followed by Huntsville, Ala.; Middle, Tenn., District Fair, Lawrenceburg, Tenn., and Athens, Ga.
CAN PLACE HANKY PANKS OF ALL KIND
 Good opening for Photos, Short Range, Glass Pitches, and French Fries. Have none booked so far. Gooding's State Fair Shows unit playing all Fairs. Reply to **JOHN GALLAGAN**
 c/o Fair Office, Fairgrounds, Knoxville, Tenn., this week. Florence, Ala., Fair, next week.

BEAMS Attractions

BEDFORD COUNTY FAIR
 Bedford, Virginia, All Next Week

Unusually good fair for concessions and shows. Capable Show People needed in all departments. Contact **STEVE DECKER**
 Care Beam's Attractions Fairgrounds, Chesterville Courthouse, Virginia

October 9 to 26 Inclusive **LAST CALL** October 9 to 26 Inclusive **LAST CALL**
STATE FAIR OF TEXAS

Still have location for revue-type complete Girl Show and neatly framed, money-getting, ticket-selling Grind Shows. Wire or write c/o Western Union or General Delivery, Nashville, Tenn., September 21, 22, 23; Memphis, Tenn., 24, 25, 26. Thereafter Fairgrounds, Dallas, Tex. Dockerty, contact.
CLIF WILSON

ROYAL Exposition Shows

At Middle Georgia Fair, Milledgeville, Ga., this week, and Toombs County Fair, Vidalia, Ga., next week; then the big one, Colored Elks' Fair, Augusta, Ga., nine days, Oct. 1-10—four school days. Booking Shows, Rides and Concessions. What have you?
 Address: This week, Milledgeville, Ga.

GREAT SUTTON SHOWS

WANT STOCK CONCESSIONS. BALL RACKS, \$20.00 per week. BINGO, \$35.00 per week. SMALL COOKHOUSE OR GRAB STAND. ALSO WANT SHOWS OF ALL KINDS. For Several Fairs in Good Cotton Towns—Out Until November. ADDRESS:
F. M. SUTTON SR.
 Huntsville, Ark., Sept. 14-19; Perryville, Sept. 21-26.

SHOWS SHOWS SHOWS SHOWS
FOR SOUTHWEST OKLAHOMA STATE FAIR
 ENID, OKLA., SEPT. 21-25.

Any Show of merit contact. Want Rides—Any not conflicting. Concessions—Grind Shows, contact. Want Bingo, Cookhouse, Novelties, Ice Cream, all Stock Concessions. Want Motordrome Operator at once. Bill Campbell wants Working Acts for Side Show. Contact **JOHN ROBINSON**
 Enid, Okla., Fairgrounds immediately.

Penn Premier Pulls Blank At Port Royal

PORT ROYAL, Pa., Sept. 12.—Penn Premier Shows is recovering here this week from one of the biggest blanks in show business history. The debacle occurred last week at the Lock Haven (Pa.) Fair, which has a 92 per cent drop in attendance from the 1952 figure.

It was a total bust, Lloyd Serfass reported. Weather was good but he estimated only about 400 people showed up all week, with the show not even making enough to feed the help. Penn Premier, with 17 rides, 11 shows, and 60 concessions, is heading south, hoping for better things.

The Juniata County Fair here opened with a bang Monday (7) with its best Labor Day crowd. All attendance and gross records were smashed, and the picture brightened for Penn Premier. The unit was joined here by the Side Show and two Girl Shows, which had been sent to play the Williams Grove (Pa.) Fair.

CONCORD, N. C., Sept. 12.—Gold Medal Shows got off to a good start Tuesday and Wednesday (8-9) as 10,000 patrons flocked to the Cabarrus County Agricultural Fair. Tobacco prices were at a seasonal high and loaded farm help with spending money.

Agents Wanted Agents

For Cigarette Blocks, Beehive and other Honky Panks. All Fairs till Nov. 15, including 3 more State Fairs, starting Kansas State Fair, Hutchinson, Sept. 20. All replies to

JOE STEVENS
 Care BRODBECK GREATER SHOWS, Hutchinson, Kans., Sept. 20-25.



Strange and Weird Attractions Shrunken Heads, Ape, Boy, Wolf, Devil Child, Many others. Your ideas made up. Write for Folder, Free. Tale's Curiosity Shop 3858 E. Van Buren St. Phoenix, Ariz.

JEFF HARRIS or HOWARD ADAMS

Call me collect at once. **CLYDE WOOD**
 Phone: 2041 Clear Spring, Maryland

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WANTED

Good proposition for experienced Mgr. and Inside Man for Monkey Motordrome. Join on wire. Merry-Go-Round Foreman. Second Men on all rides. Must drive semis. Long season, good pay for good men.
LEO LANE SHOWS
 Aiken, S. C.; Allendale, S. C., next week.

WANT AGENTS

Six Cat, Buckets, Swinger, Honky Panks.
GENE CAIN
 Wallace Bros.' Shows, El Dorado, Ark.

FOR SALE

Old style Tilt-a-Whirl, fair condition, with or without transportation. Any reasonable offer considered.
ERMIL BRODBECK
 Kinsley, Kansas

1950 Chevrolet Tractors \$695.00

Five 100 C.O.E. Models, 2 speed, Tear vacuum brakes, 825/20 tires, mechanically good. Will be at York and Reading. Leave messages at show cook house.
JOHNNY CANOLE
 Altoona, Pa.
 Phone 9347 or 3-0003

AGENTS WANTED

For Bucket Store, Six Cats, Swinger. Opening Ardmore, Okla., Sept. 21, with five good Texas Fairs to follow. Contact **JOHN DELAPORTE**
 c/o Ardmore Hotel, Ardmore, Okla., now.

2-LARGEST DISTRICT FAIRS IN ARKANSAS—2
BLYTHEVILLE, SEPT. 22-27
HOPE, SEPT. 28-OCT. 3

NOW BOOKING SHOWS AND CONCESSIONS

SHOWS	CONCESSIONS
Mechanical, Monkey, organized Minstrel, or what have you? Sammy Caldwell wants Motordrome Riders. (Ray Beebe, wire.)	Buckets, Six Cats, Ice Cream, Custard, Basket Ball, Ball Games, Glass Pitch, Novelties, Derby Racer, Jewelry and any other Hanky Panks. Can place Skillo and Count Store Agents and Agents for other Concessions. Want Bingo Counter Men.

Address **C. A. VERNON, UNITED EXPOSITION SHOWS**
 Paragould, Ark., this week; then the big ones.

CUMBERLAND VALLEY SHOWS

WANT FOR CEDARTOWN, DALTON AND SUMMERVILLE, GA., BONA FIDE FAIRS

SHOWS—Motordrome, Funhouse, Glass House, Snake Show, Mechanical City, Penny Arcade or any other Show that does not conflict with own outfits. Percentage. 25%.

All legitimate Concessions open.

RIDE FOREMAN for Merry-Go-Round and Kiddie Rides.
 Cotton Harris, contact Billy Shaffer. IMPORTANT.

Address all mail and wires to **LAVOY WINTON, Pulaski, Tenn.**

GROVES GREATER SHOWS

WANT FOR THE FOLLOWING LOUISIANA FAIRS: Many, Sept. 14-19; Jonesboro, Sept. 21-26; Erath, Sept. 28-Oct. 4; Yambilee at Opelousas, Oct. 5-10; North Louisiana State Fair, Ruston, Oct. 12-17; North Caddo Parish Fair, Vivian, Oct. 19-24. FOLLOWED BY TOP STILL DATES UNTIL THE SNOW FALLS.

CONCESSIONS: Cookhouse, Foot-Longs and other Eating Stands, Hats, Novelties, Pite-men, Photos, Comic Photos, Derby Racer, Arcade, Cat Racks, Basketballs, Whiskey Bottles, Milk Bottles, Penny Milk Cans, Cigarette Blacks, Age and Weight, Fish and Duck Fods, Pitch-Tilt-You-Win, African Dip, Coke Bottles, Bumper, Hoop-La, Heart Pitch and Hanky Panks of all kinds.

SHOWS: Shows of merit, Ten-in-One, Motordrome, Snakes, War Show, Working World, Freak, Illusion, Girl, Monkey, or what have you? Can always use useful Show People who are sober.

FREE ACT: Interested in Free Acts for October 26 thru November. What have you? Quite price. Must be right. (Kay Burns, get in touch if at liberty.) All replies to **CARL ANSTEAD, c/o Fair Grounds, Many, La., this week; then per route above.**

EMPIRE STATE SHOWS

WANT FOR SHELBY COUNTY FAIR, COLUMBIANA, ALA., SEPT. 21-26, AND FAIRS TILL DECEMBER. ALABAMA, GEORGIA AND FLORIDA.

CONCESSIONS—Hanky Panks of all kinds. **SHOWS**—Side Show, Funhouse, Unborn, Illusion, Mechanical City. Will book Kiddie Rides, Pony Ride, Train, Spitfire and Roll-a-Plane. Want Ride Foremen for Octopus, Merry-Go-Round, Ride Men on all Rides. Want Truck Mechanic and Show Painter at once. Charlie Criggs wants Ceunt Store Agents. Out all winter.

Murphy, N. C., Fair, this week.

DAN-LOUIS SHOWS

Want for Breckenridge County Fair at Hardinsburg, Ky., week September 21 to 26; Hancock County Fair at Hawesville, Ky., October 1-2-3. Season ends.

These Fairs are good for anything in way of Concessions if they are clean. Can use Photos, Ball Games, Jewelry, Glass Pitch, Hi-Striker, Scales and Age, Grab or any other Hanky Pank that works for stock. Don't call or write, come on in. The "nut" is reasonable, you are bound to make money.

LOUIS T. RILEY, Mgr.

STODDARD COUNTY FAIR

DEXTER, MO., SEPT. 21-26
 (Everyone knows this one—it's the best. Bigger than ever)
 Can place several more Major and Kiddie Rides. Want Grind Shows of all kinds. Concessions, come on. Open midway. No exclusives. Address:
CARL BYERS, BYERS BROS.' SHOWS
 Trumann, Ark., this week; then Dexter, Mo.

WANT FOR TEXAS FAIRS, UNTIL DECEMBER 6
SHOWS—RIDES—CONCESSIONS

Answer: **WHITIE LUTZ**, Bowie, Texas, this week; Waxahachie and Corsicana follow.

WANT SHOWS FOR ENID, OKLA., STATE FAIR
SEPT. 21-26

Will book any Ride not conflicting. Want Drome Operator, join at once. Travis Ward, contact. Want Cookhouse, want Man with Concessions that can handle them all the way for balance of season.
JOHN ROBINSON SHOWS
 Enid, Okla., Fairgrounds

GREATER DIXIELAND EXPOSITION

CAN PLACE FOR OUR STELLAR ROUTE OF SOUTHERN FAIRS, STARTING WITH THE DESHA COUNTY FAIR, DUMAS, ARK., SEPT. 21-26.

CONCESSIONS: High-class Bingo, Cook House, Grab, Ice Cream, Snow, Scales, Age, Hi-Striker and General Stock Concessions. **RIDES:** Pony Ride and Kid Aules. **SHOWS:** Can place any Grind Show with own equipment. Address:
JIMMIE HENSON, Mgr.
 Russellville, Ark. (Fair), this week; then Dumas.


ALL VALLEY SHOWS

Want Honky Panks of all kinds for Courthouse lawn, Floresville, Texas, Peanut Festival, Sept. 20 thru 27. Kenedy, Texas, Celebration this week. Out all winter. Want Ride Help on Mix-Up.
 Contact **HARRY LANTZ JR.**

WANTED
FOR EAST ALABAMA FAIR—OPELIKA, ALA.,
SEPTEMBER 21-26
 FOLLOWED BY THE
UPSON COUNTY FAIR, THOMASTON, GA.
 and for a route of bona fide Fairs through November 14.
CONCESSIONS of all kinds with prize every time—Six Cats, Buckets. Percentage: must have Hanky Panks.
 Can use one or two non-conflicting major Rides for balance of season.
 Can always use good Ride Help who drive semis; must be licensed. Address
C. C. GROSCURTH BLUE GRASS SHOWS
 ELBERTON, GA., This Week

First Fair In Years—First Carnival In Years
'TROUP COUNTY FAIR, LA GRANGE, GEORGIA
 6 Big Days—October 5 thru October 10—6 Big Nights. In the Heart of the Big Mill Section. Calaway Mills, Dunson Mills, Dixie Mills, United States Rubber Co., West Point Mills—Everybody Working. 100,000 People to Draw From.
 Wanted for Exhibit Department—Jewelry, Kitchen Gadgets, Silhouette Cutter, Wire Workers and Demonstrators of all kinds.
 CONCESSIONS: Grab, French Fries, Chocolate Dips, Popcorn, Ice Cream, Soft Drinks, Custard, Hanky Panks of all kinds, (Only). ALL ADDRESS:
JOS. A. ROWAN, FAIR MANAGER
 Room 16, La Grange Banking Building, La Grange, Ga.
 (Phones: 2-2824 and 2-2874—Night Phone: 5611)

Want PEPPERS' ALL STATES SHOWS Want
IN THE HEART OF THE COTTON BELT
OF ALABAMA DEEP SOUTH WE CLOSE DEC. 7
 Want for Talladega County Fair, Childersburg, Alabama. High Pole Free Act. CONCESSIONS: Will sell the EX on Bingo, Photos, Cookhouse, Cotton Candy, Candy Apples, Dart Stores, High Striker, Short and Long Range Galleries, Fish Bowl, Live Ducks, Novelties, Slum Jewelry, Hanky Panks. Want Agents for Milk Cans. RIDES WANTED: Roll-o-Plane, Tilt-A-Whirl and Rock-o-Plane. Any ride that doesn't conflict with my six rides. Fred Mullins, Harry Smiley, Frankie Perneti, get in touch with me. SHOWS: Fun House, Big Snake, Side Show, Mechanical Show, Midgets and Girl Review. Join on wire.
ONEONTA, ALA., This Week: CHILDERSBURG, Sept. 21 to 26.
All Wires to F. W. PEPPERS, Mgr.

FOLLOW THE WOLFE ARROW

WOLFE Amusement
THE SHOW THAT GETS UP ON SUNDAY
SPRING HOPE, NORTH CAROLINA, FAIR, Sept. 21-26; BEAUFORT FAIR, Sept. 28-Oct. 3. Two outstanding bona fide Fairs with six more to follow these. Want Hanky Panks of all kinds. Can place Candy Floss, Custard, Short and Long Range Galleries, Fish Pond, French Fries, Ball Games, Photos or what have you? Gil and Palmer, come on. Eating and Drinking Stands open. Positively no flats. Can use Second Men on all rides. Place man to take charge of Snake Show. Want Girl Show Operator with two or more girls. Must have Sound System, we have the rest. Playing the Heart of the Tobacco Market where there is plenty of money. If you want to make money, wire or call **BEN WOLFE, Clayton, North Carolina, Fair, all this week.**

WANTED
CONCESSIONS FOR
MISSISSIPPI FAIR AND DAIRY SHOW
Meridian, Miss., Six (6) Days and Nights, Sept. 28-Oct. 3.
 Can place Popcorn, Cotton Candy, Custard, Cookhouse, Grab, Novelties, Photo Gallery and Demonstrators.
BERNEY SMUCKLER, Mgr.
 P.O. Box 1607 Meridian, Miss.

DORSO AND GOODMAN WANT
Bingo Counter Men and 3 Callers for Large Fairs
ALSO FIRST CLASS ARCADE MECHANIC
 All address Dorso and Goodman, c/o Cetlin & Wilson Shows, Reading, Pa. Fair, Sept. 14 to 20; Richmond Va. Fair, September 21 to October 3.

E & B AMUSEMENTS
WANT FOR LONG SEASON AROUND NEW YORK CITY
 Caterpillar Foreman and Foremen for other Rides. Also Second Men for all Rides. Custard Dipper wanted on percentage basis—good proposition. People who worked for me last year, please contact.
JOHN A. BASS
 PHONE: Fieldstone 7-0457, NEW YORK CITY

WANTED—CONCESSIONS—WANTED
FOR SOMERSET, OHIO, PUMPKIN SHOW
ON THE STREET—SEPTEMBER 23-26
 Also Agents for Buckets, Six Cats, Coke Bottles, Ball Games for Jackson, Tenn., September 14-19; Atlanta, Ga.; Dothan, Ala., and Pensacola, Fla.
NEAL CARLIN
 Box 97, Buckeye Lake, Ohio, or Jackson, Tenn., September 14-19.

PAUL H. MILLER WANTS
AGENTS FOR SIX CATS, BUCKETS, PINS. Fence jumpers, stay where you are. We play nine of the best Fairs in Louisiana, including the North Louisiana State Fair, Ruston, La. (Hugo "Ed" Whalen, James Reeves, come on.) Address:
 c/o GROVES GREATER SHOWS
 Many, La. (Fair), now; Jonesboro to follow.

SHOW
T-E-N-T-S
 Concession—Circus—Carnival
AMERICAN
TENT &
AWNING CORP.
 132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

MERRY MIDWAY SHOWS
PONTOTOC, MISSISSIPPI, COUNTY FAIR
Sept. 22-26
 Want Stock Concessions of all kinds such as Popcorn, Sno Balls, Pitch Till-U-Win, Photos, Lead Gallery, Coke Bottles, Hi-Striker, Scales, Novelties, String Game. Good route of 3 County Fairs to follow, then season ends. Rides and Trucks for sale. Also 2300-50kw transformer at bargain. Contact
AL BARKER
 Gleason, Tennessee, Sept. 15-19;
 Pontotoc, Miss., Sept. 22-26

FOR SALE
 No. 5 Eli Wheel. V belts, new motor, with or without tractor and semi. Can be seen this week, Allegan, Mich., Fair.
HAPPYLAND SHOWS

CAN PLACE
 One Popcorn and Peanut Concession at the following Fairs. Top locations on Independent Midways.
 Huntsville, Ala., week Sept. 28
 Atlanta, Ga., Fairaganza, Oct. 1-11
 Anderson, South Carolina, week Oct. 5
BRADLEY CONCESSIONS
 O. E. Bradley
 P. O. Box 2325 Knoxville 1, Tenn.

Countermen . . \$100.00
Relief Callers . \$150.00
 Write General Delivery or wire Western Union
 — DO NOT PHONE —
JOHN CHAPMAN
 ADRIAN, MICHIGAN, Now:
 Fair Starts Monday, Sept. 21

WANTED
 General Help for Double Six-Cat. Starting Hutchinson, Kansas, Fair, and for Birmingham and Shreveport. CONTACT:
JUNE TATE
 HOTEL STAMEY
 HUTCHINSON, KANSAS

SPILLMAN MERRY-GO-ROUND
 2-abreast, complete with #125 Wurlitzer Band Organ, Electric or Gasoline Motor, which ever preferred. Machine will be refinished for buyer, all horses, etc., repainted in factory fashion. No deals wanted. Cash only, \$4,550.
JOE FREDERICK
 2263 Newton St. Detroit 11, Mich.

WANTED
 Two Swinger Agents for Chattanooga, Tenn., Sept. 20 and balance of season.
TEX ROBERTS
 c/o Amusement Co. of America
 Knoxville, Tenn., this week.

SIDESHOW ACTS
WANTED
 Bally Girls, feature Freak. Bill Shaw, Holden The Magician, wire or come on. Ticket if you need it. All Fairs.
SANDRA LEE
 c/o MARKS SHOWS
 Burlington, N. C., this week.

FOR SALE
 Octopus, 8 tub; No. 5 Eli Ferris Wheel. No. 12 Eli Ferris Wheel. All rides good running condition, clean, now operating Meyers Lake Park, Canton, Ohio.
 Phone 3-4107
BOB HOWARD
 Meyers Lake Park, Box 227, Canton, Ohio

WANTED
 Man or Man and Wife for all year around job. No tear-down or put-up. Must be sober—no drunks. Good pay.
Collins Kiddieland
 12249 Ventura Blvd., Studio City, Calif.
 Phone: Sunset 3-2098

BOOK NOW—SEASON'S GREATEST
FRESNO DISTRICT FAIR
 FRESNO, CALIF. OCT. 2 THRU 11
ARIZONA STATE FAIR
 PHOENIX, ARIZ. NOV. 6 THRU 15
NOW BOOKING SHOWS & CONCESSIONS
 PHONE, WRITE OR WIRE
CRAFTS EXPOSITION SHOWS
 7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.
 PHONE: POplar 5-0909

JIMMIE CHANOS SHOWS
Want Legitimate Concessions of All Kinds
 Cookhouse for Winchester, Ind., Long and Short Range Gallery, Photo, Balloon Dart, Ball Games of all kinds, Basketball, Fish Pond, Six Cat. Any Show with own outfit.
 Sept. 21-26, Winchester, Ind.; Spencerville, O., Sept. 28-Oct. 3, on the street; Perona, O., Firemen's Celebration and Centennial follows. All replies to
JIMMIE CHANOS
 Eaton, O., Fair Ground

NEW SNAKE SHOW FOR SALE
A REAL SACRIFICE
 Brand new, complete Snake Show; strong flash, new top 20x40, poles and stakes . . . 70 foot banner line, 16 foot high, steel tubing . . . 7 STRONG FLASHY banners, metal mesh bottom spreaders, complete with stakes . . . complete pit with solid floor . . . 8 glass snake cases (large) with snakes, all in top shape, free feeders . . . REGAL PYTHON, BOA Constrictors, KING COBRAS, Rattlers and many non-poisonous snakes . . . a fine display . . . two speakers with amplifier, Webster record repeat player and plenty records with strong grind for bally, all new . . . ticket boxes, complete electric equipment and lead cables . . . breeder mice for feed, live boxes for bigger feed.
SHOW BOOKED FOR SEASON on Hennies Bros.' Show . . . BUY NOW and get your money back this season.
 WILL TAKE ONLY \$2,000.00 for complete outfit. Show can be seen and had now for the balance of season . . . See John Jacoby, Manager of the show, care Hennies Bros.' Shows, Knoxville, Tenn., week of Sept. 13; Chattanooga, Tenn., week of Sept. 20; Laurel, Miss., week of Sept. 27; Birmingham, Ala., week of Oct. 4. Or contact Nat D. Rodgers
ROYAL AMERICAN SHOWS, En Route.

WANTED
FOR INDEPENDENT MIDWAY
LEGITIMATE CONCESSIONS
ARKANSAS-OKLAHOMA FREE FAIR
AND LIVESTOCK EXPOSITION
Fort Smith, Arkansas,
September 28 thru October 4
K. G. KLAPP, Supt. Independent Midway

WORLD OF MIRTH SHOWS
WANTED: Wild Life Show and Pony Ride with own transportation.
CAN PLACE: Silver Streak Foreman; salary \$85 a week plus 2% of gross. JIMMY BLANTON, come on.
FRANK BERGEN, Gen. Mgr.
 World of Mirth Shows, Brockton, Mass., Fairgrounds

DON FRANKLIN SHOWS #2
LAST CALL, Second Largest Fair in the State of Texas at Waco, Sept. 26 thru Oct. 4.
CONCESSIONERS—Looking for a golden opportunity this is it. Two Kid Days, one Colored Day; from eight counties, Armed Force Day with all Camp Hood and surrounding military camps with one of the largest sham battles ever presented on a fair grounds. RIDES—Tilt-a-Whirl, Octopus, Rock-o-Plane, Roll-o-Plane, Caterpillar or any rides not conflicting. SHOWS—What have you? Contact DON FRANKLIN, Texarkana, Texas, thru Sept. 19; or RALPH WAGNER, Bryan, Texas, thru Sept. 19.

FOR SALE FOR SALE FOR SALE
 32 ft. Parker Baby-Q Merry-Go-Round built by the late C. W. Parker. One of the flashiest and finest on the road. Horses and organ in A-1 shape. New top never been used. Double deck Skippy Fun House with glass and mirrors and many extra features. Built on 32 ft semi. Opens to 45 ft. front. New top and air compressor. No painting needed. Terms—Cash. Will deliver either within 300 miles. Can be seen at Humboldt, Nebr., Sept. 15-18; Plattsmouth, Nebr., Sept. 23-26. Ask anyone who knows the above equipment.
HALE'S SHOWS OF TOMORROW
 P.S.: Full complete set of bull plates, inter-mediate, cat walks, bottom fence and center canvas for late model Tilt. Price, \$550. F.O.B. Lenox, Iowa.

RAINES AMUSEMENT CO.
 Want Ride Help who drive for Wheel and Octopus. Can use Hanky Panks of all kind. Use a few good Agents. Now booking two or three Flat Rides and all Shows for Danville, Ark., Fair, September 28-October 3. Show out until Christmas.
 Watonga, Okla., week Sept. 14; Nowata, Okla., week Sept. 21; then Danville, Ark. All Fairs.

STOCK TICKETS
 One Roll \$ 1.50
 Five Rolls 4.50
 Ten Rolls 6.50
 100 Rolls 40.00
ROLLS 2,000 EACH
 Double Coupons
 Double Prices
 No C.O.D. Orders
 Size: Single Tkt., 1x2

We Manufacture
TICKETS
 of every description
 Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
 Toledo 12, Ohio

SPECIAL PRINTED
 Cash With Order Prices
 Roll or Machine
 2,000 \$ 6.90
 4,000 7.80
 6,000 8.70
 8,000 9.60
 10,000 10.50
 30,000 15.50
 100,000 33.00
 500,000 133.00
 1,000,000 250.00

Double column, double price

ATTENTION! SCATTER PINS and EARRINGS



SCATTER PINS
\$36.00
per gross
(pairs)
Boxed or Carded

Don't confuse this merchandise with inferior goods made to sell at this price. These numbers made to sell at \$51.00 per gross and are regularly sold everywhere at \$1.00 retail.

EARRINGS
\$36.00
per gross
(pairs)
Carded

We have over 1,000 styles in stock at all times—featuring Rhinestone, tailored, pearl, drops, buttons and hoops.

IMMEDIATE DELIVERY ON ALL ORDERS MINIMUM ORDER 1 GROSS
25% DEPOSIT, BALANCE C. O. D.

CHARLENE JEWELRY, INC.

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EXPANSION IDENTIFICATION BRACELETS

Men's rhodium finish, \$5.00 per dozen. Deluxe quality (rhodium), \$5.75 per doz. Ladies' and Girls', rhodium finish, \$5.50 per doz. Gold plate, \$4.50 per doz. WATCH TYPE DISPLAY BOX for above, \$1.10 per doz.

OTHER SENSATIONAL ITEMS

Retractable Ballpoint Pens, \$3.50 per dozen Rhinestone Charm and Dangle Bracelets, \$4.00 per dozen, boxed. Scatter Pins, in pairs, \$3.50 per doz. Hoop, Dangled and Pierced Earrings, \$2.50, \$3.50 and \$4.00 per doz. Necklace and Earrings Sets, \$7.50 per doz., boxed. 50 OTHER ITEMS OF COSTUME JEWELRY, 3-4-5-piece sets in all Rhinestone, Goldplate and Pearls. All Sets handsomely gift boxed! SPECIAL ANNOUNCEMENT—OUR NEW, ENLARGED CATALOG WITH HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES AND WATCH SETS NOW READY!

PACKARD JEWELRY CO.

726 5th Ave. N. Y. N. Y.



SEND FOR FREE 1953 CATALOG

Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

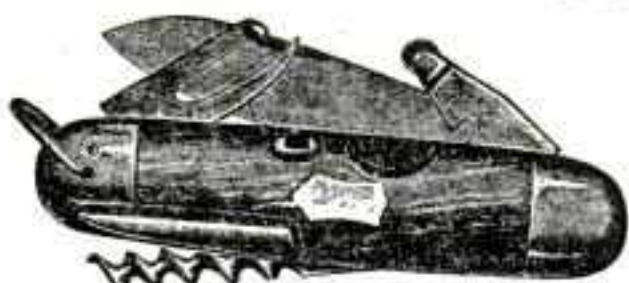
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\$9.95

17 JEWELS • WATER RESISTANT • SHOCK RESISTANT • ANTI-MAGNETIC • LUMINOUS DIAL • SWEEP SECOND HAND • CHROME TOP, STAINLESS STEEL BACK CASE • EXPANSION BRACELET ALL STEEL.

YORMARK SALES CO.

131 WEST 46th St. NEW YORK 36, N. Y.



Glasscutter-Workers ATTENTION!

It's back again
The German Glass Cutting Knife.

Better than ever. With a highly polished, steel blade, corkscrew, can opener, reamer and the glass cutter equipped with the best cutting wheel ever made. A cinch to be a dollar seller.

\$4.80 per dozen
\$48.00 per gross

J & J Sales Co. 32 Bromfield St.
Boston Mass. Send 75¢ for sample postpaid, 25% dep., bal. C. O. D.

BB4—Dart Balloons in 25 Gross Lots Per Gro. \$.65
BB10—Assorted Slim Give-Aways 10 Gro. for 9.00
BB876—Imported Hawaiian leis 10 Gro. for 16.50
BB9403—Bamboo Pennant Cans 1000 for 15.00
BB6251—Corks for Cork Guns 1000 for 2.75

WRITE FOR CATALOG—WE DO NOT PAY POSTAGE

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

NEW!
RED GREEN YELLOW BLUE RED GREEN

100 Feet of 54 12"x18" Pennants. All Weather Durafilm, only \$4.00. Money cheerfully refunded if not completely satisfied.

168 W. 25TH STREET **MYRLO CO.** CLEVELAND 13, OH

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 are 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

DOES YOUR ACT NEED TO BE CLEANED UP? The music, I mean. New copies and arrangements made in jig time at reasonable rates. Mark Rubens, 146-B West 79 St., New York 24, N. Y. se19

EMCEE ARSENAL (3RD SERIES) — NEW clurs, ribs and insults; timely quips, gaily verse and tested rib ticklers; prize nifties, peppy wheezes and spicy mots for femmecs; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. oc10

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Patter. Gags. Combination offer comprising year subscription, four gag-packed back issues and book of heckler stoppers—comic songs titles, \$4. Emcee-B, Box 983, Chicago 90. oc10

WORLD'S WORST CORN! — WE'LL GET you cancelled! Trial Folio, Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no21

TODAY, CHORUS IS THE SONG! — LEAD sheet arrangement of 32 bar chorus, your song. \$10 money order, enclose 12¢ stamps, return postage for your original manuscript. Six clean lead sheet copies. Stephen Day, General Delivery, Burbank, Calif. se26

AGENTS & DISTRIBUTORS

A FREE WHOLESALE CATALOG — NATIONALLY advertised appliances, housewares, watches, jewelry, radios, toys, cameras, etc. Box C-402, c/o Billboard, Cincinnati 22, Ohio. oc10

AMAZING PRICE REDUCTION FOR JOBBERS, distributors, wagon jobbers. Select Shaker, 16147 Segundo, San Lorenzo, Calif. oc31

ASSORTED EARRINGS—GROSS, \$16.50; 3 dozen samples, \$5 postpaid. Cash with order; direct from manufacturer. Jacobl, 1715 E. Mercer, Seattle 2, Wash. oc31

ATTENTION HOSIERY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cellu bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market, Chattanooga, Tenn. np

ATTRACTIVE TALKING CHRISTMAS CARDS; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723, Kansas City 41, Mo. oc31

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, 2,000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-4 North Des- plains, Chicago 6. np

BASKET EARRINGS — TINY WOVEN Straw Baskets, Crystal, Shell, Fruit; new Stringbean and Hoops; real Coral and Mother of Pearl Earrings, \$6. Collectors Shell Salt and Peppers, Pitchers, Silppers, Novelty Ashtrays, \$6 doz. J. J. Lutzka Dist., Box 10248, Tampa, Fla. oc17

BEAUTIFUL PINS AND EARRINGS — Many styles in tailored and stoned earrings, \$15 and \$18 assorted gross respectively. Also attractive tailored and stoned pins at \$15 and \$18 respectively per assorted gross; men's gold-plated 3-stone rings, \$36 per gross; men's and ladies' aluminum identis, \$12 per gross. Sample dozen, regular price, \$25; deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. se26

BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. oc17

CLOSEOUTS—HEIRLOOM RELIGIOUS IMPORTED Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broome St., New York. no14

EARN AMAZING PROFITS BY FOLLOW- ing our instructions; selling nationally advertised watches, etc. Enclose 25¢, refundable; receive multi-colored salesmen's catalog and confidential price list. Result Sales M, 580 Fifth Ave., N. Y. se26

FOOTBALL AGENTS—SELL ARMY SUR- plus rain covers, \$7.50 per 100; \$50 per 1,000; sample \$1 cash. Charlie White, Fort Oglethorpe, Ga. se26

For advertising that SELLS and SELLS and SELLS Try Billboard classified ad see first page this section

SELL ADVERTISING FOR ME ON COM- mission or operate the deal yourself and keep all profits. No Minnesota inquiries. Arthur G. Patterson, 800 West Lake St., Minneapolis 8, Minn. oc10

GRAB BAGS, 10¢ SIZE, \$7.80 GROSS; EX- tra bags for postage, sample dozen, ppd., \$1. Specialty, 1422 Poplar, Terre Haute, Ind. oc10

JOKERS FUN SHOPS—FULL CREDIT al- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. se26

MAKE \$100 A DAY SELLING AMAZING new Technicolor filter screens. Puts your Television in colors. Jobbers wanted. Write, phone or wire for wholesale prices. Moody Supply, 3026 Mesquite Rd., Ft. Worth, Tex. Phone Valley 6017.

MEXICAN RESURRECTION PLANTS — Special for making money, \$20 c.o.d. and; 15 samples, \$1. Also Mexican Novelties and Curios. Stamp for price list. General Mer- cantile Co., Laredo, Tex. oc10

NEW "TAS" EXPENSE ACCOUNT RE- port and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second dem- onstration. Send name and address; demon- strator sent on approval. Dept. 247, Box 9013, Houston 11, Tex. oc10

"OUR PLEDGE OF ALLEGIANCE" BAN- ners are sweeping America. Lucrative, fast; sample \$1. Ward & Co., 16501 Vine St., Los Angeles 38, Calif. se19

PAPER MEN THROUGHOUT THE UNITED States; You can buy State Maps thru us if not connected right. The George F. Crum Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind. se19

PROFIT PACKED CHRISTMAS SALES— Famous brand French Perfume, Eau de Cologne; combination Perfume-Manicure cutlery gift set; Wildfire sellers; lowest factory prices; giant profit and bonus plan. Free testers with sample order. Write for free catalog. Lido Products, 128 Bleeker St., Dept. B-2, New York. se26

RECEIVE FIVE DIFFERENT TIES PRE- paid. Send \$1 and five of your old ties for exchange. Exchange, 501 Egin, Hous- ton, Tex. oc10

SELL LIQUID LATEX—FREE PRICE LIST; sample assortment, \$2.50; better quality, \$5. Atomie Specialty Sales, 5512 West Jack- son, Chicago 44. oc3

TRIM HAIR WITHOUT "BARBER"—MIRA- cle clipper sells on sight. Keeps hair neat. Samples sent on trial. Kristee 123, Akron, O. oc10

YOUR OWN BUSINESS — SUITS, \$1.50. Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558- AF Roosevelt, Chicago. np

60¢ SIMULATED ALLIGATOR MONEY Clips, 9¢ each in 1,000 lots. f.o.b. Chicago. Free sample. Lufitano, 5206 Sheridan Rd., Chicago 40, Ill. oc10

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Day- ton 1, Ohio. se26

ANIMALS, BIRDS, PETS

A BIG SPECIAL SALE — AMERICA'S largest and most complete stock Reptiles and Animals. Cage broken Louisiana Allig- ators, perfect specimens, guaranteed feed- ers, 5½ feet and very heavy, \$35 or two for \$60; all other sizes from 2 feet to 12 feet. Fresh, fat Diamondback Rattlesnakes in lots of 4 or more, 5 feet, \$7.50 each; 6 feet, \$10 each; Indian Hooded Cobras, \$25; Giant Slamese Golden Cobras, \$40 each or two for \$75; Tezu Lizards, \$10; Spec- tacle Calman, 2 feet, \$5; Baby Coati Munds, \$15 or two for \$25. Beautiful long Prehensile Tailed Central American Porcu- pines, \$20 or two for \$35; Adult Golden Spider Monkeys, \$25; Giant Golden Spider Monkeys, \$30; South American Com- strictors, Snake Dens and complete Reptile exhibits our specialty, any price from \$25 to \$100. Buy from America's largest direct importers; get fresher stock at lower prices. If you want the largest and best "Den" in ten years, order on our "Complete Reptile Exhibits" at \$60, \$75 or \$100. Phone 583 M 4 after 7 p. m. or write or wire Tropical Import Company, Sildell, La. se26

ALLEN'S FALL AND WINTER PRICE LIST ready. Large stock of reptiles on hand, including Boas, Pythons, large Lizards, Cobras, Indigos, Cribos and many others. Cobras, Allen's Reptile Institute, Marion 2-7080 or Marion 2-6369, Silver Springs, Fla.

ANACONDAS, BOA CONSTRICTORS, DRAG- ons, Tegus; we have them all for im- mediate shipment. Dens of snakes, \$25 and up; complete reptile exhibits, \$50 and up. Let us supply you with a few new animal and birds for your fair needs. This week's special: "Giant Tegu Lizards, \$10, and seven foot heavy bodied Boa Constrictors, 2 for \$35." Tarpon Zoo, Tarpon Springs, Fla. se26

FOR SALE 1 Bear Cub, 6 months, male, Canadian, Black, \$60; Mother and Baby Rhesus Monkey combination, \$75; 2 large African Rhesus Monkeys, \$30 each; 2 large African Green Monkeys, \$25 each (males). Terms, 1/3 cash, balance c.o.d. Immediate ship- ment, f.o.b. Syracuse, N. Y. Guarantee all healthy FRED W. SEARLE Suburban Park, Manlius, N. Y. Phone 42-7811

ATTENTION, PET SHOPS, ANIMAL DEAL- ers, large exhibits. Import direct from Central America. Direct air shipments to Miami, New Orleans, Los Angeles, White Faced Black and Golden Spider Monkeys, Black Howlers, Ocelots, Jaguars, Spec- tacle Calman, Crocodiles, Snakes, Iguanas Animal Compound, Apartado 348, Managua, Nicaragua, Central America. oc3

BABOONS—DOG FACE SMALL, MEDIUM, Large, \$50 each; drills, males, females, small, medium, \$100 each; Mona Monkeys, \$35; Java Monkeys, \$40; Green Monkeys, \$25; Rhesus Monkeys, \$30 All f.o.b. New York. Trefflich's, 228 Fulton St., New York.

BABOONS—MAN EATERS, HIMADRYAS Baboons, full grown, \$300 pair; Gelada Baboons, \$450 each. Trefflich's, 228 Fulton St., New York.

CALIFORNIA SEALS, SEA LIONS — WILD or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

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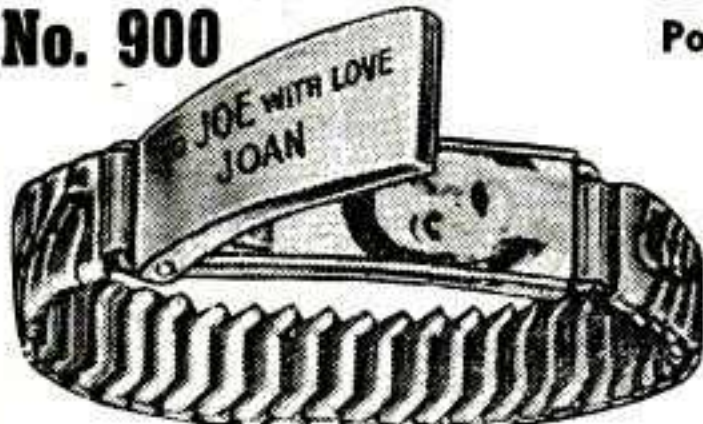
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Forms Close Thursday for the Following Week's Issue

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MUSICIANS—ALL CHAIRS; ROAD BAND; average salary \$125 per week, depending on man. Box C-410, c/o Billboard, Cincinnati 22, Ohio. se26

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AVAILABLE—SINGING ACCORDIONIST, pianist, male; singing pianist, female, for cocktail lounges. Harvey Thomas, Mgr., 162 N. State, Chicago, Ill.

AVAILABLE—TENOR, ALTO, BARITONE, Clarinet, Flute, Read, fake, rumbas on flute; prefer southern locations; with society band. Box 882, The Billboard, N. Y. C.

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Pipes for Pitchmen

By BILL BAKER

W. C. MORGAN... the pen man, postals from Coffe-ville, Kan., that he worked his re-tractable pens at the fair there. Also conspicuous on the grounds, according to Morgan, were Charlie Lyons, raking in the green with slicers, and Propak, working his pitch of other years. W. C. figures to run into a bunch of the boys at the Topeka (Kan.) Free Fair.

JAMES (KID) CARRIGAN... who is sitting on his keester en-joying the soft leisure of retire-ment from the pitch business, pens from his contour chair in Los Angeles: "It's been a long time since I wrote a pipe. The weather has been fine here. (Editor's note: The Kid must be working for the L. A. Chamber of Commerce.) Have not seen a real pitchman here, as the city is closed tighter than a drum. A

couple of girls are working corn dope in the dime stores. Just met Red Hallie, of scope fame, who is flying to New York on a vaca-tion: Red is now a guard in the Bank of America, but likes to cut up rackets of the good old days in New York and Detroit.

BEN SADER... scribbles from Chicago that he is on his way to the West Coast after a brief and disappointing stay in the Windy City. Says Ben: "I'm getting the hell out of here because the town isn't the same. Was glad to read a recent pipe from Bob Posey and would also like to have some of his other boys pipe in. Let's hear from Tom-mey Starley, Governor W. J. Good-win and Bob Bright."

LAWRENCE W. SCHROEDER... hand-writing analyst, letters from Appleton, Wis., that he and his wife had a booth at the recent Tri-State Fair, Bristol, Va., and that the take was good in spite of bad weather and the fact that a polio

scare had everybody quaking in their puttees. "Would like to read pipes from other handwriting analysts so we may know what re-sults they are having in other sec-tions of the country," says Larry.

IT HAS BEEN... a long time since this column has received a pipe from any of the following members of the pitch fraternity, Jack (Bottles) Stover, June Coffee, Teresa Sidenberg; Landrus, the Magician; Bob Posey, Horace Brazier, Curley Kanthe, Henry (Pat) Dana, B. W. Manning; Frank, Ernie and Francis Des-planter; Andy Day, Chuck Fes-ter, Mickey Hepburn, George Lunsford, Bill Smith, Joe Hawkins, Marshall J. Lockey, Al Harvey, Senator Ben Dixon, Hon. A. J. Howe, Bill Buttons, Big Al Wil-son, Nell Cohan, Red Guna, Ruth Anthony, Swede Swanson, Jack Branscomb, Madaline Ragan, Doc Roberts, Charlie Hallegan, Dr. Harry Stringer, George Holder-ness, Bob Lillison and John (Slim) Taylor. You don't have to have the literary propensities of a war correspondent to let us know where you are and what you're doing. Just drop the pipes column a friendly note. Everybody will be glad to hear from you.

Dressing Room Gossip

Ringling-Barnum

We hit a cold day in Butte, Mont., and many bon fires were seen on the lot. Weather has warmed up again, and now the days are just right.

During our Butte stand, fan Frank Panisko took a group thru the Kelly copper mine. Panisko traveled with the show a number of days. Jimmy Crocker closed the season and returned to Sara-sota. Jack Bray has joined. Mr. McElwee left for his home in Illinois after traveling with the show a number of weeks.

Tell Teigen fell during his high pole act during our Helena stand, but he will soon be re-leased from St. Peter's Hospital, Helena, and rejoin the show.

Mrs. Higgins and daughter Suzanne have been touring with Doc Higgins, show veterinarian. Freddie Freeman and Albert White are wondering when Bill Ballantine and Otto Greibling are going to quit saying "It's still coming" and deliver the contents of a certain package.

Norma Wright, Freddy Harris, Emmett Bejano, Dorothea Napora, Don Edwards, Max Zapata, and Nevada Smith celebrated birth-days. Visitors included Georgia Sweet, Father Flannery, Father O'Brien, Mr. and Mrs. Sammy Grossman, Betty Grossman, Mick-ey Griem; Eddie, Helene, Linda and Michael Hendricks; Mr. and Mrs. Rink Wright, Gary, Conray, M. A. Keyes, Charles Edward Reigh, Mr. and Mrs. Pat Ryan, Frank Small, Harper Joy and Virginia and Jack Tiffany.—**MARY JANE MILLER.**

Polack Eastern

Hot weather greeted us for our lay-off before opening at Lexing-ton. Many went fishing and swimming. The trailers parked under Kentucky's great shade trees had the ideal spot.

Lt. and Mrs. Lee Allen Estes gave a party in their home. Among those attending were Mr. and Mrs. Nate Lewis, Henry Kyes, Mr. and Mrs. Frank (Curly) Weisner, Gene Randow, Edyth and Whity Boyd and Bob Lor-raine. Jane Lambert also gave several parties in her home.

Al Antanucci has a new chimp ready to join the act. Ed and Zetta Widaman have completed a deal to purchase a baby ele-phant from the Louis Goebel farm. Lorraine Chukels prac-tices daily with the Theron girls. Esmeralda Theron holds school for the other small-fry these days.—**BOB LORRAINE.**

Siebrand Bros.

Shade trees, green grass and good business made Twin Falls County Fair, Filex, Idaho, an ideal spot. Sweaters and topcoats were in order for the chilly nights.

C. J. Matchett's birthday was celebrated with a buffet supper. Gerald Pina made his debut in the walk-around with the Erikson skunk. The gag stinks!

Charlie Hilderra took a short leave to visit his wife, who is ill in California. Joe Hodges Hodgini flew from Twin Falls to Salt Lake City to visit his friends on the Ringling show.—**JOE HODGES HODGINI.**

Loyal-Repensky

We stayed in San Miguel until September 1, then moved to San Salvador, the capital, on 15 trucks and two special buses. The four-hour trip was made thru some beautiful mountains.

We opened Friday (4) with a straw house, followed Saturday by a three-quarter matinee and a turn-away at night. Sunday (6) we gave three performances. The first was a straw, mostly kids; the second a full house, and the night show terrific. It was hard for the Loyal riding act to work, because many persons were sitting on the ring curb.

Giustino Loyal Jr. was out of the hospital when we arrived, but he had been advised to re-turn to the States to continue treatments on his burned leg. He left Thursday (10) for Sarasota with the kids who had to start to school. They included Zetta Perez, Adriano Catarzi, Barbara Feuerbacher, Olympia Zacchini, Orquid Pedrero, and Randy Pedrero. The children were accom-panied by Mrs. Octavio Pedrero.

Giustino Loyal, owner, made a one-day flying trip to Guatemala to look the country over. New acts are being contracted for the remaining time in Central American and for the second Cuban tour. Birthday parties were given for Olympia Zacchini and Simone Pedrero.—**OCTAVIO PEDRERO JR.**

Polack Western

The Vancouver date closed with turnaway business. Bob Reed, Lethbridge, Alta., CFA, caught the show and visited with Ed Raymond and Harry Dann. Eleanor, Rudy and Richard Kroerner also visited.

On Sunday some of us went fishing and many tried out the ski lifts on adjacent mountains. Millie Ward's Siamese kitten is a born acrobat. The Schaller Brothers have added a new barrel gag to their trampoline routine.

We are planning to visit the Ringling show at Seattle while we are en route to Eugene, Ore.—**HARRY DANN.**

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Calendar for Coinmen

September 18, 19, 20—Annual convention, exhibit, Texas Merchandise Vending Association, Hotel Adolphus, Dallas.
 September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.
 September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.
 October 1—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 October 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
 November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

CLOSE SUNDAYS

Hartford Coinmen Adopt New Policy for Trade

By ALLEN M. WIDEM

HARTFORD, Conn., Sept. 12.—The coin machine trade thruout Connecticut is watching with more than passing interest a new policy of "live and let live," in effect at every coin machine concern in metropolitan Hartford. "We're calling this 'live and let live,'" explains Abe Fish, of the Music Operators of Connecticut, "because we've adopted a mass policy of closing down on Sundays. We're now all open Mondays thru Saturdays from 9 a.m. to 8:30 p.m. This means our

service crews get a full rest on Sundays, and we no longer send out emergency calls after 8:30 at night."

Fish admits that some coinmen "are losing a few dollars because of no service calls on Sundays or late at night." "But," he added, "the same men were gaining more in morale from their staffs because of the new thinking."

"We're a growing industry, a great industry, an industry with a brilliant future, and there's no reason for making old men of our crews before their time," Fish said. "We've found so far that morale on the part of every man working for Hartford area coin concerns has picked up 500 per cent."

"We'd like to expand this thinking on a regional scale, and, finally, on a national basis. There's no one to blame but ourselves for getting into the rut of a seven-day operation. We have to like living, too, and therefore should take a minimum of one day a week off."

CNE Millions Get 1st Look At Drink Mchs.

TORONTO, Sept. 12.—Many of the close to three million who attended the Canadian National Exhibition here got their first look at drink vending equipment, if the comments of the change girls, stationed beside the Polaromat machines, is any criterion.

The girls stated that they had to instruct a good number of patrons in the art of depositing the coin and selecting their drink. Big reason for the change girls was the fact that no change-makers were built into the equipment and the crowds justified their use. The girl attendants were used only on peak days, however. Machines were set for 10-cent operation and offered Canada Dry gingerale and Pepsi-Cola.

Only other vending machines on the grounds were in the huge Electrical building where Cole Products of Canada had on display the Cole three-flavor machines that are made in Canada, plus one of the firm's coffee machines that had been shipped in especially for the event.

OPPORTUNITY

Key Exporter Finds Plenty On Continent

PHILADELPHIA, Sept. 12.—"The European market offers great opportunities," Sal Groenteman, one of the owners of Scott-Crosse and International Amusement Company, declared upon his return from a five-week trip to the Continent.

"Europe is a big market for all types of coin-operated equipment, especially music," he said. "Kiddie rides are also starting to catch on in this market."

Groenteman visited Morocco, Holland, Belgium, France, Switzerland, Germany and Italy on his "busman's holiday."

"Morocco also will be a wonderful new market in the near future," Groenteman declared.

Det. Shuffle League Begins '53-'54 Season

DETROIT, Sept. 12.—Members of the Detroit Shuffleboard Association started their fall league program this week, President Fred Chlopan announced.

Final details of the program were revealed at the first fall meeting Friday, September 4, at the Hotel Tuller, upon completion of the routine business session.

"According to Mr. Chlopan the association has more teams and more leagues on the program this year than ever before."

Chlopan said that the association would hold its next meeting October 1, in the Hotel Tuller.

E. Boudreau, Canadian Rep, Fatally Hurt

HALIFAX, N. S., Sept. 12.—Edgar C. Boudreau, one of four brothers in the coin machine distributing business in Canada, was killed in an auto accident at nearby Bridgewater last week. A passenger also was instantly killed when Boudreau's car turned over on a soft highway shoulder.

Boudreau's brothers are Alec and Arthur, of Halifax, and Kalice, of Yarmouth, N. S. All have been in the trade for over 20 years.

Edgar recently purchased a Bridgewater drive-in theater which featured an Arcade with many different types of coin machines (The Billboard, August 29).

Survivors in addition to his brothers are his widow, Frances; a son, Gregory, eight; a daughter, Gloria, 11, and his parents, Mr. and Mrs. C. C. Boudreau. Interment was in Halifax Cemetery.

U. S. RULES VOICE MACHS. NOT SUBJECT TO \$10 TAX

WASHINGTON, Sept. 12.—Coin-operated devices which record a person's voice and then deliver the recording are not subject to the \$10 annual tax on amusement and music machines, Internal Revenue Service reported this week.

According to the just-published ruling, a coin-operated recording device is "not considered to be a coin-operated amusement device." Recording devices have never been considered taxable, and new ruling was issued as a clarification of tax law, Internal Revenue spokesman said.

Ruling is latest in a series of "clarifications" of tax on amusement or music machines issued since April. Published in the past four months were: Ruling that a "coin-operated mechanical horse" is considered an amusement device; that "coin-operated still or moving pictures" are considered amusement devices, and that "coin-operated radio and TV sets" are not considered amusement devices.

Rulings are issued on written request from taxpayers or from Internal Revenue Field Directors for clarification of tax laws.

Keeney Delivers New Type Bowler

CHICAGO, Sept. 12.—J. H. Keeney & Company started shipping samples of its new type shuffle game, Pacemaker, this week, Paul Huebsch, sales manager, announced. The six-player game is suitable for both straight and match play and is available in 8 and 9-foot lengths.

In addition to embodying all the latest proven features of shuffle bowling, Pacemaker introduces two new scoring ideas—an extra shot for every strike made in the 10th frame and different matching scores in each of the last nine frames.

The extra shots mean that the player can keep on indefinitely as long as he keeps on making strikes. Since each strike in this frame tallies double (60 points), a player trailing his opponents has an opportunity to win.

The matching score principle on Pacemaker works as follows: After the first frame has been completed, from one to four numbers light up on the backglass, ranging from zero to nine. If he matches this number with the last digit in his score at the end of the second frame, it either doubles or triples his score for that frame.

This same idea is carried out in all succeeding frames. The game can be used with the match-

ing features or played on straight 20-30 scoring, depending on the preference of the operator and the type of territory.

Pacemaker has instant dial scoring, a high score for the week box, flasher lights for strikes and spares and a Formica playfield. Servicing is simplified by the use of a hinged playfield.

Genco Names W-B, Distrib In Two States

CHICAGO, Sept. 12.—Genco Manufacturing & Sales Company, thru Avron Gensburg, announced the appointment of the W-B Distributing Company as distributor in Missouri and Southern Illinois.

W-B is one of the old-line distributing firms in this area and has headquarters at 1012 Market Street, St. Louis. It is headed by Bill Betts.

Genco is now delivering Night Fighter and Sky Gunner, two three-dimensional gun games, and Silver Chest, a skill game in an upright cabinet.

United Reps Get Tahiti

CHICAGO, Sept. 12.—United Manufacturing Company this week started deliveries on Tahiti, a new five-ball game. It will be on display at all the firm's distributors within a few days.

Tahiti features several new in-line scoring principles. It will be reviewed in next week's issue of The Billboard.

YOEMAN DUTY

First General Bvmart Unit Wins Honors

PHILADELPHIA, Sept. 12.—General Vending Machine Corporation is taking bows after receiving a location report on its first hand-made Bvmart model.

Turned out some two years ago, the bottle vender was delivered to Applefield Beverages, Staten Island, N. Y. The unit was installed in the local headquarters of the Salvation Army. Since then, it has never required a replacement part, according to the operator.

E. A. Terhune, General president, claims this is the only case on record where the very first hand made sample of a bottle vender is still in daily service on location.

Nashville Ops Plan Protest On Game Tax

NASHVILLE, Sept. 12.—Attorneys representing location owners and operators here met this week to plan a protest to the Internal Revenue Bureau's seizure of 45 games September 2.

The equipment was seized in an unprecedented action which bureau officials said resulted from investigations showing these units were used in violation of federal tax requirements. The bureau charged the equipment was operated on \$10 a year amusement device licenses. It contended they should have gambling licenses which cost \$250 annually.

One of the attorneys attending the meeting indicated a definite plan of action was taken under advisement and would be announced later.

Mangone Buys Miami Arcades

MIAMI, Sept. 12.—Two downtown Arcades this week changed hands for the second time in 90 days when they were purchased by Joe Mangone and Eddie Petrocine, trading as Arcade Amusement Company, Inc.

The Arcades are Sportland, 53 SE Third Avenue, and Playland at 103 SE Third Avenue, about a block away. The twin coin machine emporiums had been taken over from Advance Music early in July by Arthur Glaesner and his son, Kenneth, of Chicago.

Together, the Arcades consist of approximately 100 pieces. Petrocine, who operates a large route of juke boxes as the North Dade Amusement Company, said he would take over active management of both Arcades.

Mangone, who also operates music under All-Coin Amusements and is the regional distributor of Gottlieb pin games, emphasized that his business affiliation with Petrocine was limited to a 50 per cent interest in the newly-acquired Arcades.

New Delaware Firm

DOVER, Del., Sept. 12.—A State charter has been issued to John William Kenyon, Inc. The firm operates coin machines in Wilmington.

John William Kenyon Sr., founders of the business, died 18 months ago. His widow and John Jr., were the organizers of the new corporation.

ANNOUNCING

The Billboard Coin Machine

FALL EXPORT QUARTERLY

October 17 Issue

WITH special news, features and reference data to highlight the big, growing \$10,000,000 foreign market for coin machine sales... plus regular weekly coverage of the U. S. coin machine industry.

Cigarette Venders, Health Crack-Down Mull'd in Chi

Vending Meeting Discloses Two Groups Working on Cigarettes

CHICAGO, Sept. 12.—Prospects for licensing cigarette machines in Chicago and the city health department's recent crack-down on cup drink venders were the top topics at a meeting here Tuesday (8) sponsored by National Automatic Merchandising Association.

It developed at the meeting that two groups, each working independently of the other, are hopeful of convincing Chicago's city council that it ought end a 17-year-old ban on cigarette venders.

The meeting was presided over by Bernard Kiley, of Airport Vending Service. Some 50 manufacturers' representatives, NAMA staff members and operators were in attendance.

Richard Cole, vice-president of Cole Products, opened the meeting with an explanation of the color movie NAMA expects to produce to tell the story of automatic merchandising. Cole heads a committee appointed by NAMA. The committee's job: To raise the \$25,000 needed to produce the film.

Pete Malloy, the association's director of membership, followed Cole with a brief explanation of some of the services NAMA offers its members. He singled out the group insurance program, which now has an enrollment of 216

members, monthly premiums of \$8,812 and life insurance of \$2,919,000 in force.

Health Officer Speaks

Dr. T. J. King, chief enforcement officer of the Chicago Board of Health, then told operators and manufacturers of the city's determination to secure compliance for its three-year-old vending sanitation regulations.

In 1947, Dr. King said, the city enacted an ordinance covering the construction of food equipment. The three principal provisions of

(Continued on page 69)

Cigarette Venders Would Aid Chicago, Statement Asserts

Cites Advantages to Industrial Plants, Retailers, Government

CHICAGO, Sept. 12.—Licensing cigarette vending machines in the city of Chicago would benefit industry, retail merchants and the city's treasury.

So said a statement released this week by National Automatic Merchandising Association as part of the campaign to end Chicago's 17-year-old prohibition of cigarette machines (see story in this section).

The statement, drawn up by Fred L. Brandstrader, NAMA's legislative counsel, was mailed to city council members and to 250 industrial leaders.

Some of the highlights follow:

Everyone Benefits

Cigarette vending machines make possible the sale of cigarettes in places where they cannot feasibly be sold over a retail counter. . . . Thousands of industrial employees want cigarettes to be available to them on an

around-the-clock basis, only possible thru cigarette vending machines.

A cigarette vender is a piece of business equipment like a show case or a cash register. Hundreds of thousands of retail merchants all over the country have come to value the service it renders . . . prevents leakage and pilferage by clerks . . . eliminates the capital investment required of the merchants in cigarette stock.

(Continued on page 68)

Lunch-O-Mat Sales Climb

In Heat Wave

Ready Installation For Test on Special Santa Fe Club Car

NEW YORK, Sept. 12.—Lawrence Reiss, head of the Lunch-O-Mat Corporation here, reported that during the last week of the record breaking hot spell here (August 30-September 5), all gross volume marks were broken in the 30 Lunch-O-Mat locations thruout the New York area.

He said that average per-machine gross during the period was more than \$100, with milk and juices accounting for a bulk of the business. Coffee, he added, was virtually at a standstill, but sandwich sales were brisk.

The first Lunch-O-Mat ever to be installed on a railway train

(Continued on page 80)

Parliament Vending Program Planned

B&H Salesmen to Contact Ops; Direct Mail Campaign Set; Decals and Stickers Printed

NEW YORK, Sept. 12.—Spurred by the recent inclusions of flat-pack columns in Rowe, Apco and Eastern cigarette venders, plus the Lehigh Ad-a-Unit and Yolen single-column machines, Benson & Hedges sales executives, are formulating plans for a Parliament vending program.

According to N. H. Crulich, B&H assistant sales promotion manager, the firm's salesmen have been instructed to contact leading operators in their areas, with a direct mail campaign to supplement these visits in the offing.

Decals, informing the purchaser of the price of Parliaments, are being printed, and stickers for the Parliament columns are being prepared.

National Vender

This activity comes in the wake of an announcement by the National Vending Corporation, Lynbrook, N. Y., that it is planning to manufacture a 20-column

cigarette vender with two flat-pack columns. (The Billboard, September 12.)

C.V. Schuchard, B&H advertising manager, pointed out that his firm expects no miracles to accrue from the vending program, nor does he expect that any sizable percentage of the nation's venders will handle Parliaments immediately.

However, he did point out that, with the exception of the Yolen units, there were virtually no Parliament venders a few months ago, and now six firms are either manufacturing, or plan to manufacture, venders which can handle a flat-pack brand.

The point which will be emphasized

(Continued on page 77)

New Bert Mills Plant in Pilot Run October 1

LOMBARD, Ill., Sept. 12.—The Bert Mills Corporation is set to start pilot production October 1 in its new plant outside St. Charles, Ill., according to Vice-President Herbert Chadwick.

Office personnel and equipment, however, will remain in present

(Continued on page 80)

Melikian, Florida Citrus, Minute Maid in Pact

3-Way Agreement To Mfr., Finance Mach., Supply Juice

PHILADELPHIA, Sept. 12.—Lloyd K. Rudd, president of Rudd-Melikian, Inc., announced this week that arrangements had been completed for the distribution of Minute Maid Corporation's orange juice concentrate thru R-M venders.

Florida Citrus Mutual, an association of citrus fruit growers, has approved the R-M machine for inclusion in its equipment finance program for orange juice dispensers finalized last February.

Minute Maid, however, will continue to make its juice available thru wholesalers who have handled the product. As indicated in an earlier story (The Billboard, September 5), Minute Maid juice

(Continued on page 80)

New Universal Bottle Vender For Tru-Ade

ELGIN, Ill., Sept. 12.—Universal Vender Company announced a new bottle machine this week designed for Tru-Ade, Inc. It will be used to vend latter's non-carbonated orange drink.

The machine has a 101-bottle vending capacity, with an additional 38 bottles in its pre-cool compartment. It is 66 inches high and requires four feet of floor space. Finish is yellow with a round Tru-Ade insignia on the upper front panel.

Delivery is by manually operated lever. Coin mechanisms for nickel, odd-cent or dime operation are supplied. A wire rack for storage of empties is mounted on the left side of the cabinet.

4 New Venders Marketed by Boettcher Sons

BRIDGEPORT, Mich., Sept. 12.—Four new venders for cleaning tissues and handkerchiefs have been bowed by E. Boettcher & Son Tool & Engineering Company.

The machines, manually operated and equipped with single chutes and coin return buttons, have been made to vend Sight Savers, Kleenex Tissues and Boettcher's Handkerchiefs. Prices are: Sight Saver Machine, \$27.50; Kleenex and Handkerchief machines, \$37.50. Stands for all three models are priced at \$16.50.

The fourth vender is a Boettcher handkerchief machine with three chutes serving as many customers simultaneously. No price was quoted.

Sight Saver and Kleenex tissues can be purchased direct from distributors. Boettcher handkerchiefs can be purchased from Boettcher Vending.

Texas Assn. Meet, Exhibit Sept. 18-20

DALLAS, Sept. 12.—Texas Merchandising Vending Association, Inc., will open its 1953 convention and exhibit Friday (18) at the Hotel Adolphus here. When the three-day event closes Sunday (20), attending operators will have rung up a profitable share of business ideas and methods gleaned during special sessions. Secretary Harold A. Gallarneau predicted this week.

A new board of directors will be elected during the meeting, officially installed at a Sunday morning breakfast.

All meetings, exhibits and social functions will take place at the Adolphus with the exception of the Saturday night (19) banquet and dance. This will be held at the Baker Hotel.

The program, as announced by Gallarneau, follows:

Friday: Registration and Exhibits, 1 p.m. Lobby.
Board of Directors Meeting, 4 p.m. Parlor E.

Saturday: Registration, 9 a.m., Lobby.

General Meeting, 9:30 a.m. Parlor G.

Luncheon, noon, Roof Garden.

Ladies Bingo, 3 p.m. Cactus Room.

Panel Discussions, 3:30 p.m. Parlor G.

Banquet Dance, 7:30 p.m. Baker Hotel, Crystal Ballroom.

Sunday: Exhibits, 10 a.m. Lobby.

New Board of Directors Breakfast, 9:30 a.m. Parlor E.

In urging all members and non-member operators in the area to attend, Gallarneau declared that "Ideas are not like money. Ideas can be passed on to another while still being retained and used. And the exchange of ideas are what makes conventions pay off in dollars and cents."

PROFITS FROM PISTACHIOS

Pitts. Op Cites Volume, Service as Vending Musts

PITTSBURGH, Sept. 12.—Operators often switch from vending of other products to cigarettes, but Emanuel L. Chaban, head of Mako Company here has done just the reverse.

Chaban operates within a 20-mile radius of Pittsburgh. He operated cigarette equipment in 1940, sold out to enter another business, then returned to vending in the bulk field.

Success in vending pistachio nuts, Chaban maintains, comes by doing business in volume. To attain volume in this type of operation, work continuously to get out more machines. Other things being equal, there's no other way to

make increased profits in pistachio vending, he believes.

New Location

While competition is not lacking, there continue to be untouched spots for pistachio vending in stores, bars and mills. Reason is that here are many stores that vending operators by-pass simply because they have their eyes on some big supermarket somewhere, and assume that the smaller spot probably has vending machines so they do not stop to investigate.

Some of these stores do appear to go out of business and often are forgotten, Chabans agrees, but the alert operator notices that

(Continued on page 68)

Product Rotation Need Seen For Non-SEL. Ice Cream Unit

CHICAGO, Sept. 12.—Dee Kasson, of the VenDee Company, Indianapolis, told operators at a business session of the recent National Automatic Merchandising Association convention that constant product changes were a must for the operator of non-selective ice cream venders. He said that the operator who stays with the same product and the same flavor, invites decreased sales.

Kasson charged that dairies are slow to realize the importance of venders in creating plus markets, depending too much on mass production and giving little thought to the novelty items that stimulate plus business.

He said that by planning a product rotation policy, a non-selective operator could conserve warehouse space and simplify buying. However, he said that

(Continued on page 68)

8-Selection Hot Beverage Vender by King

SAN DIEGO, Sept. 12.—King Manufacturing Company this week announced its 8-selection hot beverage vender, after 14 months' test operation of a prototype, was placed in production.

The unit, to sell at "about \$1,100," uses powdered ingredi-

(Continued on page 80)

oak's
★
Rainbow
captures
pennies



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.
Convert your Acorns—vend tab gum!

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TOPPER DELUXE HALF-CABINET STYLE



ROY TORR—LAN'DOWNE, PA.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

• Vending Machines

	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22
Acorn 1c				\$10.50
Advance Model D Ball Gum	\$7.45	\$7.45	\$7.45	7.45
Advance No. 11	5.95	5.95	5.95	5.95
Atlas Nut	6.50	6.50	6.50	6.50
Coca-Cola Bottle Vender 10c	195.00	195.00	195.00	195.00
Coca-Cola Cup Dispenser		95.00	95.00	95.00
Columbus 1c	7.45	7.45	7.45	7.45
Craig Ice Cream Vender 5c & 10c	250.00	250.00	250.00	250.00
C-B Electric	135.00	135.00	135.00	135.00
DeGrenier Champion (6 col.)	97.50	97.50	97.50	97.50
DuGrenier Champion (11 col.)	97.50	97.50	97.50	97.50
DuGrenier V (7 col.)	90.00	90.00	90.00	90.00
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)	97.50	97.50	97.50	97.50
DuGrenier Model W (9 col.)	115.00	115.00	115.00	115.00
Eastern Electric (8 col.)				125.00
Exhibit Card Vender 1c	15.00	15.00	15.00	15.00
Keeney Electric (9 col.)	185.00	185.00	185.00	185.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Lehi PX (8 col.)	135.00	135.00	135.00	135.00
Lehi PX (10 col.)	145.00	145.00	145.00	145.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	6.50	6.50	6.50	6.50
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National 9 A	115.00	115.00	115.00	115.00
National Candy (6 col.)	65.00	65.00	65.00	65.00
National Candy (9 col.)	95.00	95.00	95.00	89.00
National Electric	95.00	95.00	95.00	95.00
National 750	99.50	99.50	99.50	99.50
National 930	75.00	75.00	75.00	75.00
National 950	95.00	95.00	95.00	95.00
Northwestern 33 Ball Gum	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Northwestern Deluxe 1c and 5c	145.00	145.00	145.00	145.00
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern Stamp	13.95	13.95	13.95	13.95
Pop Corn Sez	7.95	7.95	7.95	7.95
Revco Ice Cream Vender 10c	69.00	69.00	69.00	69.00
Revco Ice Cream Vender 2 col., 10c	49.50	49.50	49.50	49.50
Rowe (8 col.)	150.00	150.00	150.00	150.00
Rowe (10 col.)	495.00	495.00	495.00	495.00
Rowe Crusader (10 col.)	125.00	125.00	125.00	125.00
Rowe Diplomat Electric (8 col.)	145.00	145.00	145.00	145.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	175.00	175.00	175.00	175.00
Silver King 1c Ball Gum	155.00	155.00	155.00	155.00
Silver King 1c Mds	7.45	7.45	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Siros Brush Up	50.00	50.00	50.00	50.00
Super Vend Selective Drink Vender	350.00	350.00	350.00	350.00
Uneeda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)	85.00	85.00	85.00	85.00
Uneeda Model E (8 col.)	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c			11.50	11.50
Vendor-Bar, 8 col., 10c	119.50	119.50	119.50	119.50

OREGON COFFEE OPS REPORT:

'Expansion' Fall Keynote; Hot Summer Drop Slight

PORTLAND, Ore., Sept. 12.—Coffee operators in this territory are launching fall campaigns of expansion. Virtually all operators report plans for establishing new locations and adding equipment.

Most operators expressed satisfaction with summer business, which tapered off less than they had expected. Estimates of declines ranged from 15 to 25 per cent, which they felt to be a good showing for a hot drink, during hot weather.

Consensus among operators indicates stress will be on industrial locations, which are deemed to be of educational value in popularizing the relatively new coffee-via-vender item here.

"People in offices and shops will become accustomed to buying their coffee from machines and then will begin to look for them in other places," said Keith Petzold, who operates both in industry and theaters.

Petzold said he was adding new locations. His experience in the automotive field has been good, he noted.

Jack Bennion said his firm, Bennion & Baldus, expects to install 10 to 15 more machines during the season. Bennion, too, favors industrial locations because they offer a stable operation.

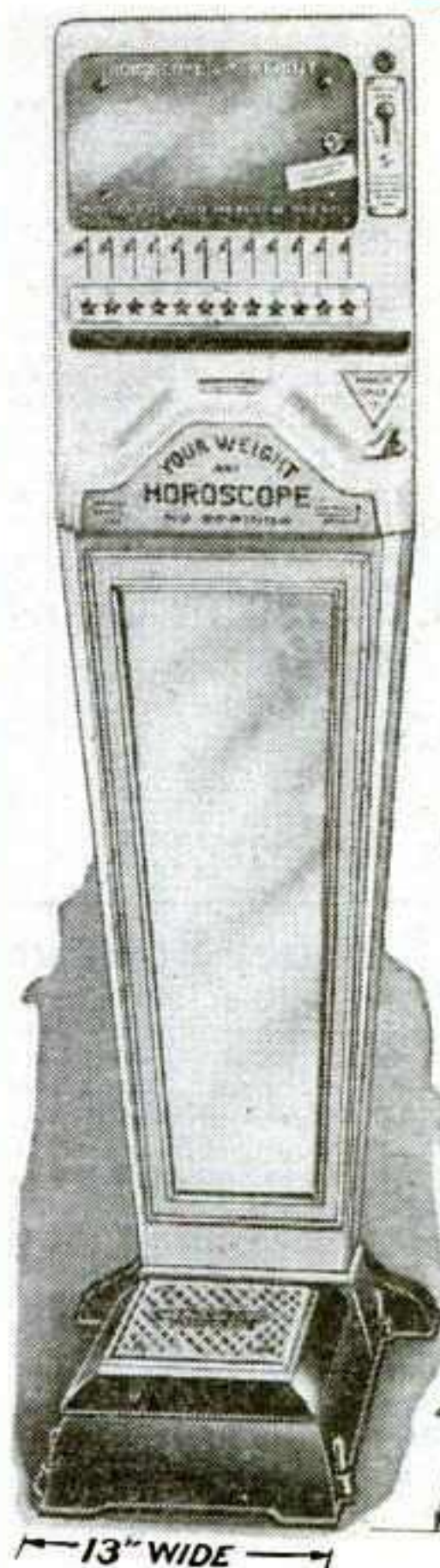
Alberts Products Company, which specializes in the hot drink field, also plans to expand locations this fall. "Good locations is the main problem," said Melvin Seidel, manager, "as care must be exercised to avoid costly shifting of machines from location to location."

Automatic Service, which operates a diversified route, continues to push into new locations. Coffee is the newest item added by this firm, but slow delivery of machines has slowed the coffee operation.

Price policy remains mixed with no discernible trend during the last few months. Generally, amusement locations are priced at a dime and industrial at a nickel, although there are now many dime locations in industry.

CHICAGO, Sept. 12.—Mills Industries, Inc., has appointed Joseph Caldwell Jr., assistant general sales manager. He was formerly a sales engineer with the firm.

THIS IS NEW!



5c
HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

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Money-Making, Money-Saving IDEAS FOR OPERATORS!



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This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Marris, Illinois.

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★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

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National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

NABV's New Member Drive

CHICAGO, Sept. 12.—National Association of Bulk Vendors expects to wind up next year with almost double the present membership. President Bernard Bitterman said this expectation was based on a membership program adopted during the recent convention here.

Under the new program, present members are pledged to sign up one new member during the coming year.

"We are fighting to build a better and more secure industry for all (bulk) operators throughout the country," Bitterman declared.

Polarmat Robbed Of \$4,300 in Coins

TORONTO, Sept. 12.—Thieves who broke into the offices of the Polarmat Company, Ltd., here had a heavy load to tow away. Their loot: \$2,500 in coins, consisting of \$700 in rolls and \$1,800 in 21 bags.

Product Rotation

Continued from page 66

chocolate-covered bars had proved the most staple item and should be stocked between all changes. Sandwiches, he added, are a strong winter seller, with fruit flavors grossing well in season.

Selective Units

Michael Mallis, City Vending Company, Baltimore, advised operators to consider replacing non-selective units with selective vendors.

In a controlled experiment, his firm replaced non-selective vendors with selectives and discovered that sales had risen 20 per cent. Then the vendors were re-switched, with a resultant 20 per cent dip in volume. Moreover, he added, many locations put in requests for the selective units.

Mallis said that operators of selective equipment may increase their profit margin by as much as 3.5 per cent by stocking such lower-cost items as sherbert, Fudgsicles, Popsicles and Creamsicles.

No Panacea

However, he warned operators not to regard selective units as a panacea. "On low-volume locations," he explained, "the income ratio to capital investment—not necessarily the gross—is the art to be considered."

On industrial locations, where plenty of floor space is available, City Vending will often place several non-selective units rather than one selective. When this is done, an attempt is made to have each unit vend either a different product or a different flavor. A multi-unit installation, he said, can boost volume and cut down servicing costs.

Erie Bottling Corp. Franchised by Pepsi

ERIE, Pa., Sept. 12.—The newly formed Erie Bottling Corporation here has been franchised as a Pepsi-Cola bottler, president Grafton Perkins Jr., announced this week.

Perkins was formerly assistant vice-president and director of market research of Pepsi-Cola Company. He resigned his post with the parent firm in August to complete negotiations for the new bottling firm.

VICTOR'S

Baby Grand Rocket Style (5c)

4 to 99

\$14.25 ea.

100 or more.

\$13.25 ea.

ROCKET BULBS

Large bulbs that glow in the dark.

\$20 per 1000

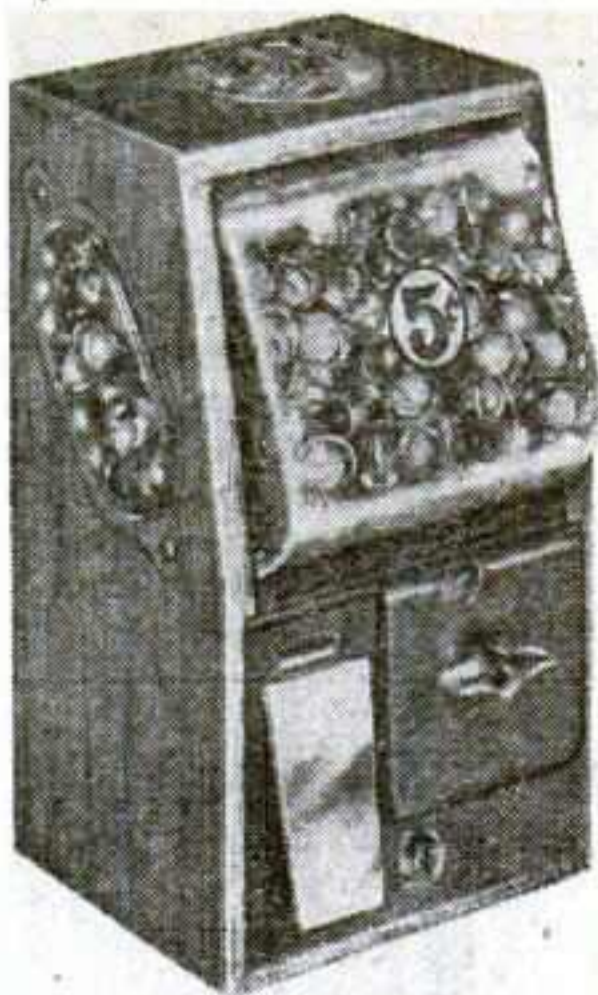
All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service

590 Albany Ave. Brooklyn 3, N. Y.

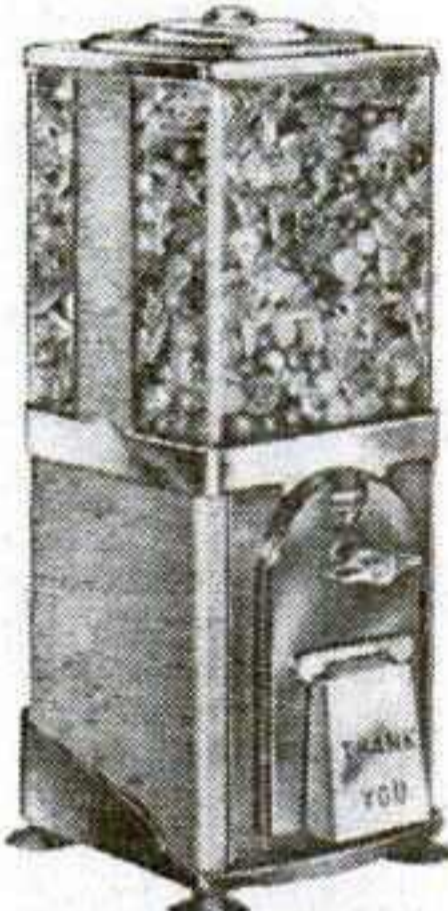
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They're All VICTORS The Finest In Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS

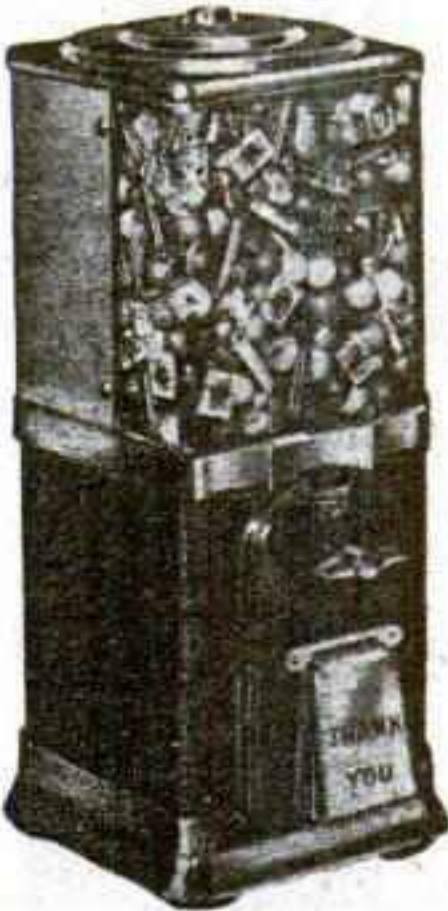
TRADEMARK That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vendor. Also vends Chiclé Treats 2 for 1¢ and Chiclé Treats 2 for 3¢ or 4 for 25¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and lucite... finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION
5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

Venders Would Aid

Continued from page 66

Restricts Legitimate Business

Chicago's ban of cigarette vending restricts the business activities of many reputable companies... Cigarette vending machines are manufactured by a dozen companies in the East and Midwest... sold to some 2,000 independent operating companies which place them on location in consideration of commissions on gross sales.

Thus the location owner benefits by the installation of a machine upon his premises—but this is denied to Chicago businessmen.

Chicago's penny cigarette tax effective October 1 provides additional reason for licensing cigarette machines. Now that the city is interested from a revenue standpoint in the number of cigarettes sold in the city, it is obvious that it should be interested in the number of places where cigarettes are sold.

The more places where cigarettes are sold, the greater the sale of cigarettes and the greater the revenue yielded to the city... Machines will increase the sale of cigarettes in Chicago and are easily regulated by city enforcement officials.

Increased License Collections

An NAMA study indicated the city is depriving itself of substantial revenue annually by failing to license cigarette vendors.

There are approximately 34,000 retail outlets in Chicago where cigarettes should be sold at retail.

The fact Chicago has the highest retail cigarette license fee in the country tends to reduce the number of places where cigarettes are sold in the city... only 14,000 cigarette licenses are sold annually.

Nationally, there are 1,000,000 retail cigarette counters and 400,000 cigarette machines in the country... a ratio of five cigarette counters to two cigarette vending machines... the national figures are consistent with the estimates above (34,000 outlets).

If the ban were lifted, it is estimated that 8,000 cigarette vendors would be distributed in Chicago... 3,000 in places now covered by retail licenses and thus producing no extra revenue for the city... 5,000 in places not now licensed, producing \$600,000 in new license fees for the city.

Cigarette machines have been illegal in Chicago since 1936. The announced reason for the ban was that they encouraged the sale of cigarettes to minors... A check with Miss Jessie Binford, of the Juvenile Protective Society at the time of passage of the ordinance revealed no record of complaints of minors purchasing cigarettes from vending machines.

Chicago is the only city of any size in the country which prohibits cigarette vending machines... In 1948 the city council of Portland, Ore., repealed a similar prohibition when it was demonstrated that police authorities believed that cigarette machines actually made it easier for them to enforce laws against the sale of cigarettes to minors.

The attitude of Police Commissioner O'Connor, of Chicago, is consistent with the views of a number of police chiefs whose opinions were solicited at the time of the Portland problem (and who concluded machines aided the fight against minors' smoking).

Pistachio Profit

Continued from page 66

eventually these locations actually only change hands. And often a store, whose proprietor wouldn't permit a machine in the store, will be taken over by one who wants the machines immediately to help build up his store volume.

In order to have volume, Chaban continues, one must keep the price of nuts "right."

Pistachio nut vending can be difficult for a vending operator just starting out. The "take" one receives from any one machine is a minimum, and the price of nuts is high; so to succeed one must concentrate on selling in volume. One can start from "scratch" with a few machines, of course, but this takes longer.

To begin a route, Chabans recommends buying a route or part of a route outright. To make money in this field you should purchase 500 machines at a time. Otherwise, the operation will be a part-time business.

Service is not merely a problem in pistachio nut vending, Chabans stresses. Service is the entire business! Adequate maintenance is vital.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.95
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	7.95
Master 1¢ Bulk Porc.	7.45
Master 5¢ Bulk Porc.	7.45
Master 1¢ & 5¢ Bulk Porc.	7.95
Columbus 1¢ B.G.	7.45
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix	.75
Cashew Whole	.62
Cashew Butts	.52
Peanuts, Jumbo	.32
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.45
Baby Chicks	.34
Rainbow Peanuts	.34
Boston Baked Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rain Big Ball Gum, all sizes, 200 lbs. minimum, Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.47
Schard Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
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LONgacre 4-6467

THE HIT OF THE NABV CONVENTION GUGGENHEIM'S latest action charm!



"FLIP-IT" MINIATURE PIN-BALL GAME

that actually works!

\$18.00 per thousand

Order from your distributor or from...

Guggenheim INC.

33 UNION SQUARE N.Y.C. 3, N.Y. • AL. 5-8393

IT'S BACK!!!

VICTOR'S TOPPER

The world's finest bulk and charm vendor

At these low prices.

100 or more

\$12.00 each

Less than 100

\$12.50 each

We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

BERNARD K. BITTERMAN

4709 East 27th St., Kansas City 27, Mo.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct.	24c lb.
Clor-a-Vend Ball Gum, 140 & 210 ct.	40c lb.
Clor-a-Vend Chicks, 275 & 320 ct.	45c lb.
Chicle Chicks, 320 & 520 ct.	36c lb.
Bubble Chicks, 320 & 520 ct.	30c lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves
Newark 4, N. J.

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop Corp.
(AUTOMATIC PRODUCTS CO.)
350 West 57th Street, New York 19, N. Y.

OPERATORS!

Send for illustrated list and prices of

PEERLESS PERSONAL WEIGHING MACHINES

Reconditioned Like New!

Peerless Weighing & Vending Mach. Corp.
42-02 111th St., Long Island City 1, N. Y.
Phone: STillwell 4-1620

VEND SCENTS FOR HE-MALES

OAKLAND, Calif., Sept. 12.—G. A. McNeil, local Jo-Lo Perfumatic operator, has decided that the sweet scent dispensing business shouldn't necessarily be limited to women customers. He feels there is a male market for the product.

As a result, six pink Perfumatics are on location in men's rooms. There is even one on that local stronghold of masculinity—San Francisco's Fishermen's Wharf. The venders dispense such lotions as John Frederick, King's Men, Seaforth and Old Spice.

Paramount, B-K Okay Perfume Units

JERSEY CITY, N. J., Sept. 12.—The Paramount theater chain has agreed to the installation of cologne venders in its 700 theaters thruout the nation. Jo-Lo Perfumatic Company negotiated the agreement.

Representing Jo-Lo was Mrs. Loretta Tanzer, secretary-treasurer of the firm. Herb Hahn represented Paramount.

According to the arrangement, Paramount will agree to let authorized Perfumatic operators place venders in theaters in their areas. Tanzer is in the process of turning the locations over to operators.

B-K Deal

In addition, the 90-theater Balaban-Katz theater chain, Chicago, has agreed to let A. A. Cox, Chicago operator, place Perfumatics thruout the chain.

Tanzer had previously signed the Loew's chain (150 theaters), the Warner chain (about 400 theaters) and the RKO chain (about 300 theaters) to similar pacts.

In most cases, Tanzer obtains the theater location initially and assigns it to the operator in the area or to the local distributor who in turn turns it over to the operator.

Study Cig Venders, Health Crack-Down

Continued from page 66

that ordinance, he said, were:

1. That the equipment be readily taken apart for cleaning.

2. That all food surfaces be subject to sight or touch.

3. That there be no V threads in the product zone.

Reviewing the Chicago cup vending situation, King said the board of health in January of this year issued an order to stop the granting of licenses to those vending firms and individuals whose equipment had not been approved by the board. Between 40 and 50 applications were held up, King declared.

Following this action, vending machine interests met with Dr. Herman N. Bundesen, president of the board of health, and declared their willingness to cooperate. King said the board okayed the issue of licenses following this conference. He added that "one or two" applications were turned down.

"Industry Went Asleep"

"Then the (vending) industry went asleep on its promise," the health enforcement chief told the meeting.

Within the past six weeks, the Chicago Sun-Times printed a story, charging that unsanitary drink vending machines were operated in some of the city's schools. The board of health then ruled that all operating companies need approved machines and instructed its enforcement agencies, to tag unapproved machines.

King said his department suggested that a vending industry committee be appointed to work with the health department, and he urged manufacturers to provide their Chicago customers with replacement parts which would enable their machines to meet the city's health specifications.

One Machine Approved

Following the meeting, Dr. King told The Billboard that one manufacturer's equipment had been approved and another firm's equipment was approved with a kit the manufacturer furnished at a nominal cost.

(Editor's note: Altho Dr. King declined to name the manufacturers, it was understood the approved machine was built by Spacarb, Inc., Stamford, Conn. It could not be determined which manufacturer was supplying the replacement parts kit to which the enforcement chief referred.)

Following King's remarks, a five-man committee was named to work with the health officials. The committee included Kiley; Dave Gottlieb, Kafe Coffee Service; George Roby, Automatic Canteen; Herman Stamer, Mechanical Merchants, and William Fishman, Automatic Merchandising Company. A three-man bulk nut and confection committee also was named. It included Tom King, King & Company; Joseph Brodsky and Howard Olsen, Transit Sales.

Cigarette Machine Proposals

Fred L. Brandstrader, legislative counsel for NAMA, then brought the meeting up to date on developments which may lead to the licensing of cigarette venders in the city. Brandstrader pointed out that Chicago is the only major city in the country to prohibit the operation of cigarette machines—a prohibition dating back to 1936.

During World War II, Brandstrader declared, plant management asked for machines to keep war workers supplied with smokes around the clock, and the late Mayor Edward Kelly ordered the police department not to interfere with industrial cigarette vending.

Recently, the Sun-Times published a list of cigarette venders operating illegally in the city and editorially urged the city to license the venders for additional revenue. Brandstrader described how a committee of venders was formed to call on Alderman Cullerton, chairman of the council's

finance committee. Cullerton in turn appointed a subcommittee headed by Ald. Daniel J. Ronan, and that subcommittee is expected to hold its first public hearing next week.

Statement Issued

Brandstrader also told of a brief statement NAMA prepared for the council committee and for mailing to 250 industrialists in the Chicago area (see separate story on first Vending Machines page).

In the open discussion that followed, it developed another group—in addition to NAMA—was at work on the cigarette machine problem. Spokesman for the group was James H. Martin, veteran cigarette operator and representative of the Arthur H. DuGrenier Company in 22 States.

Martin said, "We are going to have a bill with teeth in it."

Asked by Brandstrader to tell, who was meant by "we," Martin said he was not at liberty to disclose the names of his committee.

Among other things, Martin said his group intended to ask council for an ordinance which would:

Martin's Proposal

1. Require manufacturers of cigarette machines to submit the serial numbers of all machines sold to Chicago customers—this to insure payment of the license.

2. Prohibit operator-owned equipment within 100 yards of a school, church or playground—but presumably okay location-owned equipment within that distance.

3. Enact a \$250 vending machine occupational license.

Martin said his plan, including a special \$50 per machine license for cigarette machines, would return the city a million dollars in revenue.

NAMA, which proposes that the \$120 cigarette license be left undisturbed, estimates some 8,000 venders could be operated in Chicago, returning the city \$600,000 annually in license fees.

The meeting adjourned with the showing of a sales training motion picture entitled, "Closing the Sale."

ROCK RINGS
Beautiful
JEWELL
RING with
BIRTHSTONE

Holds marble firmly. A Ring that anyone will treasure. Real 10¢ Value.

NICKELPLATED \$15.50 Per M
GOLDPLATED with good substantial plating that does not peel. \$16.50 per M
All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

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2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

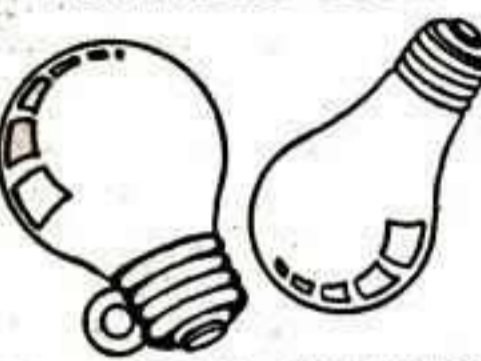
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For fast moving, exclusive big profit candy bar, gum and packaged nut machines. We are manufacturers. No inventory required but must finance self first month. This is an unusual opportunity with exceptional monthly income possibilities offered in a protected territory. National sales manager will reply only to those who give past experience.

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JUMBO LUMINOUS BULBS and SMALL LUMINOUS BULBS



These BULBS glow "BLUE-MAGIC" in the dark. BECAUSE the SMALL LUMINOUS BULB became famous as a feature gimmick—decided to make the most-of-it, by making a large JUMBO LUMINOUS BULB as well. The large JUMBO LUMINOUS BULBS do for your machines, ALL OVER AGAIN, what the SMALL LUMINOUS BULBS did. They EMPTY them.

SMALL BULBS \$ 8.75 per 1,000
JUMBO BULBS \$15.00 per 1,000

F.O.B. Jamaica, New York Or: At Your Distributor

What most OPERATORS do—they order both, use both as double-shot GIMMICKS. Small Bulbs and Jumbo Bulbs, featured together, as a TEAM, do a terrific job.

SAMUEL EPPY & CO., INC. 91-15 144 Place Jamaica 2, New York

SILVER-KING "GIANT ACE"



AT LAST—a vendor that permits easy placement of charms! It's the new SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

- 1# CHLOROPHYLL BALL GUM VENDOR—TODAY'S SENSATION (Vends 210 Counts)
- 1# "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
- 5# PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
- 1# "SUPER-VENDOR"—KING SIZE BALL GUM (To wake up "sleepy" locations)
- 1# CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines)
- 5# SILVER-KING "HOT NUT" (For that "Extra-Special" spot)
- 1# or 5# SILVER-KING NUT VENDORS (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at
Best Dealers Everywhere
SILVER-KING CORP.
622 Diversy Parkway
Chicago, Illinois

VICTOR'S TOPPER **VICTOR'S HALF CABINET STYLE**



\$12.50 1 to 23\$14.30
\$12.50 24 to 47\$14.00
\$12.50 48 to 99\$13.75
\$12.00 100 or more\$13.20

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

Blind Veteran Ops Ask Commissions From P O Units

PHILADELPHIA, Sept. 12.—The Blinded Veterans' Association during its convention here took to task certain federal employee organizations which they claim are "encroaching on" privileges granted to the blind by the government." (The privileges in question are those granted by a 1936 act of Congress permitting blinded persons to operate stands as small businesses in federal buildings.)

Altho the act does not mention vending machines, they are being installed in post offices with part of the profits going to federal employee welfare and recreation funds, the blind veterans charged.

The association adopted a resolution calling for the early hearing by Congress of a bill that provides that the proceeds of post office vending machines be used for welfare and recreation of postal employees but specifying that this shall not apply to vending machines operated by blind persons. The resolution asked that the bill be amended to protect the interests and insure the rights of the blind to operate business enterprises in federal buildings.

Charm Units Show Gains in Canada

ST. JOHN, N. B., Sept. 12.—Distribution of ball gum charms venders has been increased to cover the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland by Laniel Amusement, Inc.

Locations also have been increased in scope. They now include installations on the immediate exteriors of stores of all kinds, inside and out of theaters, bus stations and stops, skating rinks, service stations and garages.

Concessionaire Shows Venders

HARTFORD, Sept. 12.—Industrial Food-Crafts of New England, Inc., a major food concessionaire in the industrial field, has installed a vending department and exhibit at headquarters here.

The new department tests food vending equipment and displays sample units. Shown are hot and cold sandwich machines, and units vending pastries, desserts and hot and cold beverages.

The firm recently moved from Elizabeth, N. J., to its present quarters.

Officials pointed out the automatic merchandising department was added in recognition of the trend toward "automatic cafeterias."

CHARLOTTE, N. C., Sept. 12.—A certificate of incorporation has been issued to Zeb Little's, Inc., to operate cigarette machines here. Authorized capital stock was given as \$100,000. Incorporators: Z. R. Little, B. H. Mayberry and Wilma L. Mayberry.

Eppy Sparkle Ring

NEW YORK, Sept. 12.—A new charm, the Sparkle Ring selling for \$15 per 1,000, has been released by Samuel Eppy & Company, Inc. It has a non-tarnish golden finish and sparkle stones in assorted colors.

SUMMER SPECIALS IN CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEDA Model A, 6 Cols., 180 Cap.	\$ 87.50
UNEDA Model E, 8 Cols., 240 Cap.	85.00
NATIONAL Model 9-A, 9 Cols., 350 Cap.	\$115.00
NATIONAL Model 950, 9 Cols., 350 Cap.	125.00
ROWS President, 10 Cols., 475 Cap.	\$135.00
ROWS Crusader, 10 Cols., 475 Cap.	155.00
Diplomat Electric, 8 Cols., 340 Cap.	175.00
DUGRENIER Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap.	\$ 97.50
DUGRENIER Model V, 7 Cols., 238 Cap.	90.00

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES WRITE!
Brand New Stoner 1 1/2 Gum Vendors SPECIAL.....\$25.00 ea.
We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENDERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

Rowe Imperial 8 COLS. 240 Pack Cap. With new All King Size or Regular. \$95.00

DuGrenier "S." 7 Cols., ALL KING SIZE, 210 Cap. \$85.00

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
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WHEN YOU BUY FROM RAKE YOU'RE GUARANTEED THE FINEST!

No machine leaves our shipping dept. before it is checked. That holds for new as well as used equipment. Used machines are thoroughly reconditioned and refinished—inside and out! It's service like this that has made RAKE the institution it is today. SEND US YOUR NEXT ORDER FOR NEW OR USED EQUIPMENT, CHARMS, SUPPLIES & PARTS; OR STOP IN TO SEE US. WE GUARANTEE YOU SATISFACTION BECAUSE A SATISFIED CUSTOMER IS OUR BEST ASSET.

SEND FOR CATALOG "B-V" TODAY!

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COPYRIGHT LEGISLATION MOA MEET AGENDA

Music Ops to Answer McCarran
Proponents at Hearings This Fall

CHICAGO, Sept. 12.—The Music Operators of America will hold a meeting of their executive committee and board of directors here next Monday and Tuesday (14-15), and will take up the questions of copyright legislation, public relations, and the possibility of forming a third copyright holding

organization similar to ASCAP and BMI.

Highest on the list will be the copyright hearings, which probably will be held some time this fall, on the McCarran Bill (S. 1106) before the U. S. Senate's judiciary subcommittee. The committee heard the proponents of the McCarran Bill during the summer.

In July, BMI openly joined forces with ASCAP to reverse juke box exemption of royalty payments on records played on juke boxes. The alliance was announced by BMI's attorney, Sydney M. Kaye, who pressed for a congressional amendment in his report to the Senate's subcommittee on patents, trademarks and copyrights. Prior to this, ASCAP had been carrying on the fight alone.

It is believed that the board of director's meeting will formulate some answers to be given at this fall's hearings when the operators will have an opportunity to answer statements made by the proponents of the McCarran Bill earlier.

To Seek Finances

The meeting also will seek ways

and means to gain additional finances to carry on the copyright fight, it was said, since it will be necessary for many operators to go to Washington to appear and give evidence in defense of the industry's stand on royalty payments.

It was for reasons of pending legislation that the 1952 MOA convention was tabled. Time and money were two essential items necessary to give the situation proper consideration and strength, it was pointed out.

George A. Miller, national president of MOA, issued a blanket invitation to operators interested in attending the meetings to "come over and see how your association operates."

The formulation of a national public relations program will more than likely also be attempted at the meeting. It has long been understood that a program of this type is needed by the industry.

Meetings will be held in the Palmer House, the site of the coming MOA convention in March. Final plans for the convention will also be made at the meeting next week.

Juke Firm Formed By Canadian Group Of Broadcasters

Radio Talent Pool Explains Move
Needed for Security Reasons

TORONTO, Sept. 12.—Seeking a form of security, a group of radio entertainers here organized a syndicate that is now operating eight juke boxes.

The group is headed by Howard Milsom and bears his name, Howard Milsom Associates. With Milsom in the venture, which began with an initial capital of \$1,500, are some of the best known radio actors and actresses in Canada. They are Bud Knapp, Ruth Springfield, John Bethune, Paul Klugman and Murray Westgate.

The idea was Milsom's. He made a study of the business by watching people put their money into a machine in a restaurant.

Interest Others

Then last June during the Canadian International Trade Fair he stopped at an exhibit put on by the Seeburg distributors in Canada, R. C. Gilchrist Company, Ltd. Talks ensued with Gilchrist and his assistant, Mrs. Edna Gettys, and Milsom went out to interest others in the radio industry.

All those in the business are free-lancers in radio, and as Milsom explains it, "When we get sick, the money stops coming in." Milsom figures that within two years, each member of the syndicate will receive \$50 a week as his share.

Milsom, who does most of the work, such as picking up the records, placing them in the machines, contacting the location owners and collecting the money, says he thinks he has made a sound investment.

Gilchrist was lauded by Milsom for the help he provided the group.

Milsom says he plans to form several groups and will provide

the administrative end. Because of the enthusiasm of his own group, the next group will also include disk jockeys.

The additional groups, as Milsom sees it, will finance new locations, and the central group will take a share for its administrative services.

Milsom said he enjoyed meeting location owners and makes it a practice to call at location daily. He also has found that the public is more long-haired about its taste than many persons think.

Plan Revival Of Detroit Rackets Quiz

WASHINGTON, Sept. 12.—A source here disclosed a renewal of the congressional investigation into Detroit labor racketeering is in the making.

The investigation will probably be renewed under the direction of Representative Smith (R., Kan.), who headed a subcommittee which recently completed its report on labor conditions in Kansas City, Mo.

Under the plan, information obtained in Detroit by five investigators for the House Government Operations Committee, would be turned over to Smith. Smith's group is from the House Labor Committee. Representative Hoffman of Michigan who heads the Operations Committee is also a member of Smith's group.

Previously, Hoffman and Smith had collaborated in a Detroit hearing. Following that hearing, two witnesses were indicted by Judge Miles N. Culehan, Wayne County one-man grand juror.

Indictments of seven name figures associated with the juke box industry were reported recently by Judge Culehan. Included in the indictments which contained counts of extortion, conspiracy to extort, and State labor violations were:

William E. Buffalino, president of the Teamsters Union, Local 985, which has jurisdiction in the coin machine industry.

Louis Fisher, head of Fisher Music Company.

Lawrence J. Welsh, a business agent for Local 985.

Cecil Watts, who has been business agent for other locals.

Herman Prujansky, former Detroit tavern owner.

Leonard Montleone, former bartender associated with juke box activities.

Watts and Welsh were listed as missing and it was presumed that Reps. Smith and Hoffman plan to question both. Smith previously had warned he was not going to leave "a job half done" in Detroit. If Smith takes over, his investigation will not be limited as to time and territory, it was said.

WEATHER HELPS TAKE

Chicago Juke Gross Rises as Heat Ends

CHICAGO, Sept. 12.—Juke box collections here came out of the doldrums with the end of Chicago's record-breaking heat wave.

Phil Levin, head of Caryl Music Company, reported his post-Labor Day collections were some 22 per cent ahead of collections at the end of August.

"Part of it is the weather, but most of the credit for our stable collections should go to dime play," Levin said.

Most of Levin's phonographs are in tavern locations, but reports from other operators indicated non-tavern sites likewise showed a better gross once the heat wave broke.

By and large, Levin said, collections on his route had remained on an even keel, despite seasonal changes, since the switch to dime play.

"When collections are off," he

commented, "you get 20 or more calls each week from fellow operators complaining about business. This week, with the cooler weather, I haven't had a single call—so everyone must be having the same upswing."

OVERSEAS

O. Mallegg Juke Sales \$6,000,000

CHICAGO, Sept. 12.—Chicago boasts one company which has been in the juke box business since 1939 and sold an estimated \$6,000,000 worth of phonographs—all of them to overseas buyers.

Those facts came out this week with the announcement, by AMI and by O. O. Mallegg, that Mallegg's company would no longer handle AMI export sales. Instead, the phonograph manufacturing company set up its own export division (see separate story).

Mallegg had the AMI export agency since 1946, and prior to that time handled Rock-Ola sales abroad. During that time, Mallegg's records indicate sales of approximately \$6,000,000 worth of new phonographs for export. In addition, Mallegg figures his firm has moved about \$2,000,000 worth of used juke box equipment.

Mallegg announced this week he was leaving for Europe where he would make stops in Ireland, Sweden, Germany, Holland, Belgium, France, Austria and Switzerland. Mallegg, whose company handles a wide variety of export lines, intimated he did not intend to leave the juke box exporting business.

DEEJAYS NAMED JUDGES IN LAINE-PHONO CONTEST

NORTH TONAWANDA, N. Y., Sept. 12.—Forty disk jockeys across the country, named as judges, have been broadcasting details of the Frankie Laine-Wurlitzer \$5,000 Vocalist Scholarship Contest, and advising youthful aspirants to start preparations of their disks which may be submitted starting September 15.

The contest is being handled in the 40 metropolitan areas on an exclusive basis with the disk jockeys promoting the event via their air shows. Some estimates indicate that entries will exceed the original figure of 10,000, which was considered maximum at the inception of the contest.

Between 400 and 500 entries are expected by disk jockeys Joe Grady and Ed Hurst, of Philadelphia, who air over WPHN. The pair have requested additional judges be assigned so that all entrants will be assured full consideration of their talents.

Detroit deejay Robin Seymour, of WKMH, predicts that youthful enthusiasm will exceed all expectations as the transcribed

standard recordings on his daily show. He will ask the audience to indicate its preference by postcard.

Director of promotion for the Columbia Record Division of the Sampson Company in Chicago, Natt Hale, reports that deejay Eddie Hubbard will conduct the Chicago contest over his afternoon show on WENR, an ABC affiliate of 50,000 watts.

Twenty-one more radio stations and their participating deejays have been listed. They include Bill Lowery, WGST, Atlanta; Bob Wells, WEBR, Buffalo; Hugh McPherson, WGKV, Charleston, W. Va.; Jimmy Patterson, WBT, Charlotte, N. C.; Jack Remington, WKRC, Cincinnati; Al Jones, WRR, Dallas; R. B. McAlister, KGMC, KBTB, Denver; Paul Berlin, KNUZ, Houston; Harry Burge, WQAM, Miami; Al Jarvis, KFWB, KECA-TV, Los Angeles; Dick Covington, WHBQ, Memphis; Dick Webb, WIVY, Jacksonville, Fla.; Noel Ball, WMAK, Nashville; Paul Brenner, WAAT, WAAT-TV, New York; Sandy Jackson, KOWH, Omaha; Tommy Allen, KOMA, Oklahoma City; Joe Deane, KQV, Pittsburgh; Fred Haseltine, WNL, Richmond, Va.; Wally King, KSFO, KPX-TV, San Francisco; Andy Wilson, KOPO, KOPO-TV, Tucson, Ariz.; Joe Knight, KRMG, Tulsa, Okla.

Entrants will have five weeks from the opening date in which to file entry forms and get their recordings into the hands of the disk jockeys.

Dolan to Open Own Distributing Firm

LOS ANGELES, Sept. 12.—Jack Dolan has resigned his position with Dan Stewart Company, and will soon open his own distributing firm. Stewart has been distributor for both Rock-Ola and Chicago Coin in this area.

It is not yet known what lines Dolan will handle.

Nebraska Guild Goes All Out On PR Drive

OMAHA, Sept. 12.—The Music Guild of Nebraska held its regular quarterly meeting in the Paddock Hotel, Beatrice, last week and resolved to direct all possible efforts toward creating a sound public relations program for the juke box industry in the State.

A three-man public relations committee was formed at the business meeting by the president of the guild with the recommendation that all members submit suggestions.

Jerry Harris was guest speaker at the meeting and spoke on public relations.

The guild also elected to send a representative to the MOA business meeting in Chicago September 14-15.

AMI Opens New Division; to Export Direct

CHICAGO, Sept. 12.—AMI, Inc., Grand Rapids juke box manufacturer, this week opened an export division with Max Lewin in charge.

Headquarters for the division are at 134 North La Salle, the home office for Ed Ratajack, Western sales representative.

The new export chief, Lewin, was formerly with O. O. Mallegg, long-time export representative of AMI. Lewin is widely known in Latin America where he recently conducted service schools for AMI customers.

Assisting Lewin will be Carlos Salazar. New to the juke box business, Salazar is a law graduate of Havana University, Cuba, and was previously associated with the export departments of Popular Mechanics magazine, Bauer & Black and Armour Laboratories.

J. W. Haddock, president of the firm, said the creation of the export division "evidences our belief in the growing importance of automatic music abroad as well as at home. It is a recognized medium of entertainment with a universal appeal to good people everywhere."

"Last summer," Haddock continued, "we conducted a series of service schools in several Latin-American republics. The enthusiastic response to them, and the reception given AMI's foreign language service manual is most gratifying. Factors such as these, plus the demand for the new E line, makes it advisable for AMI to carry out its long-range program for establishing direct factory contact with our distributors abroad."

Prior to activation of the export division, AMI's export sales were handled thru Mallegg's export firm in Chicago (see separate story on Mallegg's plans).

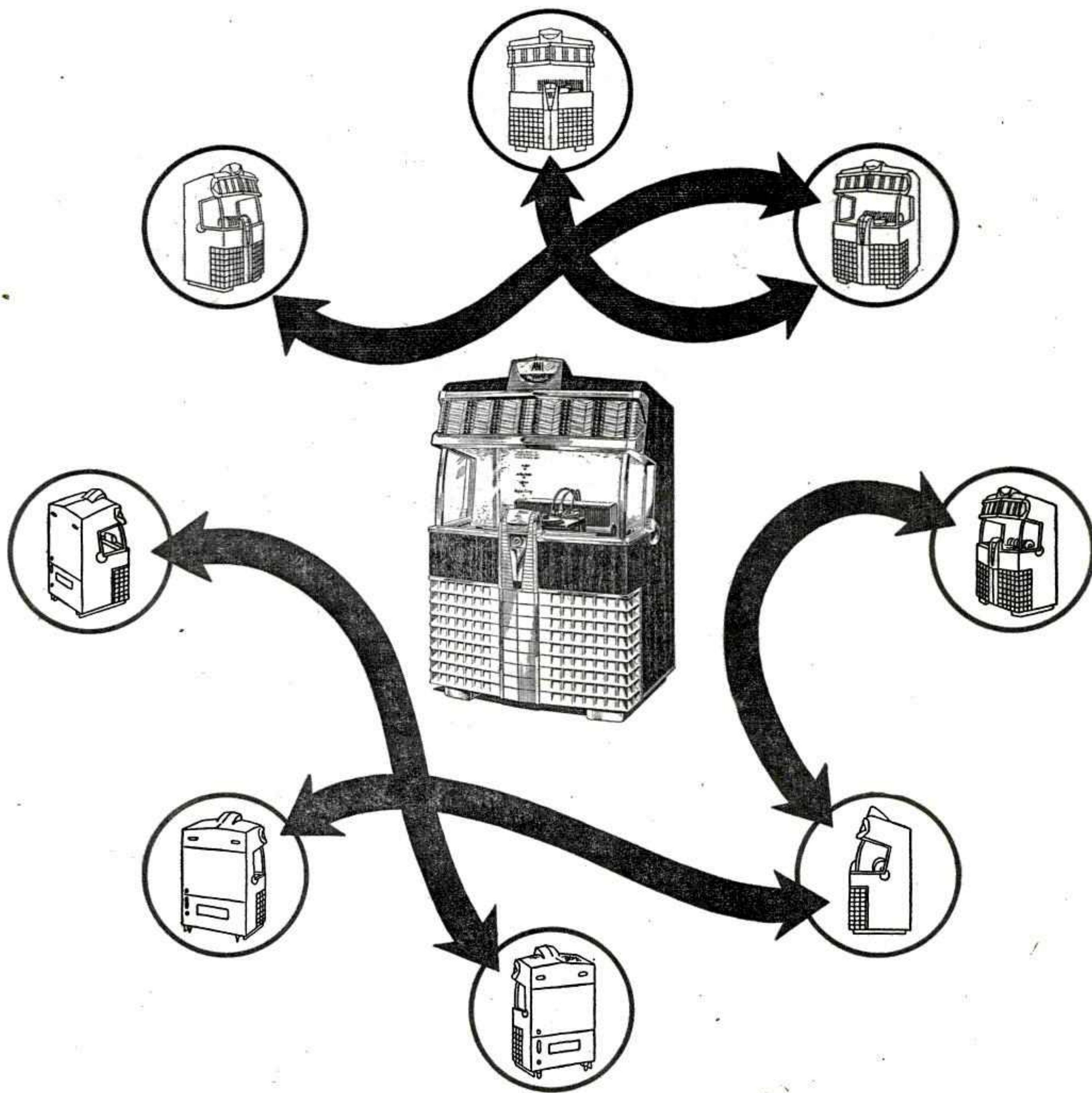
"Our relationships with Mr. Mallegg," Haddock said, "have been most pleasant. His knowledge and experience have been useful in the pioneering stage of our expansion into the foreign field. Mr. Mallegg, who is now free to concentrate on other departments of his widely diversified export operation, has our most sincere wishes for continued success."

Wurlitzer 1500A On National TV

LOS ANGELES, Sept. 12.—A Wurlitzer Model 1500A is to be used as an integral part of Peter Potter's "Juke Box Jury," nationwide TV show starting Sunday (13), courtesy of the Paul Laymon Company, local Wurlitzer distributors.

Phono will be hooked up on a remote basis, with TV cameras focused on the machine as a record is played.

"Juke Box Jury" will be seen in 50 cities thruout the nation.



more locations in every location

Overnight the AMI Model "E" has brought new opportunities for placing a juke box in positions of profit prominence, in any location.

With its trim, intriguing lines, its pleasing planes and perspectives, the "E" is the most voluptuous assembly of curves ever presented on a phonograph. Like a beautiful woman who catches the eye from every angle, the Model "E" has an all-round fascination to the onlooker.

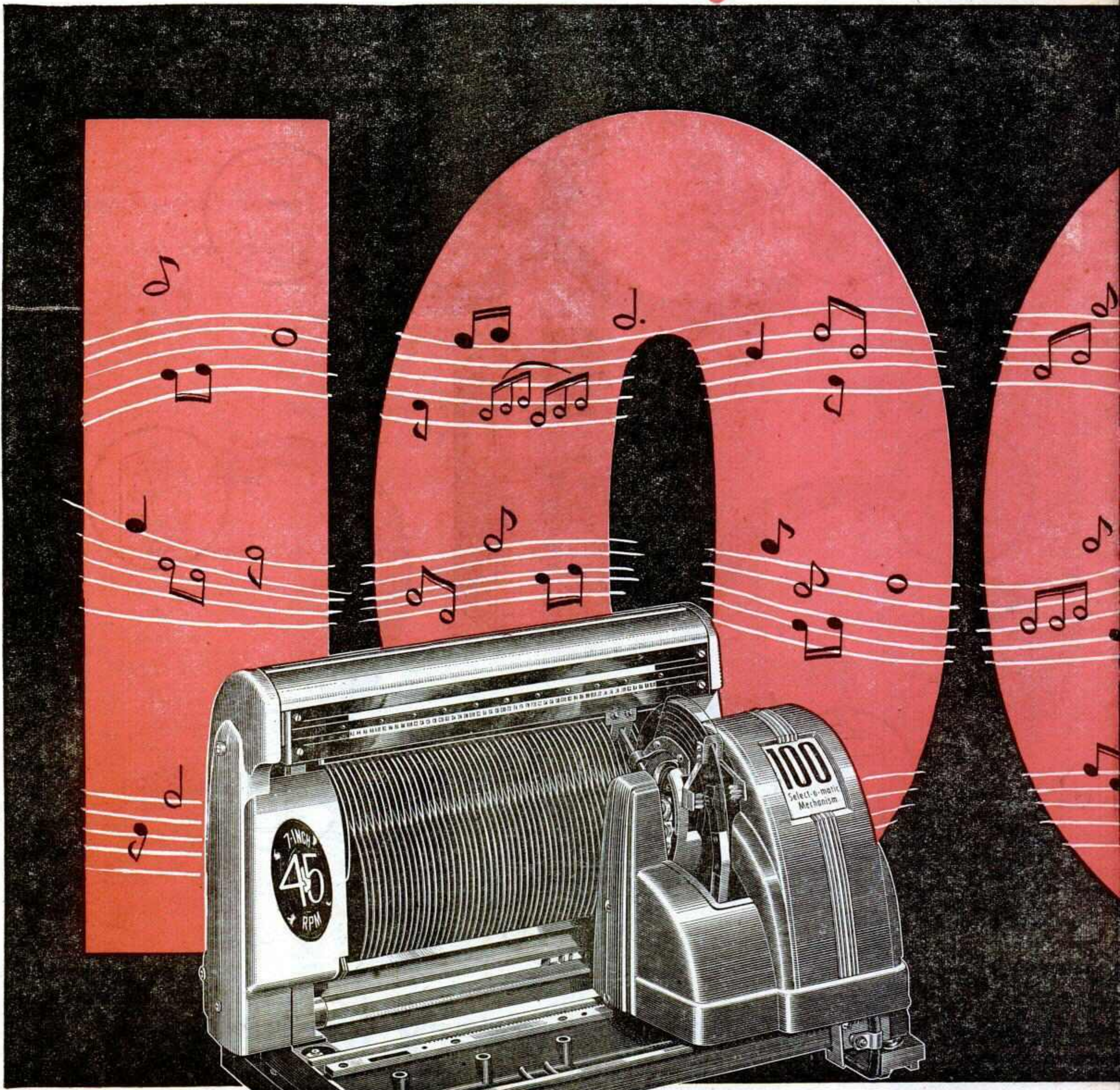
You can put the "E" in the very center of a store, in the main stream of traffic — yes, in any of a number of spaces hitherto denied the operator. Location owners recognize the

play-intriguing value of the new "E" Models' same satiny smooth finish on front and rear, top and sides. They know immediately that here is a juke box that deserves the BEST LOCATION WITHIN THE LOCATION — the top money-making area in every spot.

AMI *Incorporated*

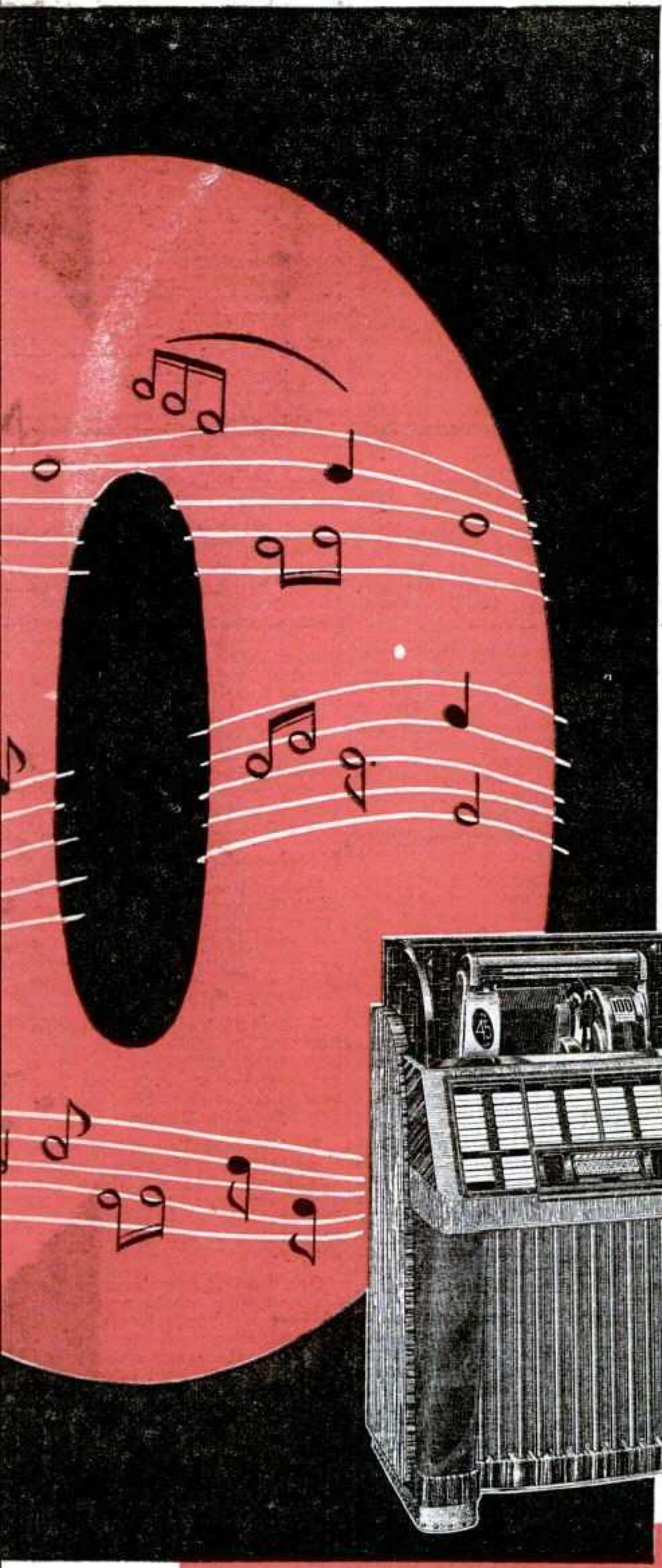
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Mich.

the value of...



Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

AMERICA'S FINEST AND MOST



The value of any coin-operated equipment is its ability to attract the public. In the case of coin-operated music, it's the 100 way. With 100 selections, the music merchandiser offers a **BROADER MUSIC SERVICE . . .** a music service that makes possible proper programming . . . a music service with adequate selections under the five basic musical classifications . . . a music service with "music for everyone."

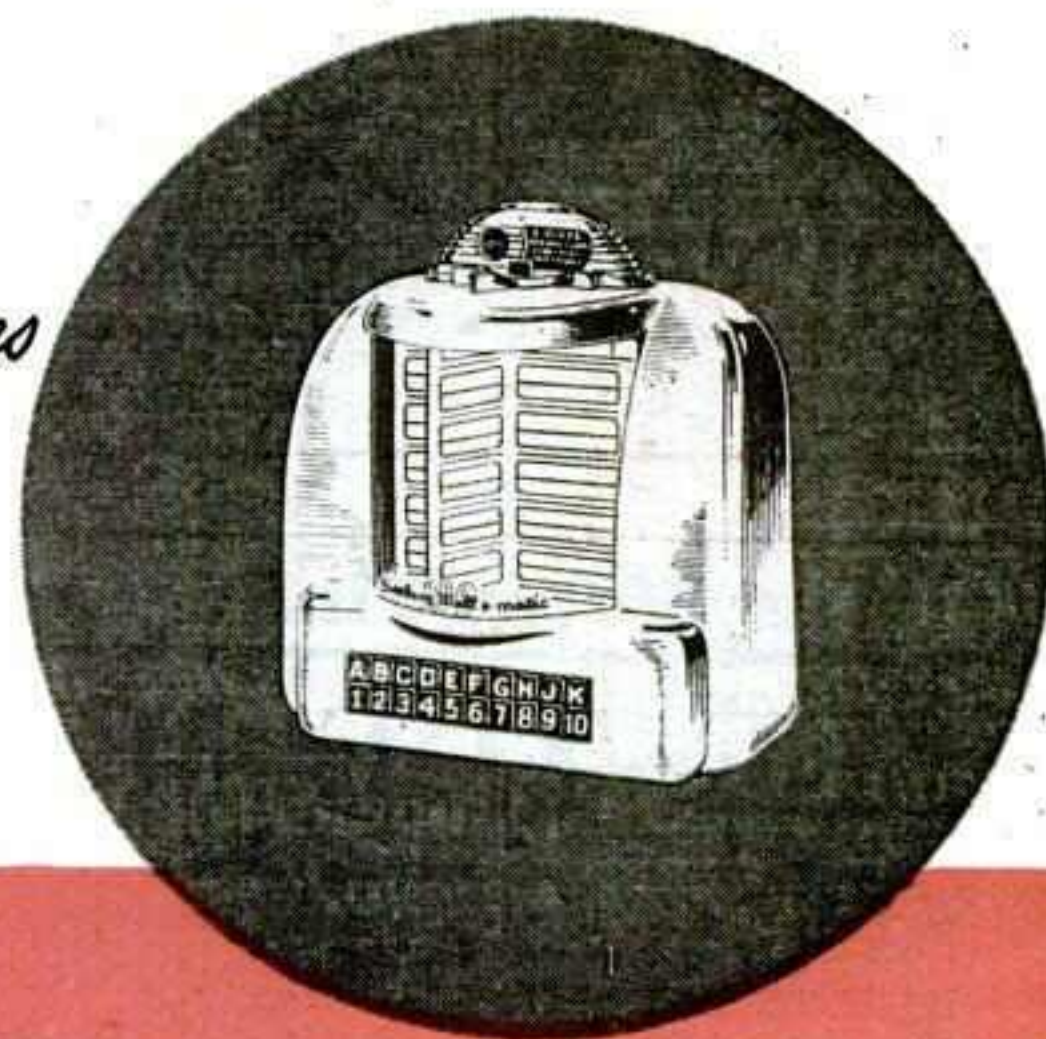
The Story of 100 has been told!

The Magic of 100 is a matter of record!

The Value of 100 has been recognized by the entire coin-operated music industry!

100 Selections at the phonograph

100 Selections anywhere in the location



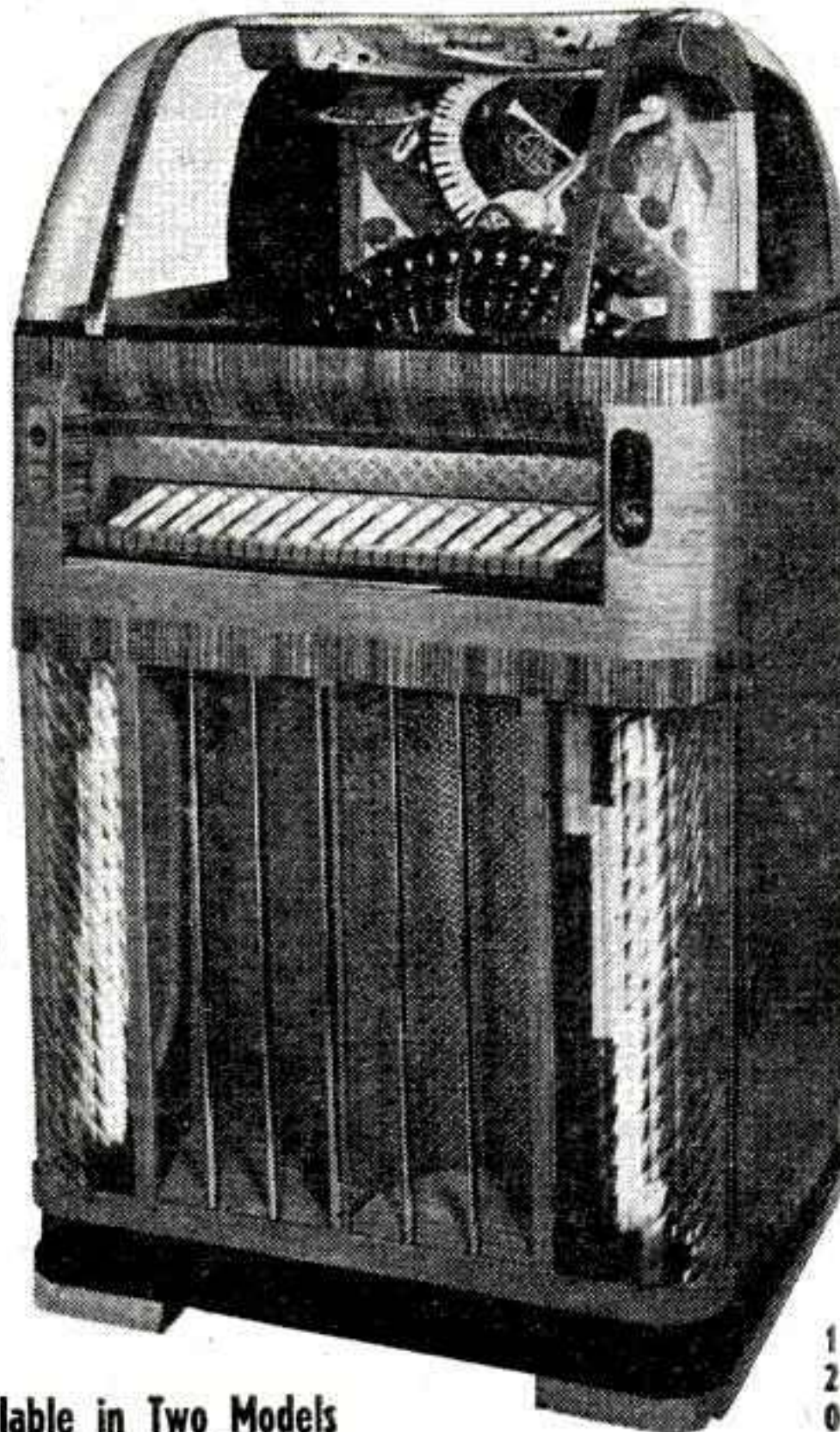
Select-o-matic 100

COMPLETE MUSIC SYSTEMS!

120 120



SEE PLAY HEAR
 Order your next Phonograph from your Rock-Ola dealer



Available in Two Models for 75 or 45 R.P.M.

The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

120 120 120 120 120 120 120 120 120 120

How Was Your Timing on . . .

"I SEE THE MOON"

THE MARINERS
 COLUMBIA 40047

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to fine your record buying to cash in on the hottest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY



Title Strips Ready for Top Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Coinmen You Know

Chicago

Ralph Sheffield, Genco roadman, is on a trip in Canada. From there he will head west to study the amusement game market in that section of the country by working with distributors. The firm's newly appointed St. Louis distributor, Bill Betts, is expected to do a big job in the Missouri and Southern Illinois territory (see separate story).

Over at United Manufacturing Company action on the shuffle and in-line scoring is at a high pitch, Billy DeSelm, sales manager, reports. Dan Stewart, of the Dan Stewart Company, Salt Lake City, was in for conferences with United officials. DeSelm says the big pins on Imperial and Royal shuffle games have proved a sensation with players around the country.

First Distributors is getting steady results on its Keeney games and its used shuffle and in-line units. Wally Finke and Joe Kline feel business in this area will be exceptionally strong this fall. Marvin Rosenstein, office manager, became the proud father of a girl this week. The firm's catalog has drawn good repeat business on gift items.

At Chicago Coin Machine Company, Ed Levin, director of sales, reports business good on the firm's Hi-Speed Triple Score Bowler and Hi-Speed Crown Bowler. Frank Mencuri, sales manager, left on an extended road trip Tuesday. He will visit the South, the East and Eastern Canada.

Anton (Tony) Obelzinski, Devices Novelty Company and Devices Manufacturing Company head, is putting out the first production models of his Panther bulk vander this week. Introduced at the recent National Automatic Merchandising Association convention, the new machine lists for \$15.95. John Flowers, sales representative for Ball-Gum, Inc., which has introduced its own dual-chamber ball-gum, charms vander, is also handling marketing for Tony.

Bernard Kiley, who keeps a busy thumb on his own Airport Vending Service operation and several other business fingers in Continental Coin Devices, Inc., reports latter's new bevy of service coin changers are meeting good reception. They return nickels and pennies via three different models.

The Bert Mills Corporation suit for infringement of patent against Cole Products Corporation comes up in court next week. Instituted

last spring, it revolves around a Mills patent covering an automatic overflow control and a method of keeping powdered ingredients dry in coffee venders.

Herbert Chadwick, Bert Mills vice-president, looks for pilot Coffee Bar production to commence in the new plant outside St. Charles by October 1. About three weeks later the office personnel and equipment from the present Lombard facilities will be entrenched in the new headquarters.

Harold Schaefer, president of Victor Vending Corporation, is pleased with the rate of outgoing shipments on the Topper Deluxe in both globe and half cabinet styles, and the Baby Grand Deluxe oak cabinet model. Charms continue to keep on the fast moving counter at Jack Nelson Jr.'s Logan Distributing Company. The firm's special charm bar and charm package are a representative combination of the industry's leading items, Jack points out.

Rolfe Lobell, vice-president and sales manager of Leaf Gum Company, sees a good sales future in bulk vending the candy-coated spheres. He notes that operators are opening up new, volume locations such as those in supermarkets, chain drug and department stores.

Silver-King Corporation's new wide-mouth globe enables operators to better place charms to dress up the machine. Harold Burt, president, says the wider opening in the seven-pound globe is being offered as a service and time saver. . . . Sam Kogen is carrying on as top man of Kandy Korner since he bought out partner Leon Segal several weeks back.

National Association of Bulk Vendors' new product and public liability insurance coverage for member operators is being written by broker Ira Lipshutz at 39 South LaSalle Street. Underwriter is the National Surety Company in New York City. NABV members receive a discount rate on such coverage, general counsel Milton (Ted) Raynor points out.

Detroit

Joseph P. Harris, a newcomer in the coin machine field, is teaming up with Louis Berman, a veteran of nearly two decades here, to form the new Perry Music Company. Berman, proprietor of Bell Music Company, was a partner in the prewar Champion Automatic Music Company.

Maurice Feldman, of Century Coin Machine Exchange, returned this week with his family from Charlevoix, Mich., where they had been staying for two weeks. . . . Also back from his vacation is Joe Brady, of Brilliant Music Machines, who was in Chicago.

Dale Sauve, of Sauve & Son Distributing Company, is still away seeking relief from the current asthma season. . . . Fred Chlopan, president of the Detroit Shuffleboard Association, Attended a sales meeting in New York Thursday.

Hartford, Conn.

George Navickas, of Navickas Amusements, flew to Nova Scotia over the Labor Day week-end. . . . Arnold S. Carlin, general manager of Capitol Light and Supply Company, Hartford, has signed to handle Northern Connecticut distribution of Admiral radio, television and appliances.

Ralph and Robert Colucci, 12-year-old twin sons of the Ralph Colucci, of Seaboard Distributors, returned from a long vacation this week in time for the opening of school. They are in the seventh grade.

Abe Ziskis, in the coin machine business for nine years, is associated with his brother, Bill Hurowitz, also of Hartford, in a series of boxing promotions at the Stanley Arena, New Britain.

Coin machine men were heartened by a report from the Connecticut State Development Commission that Connecticut business achieved its highest level in history in the first six

months of the year and that the "present momentum would carry business well into 1954 at a high level."

The commission's monthly business review stated business activity in the State was 6.9 per cent higher this year than for the first half of 1952. This year's level is 15.7 per cent ahead of the 1950 business rate.

To keep pace with rapidly expanding trade, Cott Beverage Corporation, New Haven, has announced the following executive promotions: Bernie Laden, to sales manager, Connecticut sales; Michael J. Healy, manager, franchise sales, Middle West division; Michael Chisholm, manager, franchise sales, Northeast division, and Thomas E. Williams, chief purchasing agent.

Washington

Business at Westway continues steady, reports Owner Sid Lotenberg. Sid's firm is busy making the installation at Maryland University, and is supplying lots of machines to the smaller locations. Lotenberg is confident that the winter season will be a good one.

Kwik Kafe of Washington, Inc., headed by James Bowen, has moved to newer, larger quarters in nearby Bethesda, Md. Bowen is pleased with the success of the small size coffee vander. Recent installations in little tavern shops, Hillside Drive-In and the Potomac Electric Power Company have proved lucrative.

Jack A. Spitzer, who operates in nearby Virginia, has several new small locations. . . . William F. Steele, Silver Spring, Md., is another who has found collections better than average this summer.

Pittsburgh

Herbert Ros-nihal, Banner Specialty Company, was in Chicago at the NAMA convention to see the new equipment. Hot drink machines should be a big thing in the future, he believes, in the Pittsburgh district.

William Sopira, partner, Service Rental Coin Machine Company, is the father of a girl whom he has named Christina. . . . Samuel Chabans is the sole owner of Confection Specialties Company.

Fred Vowinkel's vending route takes in Butler, New Kensington, Vandergrift, Apollo, Clairton and McKeesport and Duquesne, all in Pennsylvania. And the firm plans to expand in another direction shortly.

One vending operator says that his mechanics would save hours of time if manufacturers would have soldering mechanics test connections. Mechanics spend hours trying to locate loose connections, he said.

On his new route, Raymond Watts, Mills Automatic Merchandising Corporation, covers from 50 to 200 miles daily. . . . Michael Ballinger, Acme Vending Machine Company, looks for business to start up after Labor Day.

Out-of-town operators visiting Pittsburgh recently included representatives of Commercial Vending Company, Butler, Pa.; Eagle Automatic, of Steubenville, O.; William Mowad, of Alliquippa, Pa., and Farrah, Ambridge, Pa. . . . A new number, "Eh, Cumpara" (Godfather), by Julius La Rosa on Cadence label, is being asked for by the operators.

L. B. Bernstein, of Stedford's, returned from a vacation to Kansas City, Mo., where he visited his brother, A. H. Bernstein, stopping off also to visit his sister at St. Joseph, Mo.

Auditors' Report published in The Carnegie Signal-Item showed that receipts from a vending machine for the Carnegie School District totaled \$26.40 for the year ended July 6, 1953. . . . The columnist of the "Main Street" column in the same newspaper compared the "wired seat in the Penny Arcade at Kennywood Park" with the electrifying experience of hearing a fire siren.

Los Angeles

Ray Powers, Badger Sales Company, back from a vacation thru Utah, Idaho and the Northwest, with automatic merchandising

Vital Statistics

Births

A daughter, Sherrv Joy, to Mr. and Mrs. Marvin Rosenstein in Michael Reese Hospital, Chicago, September 7. Father is office manager of First Distributors, Chicago.

dising head Al Silberman away on a short sojourn... Joe Duarte, export manager at Badger, reports a heavy volume of business coming in from Peru, despite the fact that coin mechanisms need special adaptation due to the difference in size of the Peruvian coin. Co-operative efforts on the part of the National Slug Re-selector Corporation have helped the Badger firm solve the problem.

Katy Solle and niece Bobbie, Leuenhagen's Record Bar, taking time off from their record selling chores for a little sight-seeing before the girl goes back to school... Abe Rheim and Bob Alexander have incorporated the Rex Music Company, local music operation.

Bess Barrows and Johnny Kaiger holding down the fort at the Dan Stewart Company, while Jack Dolan and Pete Ley bustle thru the Southland selling Rock-Ola phonos and Chi Coin bowlers... Ed Wilkes, Paul Laymon Company, back from his vacation. Ed spent a week at Balboa with his family.

Britt Adelman celebrating a birthday... Laymon firm displaying the new Bally Dude Ranch and receiving excellent initial reaction from ops... Abe Chapman took time off from his many duties over at Mount Sinai Hospital to have dinner with Jack Simon, Simon Sales Company... Pete Shupp, South Gate operator scheduled to leave on a short trip to the high Sierras for a bit of fishing.

Roy Garrison, of Phoenix, visiting Los Angeles the past week... Music ops along the row included the Santa Ana contingent of Doc Dockins, Lee Nelson and Walter Henning... Lloyd Barrett made the trek in from Pomona, along with Al Cicero of Santa Maria.

Walter Peteet, field service manager for the Rudolph Wurlitzer Company, in town setting up a new 1500 phono to be used on the Peter Potter "Juke Box Jury" network television show starting Sunday (13)... The Laymon firm is all set to go on the new Frankie Laine-Wurlitzer contest, with disk jockey Al Jarvis, KFWB, set to hype the promotion... Jimmy Wilkens delaying his planned Eastern vacation until next year when he'll drive east with the entire family.

Barney Sugarman, Runyon Sales, New York, was in town this week... Bill Happel, Badger Sales, was down at the beaches and San Diego for the week-end... Al Silberman is back at his desk after a two-week sojourn.

Gogi Grant, new RCA Victor recording star, visited with the gang over at Bill Leuenhagen's Record Bar. Several operators planned a send-off for Mary and Kay Solle's niece Barbara, before she returned to school at Santa Barbara this week... Johnny Ketchersid, of Artesia, made the rounds along Pico this week.

Jack Simon, Simon Sales, closed a deal for the only original player piano in this neck of the woods. Piano was 75 years old... Hank Tronick, Minthorne Music, played host to music operators in that newly decorated bar the firm has launched... Dick Gray, San Bernardino, was in for new equipment this week.

Miami

Jack Lipsner, Coin-Operated Service, says that Eartha Kitt's "C'est Si Bon" is the top number on his music route, with "You,

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

AIREON	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug 29	Issue of Aug 22
Coronet			\$99.50	
Fiesta			50.00	
AMI				
Model A	\$169.00 175.00 225.00 275.00	169.00 175.00 225.00 275.00	175.00 179.00 199.50 225.00 295.00	\$175.00 179.00 225.00 249.50 295.00
Model B	325.00(2)	325.00(2)	299.50 325.00 350.00	299.50 325.00 350.00
Model C	325.00 329.00 350.00	325.00 329.00 350.00(2)	325.00 329.00 350.00 375.00	325.00 350.00 375.00
Model D-40		450.00 495.00	450.00 525.00	450.00 495.00
Model D-80		545.00	535.00 695.00	545.00
CHICAGO COIN				
Hit Parade			\$9.50	
MILLS				
Constellation	169.50			169.50
Empress				25.00
Throne				25.00
PACKARD				
Manhattan	79.50	79.50 95.00	49.50 79.50	79.50
ROCK-OLA				
1422	77.50 79.00 79.50	69.50 79.00	79.00 79.50 99.50	79.50 99.50
1426				224.50
1428				395.00
1432	339.50			
1434 (52-50)	395.00	395.00	395.00 495.00	395.00
SEEBURG				
M 100 A 78 RPM	495.00 549.50 550.00(2) 595.00(2)	495.00 549.00(2) 550.00 595.00(2)	550.00(2) 595.00(3)	550.00(2) 595.00(2)
M-100-B 45 RPM	695.00		695.00	
146	150.00	150.00	99.50 150.00	129.50 150.00
146 Hideaway	125.00	125.00	125.00	125.00
148 Hideaway		185.00	185.00	185.00
146 H			79.50	
146 M	99.00 115.00	99.00 115.00	75.00 99.00 115.00	75.00 115.00
146 S			75.00	75.00
147	175.00	175.00	109.50 175.00	159.50 175.00
147M	119.50 129.00 135.00	129.00 135.00	90.00 129.00 135.00	90.00 135.00
147-S			90.00	90.00
148			224.50	
148 Blonde	225.00	225.00	225.00	225.00
148 ML Blonde				209.50
148 M	185.00	185.00	185.00	185.00
148 ML	215.00	215.00	215.00	215.00
148 SL	179.00	179.00	179.00	179.00
1946 Hideaway	89.50	89.50	99.50	89.50
1947	175.00	175.00	175.00	175.00
WILLIAMS				
Music Mite	110.00	110.00	110.00	110.00
WURLITZER				
700	69.00	69.00	69.00	69.00
750				49.50
750 E				79.50
80L	69.00	69.00	69.00	69.00
1015	99.50 119.00 125.00 150.00	119.00 125.00 135.00 150.00	109.50(2) 119.00 125.00 135.00 150.00	109.50 125.00 135.00 150.00
1080	89.50 125.00 139.00	125.00 139.00	99.50 125.00 139.00	99.50 125.00 139.00
1180	219.50 250.00 275.00	250.00 275.00	219.50 250.00 275.00	250.00 275.00
1250	269.50 285.00 295.00 339.50	269.50 285.00 295.00 339.50	285.00 295.00 299.50 339.00	295.00 299.50 339.00
1400	495.00 575.00	495.00 575.00		

"You, You"; "P. S.: I Love You," and "Oh" next in popularity.

At least three Miami coinmen can go calling on each other by boat. They are Willie Blatt, who lives on Biscayne Island; Willie Levey, Normand, Shores, and Bert Lane of Biscayne Point. Blatt's mechanic, Walter Wheeler, did just that. Wheeler nosed his outdoor motor alongside Blatt's house and yelled for him to come along for a spin. It was as simple as that.

James Callahan, manager of the parts department at Bush Distributing Company, is spending his vacation fishing at the Keys... President Ted Bush, Bush Distributing, returned from a business

trip to Chicago and a stopover at the Wurlitzer factory in North Tonawanda, N. Y. ... Ozzie Truppman got back to Miami a few days earlier from the Windy City... Ken Willis journeyed to Tampa on business.

"Vaya Con Dios" continues to be (Continued on page 79)

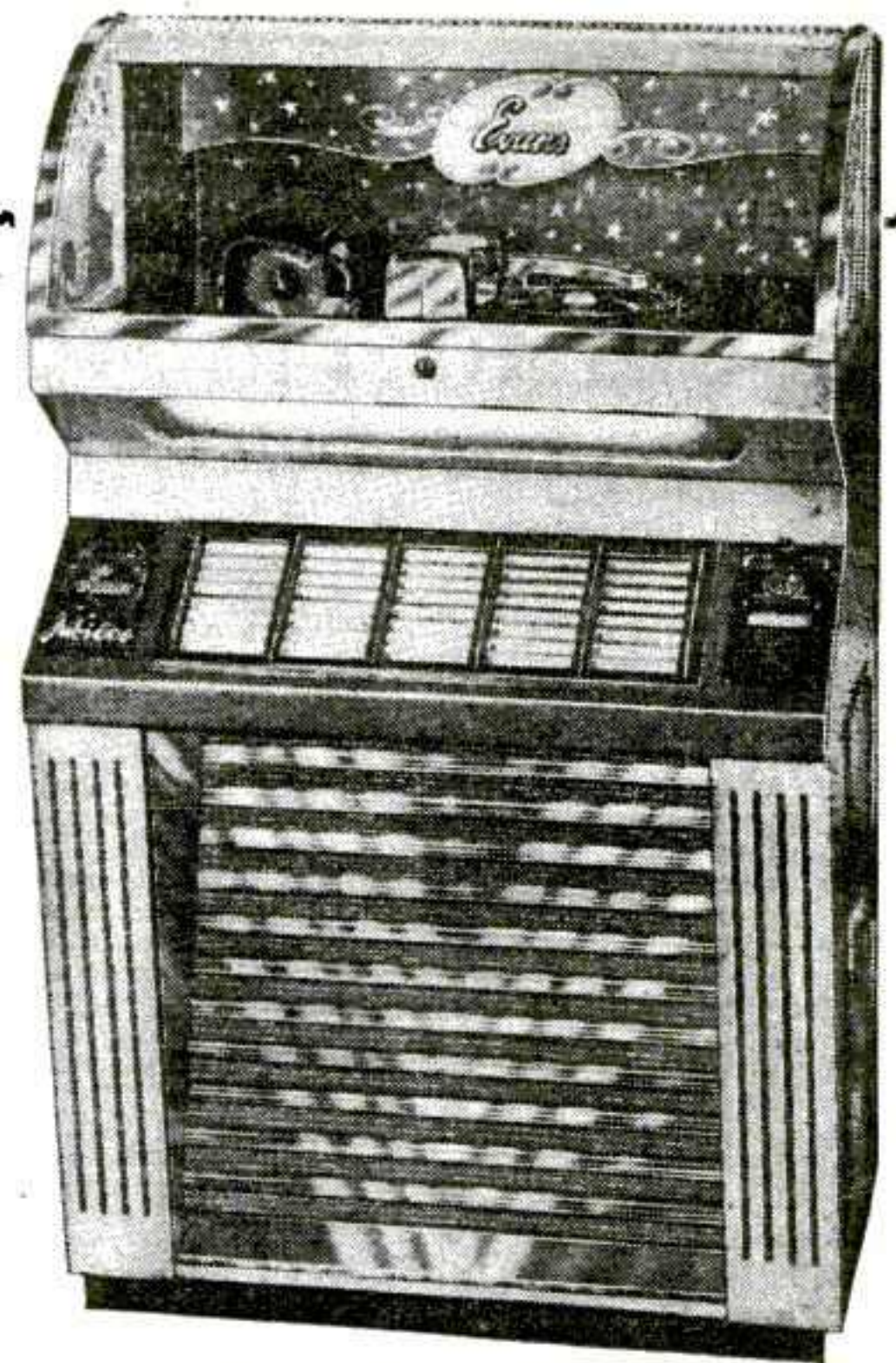
GET MORE PLAY

WURLITZER PHONOGRAPHS

NET MORE MONEY

FOR SALE

Five 1400 Wurlitzers, in A-1 condition \$450.00 Ea.
Five 100 Selection Seeburgs, Model B's and BL's, in A-1 condition 445.00 Ea.
Four 1422 Rock-Olas 75.00 Ea.
Three 1015 Wurlitzers 89.00 Ea.
T. D. BUTCHER
408 N. Oakland Ave., Carbondale, Ill.
Phone: 387



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

You Get a Choice...

... the right instruments for the requirements of your operating! Built to handle specific jobs, Jubilees assure long record life plus consistently best tone reproduction from your 78 and 45 RPM's, play after play, after play! Add Evans' trouble free mechanism, and you've got all-around economy that means more profits!

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR
EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS



Money Makers!

Money Savers!

Reconditioned Music Equipment
Clean! . . . Ready to Go!

SEEBURG

M100A .. \$495 147M ... \$129
148SL ... 179 146M ... 99

ROCK-OLA 1434 (52-50) .. \$395
AMI MODEL C 329
WURLITZER 1250 295
AMI MODEL A 169
WURLITZER 1015 119
ROCK-OLA 1422 79

WALL BOXES
A fine selection of all makes
\$5.00 to \$35.00

WRITE! . . . WIRE! . . . PHONE!
Export Inquiries Invited
1/3 Deposit . . . Balance C.O.D.

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner
Tulsa 3-3900 Lansing 5-4243
Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson
Cherry 1-3801 Main 6192

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

LIKE NEW—READY FOR LOCATION!

10 SEEBURG
M 100-A \$550.00
78 R.P.M. Ea.
Entire Lot \$5000.00

10 SEEBURG
M 100-B \$695.00
45 R.P.M. Ea.
Entire Lot \$6500.00

Prices F.O.B. Elizabeth, New Jersey. Crating extra.
Terms: 1/3 deposit. Balance sight draft.

SEACOAST DISTRIBUTORS, INC.

Authorized Rock-Ola Distributors
1200 North Avenue Elizabeth, New Jersey

N. Y. Kiddie Ride Distributors, Ops Set to Throw in Sponge

NEW YORK, Sept. 12.—Several local distributors and operators, none of whom would allow himself to be quoted, this week said they were getting out of the kiddie ride business.

While nobody would admit that the moppet ride business had hurt them financially, the consensus seemed to be that the handwriting is on the wall and "why buck City Hall" as one distributor put it.

In fact, the distributors said they had been cutting down on orders during the last few months and reducing their inventories. However, a couple of them that have been operating routes as well have reported that they have been losing locations and that grosses on the locations they have retained have been falling off sharply.

One 10th Avenue distributor put it this way: "The kiddie ride has its place—but that place is in the Arcade or on a resort location. It's not primarily an operator piece; its appeal is seasonal and it's that of a novelty."

Another distributor felt that kiddie rides could operate at a profit only when they were location-owned, with no commissions

to pay and no unreasonable waits for service. By location-owned, he meant Arcades or amusement outlets which could support a battery of rides.

A veteran coin machine man said that he dealt, at one time or another, in all types of equipment—venders, games, music and rides—and that he would finance on the first three, because he felt they were staple, but that he never did finance kiddie rides.

On games and music, he added, the coin box can do business until 1 or 2 in the morning; coin-operated pieces catering to the kiddie trade, he said, stop doing business after dark.

Nevertheless, the kiddie ride picture doesn't look that dark to many operators. True, most of them will agree, the boom that was anticipated last fall never did materialize—and it probably never will.

Supermarkets, Chains!

However, good locations do exist for the operator. One major operator has been concentrating on department store locations and tying in the rides with retail merchandising programs. He not only intends to remain in the kiddie ride field, he is in the process of expanding.

It is generally agreed that supermarkets and chain-store locations have been overrated. There are good locations in this category, but they are a minority.

Kiddie rides may be utilized in smaller retail outlets, but not as revenue producers. During holidays and for promotions, kiddie rides are capable of boosting the store's volume considerably. But these stores won't gross enough on the rides to justify the space they occupy on a year-round basis, nor will they produce enough revenue to warrant the operator keeping the piece on the location.

Direct sales to retail outlets isn't the answer either. Most stores

don't want to pay the kind of money required to buy a ride, and if they do feel like shelling out that kind of money, they're not equipped to service the rides.

Leading the equipment to stores during promotions and holidays might be a partial answer. This, however, removes the operator from the picture and gives the play to the distributor, who is apt to have the amount and variety of rides to fill the retailers' needs.

In the East the kiddie ride picture has been complicated somewhat by the amount of relatively small manufacturers entering the field. Some of the marginal ones have closed shop, with most of the others operating on a planned production schedule, making as many each week as they think they can sell.

One fact stands out. There are more rides than there are locations—and there are more locations that are unprofitable than there are profitable ones.

The result will probably be a thinning out of operators, with a handful of the more astute ones doing pretty well with prime locations. This same thinning-out process will likely take place at the manufacturer and distributor levels.

Genco Gunner Gets Strong Play at CNE

TORONTO, Sept. 12.—A battery of eight Genco Sky Gunners was the hit of the Arcade located on the midway of the Canadian National Exhibition here. The close to three million that thronged the grounds for the two-week run kept the guns in action for 14 hours a day and \$40 gross per machine was racked up on some of the peak days, the attendance in charge reported. Machines were set for 300 shots for 10 cents play.

The 80-odd diggers scattered around the midway also got heavy day and night play. Merchandise prizes were of good quality with plenty of flash.

In the Kiddieland, a battery of eight Bally horses and one boat ride were located inside a corral to get attention from the moppets.

Riteway Announces 3-D Movie Machines

NEW YORK, Sept. 12.—Riteway Sales and Manufacturing Company announced production this week of a coin-operated three-dimensional movie unit.

The new unit is fully automatic and offers five complete shows in color. The pictures used in the patented machine are so clear and lifelike that they appear to be taken from real life, it was announced. The mechanism was

perfected by the inventor of the radar camera.

The subjects used are diversified and range from scenes of artist's models to educational and kiddie pictures. The machine is easy to reload and a complete new series of shows can be accomplished in a few minutes.

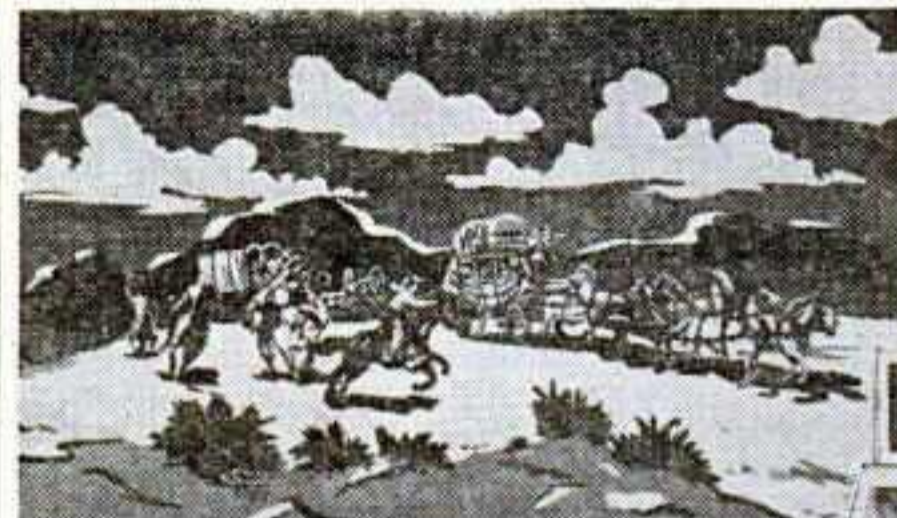
The three dimensional theater is housed in a cabinet which measures 63 by 24 by 24 inches and weighs approximately 150 pounds crated.

Exhibit Hikes Gun Production

CHICAGO, Sept. 12.—Exhibit Supply has increased production on its Western Gun, a unit which has particular success on typical kiddie ride locations, Art Weinand, sales manager, announced.

Western Gun measures 56 inches by 31 3/4 by 20 1/2 inches. It requires four and one half feet on location and has a shipping weight of 160 pounds.

The OLD WEST Lives Again



SHOOT THE OUTLAWS

WESTERN GUN

FEATURES OF WESTERN GUN
Swing type, ball and socket pistol • easy-access servicing • beautiful modern streamlined cabinet • drop style • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

SPECIFICATIONS: Height, 54 inches; length, 31 3/4 inches; width, 20 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids!

Proven money maker.

Write us for actual collection reports—THEY ARE AMAZING.

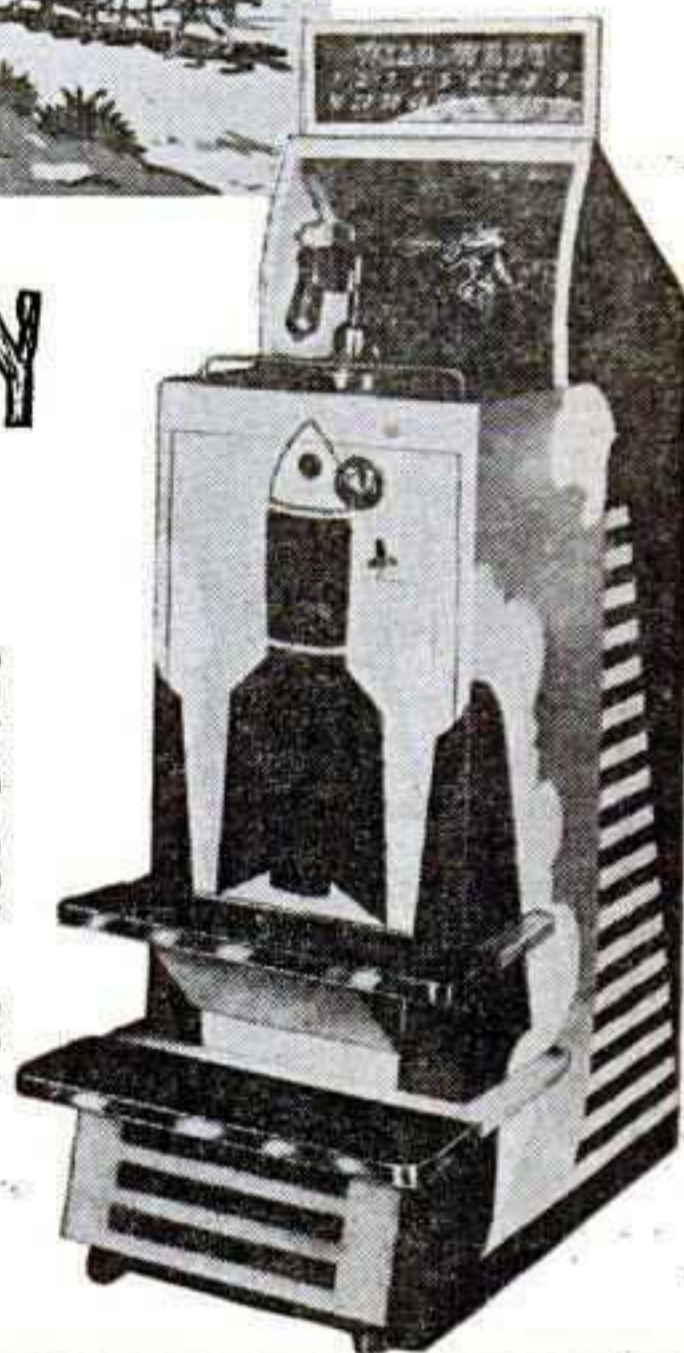


EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

4 REASONS WHY
Bally® KIDDY-RIDES
EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



Start a steady-income route of Bally Kiddy-Rides now.
Finance-Plan available through leading Bally Distributors.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

"SABRE JET RIDE"
"KIDDIE TANK RIDE"

Be the first to have these sensational new coin operated rides. Write today for catalog of our complete line of coin machines.

KING AMUSEMENT CO.
Mr. Clemens, Mich.

FOR SALE
KIDDIE RIDES—Pony Carts and Ferris Wheel manufactured by National Amusement Co., in first class condition, two seasons of use; must sell due to parking problem. Half price for cash deal.
H & E BALABAN CORP.
190 N. State St. Chicago 1, Ill.

If you had \$1,000,000 you could not buy better kiddie rides than **METEOR--THE PROFIT LINE**

METEOR HOT ROD
The Latest Champion Of The Line!

Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
- Light in weight—easy to transport!
- Have simple rugged mechanisms
- Have imaginative child play appeal
- Carry a one-year unconditional guarantee!
- Carry FREE liability insurance for one year!

Salesmen and Distributors SOME TERRITORIES STILL AVAILABLE! Operators—Step On It! GO METEOR TODAY

METEOR MACHINE CORP.
75 West 45th Street, New York 36, N. Y.
Circle 6-2241-2

WATCH FOR TUNG-GO!

THE BILLBOARD Index

of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney)...	135.00	165.00	165.00	145.00 165.00
Big League Bowler, 4 player (Keeney).....	85.00	85.00	85.00	
Bowling Alley (Chicago Coin).....		35.00	35.00	35.00
Bowling Alley, 6 player (Chicago Coin).....	225.00	179.00 195.00	195.00 225.00	150.00 175.00
Bowling Champ (Keeney).....		225.00	75.00	195.00 225.00
Bowling Classic (Chicago Coin).....	59.50 69.50	35.00 59.50	35.00 59.50	35.00 59.50
Clover Shuffle Alley (United).....			425.00	395.00 435.00
De Luxe League Bowler (Keeney).....	210.00 225.00	215.00 225.00	214.00 225.00	215.00 225.00
Double Bowler (Keeney).....	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Double Header (Williams).....	49.50	35.00 49.50	35.00 49.50	49.50
Deluxe Matched (Keeney).....		195.00	195.00	195.00(2)
Double Shuffle Alley Express Rebound (United).....	99.50	99.50	99.50	99.50
Five Player Shuffle Alley (United).....	145.00(2)	150.00w/p	150.00(2)	145.00 160.00
	150.00	150.00(2)	165.00	165.00(2)
	150.00w/p	165.00	175.00w/p	175.00w/p
	160.00 169.00	169.00w/p	180.00	180.00(2)
	195.00	180.00	189.00w/p	189.00w/p
		189.00w/p	195.00	195.00
Four Way Bowler (Keeney)...	150.00	150.00 195.00	175.00 195.00	195.00
Four Player (Shuffle Alley (United).....	110.00(2)	95.00 110.00	110.00 135.00	130.00
	125.00 175.00	135.00 145.00	145.00	145.00(2)
		149.00w/p	69.00w/p	150.00
		169.00w/p	175.00	169.00w/p
		175.00	175.00	175.00
Hi-Score Bowler (Universal)...	55.00	75.00	75.00	75.00
Hi-Score, 6 Player (Chicago Coin).....	160.00	160.00 175.00	160.00 175.00	175.00
Hook Bowler (Bally).....	50.00	50.00 65.00	50.00 65.00	65.00(3)
League Bowler (Keeney).....	139.50	75.00 139.50	75.00 139.50	75.00 139.50
League Bowler, 4 player (Keeney).....	149.50	149.50	149.50	149.50
Matched Bowler, 6 player (Chicago Coin).....	295.00 315.00	315.00		
Matched Bowler Rebound, 4 player (Keeney).....			165.00	165.00
Matched Bowler, 6 player (Keeney).....		295.00	295.00	295.00
Official Shuffle Alley Matched (United).....	250.00	295.00	265.00 295.00	265.00 275.00
Official Shuffle Alley, 4 player (United).....	250.00	250.00	250.00	
Shuffle Alley Deluxe 6 player (United).....	195.00 210.00	175.00 195.00	175.00 195.00	220.00
	230.00 275.00	210.00 245.00	210.00 220.00	225.00(2)
		265.00 275.00	265.00 275.00	265.00 275.00
Shuffle Alley Express, 2 player (United).....	89.50	89.50	89.50	89.50
Shuffle Alley, 6 player (Keeney).....	195.00 210.00	175.00	175.00(2)	155.00 175.00
		195.00(2)	195.00(2)	195.00(2)
		210.00	210.00	210.00(2)
Shuffle Alley, 6 player (United).....	155.00(2)	150.00	170.00	165.00 170.00
	165.00w/p	165.00w/p	175.00(2)	175.00 185.00
	169.00 175.00	170.00	185.00w/p	185.00w/p
	235.00	175.00(2)	189.00 235.00	189.00 195.00
		179.00w/p	235.00 285.00	235.00 285.00
		189.00 235.00		
Shuffle Horseshoes (Chicago Coin).....	69.50	69.50 79.00	49.50 69.50	65.00
Shuffle Line (Bally).....			75.00	65.00 69.50
			49.50(2)	75.00
Shuffle Target (Genco).....	49.50	49.50	49.50(2)	49.50
Shuffle Tournament, 4 Way (Universal).....		135.00		
Single Shuffle Alley Rebound (United).....	69.50	69.50	69.50	69.50
Six Player 10th Frame (United).....	340.00	340.00	340.00	350.00
Skee Alley (United).....	65.00	65.00 75.00	49.50 65.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	315.00 330.00	315.00 325.00	325.00 335.00	315.00
	345.00	335.00	325.00(2)	345.00
			345.00	350.00
Star 10th Frame (United)...	350.00 355.00	335.00	365.00	350.00
		350.00(2)	365.00	365.00(2)
		365.00	369.00	369.00
Star 10 Frame, 6 player (United).....	365.00		375.00	
Super Deluxe League Bowler (Keeney).....	225.00 245.00	235.00 245.00	235.00 245.00	225.00 235.00
				245.00
Super Deluxe League Bowler 4 player (Keeney).....				225.00
Super Deluxe Matched (Keeney).....		210.00	210.00	210.00
Super Six Shuffle Alley (United).....	250.00(2)	250.00(2)	250.00 265.00	250.00 265.00
	265.00 285.00	265.00 285.00	285.00(2)	285.00
	295.00	295.00(2)	295.00(2)	295.00(2)
Super Twin Bowler (Universal).....		55.00		
Team Bowler, 10 player (Keeney).....	285.00 335.00	285.00 335.00	335.00 340.00	335.00 340.00
Tenth Frame (United).....	325.00	325.00	340.00	340.00
Tenth Frame Matched Bowler (Chicago Coin).....	345.00	345.00	345.00	345.00
Trophy Bowl (Chicago Coin)...	59.50 69.50	35.00 59.50	35.00 59.50	35.00 59.00
		69.50	69.50	69.50
Win Bowler (Universal).....				
Win Rotation (United).....			120.00 195.00	195.00(2)
Win Shuffle Alley Rebound Universal.....	49.50	49.50	49.50	49.50
Win Shuffle Alley Rebound (United).....	145.00	75.00 85.00	85.00 145.00	85.00 100.00
		90.00 145.00	145.00	145.00
Win Shuffle-Cade (United)...	150.00	150.00	150.00	150.00
Win Player Rebound (United)...		125.00	125.00	135.00
Win Player (United).....	75.00	75.00	75.00	

Parliament

Continued from page 66

phasized to operators is that a Parliament sale yields a gross profit of 9.2 cents a pack, compared to about 6 cents a pack for standard brands. Benson & Hodges officials contend that, while not all locations are Parliament locations, an operator can usually determine which spots can sell the premium-priced brand and place them on a selective basis. The reasoning is that a standard brand needs about a dozen sales a week for the column to break even, while a Parliament column will break even on eight sales. Moreover, once the break-even point is reached the gross profit runs about 50 per cent higher.

Available Yardsticks
Operators can use local Parliament sales figures and the economic status of the location as a yardstick, Grulich said. He added that Parliament sales are concentrated on both Coasts and in urban areas.

The brand itself has shown a 500 per cent increase in the last five years: 1948 sales were 25 per cent over 1947; 1949 was 50 per cent over 1948; 1950 was 47 per cent over 1949; 1951 was 40 per cent over 1950; 1952 was 60 per cent over 1951, and the first quarter of 1953 was 64 per cent ahead of the first quarter of 1952.

Thieves Take 200 From Route Truck

JERSEY CITY, N. J., Sept. 12.— Beverage Vending Company lost \$200 in coins Tuesday (8) when four money bags were stolen from a route truck here. The money was taken while the truck was parked outside the State Theater in Journal Square between 3 and 3:30 p.m. The theft was not discovered until the routeman reported in at company headquarters in Newark.

Elementary, Watson!



There are scores of money-making clues for alert coin machine operators in every weekly issue of The Billboard.

It doesn't take a detective to discover them. Why pass up any one of these chances to make more money from your operations? \$10 will pay for your own personal copies of The Billboard—delivered to you every week for one full year!

Out Next Week
The Billboard Annual
FALL COIN MACHINE SPECIAL
an important, special issue
TIMED AND DESIGNED TO HELP OPERATORS MAKE PEAK PROFITS DURING THEIR PEAK SEASON

Subscribe today and save \$3

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes, start sending me The Billboard right away! \$10 payment enclosed (a saving of \$3 over single copy rates.) 899

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____



THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 26 insertions, per word18
52 CONSECUTIVE insertions, per word16
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

DISPLAY CLASSIFIED (Minimum \$6)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.
Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢, per M; 10,000 or more, 80¢ per M.
ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

KING & CO.
Direct Factory Distributors for North-western Vendors, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders.
2702 W. Lake St., Chicago 12, Ill.

Positions Wanted

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448.

Routes for Sale

For Sale in South Florida, Palm Beach County, small coin machine business; music, pin, shuffle games; 23 locations; half financed. D. L. Wurst, Box 511, Lake Park, Fla.

For Sale in Western Michigan—Complete coin machine business, established 23 years; profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80%; good opportunity for 2 or 3 hustling mechanics; no curiosity seekers; state your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines. All makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

ALL TYPES
VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order.
Naomi Furlough
NATIONAL INFORMATION SERVICE
Rt. 1, Ft. Lauderdale, Fla.

Counter Games, excellent condition; 2 Dival Best Hands, \$20 ea.; 4 Planet Fortune Tellers, \$9 ea.; Three of a Kind, \$9. H. W. McIntosh, 1113 4th Ave., N., Texas City, Tex.

Cigarette Machines, King Size Conversions.

25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette machines, quarter operation;

Uneeded, latest model, \$55; counter model, \$22.50; U-Select-It 72-bar candy vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-column cookie machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Free Gum Venders, almost all makes, like new;

buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

4 Silver King Hunters, 3 Sun 5-Cent Bulk Venders, 1 Gottlieb Grip Machine, \$59.50. One-half deposit, bal. C.O.D. Ace Music Co., Waukon, Iowa.

5¢ Electric Crane, 1¢ Hand Crane, Exhibit Silver Bullets, Universal Twin Bowler, 6 Pin-balls including Keeney Bandleader, Chicoin Thing, United Serenade, etc.; some need small repairs; sell all, separate or trade; make offer. Tom Smith, 436 S. 3rd St., Minersville, Pa.

7 Bowlo Machines, 18 ft., for sale; excellent condition; \$200 each. Calvin Erickson, 7324 Amboy Rd., Staten Island 7, N. Y.

20 5¢ Nab and Cookie Venders, selling Austin's Cube Cello-Pack, 5 col., 105 pkg. capacity, National Slug Rejectors; machines just off location, good working order, some just painted; real profit makers, \$40 ea.; special price for all. Ray's Vendors, 623 S. Marshall, Winston-Salem, N. C.

150 Coin Operated Radios, steel cabinet, Don's Radio Service, 1415 Waterloo Rd., Cedar Falls, Iowa.

Wanted to Buy
Penny Ball Gum or Peanut Machines, Silver King, Columbus. R. B. Grills, 1500 Norris, Memphis, Tenn.

Wanted—Kickers and Catchers, also Pikee Peaks Counter Games. Lee Hirschler, 3723 Reading Rd., Cincinnati, O.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22
ABC (United).....	\$50.00	75.00(2)	\$50.00	75.00
All Baba (Gottlieb).....	34.50		34.50	
Alice in Wonderland (Gottlieb).....	49.50		49.50	
All Star Basketball (Gottlieb).....	115.00	120.00	120.00	125.00
Aquacade (United).....	39.00	39.50	39.00	39.50
Arcade (Bally).....	125.00		125.00	
Arizona (United).....	25.00		25.00	
Atlantic City (Bally).....	275.00	285.00	275.00	285.00
Baby Face (United).....	39.00	49.50	39.00	49.50
Ballerina (Bally).....	49.50		49.50	
Barnacle Bill (Gottlieb).....	34.50		34.50	
Basketball Champ (Chicago Coin).....	195.00	195.00	250.00	195.00
Basketball (Gottlieb).....	65.00		65.00	
Bat-a-Score (Evans).....	165.00	275.00	165.00	275.00
Baiting Practice.....	89.50		89.50	
Beach Club (Bally).....	385.00	425.00	385.00	425.00
Beauty (Bally).....	475.00		475.00	
Be Bop (Exhibit).....	65.00	84.50	65.00	84.50
Bermuda (Chicago Coin).....	49.50		49.50	
Big Top (Genco).....	54.50	64.50	54.50	64.50
Black Gold (Genco).....	59.50(2)		59.50(2)	
Belero (United).....	145.00	145.00	195.00	145.00
Bemler.....	79.50		79.50	
Boston (Williams).....	25.00	69.50	49.00	69.50
Bowling Champ (Gottlieb).....	125.00	129.50	125.00	129.50
Bright Lights (Bally).....	139.50	149.00	139.00	149.00
Bright Spot (Bally).....	150.00		150.00	
Buccanero (Gottlieb).....	25.00	34.50	25.00	34.50
Buffalo Bill (Gottlieb).....	64.50		64.50	
Bustlers & Bows (Gottlieb).....	425.00	495.00	425.00	495.00
Cañana (United).....	69.00		69.00	
Camel Caravan (Genco).....	25.00	84.50	25.00	84.50
Campus (Exhibit).....	25.00	89.50	25.00	89.50
Canasta (Genco).....	125.00	149.50	125.00	149.50
Caravan.....	49.50		49.50	
Carnival (Bally).....	39.00		39.00	
Carolina (United).....	35.00		35.00	
Casalina (Chicago Coin).....	49.50	89.50	49.50	89.50
Champion (Bally).....	69.00		69.00	
Champion (Chicago Coin).....	165.00(2)	165.00(2)	145.00	149.50
Chinatown (Gottlieb).....	25.00	29.50	29.50	49.50
Circus (United).....	295.00		295.00	
Citation (Bally).....	30.00	35.00	29.50	30.00
College Daze (Gottlieb).....	39.50	42.50	35.00	39.50
Coney Island (Bally).....	79.50		79.50	
Control Tower (Williams).....	79.50		79.50	
Cowboy (United).....	200.00		200.00	
Cowboy (Bally).....	225.00(2)		225.00(2)	
Control Tower (Williams).....	65.00	109.50	75.00	109.50
Cowboy (United).....	175.00		175.00	
Cross Roads.....	135.00(2)	135.00	150.00	150.00
Cyclone (Gottlieb).....	150.00	159.00	150.00	159.00
Dallas (Williams).....	25.00	44.50	44.50	69.50
De-Icer (Williams).....	45.00	89.50	45.00	89.50
Deluxe Baseball (Williams).....	34.50	49.50	34.50	49.50
De-Wa-Ditty (Williams).....	155.00		155.00	
Disc Jockey.....	25.00		25.00	
Donino (Williams).....	75.00	89.00	75.00	89.00
Double Action (Genco).....	49.50	65.00	49.50	65.00
Double Feature (Gottlieb).....	55.00	89.50	55.00	89.50
Double Shuffle (Gottlieb).....	119.50	125.00	119.50	125.00
Dream (Williams).....	39.50	59.50	39.50	59.50
Eight Ball (Williams).....	25.00	75.00	25.00	75.00
El Paso (Williams).....	75.00	85.00	75.00	85.00
Fairway (Williams).....	69.50		69.50	
Fighting Irish (Chicago Coin).....	44.50	49.50	44.50	49.50
Five Star (Universal).....	195.00		195.00	
Flip Skill.....	25.00	65.00	25.00	65.00
Floating Power (Genco).....	45.00	90.00	45.00	90.00
Flying High (Gottlieb).....	125.00	225.00	125.00	225.00
Flying Saucers (Genco).....	145.00(2)	145.00	165.00	165.00
Football (Chicago Coin).....	70.00	109.50	109.50	110.00
400 (Genco).....	110.00	129.50	110.00	129.50
Four Corners (Williams).....	145.00		145.00	
Four Horsemen (Gottlieb).....	25.00		25.00	
Four Stars (Gottlieb).....	295.00	325.00	295.00	325.00
Freshie (Williams).....	145.00	150.00	145.00	150.00
Frolic (Bally).....	60.00	89.50	60.00	89.50
Futurity (Bally).....	115.00	135.00	115.00	135.00
Georgia (Williams).....	29.50	59.50	29.50	59.50
Gin Rummy.....	135.00	135.00	135.00	135.00
Gismo (Williams).....	29.50	59.50	29.50	59.50
Glamour (Bally).....	135.00	135.00	135.00	135.00
Globe Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Globe Cup (Bally).....	29.50	59.50	29.50	59.50
Golden Gloves (Chicago Coin).....	135.00	195.00	135.00	195.00
Golden Nugget (Genco).....	225.00		225.00	
Grand Award (Chicago Coin).....	35.00		35.00	
Grand Slam (Gottlieb).....	195.00	195.00	195.00	215.00
Guy's Del's (Gottlieb).....	220.00		220.00	



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Reconditioned Like New All Guaranteed

UNITED CLOVER.....\$395
UNITED STAR, Tenth Frame.....345
UNITED STAR.....295
KEENEY, 10 Player Team Bowler.....325
KEENEY, DeLuxe League Bowler.....195
CHICAGO COIN, Super Match.....265
CHICAGO COIN, 6 Player DeLuxe.....195
CHICAGO COIN, 6 Player.....150
GENCO, 8 Player.....60

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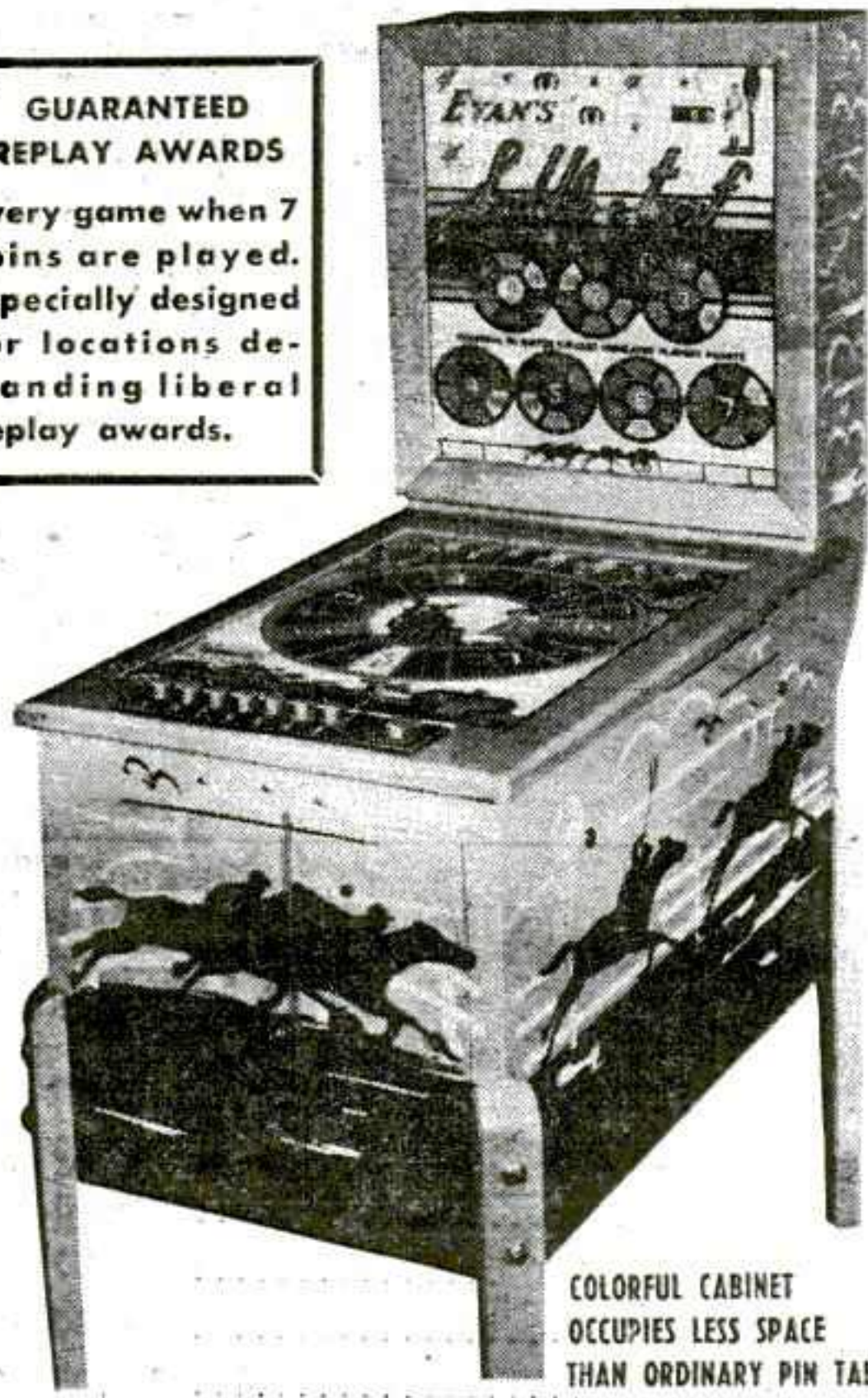
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	Issue of Sept. 12	Issue of Sept. 5	Issue of Aug. 29	Issue of Aug. 22
Happy Days.....	150.00		150.00	
Happy Go Lucky (Gottlieb).....	135.00		135.00	
Harvest-Time (Genco).....	35.00	65.00	34.50	65.00
Hayburner (Williams).....	85.00		85.00	
Hit-a-Homer.....	25.00		25.00	
Hits & Runs.....	145.00		145.00	
Hit 'N' Run (Gottlieb).....	29.50		29.50	
Hit Parade (Gottlieb).....	59.50		59.50	
Holiday (Chicago Coin).....	225.00		225.00	
Holiday (Keeney).....	110.00	125.00	110.00	125.00
Hong Kong (Williams).....	125.00		125.00	
Horseshoes.....	40.00	99.50	40.00	99.50
Hot Rod (Bally).....	49.50		49.50	
Humpty Dumpty (Gottlieb).....	54.50		54.50	
Jockey Special (Bally).....	60.00	99.50	60.00	99.50
Joker (Gottlieb).....	94.50		94.50	
Judy (Exhibit).....	125.00	160.00	125.00	160.00
Jumping Jack (Genco).....	175.00		175.00	
Just 21 (Gottlieb).....	59.50		59.50	
K. C. Jones (Gottlieb).....	75.00	89.50	75.00	89.50
King Cole (Gottlieb).....	49.50		49.50	
King Pin (Chicago Coin).....	115.00	124.50	115.00	124.50
Knock Out (Gottlieb).....	35.00	69.00	35.00	69.00
Leader (United).....	175.00		175.00	
Lite-a-Line (Keeney).....	75.00	79.50	75.00	79.50
Long Beach (Williams).....	129.50		129.50	
Lucky Inning (Williams).....	179.50		179.50	
Madison Square Garden (Gottlieb).....	84.50		84.50	
Majors (Chicago Coin).....	60.00	85.00	60.00	85.00
Majors of '49 (Chicago Coin).....	25.00	74.50	25.00	74.50
Majors of '49 (Chicago Coin).....	45.00		45.00	
Majorette.....	85.00(2)		85.00	
Mardi Gras.....	29.50		29.50	
Maryland (Williams).....	25.00	49.00	25.00	49.00
Mermaid.....	49.50	84.50	49.50	84.50
Merry Widow (Genco).....	150.00		150.00	
Minstrel Man (Gottlieb).....	125.00(2)		125.00(2)	
Monterrey (United).....	75.00	115.00	75.00	115.00
Moon Glow (United).....	125.00	139.50	125.00	139.50
Niagara (Gottlieb).....	49.50		49.50	
Nifty (Williams).....	49.50		49.50	
Nifty (Williams).....	70.00	89.50	70.00	89.50
Oklahoma (United).....	35.00	64.50	35.00	64.50
Old Faithful (Gottlieb).....	69.50		69.50	
Olympics (Williams).....	85.00		85.00	
One Two Three (Genco).....	145.00	150.00	145.00	150.00
Palm Beach (Bally).....	34.50	45.00	34.50	45.00
Paratrooper (Williams).....	49.50		49.50	
Paradise (United).....	325.00	375.00	325.00	375.00
Phoenix (Williams).....	95.00	95.00(2)	95.00	144.50
Photo Finish (Universal).....	49.50		49.50	
Pin Bowler (Chicago Coin).....	35.00		35.00	
Pinky (Williams).....	40.00	40.00	40.00	40.00
Play Poker.....	65.00		65.00	
Playland (Exhibit).....	22.00		22.00	
Playtime (Exhibit).....	25.00	89.50	25.00	89.50
Pop Up.....	45.00		45.00	
Puddin' Head (Genco).....	22.00		22.00	
Quarterback (Williams).....	39.00	39.50	39.00	39.50
Quartet (Gottlieb).....	54.50		54.50	
Queen of Hearts.....	75.00	85.00	75.00	85.00
Quintette.....	89.50		89.50	
Rag Mop (Williams).....	195.00	210.00	195.00	210.00
Rainbow (Williams).....	195.00	220.00	195.00	220.00
Ramona (United).....	65.00	99.50	65.00	99.50
Red Shoes (United).....	35.00		35.00	
Rip Snorter (Genco).....	39.00	39.50	39.00	39.50
Rocket (Genco).....	54.50		54.50	
Rockette (Gottlieb).....	60.00	80.00	60.00	80.00
Rondeau (United).....	85.00	99.50	85.00	99.50
Round Up.....	49.50		49.50	
Rose Bowl (Gottlieb).....	39.50		39.50	
Sally (Chicago Coin).....	95.00	115.00	95.00	115.00
Samba (Exhibit).....	135.00	139.50	135.00	139.50
Saratoga.....	44.50	69.50	44.50	69.50
Screwball (Genco).....	49.50		49.50	
Select-a-Card (Gottlieb).....	39.50	49.50	39.50	49.50
Serenade (United).....	34.50		34.50	
Shantytown (Exhibit).....	34.50	35.00	34.50	35.00
Sharpshooters (Gottlieb).....	49.50		49.50	
Shoot the Moon (Williams).....	35.00	49.50	35.00	49.50
Shoe Shoe (Williams).....	150.00		150.00	
Shew Boat (United).....	65.00	95.00	65.00	95.00
Silver Skates (Williams).....	119.50		119.50	
Skill Pool (Gottlieb).....	325.00		325.00	
Sluggfest.....	145.00		145.00	
Snooks.....	185.00(3)		185.00(3)	
South Pacific (Genco).....	119.50		119.50	
Spark Plug (Williams).....	110.00	119.00	110.00	119.00
Special Entry (Bally).....	75.00	75.00	75.00	75.00
Spot Bowler				

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

**GUARANTEED
REPLAY AWARDS**
every game when 7
coins are played.
Especially designed
for locations de-
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COLORFUL CABINET
OCCUPIES LESS SPACE
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Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.
High scores possible with single coin for top-play incentive.
As many as 7 players can deposit coins.
Electric Replay Counter registers to 999.
* LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped Interstate.

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1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Acid Test

Continued from page 66

when attendance at the fair peaks, three men were assigned to keep the four units stocked.
Four types of fruit were offered in the eight-column machines—pears, apples, peaches and plums. The choice was varied from day to day and between machines to some extent.

An important principle observed was to offer at least a selection of two types of fruit in each unit. However, the rapid turnover meant that it was desirable to stock several columns with the same kind of merchandise, in order that the customers would not exhaust the stock before it was replenished.

The Michigan Fruitmatic Company is headed by Hilburne Fulks, of the Detroit Banana Company; John R. Meredith, also of Detroit, and Paul Roehm, president.

Lunch-O-Mat

Continued from page 66

is expected to be in operation within the next two weeks. Reiss added. The Santa Fe railroad, he explained, has outfitted a special club car for the multi-selection vender. The car will be tested on the El Paso, Tex., Albuquerque, N. M., run.

If the experiment proves successful, railroad officials state other cars to accommodate multi-selection venders will be added. Meanwhile, Reiss said the Lunch-O-Mat expansion program for the time being would be confined to the New York area. Currently, all Lunch-O-Mat locations, with the exception of the Liberty Terminal, are either industrial or office installations.

Melikian

Continued from page 66

will not be distributed solely by R-M for use in venders.

Rudd declared that Minute Maid and his firm had been working on the development of a new combination coffee-juice vender for some months. The result, introduced at the National Automatic Merchandising Association convention in Chicago last month, was an \$895, 400-total-cup capacity machine.

The combination model has a 200-cup capacity of both coffee and juice.

The three-way agreement (between Rudd-Melikian, Minute Maid and Florida Citrus Mutual) calls for 1,500 of the units to be completed by January 1, 1954, with a 350 unit monthly production thereafter.

New Bert Mills

Continued from page 66

quarters until the last week in October.

The new Mills plant, on Powis Road, three miles east of St. Charles, will have 40,000 square feet of floor space. A \$15,000,000 annual volume of Coffee Bar production will be possible, Chadwick said.

Included in the new facilities is an enlarged engineering department, a 110 by 50 foot air-conditioned office section. The building is constructed of fire-proof reinforced concrete and steel.

8-Selection

Continued from page 66

ents to vend coffee (with sugar and cream), hot chocolate, soups and tea. Ingredient capacity is 1,700 servings; cup capacity, 600.

Drink is selected by rotating a large dial on the upper face of the machine. Delivery is automatic following coin drop. The cabinet is 71 inches high, 19 inches deep and 24 inches wide.

According to David Moon, president, the unit will be sold thru distributors, franchise operators and by factory sales.

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Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-POA).

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100 Selections--78 rpm

\$549.50

ROCK-OLA

1428	\$199.50
1426	99.50
1422	79.50
1432	349.50

POST WAR WALL BOXES

Wurlitzer 4820 (48)	\$34.50
Wurlitzer 3020 (24)	12.50
Wurlitzer 3031 (24)	4.95
AMI 5/10	14.50

SEEBURG

148-ML (Blonde)	\$199.50
147 (Hammerloid)	159.50
146 (Hammerloid)	129.50
1946 Hideaway	89.50

SEEBURG SHOOT THE BEAR \$199.50

AMI MODEL "A" 199.50

Terms: 25% Deposit, Balance C.O.D.

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The machine that is taking the nation by storm.



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Chicago Coin Hi-Speed Gold Cup
Bally Dude Ranch
United Imperial Shuffle Alley
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Quintette	\$220
Queen of Hearts	210
Grand Slam	195
Flying High	195
Skill Pool	185
Coronation	175
Quartette	175
Chinatown	165
Wild West	165
Cross Roads	150
Four Star	145
Happy Go Lucky	135
Minstrel Man	125
Cyclone	125

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MONEY BACK GUARANTEE

3028 Wallboxes \$22.50 AMI "A" \$175
48 Selection W.B. 37.50 AMI "C" 325

WURLITZER

1400's	5575
1250's	339
1700's	250
1815's	125

SEEBURG

M100A \$550
ROCK-OLA FIREBALL

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CIGARETTE VENDERS
9 col., 486 cap. \$239.50

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

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distributing company
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INdependence 3-2210

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues August 15 thru September 12.

New Equipment

Auto ride, Sabre Jet, King Amusement Company, Mount Clemens, Mich.

Horse ride, King Colt, Crown Amusement Manufacturers, Philadelphia.

Tank ride, Kiddie Tank, King Amusement Company, Mount Clemens, Mich.

Double horse ride, Merry-Go-Round, B & R Novelty Company, New York.

Five-ball game, Palisades, Williams Manufacturing Company, Chicago.

Five-ball game, Poker-Face, D. Gottlieb & Company, Chicago.

Five-ball game, Grand Champion, Williams Manufacturing Company, Chicago.

Shuffle game Royal, United Manufacturing Company, Chicago.

Shuffle game, Imperial, United Manufacturing Company, Chicago.

Bulk vender, Devices Novelty Company, Chicago.

Coin meter, Free View Television Meter, A.B.T. Manufacturing Corporation, Chicago.

Cone vender, Migicone, Salerno, Chicago.

Drink vender, Model 1400-3f, Lyon Industries, New York.

Cigarette vender, Commander, Rowe Manufacturing Company, New York.

Fruit vender, Junior, Fruit-O-Matic, Los Angeles.

Hot sandwich vender, Grill-King, American Vending Corporation, Chicago.

Milk Vender, Carton Model, O. D. Jennings & Company, Chicago.

Milk vender, Three Selection model, Cedar Hill Farms, Cincinnati.

Ice cream vender, Bar Model, Smithco, Inc., Peoria, Ill.

Drink vender, Cole Spa Eight, Cole Products Corporation, Chicago.

Cigarette vender, Nine-Column Model, Mercury Venders, Inc., Cleveland.

Coffee vender, Coffee Bar, Bert Mills Corporation, Lombard, Ill.

Biscuit vender, Selective Model,

Taylor Biscuit Company, Raleigh, N. C.

Hot drink vender, Model 200, King Manufacturing Company, San Diego, Calif.

Cigarette vender, Eastern Electric, Eastern Electric Company, New Bedford, Mass.

Sanitary venders, Five, Ten and Thirty Capacity Models, National Sanitary Sales, Chicago.

Candy vender, Vari-Vend, Roberic Corporation, Los Angeles.

Coin Changer, Model 25-5, Continental Coin Devices, Chicago.

Distributors, New Offices

Copeland Distributing Company, Oklahoma City, covering Oklahoma for Chicago Coin Machine Company, Chicago.

Uni-Con Distributing Company, Kansas City, covering Western Missouri for Auto-Photo Company, Inc., Los Angeles.

Central Music Distributing Company, Kansas City, covering Iowa and Nebraska for Auto-Photo Company, Inc., Los Angeles.

Meteor Machine Corporation, Brooklyn, opened a branch office at 75 W. 45th Street, New York.

Joe Munves Sales Corporation, New York, covering New York for Valley Industries, Minneapolis.

Spacarb Juice Bar moved its general sales office in New York to its general offices in Stamford, Conn.

Associations

The Connecticut State Coin Association changed its name to the Music Operators of Connecticut.

Personals

Arthur Ehler appointed treasurer of Rock-Ola Manufacturing Company, Chicago.

Leonard Sheehan joined the sales staff of Paster Distributing Company, Milwaukee.

Joseph Caldwell Jr. appointed general sales manager of Mills Industries, Inc.

William F. Hamel named manager of the vending division of Banner Specialty Company, Pittsburgh.

Robert F. T. Cundlach elected president of the Terry Candy Company, Elizabeth, N. J.

Mrs. Sarah Cohn purchased Alert Manufacturing Company, Philadelphia.

Albert Smith appointed national sales manager of governmental sales by Dixie Cup Company, Easton, Pa.

M. H. Rhodes Jr. elected president of M.H. Rhodes, Inc., Hartford, Conn.

Meyer Abelson named sales representative by H. K. Hart Confections, Union City, N. J.

Morton A. Bramson named comptroller of Gold Medal Candy Corporation, Brooklyn.

Book Match Survey Shows Popularity

NEW YORK, Sept. 12.—Match books are carried by one out of three non-smokers habitually, more than half do so occasionally, the Match Industry Information Bureau reported this week.

A nation-wide series of interviews revealed that 32 per cent of non-smokers carry match books and an additional 21 per cent have them on their person "once in a while."

Among smokers, 96 per cent of men and 97 per cent of women carry match books regularly.

A clue to the popularity of match books is that nine out of 10 are free, due to the advertising messages appearing on their covers. When buying match books, only one out of 20 persons object to the use of ads on cover space.

Reorganize Milk Route

DETROIT, Sept. 12.—Dairy Vendors, a milk operation here, has been reorganized under the partnership of Milton and Helen Hoffman.

A former partner, Alex Kramer left the five-year-old concern to form a new vending route with his wife.

Dairy Vendors operates equipment vending 10-ounce cartons of milk in business and industrial locations.



"FIRST AID"

Just what the doctor ordered! Pep up your ailing route with FIRST'S reconditioned equipment, the finest in the country!

- SHUFFLE GAMES**
- NEW**
- Keeney Domino Bowler
 - Keeney Carnival Bowler
 - Chicago Hi-Speed Crown Bowler
 - Chicago Hi-Speed Triple Score Bowler
 - Chicago Gold Cup Bowler

- ARCADE**
- NEW**
- Exhibit Space Gun
 - Genco Sky Gunner
 - Art Challenger

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GENUINE FORMICA TOPS

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- "First-Conditioned"**
- Seeburg Shoot The Bear \$199
 - WMS Super World Series .. 225
 - Chi Coin Basketball Champ 195
 - Ex. Gun Patrol .. 175
 - Telequiz .. 165
 - Chi Coin 4 Player Derby .. 175
 - Chicken Sam .. 95
 - Rifle Range .. 95
 - Ray Gun .. 95
 - Chi Coin Goalee .. 85
 - Un. Team Hockey .. 85
 - Exhibit Dale Gun .. 65
 - WMS Quarter-Back .. 75
 - Mercury 13-Way Grip Scale .. 79
 - Chi Coin Hockey .. 55

COUNTER GAMES

- Art Challenger .. \$27
- Pop-Up .. 22
- Play Poker .. 22

READY SOON! FIRST DISTRIBUTORS' NEW 1954 PREMIUM & GIFT BOOK CATALOG!

228 pages of outstanding values—finest nationally advertised merchandise—lowest wholesale prices to operators! Ready about Sept. 25. Reserve your copy now! Write on business letterhead or enclose business card.

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Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

5 BALLS

Gottlieb Skill Pool .. \$175	Rockettes Knockout .. \$ 85	Williams Majors of '49 .. \$ 45
Quartette .. 175	Watch My Line .. 65	Olympics .. 145
Crossroad .. 139	Dbie. Shuffle .. 45	Grand Award .. 35
Hit 'n' Run .. 145	Telecard .. 49	Trinidad .. 35
Niggers .. 145	Shoo-Shoo .. 95	Catalina .. 35
Globe Trotter .. 145	Maryland .. 49	Thrill .. 35
Rose Bowl .. 125	Gizmo .. 35	GENCO .. 35
Mermaid .. 125	Phoenix .. 35	South Pacific .. \$ 69
Dbie. Feature .. 89	CHICAGO COIN .. 35	Tri-Score .. 69
Triplets .. 89	King Pin .. \$115	Camel Caravan .. 69
Madison Square Garden .. 85	Stardust .. 75	Harvest Time .. 45
	Baby Face .. 39	1-2-3 .. 45
		Fudd'nhead .. 39
		Screwball .. 35
		EXHIBIT Shantytown .. \$ 85
		Tumbleweed .. 45
		Babes .. 45
		Playtime .. 45

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Joe Kline & Wally Finke

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Bally BEAUTY
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Patented Penny Athletic Scale is a national hit. Completely redesigned and priced at a new low price. Finished in variety of colors. Write for prices.

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REPAIR MAN

Service Shuffle and Pin Game Route Chicago. Must be thoroughly experienced. Good working conditions. Good pay.

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- NEW EQUIPMENT**
- Chicago Coin Band Box .. \$225.00
 - Chicago Coin Gold Cup Bowler .. 495.00
 - Chicago Coin Hi-Speed Triple Score Bowler .. 600.00
 - Corn Vender .. 140.00
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 - Williams Deluxe Baseball .. 100.00
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 - Genco Sky Gunner .. 225.00
 - Genco Night Fighter .. 215.00
 - Bally Heavy Hitter & Stand .. 65.00
- ARCADE**
- Mills Panoram .. \$225.00
 - Autoscope Voice-o-Graph, 35" .. 495.00
 - Autoscope Photomatic, Late .. 600.00
 - Bally Big Inning .. 140.00
 - Pomerans .. 40.00
 - Bally Rapid Fire .. 100.00
 - Chicago Coin Goalee .. 100.00
 - Skorino Jr. .. 60.00
 - Star Series .. 90.00
 - Seeburg Bear Gun .. 225.00
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 - Bally Heavy Hitter & Stand .. 65.00
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- Dot Lites .. \$150.00
 - Clero .. 125.00
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 - Each Club .. 495.00
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 - Big Bronco .. \$525.00
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 - Chicago Coin 6 Player Hi-Speed .. 185.00
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 - Keeney 10 Player, Like New .. 295.00
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 - Seeburg Model 100BL .. 735.00
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with DAVIS Guarantee

\$595.00

Complete with professional Reconditioning and Refinishing

- Seeburg Specials**
- All Reconditioned and Refinished with Davis Six Point Guarantee.
- ★ Seeburg 146M.....\$115
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- Wurlitzer Specials**
- 1080 Reconditioned, Refinished \$139
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- "A" \$225
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 - Wurlitzer 3031, Reconditioned .. 9.95
 - Wurlitzer 219 Stepper .. 19.50
 - Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished .. 6.95
 - Packard Pla-Mor .. 3.95

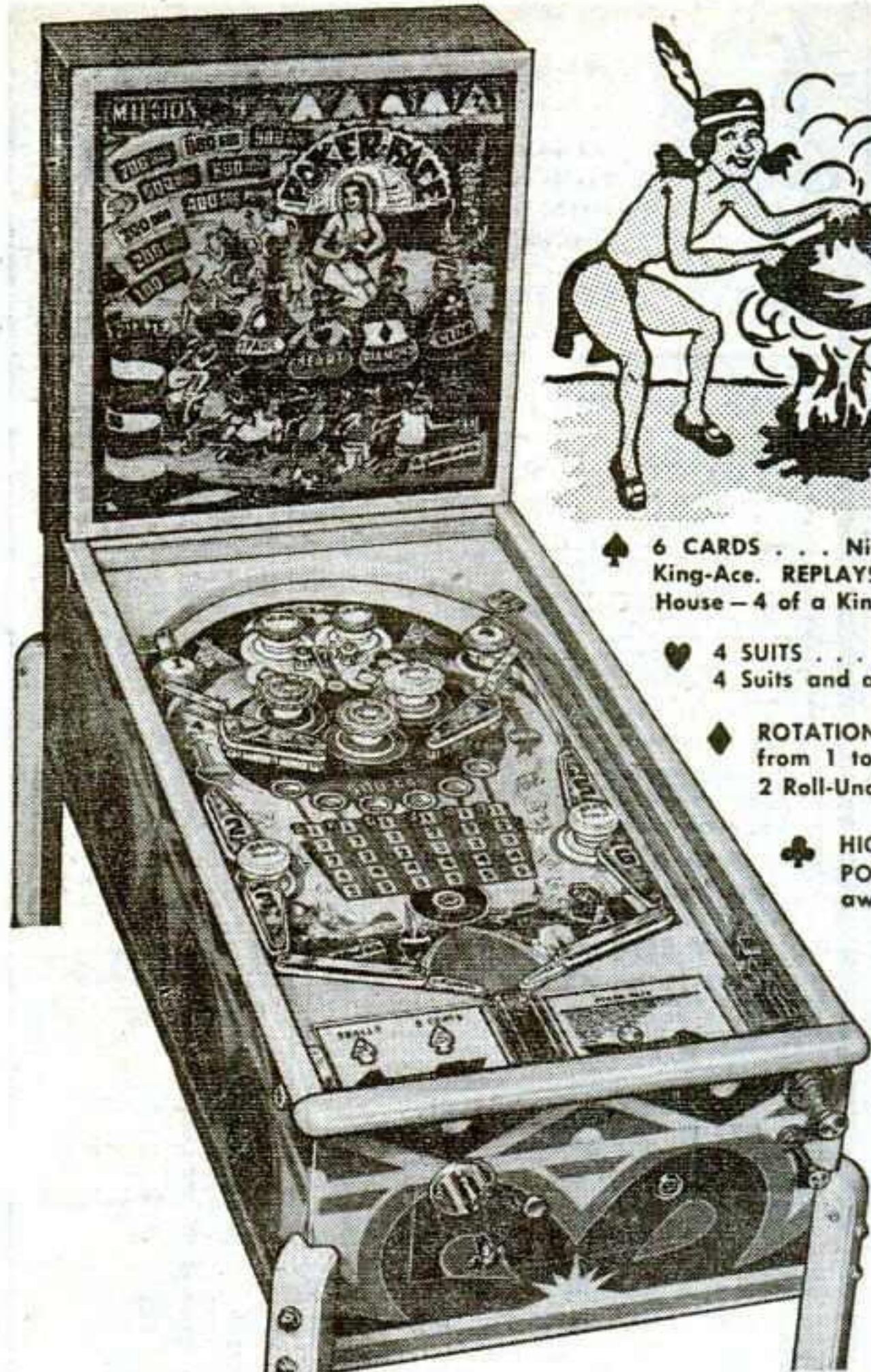
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LOADED WITH SUPER-POWERED PLAY THAT MAKES 'EM STAY

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4 SUITS . . . Top Roll-Over lights 4 Suits and awards REPLAYS!

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4 SUITS

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NEW RECOVERY SHOOTER . . . insures score on every ball.

3 POP BUMPERS!
2 CYCLONIC KICKERS!
2 SUPER-POWERED FLIPPERS!

LOCATIONS WILL WANT TO GET IN ON THIS . . .

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"There is no substitute for Quality!"

D. Gottlieb & Co.
1140-50 N. KOSTNER AV
CHICAGO 51, ILLINO

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Beauty	445
Palm Beach	345
Atlantic City	325
Frolics	310
Spot Lite	195
Coney Island	225
Bright Spot	225
Bright Lights	175
ABC	145

5-BALLS

UNITED TROPICS	UNITED	
BALLY DUDE RANCH	Utah	\$84.50
WMS. GRAND CHAMPION	Tampico	79.50
GOTT. POKER FACE	Oklahoma	69.50
EV. SADDLE & TURF	Aquacade	59.50
	Monterrey	49.50
	Rondeevoo	49.50
	Moon Glow	49.50
	Baby Face	49.50
	Paradise	49.50
GENCO	GOTTIEB	
Tri-Score	Quartette	\$185.00
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So. Pacific	Rose Bowl	149.50
Rocket	Minstrel Man	139.50
3 Feathers	Spot Bow	119.50
Black Gold	4 Horsemen	109.50
Rip Snorter	Joker	99.50
Puddin' Head	Rockette	99.50
Big Top	Triples	99.50
Screwball	K.C. Jones	89.50
1-2-3	3 Musketeers	79.50
Floating Pwr.	College Date	79.50
	Bowling Ch.	69.50
	Buffalo Bill	69.50
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WILLIAMS	Just 21	59.50
8 Ball	King Cole	49.50
Shoo Shoo	Humpy D.	49.50
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Rag Mop	Cinderella	49.50
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Georgia	EXHIBIT	
De-Icer	Judy	\$94.50
Lucky Inning	Be Bop	84.50
Maryland	Campus	84.50
Boston	Tumbleweed	74.50
St. Louis	Samba	49.50
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Virginia	King Pin	\$124.50
Yanks	Pin Bowling	99.50
Daw-Wa-Ditty	Majors	74.50
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Tennessee	Heavy Hitter, 5c	69.50
	Flip Skill and Stand	69.50
	Texas Leaguer	69.50
BALLY		
Hot Rod		
Ballerina		
MILLS		
CONSTELLATION		
20 Rec., 40 Sel.		
\$169.50		

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ACORN VENDOR	
1c or 5c	\$14.95
ACORN TAB GUN,	
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Mills & Col. Candy	198.50
Mills 5 Col. Candy	89.50
Mills Tab Gum	27.50
Mills Tab Gum, Rebuilt	14.50
Silver King	13.95
25c Razor Blade	19.95
N.W. 49, 1c, 5c	17.33
S.K. Hot Nut	29.95
U Select It	49.50
N.W. Tab Gum	25.95
N.W. Stamp	49.00
U-Pop-It	Write
Kleenex, 5 or 10c	49.50
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Elect., New	175.00
Vendor Bar 104 Pkg., 8-Col. Selec.	119.50

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GENCO SKY GUNNER	
AUTO-PHOTO	
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ABT RIFLE SPORT	
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Bally Rapid Fire	125.00
Goatee	119.50
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Exh. Hi Ball, Striker	89.50
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Flash Hockey	75.00
Kiddie Rides	Write

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Heavy Hitter, 5c	69.50
Flip Skill and Stand	69.50
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National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unsedapak Model 500, 9 Col.	135
DuRenier Model "W", 9 Col.	115

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UNITED ROYAL S. A.	KING SIZE PINS
UNITED IMPERIAL S. A.	
CHI. HI-SPEED CROWN BOWLER, 6 PLAYER	
CHI. HI-SPEED TRIPLE SCORE, 6 PLAYER	
KEENEY CARNIVAL BOWLER, 6 PLAYER	
KEENEY DOMINO BOWLER, 6 PLAYER	
United Super 6 Player S. A.	\$295.00
United De Luxe S. A., 6 Player	275.00
United 6 Player w/Formica, 7-10	235.00
United 5 Player w/Formica, 7-10	195.00
United 4 Player w/Formica, 7-10	175.00
United Twin Rebound	145.00
Un. Double S.A., Express, Rebound, 8'	150.00
Un. 2 Player S.A., Express	89.50
Chicoin 6 Player, Formica Top	225.00
Chicoin Bowling Classic	69.50
Chicoin Trophy Bowl	69.50
Keeney Super De Luxe League Bowler	245.00
Keeney De Luxe League Bowler	225.00
Keeney 6-Player w/Formica	210.00
Keeney League Bowler, 4 Player	149.50
Un. Single S.A. Rebound	69.50
Universal Twin Rebound	49.50
Chi Baseball, 2 Player	49.50
Keeney Double Bowler	49.50
Williams Double Header	49.50
Star Bowler, 10', 2 Player, Wood Balls	295.00

UNITED'S Genuine 8' FORMICA TOPS \$15.95 Ea.

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Minimum Order . . . 5 Tops

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WALL MODEL 95.00

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Rock-Ola Fire Ball 120	Write or Call
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Sunshine Parks	\$195
Futurity	95
Turf Kings	65

MISCELLANEOUS

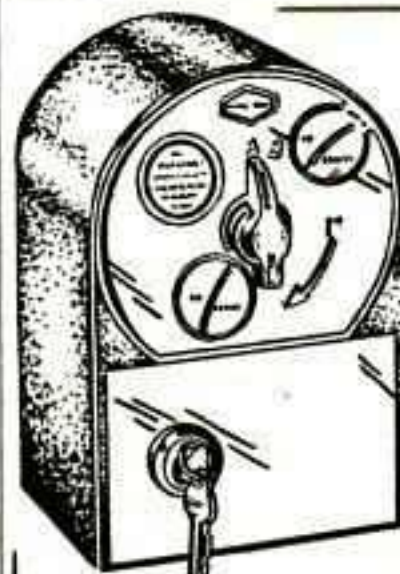
Williams Super World Series	\$95
Genco "400"	40
Yacht Clubs	Write or Call
United ABC	\$65
Williams Long Beach	75

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United 6 Player w/Formica, 7-10	235.00
United 5 Player w/Formica, 7-10	195.00
United 4 Player w/Formica, 7-10	175.00
United Twin Rebound	145.00
Un. Double S.A., Express, Rebound, 8'	150.00
Un. 2 Player S.A., Express	89.50
Chicoin 6 Player, Formica Top	225.00
Chicoin Bowling Classic	69.50
Chicoin Trophy Bowl	69.50
Keeney Super De Luxe League Bowler	245.00
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A BIG MONEY WINNER!

Williams GRAND CHAMPION



HIGH SCORES

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READY TO BREAK ALL RECORDS WITH THESE BIG PLAY FEATURES:

- 6 Rollovers "special" when lit.
- Making 1st, 2nd, 3rd and Grand Champion holes lites all side channels and returns ball in Grand Champion hole.
- **ONE REPLAY** for making holes 1 to 5 or when selected hole is matched and 1st hole is made.
- **TWO REPLAYS** for matching selected hole when balls are in first and second pockets.
- **FIVE REPLAYS** for matching selected hole when balls are in 1st, 2nd and 3rd pockets.
- **2 FLIPPERS**
- **2 THUMPER BUMPERS**
- **2 AUTOMATIC RUBBER REBOUNDS AT BOTTOM**

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Williams GRAND CHAMPION



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. - CHICAGO 24, ILL.

Brilliantly colored deluxe cabinet!

↑ HINGED FRONT DOOR FOR EASY SERVICING!

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Two-faced—adjustable for all boards. Chrome supports. For 5¢ or 10¢ play by a simple switch-over. Large Nat'l Coin Rejector Box.

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Horsecollar (15-21-50 pts.)
Marvel Score (15-21 pts.)

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The corn popping plant all set to zoom popcorn sales . . . build profits. Automatically loads, pops, seasons and delivers serving of fresh, hot, delicious popcorn.

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GENCO'S NEWEST SMASH

NIGHT FIGHTER

ALL LOCATION GUN GAME

- ★ **BRILLIANT BLACK LIGHT**
 - ★ **STARTLING REALISM**
 - ★ **BREATH-TAKING BATTLE ACTION**
- Plus All The Exciting Features Found In Skygunner*

"DOUBLE MATCH" FEATURE

NEW

- Match NUMBER
- Match WING

EASILY CONVERTIBLE to Regular or Match with Single Replay!
 A REAL MONEY-MAKER in Bowling Alleys, Taverns, Arcades, and Other Locations.

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3-DIMENSIONAL
MOVING
COLORED TARGET
SCENE with
EXCITING
BLACK LIGHT

Shows realistic eerie night battle, with enemy troops, ships, and planes.

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NOW! Whatever your location needs in a gun.

REGULAR — SKY GUNNER
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SHUFFLE BOWLERS UNITED 2 Pl. with Formica... \$ 75.00 4 Pl. with Formica... 110.00 4 Pl. Official... 250.00 5 Pl. with Formica... 150.00 6 Pl. with Formica... 175.00 6 Pl. Del. Luxe... 210.00 6 Pl. Super... 250.00 6 Pl. 10th Frame... 240.00 6 Pl. Cascade... Write C.C. & Pl. High Score... 160.00 Bally Hook Bowler... 50.00 Genco Target Skill... 50.00 Keeney Big League... 4 Pl. 85.00 BINGOS A.B.C. \$ 75.00 Five Stars... 75.00 Stars... 195.00 Spot Lites... 165.00 Zingos... 125.00 3-4-5... 125.00 Yacht Club... Write MUSIC 10 Wurlitzer 1250... \$285.00 RIDES Big Broncos, used... \$550.00 Chi. Coin Super Jet... Write Sci. Space Ship... Write Carousel, new... 995.00 Kiddie Train Ride... 675.00 Kiddie Auto Ride, new... 675.00 Kiddie Boat Ride, new... 675.00	CIGARET & MISC. VENDORS All Cigarettes King size and 2 1/2 size National 920... \$ 95.00 National 950... 125.00 National Electric... 95.00 Lehi PX, 8 col... 135.00 Lehi PX, 10 col... 145.00 Rowe 8 col... 125.00 Rowe 10 col... 145.00 C-8 Electric... 135.00 Keeney 9 col., electric... 185.00 National 6 col. Candy... 65.00 National 9 col. Candy... 95.00 Craig Ice Cream Vendors, 54-104... 250.00 12 Revco 104 Ice Cream Vendors... 150.00 3 Revco 104, 2 col. Vendors... 495.00 2 Super Vendors 3 selection drink... 350.00 3 Brand new National King Coffee Vendors... 495.00 2 Pop Sox Popcorn Vendors... 49.50 75 1/2 Masters, Ea... 6.50 35 1/2 Atlas Nut Vendors, Ea... 6.50 ARCADE EQUIPMENT A.B.T. Gun Range With 3 Rifles... \$ 650.00 All merchandise factory reconditioned	Astroscope, 104... \$125.00 Q' Balls, f.o.b. St. Petersburg, Fla... 95.00 Bally Defender... 125.00 Bally Big Inning... 150.00 Boomerang... 45.00 Bally Heavy Hitter... 65.00 Bally Rapid Fire... 125.00 Candid Camera... 125.00 Chi. Coin Hockey... 75.00 Chi. Coin Pistol... 75.00 Chicken Sam... 125.00 Chi. Coin Goatee... 65.00 Dale Gun... 105.00 Edselco Pool Table... 75.00 Evans Bat-a-Score... 165.00 Evans Tommy Gun (Deluxe)... 95.00 Evans Super Bomber Ex. Silver Bullets... 275.00 Mills Panoram... 275.00 Auto Flying Saucer... 150.00 Auto. Photo, early... 625.00 Auto. Photo, late... 250.00 Periscope... 120.00 Dale Gun... 185.00 Quarterback... 85.00 Quizzer & Film... 95.00 Star Series... 100.00 Sci. Pokerino... 85.00 Siro's Brush Up... 50.00 Seeburg Bear Gun... 249.50 Standard Metal Typewriter, new... 445.00 Supreme Bolacore... 95.00 Texas Leaguer... 50.00 Ten Strike... 75.00 Teke Quiz with Film... 125.00 Wurlitzer Skee-ball... 150.00 Western Baseball... 85.00 Exhibit Jet Gun... 225.00 Midget Movies... 225.00 Records... 125.00 Keeney Submarine Gun... 120.00
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GOTTLIEB
 In the State of Wisconsin.
CHICAGO COIN
 In Wisconsin and Upper Michigan.
KEENEY
 In Wisconsin, Minnesota, North and South Dakota and Upper Michigan.
WILLIAMS
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Serenade... 34.50	Merry Widow... 29.50
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REQUIRING FAST PLAY
EASILY ADJUSTABLE TO PLAY EITHER
5 OR 10 FRAMES!

★ **Player in 5 or 10 Frame Play
can add up to 270 Points to his
Total Score in the Last Frame!**

★ **5 Frame Play—
3rd and 5th
Frames Triple!**

★ **10 Frame Play—
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Frames Triple!**

(also adjustable
for 3rd and 7th
Frames Triple!)

★ **5 Frames Plays
in only
30 seconds!**

★ **10 Frames in
60 seconds!**

*Simple adjustment
in cabinet converts
Hi-Speed to meet
any location
requirements!

**You Speed up Play,
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HI-SPEED CROWN BOWLER

Featuring 5 or 10
Frame
Play!

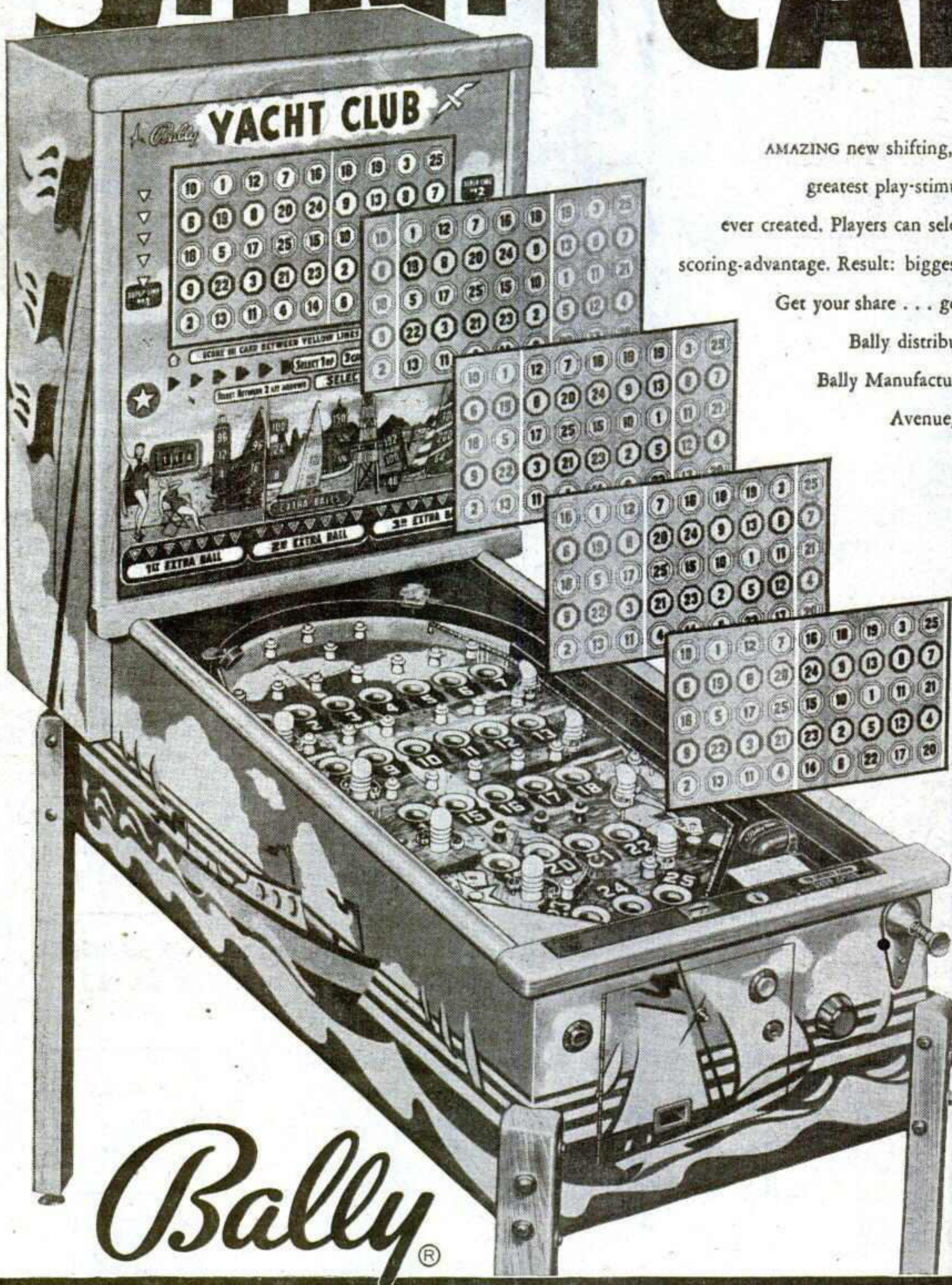
**chicago
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Earn Bigger Profits than ever with the game with amazing new 5-IN-1 CARD



AMAZING new shifting, overlapping 5 cards in 1 is
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Extremely Durable

FAST SMOOTH QUIET Knee-Action Disappearance

1

1

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ACTUAL SIZE PHOTO

Plus

TRIPLE MATCH FEATURE (0-9) ☆

TRIPLE and DOUBLE Scores

5th and 10th Frames with TRIPLE Scores

Added Feature—can adjust to 5 Frame Game

Strike or Spare Flasher Lights

HI-SCORE Feature

Can Pick Up 7-10 Split

Hinged Pin Hood—Hinged Front Door

Formica Playboard

TWO SIZES 8 FT. BY 2 FT. 9 FT. BY 2 FT.

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UNITED'S
ROYAL
Shuffle-Alley
with all the features of
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except
TRIPLE MATCH FEATURE

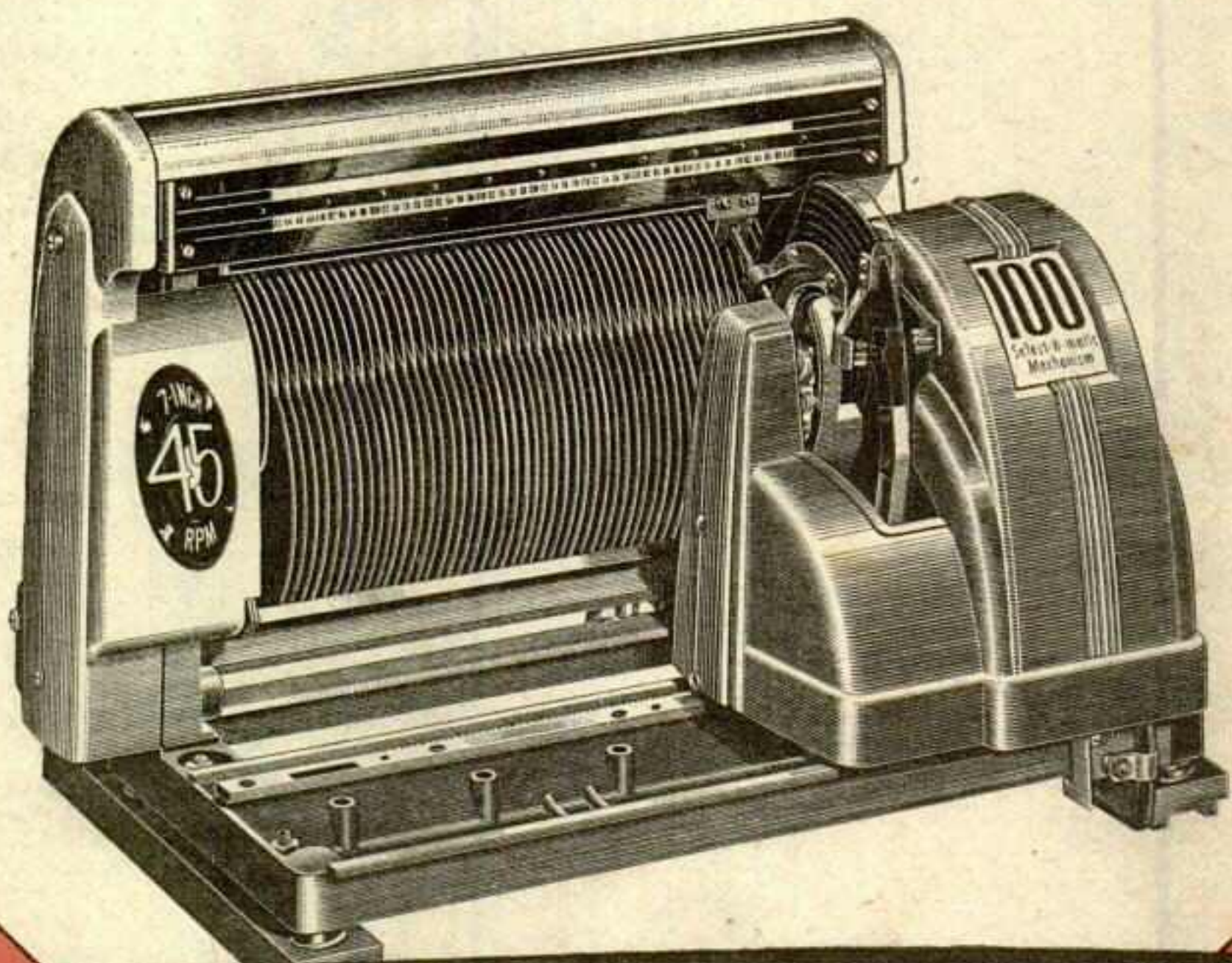
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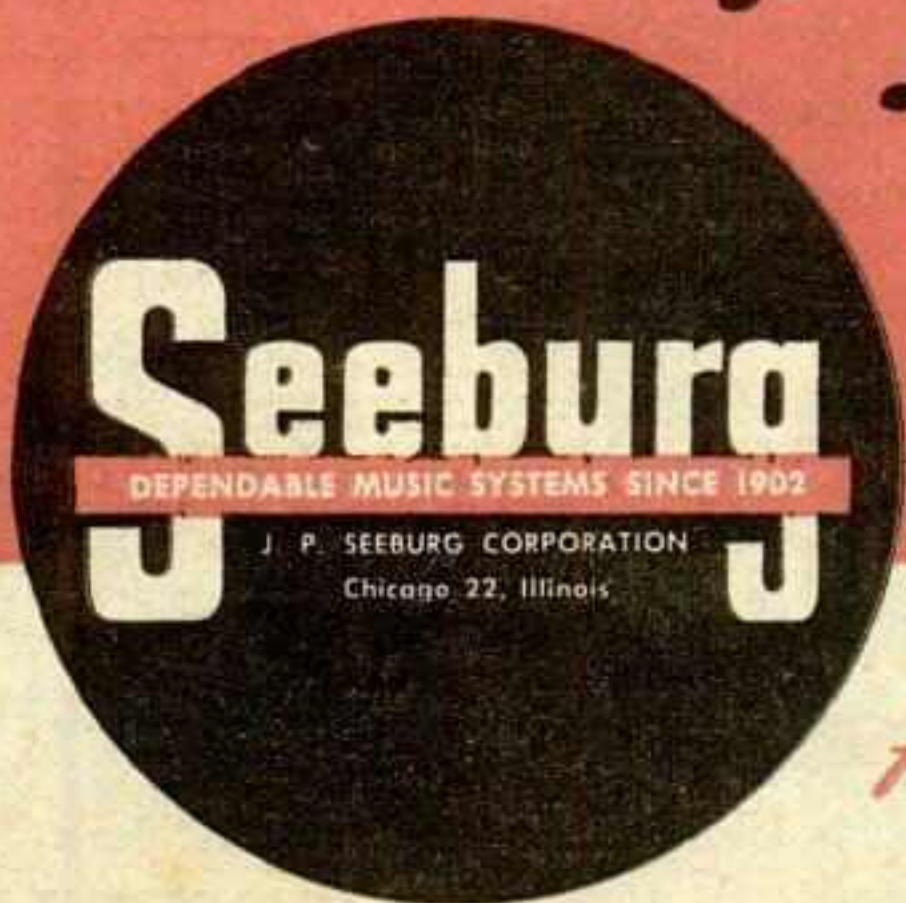
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